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Major rating services agree to stop claims of 100% accuracy .................... 66
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The new Keystone Electric Generating Station, a 175 Million Dollar Investment in the Future

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

It will serve as the “keystone” of a $250 million coordinated high-voltage-transmission and power plant construction program...one of the largest ever undertaken by the electric utility industry. Of equal importance to this area is the fact the plant will require up to 4.7 million tons of coal annually...to be produced within a 40-mile radius of the plant site...to be delivered by conveyor belts, truck and rail.

This multi-million dollar investment promises tremendous impact on the industrial economy in Southwestern Pennsylvania...in making available ample supplies of low-cost power...in providing new jobs and business for the coal industry.

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

For market information on the Johnstown-Altoona area and WJAC-TV, contact Harrington, Righter and Parsons, Inc.
St. Louis finds KTVI the happy medium for entertainment and information accenting vitality. A lively curiosity for the conversational and controversial is now served with programs selected to answer a native 'show me' interest. Blended with the balanced ABC line-up, we add a mixture of the seasoned with the new — like:

Girl Talk
10:25 am Mon-Fri

The Steve Allen Show
10:15 pm Mon-Fri

... two programs the growing St. Louis audience looks for on Television 2. See what's on KTVI — it's selling!
Steve Allen comes to CHANNEL 4...

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

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

KRLD-TV represented nationally by Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

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

Clyde W. Rembert, President

BROADCASTING, January 7, 1963
Transfers in transit

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

Time, ABC-TV in news deal

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

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

External calm

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

Slow gestation

Special FCC “committee of commissioners” is trying to effect compromise on long-planned new tv program reporting forms. FCC is split several ways over latest recommendation of Broadcast Bureau Chief Kenneth Cox, soon to be commissioner himself, and it’s reported newest product will have little resemblance to form released for comments year and half ago. For this reason, FCC is expected to seek third round of industry comments since it first announced in July 1960 that new forms would be adopted “shortly.” Working on compromise are Commissioners Newton Minow, Frederick W. Ford and Robert T. Bartley. There will be separate program forms for am stations which will not be considered until tv questions are settled.

Help from the Hill

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

All alike

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

Power play in Britain

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

Here’s how one London observer has sized up ITA’s authority proposed in new legislation: “It’s [ITA’s] control over advertising will, if it chooses to make use of its powers, be as complete as if it were selling the advertising time itself. Its control over programs will be as complete, if it wishes, as if it were itself arranging them.”

Cliffhanger continued

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

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

Counter-programming

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

Minow’s choice

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

GREENVILLE-SPARTANBURG

Airport

SERVING THE HEART OF ITS MARKET

AIRPORT FEATURES

- 7,600-ft. main runway
- First FAA-approved center-line and touchdown lighting
- $11½-Million Terminal Bldg., with every convenience for users
- 9-Story Control Tower has "jet-age" communications, radar, flight service and FAA training rooms
- Limousine service to Greenville & Spartanburg

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

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

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

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

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

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

WFBC-TV

Serving Greenville-Spartanburg-Asheville

Affiliated with WBIR-TV, Knoxville, Tenn.
WEEK IN BRIEF

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

SPECIALISTS' PROGRAM SALES ... 31

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

RCA AND PHILCO PEACE ... 58

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

RATINGS CONSENT DEGREE ... 66

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

AM OVERCROWDING TALKS ... 68

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

TV AIDS NEW PRODUCTS ... 36

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

LEE HITS VHF CLAIMS ... 70

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

BOARD TO DISCUSS COLLINS ... 53

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

RADIO NETWORKS EXPAND ... 42

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

SATELLITES OFF, ON AGAIN ... 71

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

OVERSEAS CENSORSHIP ... 44

DEPARTMENTS

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BROADCASTING, January 7, 1963
Have you ever been to Fargo, on business or to hunt them squawk-voiced pheasants?

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

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

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
BAR announces 75-market monitoring plan
SERVICE STARTS IN 10 CITIES, TO EXPAND MONTHLY

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

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

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

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

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

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

Market Schedule • Other additions scheduled as follows:
April: Miami, Tampa, Birmingham, Houston, Columbus and Indianapolis.
May: Seattle-Tacoma, San Diego, Sacramento, Fresno, Buffalo and Providence.
June: Milwaukee, Richmond, Memphis, Syracuse, Charlotte and Louisville.
July: Kansas City, New Orleans, Charleston-Huntington, Toledo, Ft. Wayne and Youngstown.
September: Denver, Grand Rapids, Kalamazoo, South Bend-Elkhart, Green Bay, Wichita and Rochester.
November: Nashville, Little Rock, Tulsa, San Antonio, Oklahoma City and Norfolk-Portsmouth.
December: Cedar Rapids-Waterloo, Jackson, Omaha, Amarillo, Lansing-Jackson, and Greenville-Spartanburg-Ashville.
January 1964: Shreveport, Des Moines, Portland (Ore.), Phoenix and Flint-Bay City.

Scott Broadcasting buys WTTM-AM-FM
Sale of WTTM-AM-FM Trenton, N. J., by Peoples Broadcasting Co. to Scott Broadcasting Co. for $375,000 was announced Friday.
Scott Broadcasting, principally owned by Herbert Scott, owns WPAZ Pottstown, Pa., and WJWL Georgetown, Del.
Peoples, subsidiary of Nationwide Insurance Co., said it intends to concentrate its station ownership in larger markets.
Peoples owns WRFD-AM-FM Columbus-Worthington, Ohio; WMMN Fairmont, W. Va.; WJPS-AM-FM Cleveland, Ohio; WNAX Yankton, S. D., and KVTU (TV) Sioux City, Iowa.
WTTM operates on 920 kc with 1 kw fulltime; WTTM-FM, under construction, will operate on 94.5 mc with 20 kw. Broker was Blackburn & Co.

Pulse says it's happy to make FTC changes
The Pulse Inc. issued statement on Friday in connection with Federal Trade Commission consent orders and complaints issue earlier (see page 66).
"Pulse has always made, and will continue to make, a conscientious effort to insure audience data of the highest possible accuracy, and to represent that data for what it is. While we do not necessarily agree that all of the points made by the FTC have essential bearing upon the basic accuracy and utility of our research, we are happy to make the detailed changes requested in the interest of avoiding prolonged and harmful misunderstanding of audience research in general. In fact, we believe we have already made all the changes necessary to comply with the commission's order. Pulse will continue through experimentation and validation to make our technology and our reporting as accurate, and as accurately-represented as it can be."

Pacifica heads, guests subpoenaed by Senate
Senate Internal Security subcommittee had subpoenaed by Friday at least five persons connected with or who had appeared on Pacifica Foundation stations for appearances at executive session in Washington, D. C., on Thursday (Jan. 10).
Pacifica is non-commercial, listener-supported licensee of three fm stations: KPFA (FM) Berkeley, KPFK (FM) Los Angeles, both California, and WBAI (FM) New York. Outlets offer cultural, off-beat programming and have presented communists and other political extremists. Trevor Thomas, Pacifica president, warned that "any legislative pressures to curtail broadcasting content are dangerous and unwarranted."
Subcommittee refused any comment.

Export interviews
U. S. Information Agency Director Edward R. Murrow is seeking to have some televised interviews of top U. S. officials made available to government for overseas use.
According to USIA spokesman, Mr. Murrow has suggested to chief news officers at several departments that such interviews, "having to do with policy of world-wide concern should be made available to USIA for use of its overseas media, regardless of their ability to pay."
Mr. Murrow is said to feel that such interviews as those of Secretary of State Dean Rusk, which appeared on CBS-TV, and President Kennedy, which was shown on all three networks, should be available for government's use overseas.
FCC asks court backing in Orlando ch. 9 grant

FCC this week will ask court of appeals in Washington to approve agency plans to reaffirm 1957 grant of ch. 9 (WLOF-TV) Orlando, Fla., to Mid-Florida Inc. (CLOSED CIRCUIT, Nov. 5, 1962). Case had been remanded to FCC by court, which retained jurisdiction, because of off-record contacts with former Commissioner Richard A. Mack.

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

Druggists get warning on tv commercials

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

WQXR bows to listeners

Listener response to announced plan to cancel weekly jazz program on WQXR-AM-FM New York and QXR Network conducted by John Wilson, brought reinstatement without missing single show. Announcement of demise of The World of Jazz by WQXR, whose reputation rests on classical music format, came at end of Dec. 26 show, and immediate "unsolicited interest" caused return of 8½-year-old program following week.

Paperwork

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

WEEK'S HEADLINERS

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

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


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

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

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

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

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

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

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

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

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

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

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

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

YOUR BEST SELLING TOOL

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

See your RCA representative or write: RCA Broadcast and Television Equipment, Bldg. 15-5, Camden 2, N.J.
The bleat of a lamb may soften the heart of man, but the bleat of a broadcaster carries no farther than his signal, for the stations that beseech, do not necessarily reach people. The success of television and radio stations lies in proportion, not distortion. People watch. People listen. People know.

POST • NEWSWEEK STATIONS
A DIVISION OF THE WASHINGTON POST COMPANY

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

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

*Indicates first or revised listing

JANUARY

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

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

Jan. 8—Reply comments due at FCC on proposed allocation of frequencies for space communications.

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

Jan. 12—Deadline for 1962 entries for George Foster Peabody Radio and Television Awards. Entries should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, Athens.

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


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


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


Jan. 15—Deadline for foreign entries for third International Broadcasting Awards competition of Hollywood Ad Club. Entries should be sent to IBA, P.O. Box 38900, Hollywood 38, Calif.

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

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

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

Jan. 18-20—Advertising Assn. of the West

FIRST CHOICE IN A FIRST RATE MARKET

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

Represented Nationally by

THE HENRY L. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

WSYR

5 KW • SYRACUSE, N. Y. • 570 KC

Broadcasting, January 7, 1963
WCCO Radio delivers TOP ACCEPTANCE

68.1%

share of audience

SOURCES: Nielsen Station Index / Station Total / 6:00 AM-Midnight, 7-day week / September-October, 1992 • Nielsen Coverage Service (46)
Twice as many listeners as all other Minneapolis-St. Paul stations combined!

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

*Jan. 29—Iowa AP Radio & Television Assn. annual winter workshop meeting in Des Moines. Governor-elect Harold Hughes will address the luncheon session. Awards will be presented to members contributing the most to the Iowa AP report during 1962.

Jan. 21—Deadline for comments to FCC rulemaking proposals to allow (1) joint use of auxiliary tv stations and microwave facilities of closed-circuit etv systems for transmitting on parttime and secondary basis to on-the-air etv stations and station to closed-circuit; and (2) make available 1850-1990 mc band to etv for extended range, closed-circuit purposes.

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

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

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

*Jan. 23—Colorado AP Broadcasters Assn., meeting, Hilton Hotel, Denver. AP assistant general manager Lou Kramp will address the session. Members will firm up plans for a news clinic for radio and tv newsmen.


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


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

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

Strike coverage

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

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

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

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

Heart of America

EDITOR: This is to request permission to reprint the "Topeka" section of your "Heart of America" story [SPECIAL REPORT, Sept. 24, 1962], at the request of WIBW-TV Topeka, one of our stations. Needless to say, BROADCASTING will receive written and visual credit on the reprint.—Erwin Spiegel, sales promotion, Avery-Knodel Inc., New York.

[Permission granted.]

Radio in Canada

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

The Radio Sales Bureau is in complete agreement... so much so that we have just published a comprehensive study on the summer activities of individuals by sex and age groups (not including children) as related to their exposure to the radio medium. This includes in-home, out-of-home, in-home-away-from-home (i.e., on vacation) and out-of-home-away-from-home listening by half-hour time segments... In addition... the individual questionnaire logs contain a vast wealth of statistics... —Charles C. Hoffman, president, Radio Sales Bureau, Toronto.

More than meets the ear

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

I sincerely agree that it is not a "sim-
YOU MAY NEVER SEE THE BIGGEST ANIMAL*

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

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

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

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

*The Blue Whale reaches a length of 108 feet and a weight of 131 tons.
Last year the MGM 30/62 feature films were acknowledged the finest single offering of post '48 films yet released. Now we're topping those with the 30/63. It's a truly exciting array of entertainment values that will keep audiences and advertisers looking and buying.

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

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

HIGHLY PROMOTABLE! HIGHLY SALEABLE!

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

MGM TELEVISION

New York: 9540 Broadway • JU 2-2000 / Chicago: Prudential Plaza • 467-5755 / Culver City: MGM Studios • 47-9331
Like mother, like daughter—both like the Delta Touch...famed Delta service that is always personal, quick and exceedingly thoughtful...be it Deluxe, Family Plan or Tourist. Next trip fly Delta.

The "Fletcher and Munson" curve is always thought of as Edwin Mullen's concept. But it has been observed that the "average" radio receiver's loudspeaker has its best response in the mid-frequency range, and the average person's hearing is best in this range. Therefore, the net result is what appears to be, in some instances, excessive loudness.

This hearing response of the average person is often referred to as the "Fletcher and Munson" curve, especially by technical people, although this term is used more often in the electrical engineering. This hearing response of the average person is often referred to as the "Fletcher and Munson" curve, especially by technical people, although this term is used more often in the electrical engineering.

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

Separate functions

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

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

The federation of broadcasting you propose [EDITORIALS, Dec. 10] should not be one of conflicting interests. I'd like to see the editorial function separated completely from the advertising functions...and I'd want the editorial group to be the boss.

-Frank E. Mullen, Mullen-Buckley Corp., Los Angeles.
JUST OFF THE PRESS

1963 BROADCASTING YEARBOOK

50 directories indexing the business world of TV and radio

SIX reference works in ONE

“One-book library of television and radio information”

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

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

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

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

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

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

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

USE THIS COUPON TO ORDER YOUR COPY NOW.

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

LIMITED EDITION $5.00 copy

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

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

name

title/position*

company name

address

city zone state

Please send to home address——

BROADCASTING, January 7, 1963
Some of the prettiest figures in television turn up in the National Nielsen Ratings. (A recent report was so handsome we had it decorated for the holidays.) Still, as every sponsor knows, one rating doesn’t make a season. The significant point is that one network has consistently attracted the biggest audiences in television—for five straight years in the daytime and for eight straight years at night. This is the CBS Television Network “where (to quote Advertising Age) advertisers have a better than 50% chance to get their commercials into the top-rating shows.” With the odds given at 33% on the second network and 6% on the third, “...there has not been such a wide spread since 1956-57.”
CBS leads the other networks in size of audience seven nights of the week.

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

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

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

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

CBS in the daytime, with an average minute-by-minute audience of 3,984,000 homes, leads the third network by 126% (2,274,000 homes).

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

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

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

Source: NTI 2nd November report. Nighttime: 6-11 pm, 7 days; daytime, 7 am-6 pm, Monday-Friday, all regular programs.

(The very next—and latest—report was much the same: our lead over the second network was down one percentage point in average audiences at night; up one point in the daytime.)
MONDAY MEMO
from EDWARD CONDON, Bankers Life & Casualty Co., Chicago

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

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

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

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

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

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

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

Radio’s Unique Quality • This is the beauty of radio advertising. No other medium offers us the same degree of flexibility in making low-cost rapid and continual changes. We can and often do change our approach virtually overnight if our day-by-day studies of the leads we receive show that a particular commercial is not bringing in a sufficient volume of postcards and letters. Thanks to radio’s flexibility and the cooperation between our lead tabulation department and our advertising agency, Phillips & Cherbo, we can bolster any lead shortages almost before they start.

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

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

Track Record • While we naturally want to develop a good volume of leads with our radio advertising, the quality of these leads is also important to Bankers. So, we carefully “follow” each sales lead we send out to our agents in the field. We determine how many leads are actually turned into sales. We find out how much each sale amounts to in terms of monthly or annual premiums. But we don’t stop there. Sales from leads are “tracked” to find out their “persistence” —how long the insurance policies continue to be renewed by customers.

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

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

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

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

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

MAYO CLINIC

KWTV
OKLAHOMA CITY

KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.
known to millions of comic strip fans...

Now They're Takin' Off For TV

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

WPIX, New York
"...truly outstanding." FRED THROWER

KTLA, Los Angeles
"Hilarious! The big one for '63." S. L. ADLER

WTAE, Pittsburgh
"...they're great." FRANKLIN SNYDER

WEWS-TV, Cleveland

WTCN-TV, Minneapolis

CKLW-TV, Detroit

KWTV, Oklahoma City

KGMB-TV, Honolulu

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

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

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

KING FEATURES SYNDICATE
235 East 45th Street New York 17, N. Y.
212-MU 2-5600 Cable: KINGSYN, N. Y.

• AL BRODAX, Director of TV
  • Ted Rosenberg, Director TV Sales, East
  • IN CANADA: Dola Films Limited, 160 Bloor Street East, Toronto 5, Ont.
  • Maurie Gresham, Director TV Sales, West
The Mayor and the city's business leaders know and understand the needs of the people of Pittsburgh. When they learned that pledges to the United Fund were still short of its goal, they acted swiftly by participating in KQV Radio's "Million Dollar Wednesday." For the third year the station offered its facilities to the United Fund. Throughout the day, these civic leaders sat behind KQV microphones, introducing music, reporting the time the weather and, most important, urging the people of Pittsburgh to support the United Fund. The participation of Pittsburgh's top leadership in KQV's "Million Dollar Wednesday" was, in the words of Campaign Chairman Philip A. Fieger, "but one example of the genuine interest, the concern, the imagination, and the work which the station invested in the 1962 United Fund Campaign." KQV's "outstanding cooperation" demonstrated the kind of "superior public service" ABC Owned Radio Stations perform to generate true community action.

ABC OWNED RADIO STATIONS
WABC NEW YORK WLS CHICAGO KGO SAN FRANCISCO
KQV PITTSBURGH WXYZ DETROIT KABC LOS ANGELES
SPECIALISTS SELL MOST PROGRAMS

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

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

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

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

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

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

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

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

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

The rise of these sales representatives to prominence in tv can be attributed largely to two developments: The decision of the networks to produce fewer programs themselves and the apparent inability of most independent producers to fulfill the dual functions of producing and selling. Tied in with the network pattern is the decline of the live dramatic series, which the networks produced themselves or which were negotiated for directly with an outside producer.

Status Today • An independent producer who has sold directly to the networks in the past explained the changed situation of today in these words: "Five or six years ago, there were outfits like Television Programs of America, Ziv Television Programs, Official Films, Pyramid Productions and Bernard Schubert Inc. who could take a show to the networks and make a sale. Those days are gone forever. Even Desilu and Ziv (now United Artists TV) had to go out and get agents—GAC for Desilu, William Morris for UA TV.

"I believe high costs of television are an important consideration. A producer has to have strong financial resources, which means that he can put out a quality show week in, week out. "Tv subsidiaries of motion picture outfits have this financial backing and the strong talent agents have access to money from other sources. Then, too, both have access to the lifeblood of a good show—the talent, whether it's an actor, a writer, a producer or a director. The little guy can't do it, unless he's willing to give away a piece of the show."
15 firms sell most programs to networks

The men who negotiate and sell prime network program packages to the networks include such top executives as (l to r) David A. (Sonny) Werblin, president, MCA TV; John Mitchell, vice president, national sales, Screen Gems; Wally Jordan, head of television for William Morris Agency, New York; Herman Rush, senior vice president for television, General Artists Corp.; Oliver Treyz, vice president and general manager of worldwide television, Warner Bros., and Ted Ashley-Steiner. Collectively, the officials represent handle the bulk of sales made to the networks on prime time programs.

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

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

For purposes of this study, programs scheduled on network tv in October are included, but cover only those slotted in the Mon.-Sat., 7:30-11 p.m. and Sunday, 6:30-11 p.m. periods in which the networks program their schedules.

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

Fewer on CBS-TV • CBS-TV leads the other two networks in the total number of programs in which a sales rep is not involved. CBS-TV has 15 such shows, totalling 11½ hours per week; NBC-TV has 5 programs for a total of 4 hours per week and ABC-TV, 5 programs for 3 hours weekly.

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

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

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

- Desilu Productions, which previously had served as its own network sales representative, engaged GAC as its sales agent.
- United Artists Television, which formerly operated as Ziv-United Artists and earlier as Ziv Television Programs, named William Morris as its sales agent, though for many years it had negotiated its own network deals.
- The signing of such name personalities as Danny Kaye, Judy Garland and Phil Silvers, all on CBS-TV, and Bill Dana on NBC-TV to regular series for 1963-64 emphasizes the still growing role of the talent agent, who handles sales for these projects.

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

- The high costs of television production and selling require a well-financed organization. The motion picture subsidiaries have a high degree of financial stability. Strong talent agents, by representing a group of producers, can keep overhead costs down and arrange for financing, though they do not invest in programs themselves.
- Both groupings have acquired over the years a reputation for delivering a satisfactory, if not always successful, program series on schedule, week in, week out. The networks, in essence, can depend on them.
- Both motion picture tv subsidiaries and talent agencies have access to performers, independent producers, writers and directors of all classifications. Through these contacts they are able to make this talent available. They learn of new ideas and often can propose the formats of series.
- Through long and intimate association with the networks, they are more apt to discern a network's needs; they are more likely to come up with the right show at a particular time to "plug a hole" or add balance to a schedule than an independent producer with a less successful record.
- They have the resources—financial and creative—to bolster a sagging series by hiring new writers, directors or performers, or to bring in a replacement series if necessary.
- They can maintain a high-caliber, well-paid sales staff because they are usually selling a group of shows. A producer with a single entry may find the sales costs too high.

32 (LEAD STORY)

Broadcasting, January 7, 1963
1962—27 1/4 hours per week—against 28 1/2 hours this year.

MCA Leads • MCA was the leader in program time sold in 1957 with 13 1/4 hours and is number one again this year with 11 1/2 hours. William Morris was second in 1957 with 8 1/4 hours and is in the same ranking this year with 9 1/2 hours. General Artists was third five years ago with 3 1/2 hours of sold programs, as against 5 hours this year, while Ashley-Steiner was fourth with two hours, as against 3 hours in 1962.

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

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

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

MCA TV: It’s A Man’s World, Laramie, The Virginian, Wide Country, Andy Williams Show, on NBC-TV; Jack Benny Show and Mr. Ed on CBS-TV; Wagon Train, Going My Way, Leave it to Beaver, My Three Sons, McHales Navy, Alcoa Premiere and Ozzie & Harriet on ABC-TV.

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

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

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

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

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

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

Frank Cooper Assoc.: Tm Dickens, He’s Feaster on ABC-TV.

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

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

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

Art Rush: Roy Rogers Show on ABC-TV.

Sam Lutz: Lawrence Welk Show on ABC-TV.

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

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

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

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

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

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

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

Name Values • Mr. Jordan believes talent agencies have made valuable contributions to the development of tv. He pointed out that William Morris
played a significant role in bringing such individuals as Danny Thomas, Sheldon Leonard, Dick Van Dyke, Robert Taylor and Loretta Young into the medium.

Programs sold by a representative are generally network owned, wholly or in part, and in a few instances were sold directly by a producer.

The general belief among talent companies, producers and advertising agencies is that the trend toward the use of a sales representative—either a talent agency or a motion picture company tv subsidiary—will grow. The rationale is that independent producers with a salable property will join forces with a tv subsidiary or a producer handled by a sales agent in order to obtain financial and sales strength.

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

BROADCAST ADVERTISING

H-R REP FIRMS EXPAND

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

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

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

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

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

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

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

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

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

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

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

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

Among these demands, Mr. Headley listed greater competition among independent reps as well as new competition from group reps. He also mentioned pay tv, community antenna tv, global tv, possibility of tv drop-ins through FCC engineering standards relaxation, further development of uhf and a continued resurgence of radio, as areas which could open new horizons for the broadcast business.

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

Tobacco cancer charges called "unscientific"

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

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

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

He noted that the TIRC exists to support the search for factual knowledge about smoking and human health. He pointed out appropriations of $800-000 in 1962, bringing to $6.25 million the total amount given.
The fact that some 30% of the housewives here in Ohio's Third Market double as wage earners helps to swell discretionary income to a healthy 27% above the national mean.

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

Additional morsel for thought:

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

Katz Agency shows use of spot as launching pad

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

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

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

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

Market Disparities - Emphasis in Part Two of the presentation is on market-to-market changes, and on the meaningful speed, size and diversity of those changes. Katz notes that "nationally, our similarities dominate, but we assert many differences in the market place."

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

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

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

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

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

K&E to move West Coast office to San Francisco

Kenyon & Eckhardt Inc. will move its West Coast headquarters from Los Angeles to San Francisco, effective April 1.

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

Rep appointments...

- KTEN (TV) Ada, Okla., and KTTS-TV Springfield, Mo.: Select Station Representatives Inc., New York, as exclusive national representative for both stations.
- KGNC-AM - TV Amarillo, and KFYO Lubbock, both Texas: Venard, Torbet & McConnell Inc., New York, as national representative.
- WJAR Providence, R. I., WFGM Fitchburg, Mass.: Eckels & Co. in New England area.
wsai, #1, and still

SOARING...

in the nation's 21st market, CINCINNATI!

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

*CALL

robert e. eastman & co., inc.

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

JUPITER BROADCASTING RICHARD E. NASON-PRESIDENT, LEE C. HANSON-GENERAL SALES MANAGER.
Colgate products introduced via tv get big sales

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

The products, introduced on spot and network tv, include Action, a dry bleach; Baggies, plastic bags for sandwiches; Dynamo, liquid detergent; Ajax liquid cleaner, and Soaky, children’s bath soap.

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

Potts-Woodbury merges with Joseph Callo Inc.

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

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

Also in advertising...

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

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

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

Name change • The R. G. Lund Co., Portland, Ore., marketing and sales consultant firm, has changed its name to Lund, McCutcheon, McBride Inc. Address remains unchanged: 306 Terminal Sales Bldg., 1220 S.W. Morrison St., zone 5. Phone: Capitol 6-7379.

Exhibit deadline • Entries for the sixth annual Exhibition of Southwestern Advertising, Art, will be accepted until Feb. 20. Sponsored by the Dallas-Fort Worth Art Directors Club, the exhibit includes a television category. Awards will be presented April 13 at dinner in the Sheraton-Dallas Hotel, Dallas. Entry forms are available from Wyatt Whaley, Jaggers-Chiles-Stovall, 522 Browder St., Dallas.

Burnett sees decline in criticism of ads

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

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

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

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

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

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

Catholic Apostolate to examine ad ethics

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

Theme of the conference, at the Hotel Commodore, is “Can Advertising Permit Regulation to Replace Rights, Reason and Responsibility?” Sen. Eugene J. McCarthy (D-Minn.) is key-
qualitative radio research has just been brought within reach of every budget

Until now ... all Pulse local qualitative research in radio was conducted on assignment by individual companies ... who shared the cost with no one. But now Pulse takes qualitative research out of the realm of luxury ... and into syndication.

NOW GETTING UNDERWAY—IN 100 TOP MARKETS

FACTORS: by station... by time period
1. Age
2. Sex
3. Occupation
4. Size of family

Write, wire or phone George Sternberg, Director of Sales

THE PULSE, INC.

730 Fifth Avenue, New York, N. Y., Phone: JUdson 6-3316
If you want to know not just how many, but how good ... Pulse qualifies
note speaker. Arthur Hull Hayes, president of CBS Radio, is conference chairman.

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

GMB forms division for agricultural ads

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

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

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

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


Nielsen homes data revised

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

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

Agency appointments...

• Mead Johnson & Co., Evansville, Ind., has appointed Sudler & Hennessey, New York, for its infant formula products.
• Central Airlines, Fort Worth-based carrier serving six-state area in Southwest, names D'Arcy Adv., St. Louis, as agency effective Jan. 1. Central is tv-radio advertiser.
• Argus Inc., Chicago, names Edward H. Weiss & Co., that city, for its Argus photo equipment line and Schram Adv., Chicago, for its Mansfield Holiday division, both effective immediately. Accounts switch from John W. Shaw Adv.
• Pepsi Cola Bottling Co. of Puerto Rico Inc., San Juan, has appointed Lennen & Newell Inc., that city, as its advertising agency. Other recent appointments for L&N's San Juan office include Corn Products Co., McCormick & Co., & Coover Americana Latina Inc., and Chevy Chase Foods.

Roman-Levinstein agency

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

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

The Media

Most favor NAB's conference series

SURVEY FINDS 88% OF RESPONDENTS WANT TO KEEP FALL MEETINGS

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

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

The poll showed that 325 (81.5%) consider the conferences "average" or "good," 42 (10.5%) "superior" and 32 (8%) "poor." Barely half—455 (80.8%) of respondents—favor the 1½-day program used in 1962, whereas 239 (26.7%) liked one-day meetings, 122 (13.6%) two-day agendas and 8 (0.9%) longer than two days.

General approval—697 (77.8%)—was given the scheduling of eight separate meetings, conducted as regional gatherings for NAB members; 28 (3.1%) considered eight meetings too few and 50 (5.6%) too many; 121 (13.5%) didn't answer this question.

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

Allocation of subjects on a share-time basis at the meetings indicated these membership preferences: staff reports on Washington activities, 19.6%; broadcaster panels on business problems, 29.3%; management problem discussions by staff members, 25.5%; direct reports by out-of-town broadcasters, 23%; others 2.6%.

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

NAB institute to hear Ruder

William Ruder, president of Ruder & Finn, a public relations firm in New York, will be a featured speaker at NAB's first Public Service Institute, to be held Feb. 7-8 in Washington (Broadcasting, Dec. 31). He is a former assistant secretary of commerce. His firm is described as the largest in the public relations field. NAB President LeRoy Collins will address the Feb. 8 luncheon. Mr. Ruder will speak at the Feb. 7 banquet.
Why WRGB bought Seven Arts' "Films of the 50's" Volumes 1, 3, 4 and 5

Says Merl L. Galusha:

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

We know that with the acquisition of Seven Arts' "Films of the Fifties" WRGB will be presenting the very best to the viewers of the Albany-Schenectady-Troy markets. As the nation's pioneer TV station and the number one station in its market, WRGB must constantly SEARCH FOR PROGRAMMING MATERIAL THAT WILL MAINTAIN ITS DOMINANT POSITION. The Seven Arts' "Films of the Fifties", we are confident, represents the top flight entertainment that will keep us in first place".

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**ABC RADIO**

New affiliations (71): WSON Henderson, Ky.; WTRQ Dyerberg, Tenn.; KIT Yakima, Wash.; WSQA Savannah, Ga.; KFIR Denver; KRSL Minneapolis; KARM Fresno, Calif.


WDSM Duluth, Minn.; WBS Deland, Fla.; KORL Las Vegas, Nev.; WSUW Cleveland, Miss.; WAGN Monominee, Mich.; WWVA Wheeling, W. Va.; WTGA Thomson, Ga.


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

KLOA Ridgecrest, Calif.; WELI Elizabethtown, Ky.; WDL Athens, Ga.; WRCO Richmond Center, Wis.; KRBK Sacramento, Calif.; KCTA Corpus Christi, Tex.; WHUT Anderson, Ind.

WAMW Washington, Ind.; WIX Chippewa Falls, Wis.; WGEE Indianapolis; KWBQ Warrensburg, Mo.; WZKY Albemarle, N. C.; WORL Boston; KWEB Midland, Tex.

KBKX Elko City, Okla.; WJCJ Columbia, Miss.; KPBM Carlsveldt, N. M. (supplemental); KCLV Clovis, N. M. (supplemental); KYVA Gallup, N. M. (supplemental); KHOB Hobbs, N. M. (supplemental); KOAT Las Vegas, N. M. (supplemental).

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

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

WRUL New York (international shortwave station).


KALE Alexandria, La.; KFRD Longview, Tex.; KGBA Lufkin, Tex.; KMLB Monroe, La.; KEEF

N.Y. NEWSPAPER STORY

Interim Columbia U. report lists effects of the strike

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

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

- Magazines offering news summaries and those with tv and radio listings showed the greatest increase in sales volume.
- One of the first activities hit by the strike was the legitimate theatre, which followed a publicity pattern set up during the 19-day newspaper strike in 1958.
- Concert managers, movie producers and art theatres increased their advertising in other media.

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

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

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

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

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

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


Mutual


Wahpeton, N. D.-Breckenridge, Minn.


KEYO Oakes, N. D.; WCCC Hartford, Conn.; WCMM Corinthus, Miss.; WCFT Roanoke Rapids, N. C.; WMCN Brunswick, Ga.; WEZB Birmingham, Ala.; KFJZ Fort Worth.


NBC RADIO


ABC TV

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

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

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

Officers and members of the board of governors expected to attend: chairman John F. Dille Jr., WSJV-TV South Bend-Elkhart, Ind.; vice chairman Thomas P. Chisman, WVEC-TV Norfolk, secretary W. B. WUEST, WQ-MC TV Seattle; treasurer Martin Umansky, KAKE-TV Wichita, Kan.; Norman Louvau, KCPX-TV Salt Lake City; Howard W. Mascheiner, WNHC-TV New Haven-Hartford, Conn.; D. A. Noel, WHBQ-TV Memphis; Lawrence Rogers II, WKRC-TV Cincinnati; and Mike Shapiro, WFAA-TV Dallas.

WTEV starts Jan. 1 despite severe storm

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

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

WTEV's management team includes Vale L. J. Eckerley, formerly of WDAU-TV Scranton, W. Pa., general manager; Maurice P. Wynne, formerly of WWL-TV New Orleans and other stations, chief engineer; Francis H. Conway, formerly of WDAU-TV Scranton, general sales manager; Mann Reed, formerly KBTY (TV) Denver, operations manager.

The 35-50 GE transmitter emits 79.5 kW effective radiated visual power. At present the staff is scattered around several offices in New Bedford but within a month the new WTEV office-studio building is to be ready. WTEV also will have offices in the Sheraton-Biltmore Hotel, Providence. The station is licensed to WTEV Television Inc., owned 55% by E. Anthony & Sons, which also owns the New Bedford Standard Times. New England Television Inc. owns the other 45% (15% of this firm is owned by Eastern States Television Inc.).
U.S. CENSORSHIP OVERSEAS?

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

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

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

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

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

- He has been operating in a "McCarthy-like" atmosphere for more than a year in Germany.
- A State Department cable describing him as "pro-communist" has been circulated through official U. S. channels. Such false accusations are dangerous, he said, because they could jeopardize both his job and his reputation.
- An attempt had been made to "get my job" by the planting of a false story in a U. S. show business newspaper which indicated the correspondent was about to be fired.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

WFGA-TV was built from the ground up for color. We've been adding ever since...almost amaze ourselves with the quantity and quality of facilities and equipment. (As a footnote, arrival date for even more modern equipment is not far away.)

When your PGW Colonel calls, ask to see the colorful, pictorial story of WFGA-TV's first five wonderful years.

FIVE WONDERFUL YEARS
1957 - 1962

WFGA-TV
Jacksonville's FULL COLOR Station

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.
Rise in library use said due partly to tv

LIBRARY GROUP'S REPORT NOTES EFFECTS OF MASS MEDIA

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

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

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

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

Bishop Sheen to address mass-media breakfast

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

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

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

Changing hands...

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

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

depth perception: the facts as seen through our eyes

Hundreds of satisfied clients in the past have depended on Blackburn's clear analysis of the facts on changing markets before entering into a media transaction. Protect your investment, too, consult Blackburn.

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Federl 3-0270 Chicago, Illinois Jackson 3-1576

( THE MEDIA )

7, 1963
Michael, present program director and promotion manager, will become vice president and program director. WREC, founded in 1922, operates on 600 kc with 5 kw, WREC-TV, founded in 1956, is on ch. 3. Both are affiliated with CBS.

APPROVED • The following transfers of station interests were among those approved by the FCC last week (for other commission activities see For The Record, page 80).

- KLYD-AM-TV Bakersfield, Calif.: 58.82% interest sold by Edward E. Urner, Bryan J. Coleman and Maurice St. Clair to Lincoln Dellar and wife for $177,640. Mr. Dellar has interests in KROY Sacramento and KACY Port Hueneme, both in California.

Councilman arrested in WSUN-AM-TV case

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

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

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

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

Mr. Burklew, who is free on $3,000 bond, declined to reveal the name of the alleged bidder for WSUN-AM-TV or the terms of the offer. The station, also an applicant for ch. 10 in St. Petersburg (see Broadcasting, Dec. 24), has repeatedly been termed "not for sale" by the city, most recently on Nov. 27.

Triangle and Penn State renew television pact

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

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

KXOL-FM signs on

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

ATTRACTION STATION BUYS!

CALIFORNIA—Well equipped fulltime radio station with good power. Land and building included in sale. Grossed $90,000.00 in 1962 and returned good profit. Priced at $175,000.00 with $52,000.00 down. Another H&L Exclusive!

MIDWEST —Daytime only radio station with population of 250,000 within half millivolt contour. Very well equipped. Grossed $85,000.00 in 1962. Total price of $150,000.00 with 29% down and terms to be negotiated. Another H&L Exclusive!
The company publishes these New Jersey weekly newspapers: Recorder, covering Metuchen and Edison; Spokesmen, covering South River and southern Middlesex County; and Sentinel, covering Milltown, East Brunswick and North Brunswick. Sentinel also publishes the Town Crier magazine.

Engineers strike at WNEW New York

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

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

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

WNEW offered the union a five-year contract during which term the engineers could not be laid off. A salary of $213.20 for 37-1/2-hour week and a pension plan costing WNEW $17.70 a week per man were also offered by the station, according to WNEW officials.

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

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

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

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

14 etv stations using airborne unit tapes

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

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

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

WLOS-TV employe turns shoplifter for a day

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

Sponsored by the Asheville Merchants Assn., the report featured interviews with detectives, private investigators and businessmen. Luciendia Pace, WLOS-TV's news assignment editor, turned in a special performance as she demonstrated shoplifting methods (see cut).

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

Broadcasters buy N.J. papers

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

THE ANATOMY OF PRIMACY

PART ONE . . . . . . . NEXT WEEK

"The Kine Is Dead!"

A SERIES OF VITAL MESSAGES FROM MGM TELESTUDIOS, INC.
Save time! Save money! Ease those inventory control problems too! Ship via Greyhound Package Express! Packages go everywhere Greyhound goes, on regular Greyhound buses. Very often they arrive the same day shipped. Ship nationwide, anytime...twenty-four hours a day, seven days a week, weekends and holidays. Ship C.O.D., Collect, Prepaid, or open a charge account. Insist on Greyhound Package Express. It's there in hours...and costs you less.

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140 S. Dearborn St., Chicago 3, Illinois

Please send, without cost or obligation, complete information on Greyhound Package Express service...including rates and routes.

NAME ______________________________________ TITLE _______________
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ADDRESS ______________________________________
CITY _______ STATE ___ PHONE __________

CALL YOUR LOCAL GREYHOUND BUS TERMINAL OR MAIL THIS CONVENIENT COUPON TODAY
COLUMBIA BROADCASTING SYSTEM, INC.
485 Madison Avenue, New York 22, New York - Phone 5-5045

December 7, 1962

Dear Peter,

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

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

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

Sincerely,

Kidd

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

---

General Federation of Women's Clubs
1734 N Street, N.W., Washington 6, D.C.

November 5, 1962

Dear Mr. Goelet:

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

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

Sincerely,

Margaret Goody Arnold
President

Mr. Peter Goelet
National Audience Board, Inc.
152 East End Avenue
New York 28, N.Y.
DEPARTMENT OF
HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON 25, D.C.

December 20, 1962

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

Dear Mr. Goetz:

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

Wishing you the Compliments of the Season, I am,

sincerely yours,

Orry G. Broderick
Educational Media Specialist

The National Academy of Television Arts and Sciences
A Non-Profit Association Dedicated to the Advancement of Television

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THE VIEWER: A Bimonthly Publication of the National Academy of Television Arts and Sciences

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

Dear Peter:

It was with considerable distress that I learned of your decision to discontinue the monthly publication of THE VIEWER. It has been an honor and a privilege to work with you and to know that your outstanding contributions to the art and craft of broadcasting will continue to be recognized and appreciated by the industry.

The VIEWER has been an important publication in the field of television, and it is a loss to the industry that it will no longer be available. However, I am confident that the contributions of the National Academy of Television Arts and Sciences will continue to be recognized and valued.

I look forward to working with you in the future and wish you continued success in your endeavors.

Sincerely,

[Signature]

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

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

In the 1961-62 academic year, WDCR, which operates on 1340 kc with 1 kw day and 250 w night, received about $16,000 in commercial revenue ($13,000 local, $3,000 national spot). So far in the current academic year, the station has booked over $20,000 from local advertisers.

Though WDCR is student run, its programs are designed to attract the general public as well as the academic community. The daytime schedule generally follows the music-news format with what Sturges Dorrance, general manager and Class of '63, describes as "bouncy wake-up music" beginning at 6 a.m.; light classical from 9 a.m.; Broadway show music at 11 a.m. From 12:15 p.m. "we step up the tempo continuously" until 3 p.m., according to Mr. Dorrance, then WDCR goes "top-40" until 5 p.m., when the mood "relaxes" with progressive jazz, standard instrumentals and vocals.

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

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

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

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

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

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

Communications experts needed, says Huntington

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

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

---

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

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

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

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

RKO division to meet

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

Broadcasting, January 7, 1963
BOARD SURE TO DISCUSS COLLINS
NAB president's future may be determined at Phoenix meeting

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

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

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

Following the agitation, a special NAB committee set up to review the Collins three-year contract failed to take any action or to hold a planned meeting. The contract calls for a $75,000 annual salary, about $15,000 for living expenses and an expense account.

It is reviewable at the end of two years (Jan. 1, 1963).

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

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

As the board meeting approaches, association membership is at an all-time high (Broadcasting, Dec. 31, 1962).

Budget matters will occupy much of the time of board committees and the board itself. Including all activities, the budget now runs around $1.7 million and there's a good chance some of the research and other projects could run up the figure to a record total.

NAB's convention committee will report on plans for the March 31-April 3 industry meeting at the Conrad Hilton Hotel, Chicago. The general format of the convention has been planned. Many details remain to be worked out, including the actual equipment exposition.

Contracts for equipment exhibits have been signed but there still is uncertainty about the status of film exhibitors, who are planning special displays in the Congress Hotel a few doors from the Conrad Hilton.

The board's schedule at Phoenix follows:

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

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

Jan. 16—Tv board 9:30 a.m.

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

Jan. 18—Joint boards 9:30 a.m.

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

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

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

Media reports...

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

NBC Radio adds affiliate = KINO Winslow, Ariz., joined NBC Radio's affiliate list on Jan. 1. Owned by Willard Shoecraft, it operates full time with 250 w on 1230 kc; Eric Manola is station manager.
JUDY GARLAND TO CBS-TV SERIES

Contract for 32-show package involves $6.5 million

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

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

Miss Garland's shows, which have been on CBS-TV, have been infrequent over the years and mainly confined to specials. She currently is working in a special being prepared for March 19 telecast (8:30-9:30 p.m.) on CBS-TV which will co-star Phil Silvers and Robert Goulet. Her most recent performance on the network and her first in six years was in February 1962.

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

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

NET announces plans for new programming

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

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

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

'Peter Pan' scheduled for fourth TV showing

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

Live performances of the James M. Barrie classic shown by the network on March 7, 1955, and Jan. 9, 1956, had total viewing audiences estimated by NBC at 67.5 million and 57.5 million respectively.

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

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

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

Source: U. S. Census.

WSJS TELEVISION
WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING, January 7, 1963
For the first time in the Pittsburgh area, the news takes on a big, bold look. It’s DATELINE ’63—a twice-a-day, close-up portrait of local, area and world events.


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

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

WIIC CHANNEL 11

For availabilities and adjacencies, see your Blair TV representative
Burrud sees tv viewers returning with colored glasses

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

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

And color will add to the profit of the producer of travel-adventure films as well as pleasure to their viewers, Mr. Burrud firmly believes. Not that they aren't profitable already. After 11 years in the field, Bill Burrud Productions now earns about $1 million a year. A large part of these earnings are plowed back into new products, the company owns all its own negatives out-right and in more than a dozen years has always managed to handle its own financing without bank loans.

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

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

The what-to-see-near-at-hand program gradually expanded its scope as its embryo producers discovered that other people, some of them even professionals from the motion picture field, were making travel films that could be obtained for use on television. "We also found that people were interested in the out-of-doors, in nature, in true life adventure. But they needed a dramatic frame. Even here, the play's the thing. Nature in the raw can be pointless as well as wild. Before long we began to follow the pattern of the picture magazines like Life and Look and to select and edit our pictures to tell stories about people, places and things."

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

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

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


MCA files for overdue fees

MCA Inc. announced last week it has filed with the American Federation of Musicians in New York several arbitration complaints against former clients in the band and orchestra field. MCA claimed they failed to pay commissions for services rendered prior to the company's discontinuance of its talent agency business last July. The names of the former clients were not revealed. Several weeks ago, MCA filed a similar action against Dick Chamberlain, star of the Dr. Kildare series on NBC-TV.

Ford fund etv grants:

$16.3 million in 1962

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

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

Community etv grants totaled $7.
Canada: Treasure "It's all about lost and buried treasures, but I've yet to find one myself") and the veteran Vagabond are currently in six markets apiece. Wilton Corp., a subsidiary of Bill Burrud Productions, handles the sales of True Adventure in the 11 western states and all sales of Treasure and Vagabond. The syndication of True Adventure outside the West, in the rest of the U. S. and abroad, is handled by Teledynamics Inc., New York organization which deals exclusively in color programs.

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

From its small beginning, Bill Burrud Productions has grown to an organization with 23 fulltime employees and 53 stringers around the world. The home staff includes nine editors, four supervisor-producers, a production coordinator, three salesmen and the management and office help. Gene McCabe, vice president and business manager, handles most of the day-to-day business matters, leaving Bill free for his creative work, such as writing the talks he gives to amplify and explain the pictures. "Things have changed since 1953-54 when we started making Vagabond," he commented. "Then those half-hour films cost about $5,000 apiece to produce. Today, a True Adventure will run anywhere from $13,500 to $17,000. Fortunately, quality has gone up along with costs. We wouldn't accept today what we were happy to get seven or eight years ago."

Looking to the future, Mr. Burrud feels it is quite possible that his company might be merged with a large firm. "I wouldn't object if my people can go along as a unit. I'd like to make a capital gains deal on all the negatives we own: earnings of $1 million a year sounds like a lot, but there's not much left after taxes."

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

**5% increase for directors**

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

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

**Does the blacklist still exist in radio-tv?**

**AMERICAN JEWISH CONGRESS PANELISTS CITE TROUBLES**

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

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

Other panel members were Oscar Brand, ballad singer and tv entertainer; Theodore Bikel, actor and folksinger and head of the arts chapter of the congress; and Howard Squadron, lawyer and co-chairman of the congress’s commission of law and social action.

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

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

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

He suggested that social organizations like the congress appeal to the
heads of networks and advertising agencies to make a public stand against the list.

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

Program notes...

Intertel production • Tahiti-Pacific Cocktail, ninth in a series of International Television Federation (Intertel) documentaries, is being produced by the Australian Broadcasting Commission in partnership with broadcasters in Canada, Great Britain and the U.S. The program, scheduled for viewing in January in more than 20 countries, will be syndicated in the U.S. by Westinghouse Broadcasting Co. WBC and the National Educational Television & Radio Center are the U.S. members of Intertel.

'Girl Talk' plans • ABC Films Inc., New York, announces an additional 13 weeks of production on Girl Talk, a half-hour, five-day-a-week series. Started Dec. 3, 1961, in five markets, the program stars Virginia Graham and guests. Now in 16 markets, the series has been ordered for sponsorship by several advertisers in additional markets, predicated upon the program's purchase by stations.

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

Wolper to expand activities • Wolper Productions, Hollywood, has announced its activities to TV documentaries, plans to enlarge operations to include dramatic TV filmed programs.

GOVERNMENT

$9 million kiss between RCA and Philco

SETTLED; PATENT DISPUTE AND CH. 3 PHILADELPHIA HASSLE

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

NBC and RKO General have pending at the FCC a plan to swap WRCV-AM-TV Philadelphia and WNAC-AM-TV and WRKO (FM) Boston.

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

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

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

Hearing Resumes • When FCC Chief Hearing Examiner James D. Cunningham resumes hearings today (Jan. 7) in the Philco application for ch. 3 in Philadelphia, Irving Segal, counsel for NBC, will propose that the record in the case be closed now that Philco has agreed to withdraw its application. NBC Board Chairman Robert Sarnoff had been scheduled to testify at the hearings which were originally scheduled to resume Jan. 2. The FCC Broadcast Bureau, a party to the case, will appear.

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

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

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

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

An important phase of the agreement is the settlement, without payment of damages by either company, of the litigation between them that has been pending since 1957 in the U.S. District Court, Philadelphia. Philco is withdrawing its claim for $50 million damages against RCA and RCA is withdrawing its claim for $174 million damages against Philco.

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

SUPERMARKET!
FORMERLY THE CHARLESTON-HUNTINGTON MARKET

PROFUSELY ILLUSTRATED DIGEST ABSOLUTELY FREE!!

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

Find out why the famous Charleston-Huntington Market changed its name to SUPERMARKET! Learn how Supermarket has a gigantic $4,000,000,000 payroll, 2,302,000* consumers, 72 great counties in four great states, booming metropolises like Charleston and Huntington, $2,011,372,000* in annual retail sales, and 207,200 TV homes delivered (which put Supermarket in the top 30 television markets**)! Read this meaty digest for news about Supermarket Station WSAZ-TV, too! Discover why ours is the only station that serves Supermarket—the only single medium that can cover all of Supermarket, all at one time.

Check out WSAZ-TV (one of NBC’s top 15!*** and its fat market. Be a hero in the office, sell more products and get a whole lot richer—soon! Just write us or call your Katz agency man and ask for your copy of “SUPERMARKET”!

★★★ THE SUPERMARKET STATION ★★★

** ARB, 7:30 P.M. to 11:30 P.M., Monday through Sunday, all stations (Nov., 1961).
*** ARB, Average homes delivered, 9:00 A.M. to Midnight, Monday through Sunday (Nov., 1961).

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

BROADCASTING, January 7, 1963
tion for WRCV-TV and Philco's ch. 3 application. NBC had been ordered to dispose of its Philadelphia properties by last Dec. 31 under a 1959 consent decree with the Dept. of Justice but this deadline had been extended 18 months (Broadcasting, Dec. 24, 1962). Testimony at the hearings has included charges that Westinghouse had been pressured by NBC into swapping its Philadelphia stations for NBC's Cleveland properties.

FTC issues 248 co-op complaints

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

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

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

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

Dissenting to last week’s action were Commissioners Philip Elman and A. Leon Higginbotham Jr.

FCC moves to revoke North Carolina am

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

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

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

But, the commission said in its showcause order, the Slatkin brothers dissolved their partnership more than two months before a cp was granted on May 4, 1960, without amending their application.

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

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

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

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

WHHM permitted to stop for 90 days

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

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

Several other stations received FCC permission to remain silent for various periods up to three months to start the new year. Like WHHM, most were having financial troubles, a commission spokesman said. Among those now dark: WTSV-FM Claremont, N. H.; WTHR Panama City Beach, Fla.; KRPM (FM) San Jose, Calif.; WETT Ocean City, Md.; WRRB Tarpon Springs, Fla.; WSFR Sanford, Fla.; KENE Toppenish, Wash.; KNEL Brady, Tex.; KCAL-FM Redlands, Calif.; and KMOD-FM Midland, Tex.
Scientific research grants are made each year by the Cereal Institute for experimental and library research. Findings from this research are made available through published reports, leaflets, and in educational messages.

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

- Department of Internal Medicine, College of Medicine, State University of Iowa
- Department of Physical Education, State University of Iowa
- Literature Research, State University of Iowa
- Departments of Physical Education, University of California
- School of Medicine, Marquette University
Kerr's death leaves chairmanships vacant

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

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

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

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

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

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

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

CBS appeals decision on compensation plan

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

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

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

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

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

Kaiser gets cp for Detroit uhf

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

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

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MIKE FADELL CO., Inc.
603 SECOND AVE. SOUTH
MINNEAPOLIS 2, MINN. • FE 3-3416

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MIKE FADELL CO., Inc.
603 SECOND AVE. SOUTH
MINNEAPOLIS 2, MINN. • FE 3-3416
MY THREE SONS and OUR MAN HIGGINS
Music by
FRANK DeVOL

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

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

BROADCAST MUSIC, INC.
589 FIFTH AVENUE,
NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL
Is the FCC a pawn in local political battles?

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

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

It all started on Dec. 22 when T. Frank Smith, president and general manager of KRIS-TV Corpus Christi, editorialized against the alleged haste with which the city council was planning to acquire a gas distribution firm and to hold an election to authorize a 27-year franchise to a second gas distribution company. One of Mr. Smith's purposes, he maintains, was to redress the imbalance in the city's news media on the subject. Neither of the local newspapers nor the other broadcast stations had presented the other side of the proposed actions, Mr. Smith contends, and his feeling was that the proposals were being rushed through without enough consideration by local citizens.

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

This sequence continued for the whole week.

Mr. Smith's first response to the demand for equal time was a flat no, on the ground he had not taken sides in the controversy. On the second go-round, he offered the three other parties participation in a 30-minute panel show to discuss the issues. This was refused. As he found himself at the receiving end of a one-two punch (demands for equal time plus telegrams from the FCC), Mr. Smith liberalized his offers: a fifteen-minute program to be shared by the three objectors, and when that was refused, 15 minutes each to the three principals. This was accepted.

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

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

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

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

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

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

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

FCC extends deadline for daytime comment

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

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

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

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

In requesting extension of the deadline, ABS said the proposal is of great significance to the broadcast industry, and that additional time is needed to prepare engineering studies on it.
Sometimes a danger is hard to recognize even though a warning lamp is lighted. The loss of freedom is one such danger. And the steady growth of government-in-business is one such danger signal.

In the last 30 years the federal government has come to own many thousands of businesses, from cement mixing plants to ice cream factories. In the field of electricity alone it now has an investment of 5½ billion dollars in power plants and lines. And the advocates of government-in-business press constantly for more.

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

Is this a risk you want to take?
Three of broadcasting’s top rating services—The Pulse Inc., A. C. Nielsen Co., and American Research Bureau—agreed last week to stop claiming that their findings are 100% accurate.

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

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

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

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

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

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

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

Nielsen—

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

“The terms of the agreement affect the explanatory notes in Nielsen television and radio reports. The commission felt that a more complete disclosure of research details would insure against the possibility of misinterpretation on the part of people using Nielsen Reports. The agreement states that Nielsen’s consent does not constitute an admission of wrongdoing on its part.

“By way of illustration: Additions to Nielsen Report language will give added emphasis to the fact that the information provided constitutes estimates by Nielsen based on Nielsen sampling and methods; that reporting in terms of precise mathematical terms is subject to sampling and non-sampling error qualifications; that National Nielsen’s Ratings exclude samplings of the Mountain Time Zone.

“We believe that the added detail and fuller explanation will aid in the interpretation and proper use of our reports.”

ARB—

“... In ARB’s opinion, although some parts of the order appear unnecessarily strict in their requirement for minute detail, the general sense and purpose are completely in line with ARB’s own feeling on the subject, namely, that the most complete disclosure possible should be made to users of audience research as to the actual techniques and procedures employed in conducting the surveys and the accuracy thereof.

“No changes in ARB’s sampling procedures, field work or report processing are contemplated as a result of the order. Required modifications in the cover text of the reports and other explanatory material will be effected as soon as possible.

“It has always been ARB’s policy to welcome sound contributions resulting from responsible investigations of the methodology employed by the industry in producing television audience measurements, whether they be from clients, industry groups or governmental authorities.”

Latest Moves * The FTC orders last week are the latest indication of government interest over the past five years in survey firms dealing with radio and tv program ratings. Involved have been the Senate Commerce Committee and its chairman, Sen. Warren G. Magnuson (D-Wash.), and Sen. A. S. Mike Monroney (D-Okla.); on the House side, the House Commerce Committee and Rep. Oren Harris (D-Ark.), its chairman.

The Senate committee held a one-day hearing on the rating services several years ago, and the testimony and other data were turned over to the FTC.

From time to time Sen. Magnuson has urged FTC action, most recently when Paul Rand Dixon, FTC chairman appeared before the committee on his nomination to the FTC. Sen. Magnuson again urged action and Mr. Dixon promised to look into the subject.

Three years ago the House Commerce Committee became interested in the subject and at the instigation of Chairman Harris asked the American Statistical Assn. to undertake an impartial study. This resulted in the Madow Report, submitted to the committee early in 1961 and named after the chairman of the ASA’s special technical committee on broadcast ratings, Dr. William G. Madow of Stanford Research Institute (Broadcasting, March 27, 1961).

The principal recommendation of the Madow Report was that the television industry establish an Office of Research Methods and an independent sampling services.

As to complaints that the procedures of the rating services are suspect, the ASA committee determined that “although there are important sources of error in the methods used by each rating service, the services seem to be estimating the ratings fairly well on the average.” The committee warned, however, that the sheer number of rating estimates each service would lead to a number of errors.

The committee also said that on balance the seven rating firms studied were doing a reasonably good technical piece of work for the purposes to be served.

Errors in national sampling, the group said, tend to cancel each other out. The committee warned that the sampling techniques used by some of the services could cause significant errors in local ratings.

Misleading Claims * All three rating services are charged in the FTC complaints with claiming that station and program ratings, and share-of-audience figures are accurate measurements resulting from error-free techniques. The FCC holds this is not so; that they are in fact only estimates.

All three rating services are charged with representing that their measurements are based on probability samples. This is incorrect, the FTC said.

The agency declared that Pulse and Nielsen represent, directly or by implication, that their program ratings are accurate to 1/10 of 1%, and ARB, to 1%. The FTC also said that Pulse claims its share of audience figures are

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accurate to 1%; Nielsen and ARB, to the "mathematical exactness of 100 homes."

Specifically, the trade agency also lists the following individual complaints:

- Pulse—
  - Includes all "not at homes" in its sample base.
  - Adjusts "sets in use" figures upward by 20% for morning programs and 40% for afternoon and evening programs without research to justify such adjustments.
  - Uses data from reports containing interviewees' general preference as opposed to what they actually listened to or viewed during the period covered by the survey.
  - Uses data obtained by interviewers over whom Pulse does not have sufficient supervision and control to assure the accuracy or reliability of such data.
  - In some reports Pulse has combined the ratings and audience shares of two or more stations into a single rating and share, while other stations, not serving the entire area served by the combined stations are listed with their individual ratings and audience shares as though they were competing with such combination of stations for the audiences in the entire area covered by said reports.
  - Sample size for each Pulse survey is smaller than the number of quarter hour reports upon which each such survey is purportedly based.
  - Some of the measurement data contained in Pulse reports are based on general listening or viewing preferences as opposed to actual listening or viewing as of a specific time.
  - Pulse rosters are not always employed in obtaining measurement data.
  - Pulse interviewers in conducting interviews sometimes deviate from the pre-assigned plan and conduct interviews elsewhere.
  - Pulse's sampling method is not completely accurate either statistically or otherwise.

Nielsen—
- Bases station total audience partly upon measurement and partly upon projection based on obsolescent surveys.
- Combines data secured at different times into consolidated rating and audience size values as though all of such data had been derived during the time period embraced by a given report when some of the data were derived during a different time period.
- Publishes what purports to be complete radio audience data although Nielsen does not measure portable and transistor radio listening or tuning.
- Does not disclose the number or percentage of samples where there is a refusal or failure to respond or cooperate, and otherwise does not account for the statistical effect of non-response.

There may be two ways of listening—Howell

The FCC was advised last week to refrain from rulemaking in a proposed study of loud commercials. Such rulemaking, the commission was told, could violate the Communications Act's prohibition of censorship.

Rex G. Howell, a broadcaster with 37 years experience, said the FCC should concentrate on whether present ways of measuring sound levels are enough to assure compliance with existing commission rules.

Mr. Howell owns KREX-AM-FM-TV Grand Junction, KREY-TV Montrose, and 50% of KGIL Greenwood Springs, all in Colorado. His comments followed his letter to FCC Chairman Newton N. Minow in which he said FCC rules already limit the volume of commercials to that of adjacent programs (Broadcasting, Dec. 24).

Mr. Howell agreed with the commission's notice of inquiry that the psychological quality of sound as experienced by the listener is subjective. "We believe further study will reveal that there is no uniformity of psychological reaction to these sounds and that which may prove irritating to some is not necessarily irritating to others."

He also said it's well known that response to both intensity and frequency is not always linear to a person's ears. Some people believe a bass sound is louder because their hearing response is greater to low-register tones.

"To attempt to legislate against the whims or physiological limitations of complainants," he added, "would be totally fruitless at best, and an intrusion into a proscribed area [censorship] at most. Every complaining witness would have to undergo a hearing test."

Mr. Howell said the problem—"if indeed it merits being called one"—requires only that the commission supply broadcasters with any technical data revealed by the inquiry that would aid them in complying with commission rules "with the best equipment possible."

The deadline for comments is Jan. 28,
AM OVERPOPULATION TALKS START

NAB's Collins opens testimony on radio problems

NAB President LeRoy Collins will be the starting witness today (Monday) when the long-awaited industry-FCC “shirtsleeves working conference” on the troubles of radio gets under way.

The two-day conference will be held before the full FCC. Other NAB witnesses are scheduled today, and six other “interested parties” are scheduled to present their views tomorrow. The conference grew out of public statements nine months ago at the NAB convention by Gov. Collins and FCC Chairman Newton N. Minow (BROADCASTING, April 9, 1962).

The central theme of the conference is whether there are too many AM stations operating in the U.S. Pending an overall study of AM broadcasting and its covering rules, the FCC has instituted a freeze on applications for new radio stations and for major engineering changes in existing stations. Several court appeals against this action have been filed by prospective applicants for new stations.

Other NAB witnesses will include George Hatch, president of KALL Salt Lake City and chairman of the NAB Radio Development Committee formed to plan the association’s participation in the conference; Carl E. Lee, executive vice president-general manager of WKZO Kalamazoo, Mich., and chairman of the NAB engineering subcommittee; George C. Davis, Washington consulting engineer; George W. Bartlett, NAB manager of engineering, and Merrill Lindsay, WSOY Decatur, Ill., vice president and chairman of the NAB’s special non-engineering subcommittee.

Two members of the NAB’s engineering subcommittee—William S. Duttera, NBC, and Jules Cohen, Washington consulting engineer, also will testify but not as official NAB participants.


NEW TRY FOR CH. 10

Beachview asks FCC to look again at grant to WAVY-TV

Beachview Broadcasting Corp. renewed its 10-year fight before the FCC last week against the present licensee of WAVY-TV (ch. 10) Norfolk-Portsmouth, Va. Beachview, which lost a 1957 grant for ch. 10 to Tidewater Teleradio Inc. on a 3-2 vote, asked the FCC for “reconsideration, rescission, renewal, reinstatement, comparative consideration and other or further relief.”

A month ago, the FCC questioned the promise vs. performance of WAVY-TV in ordering a hearing on the application then pending for approval of the sale of the station to Gannett Inc. for $4.5 million (BROADCASTING, Dec. 3). That sale application has since been dismissed (BROADCASTING, Dec. 24).

In ordering the hearing, the FCC dismissed Beachview protests against the planned transfer but scheduled a public airing of many of the charges made by Beachview. The commission also refused to approve an agreement whereby WAVY-TV would reimburse Beachview $98,750 for expenses incurred by the latter in prosecuting its long fight for ch. 10. (Beachview, in turn, had agreed not to appeal to the courts if the transfer received approval but did not withdraw its charges against the past operations of WAVY-TV.)

Beachview said last week that the fundamental issue is “whether a licensee charged with deception, willful misrepresentation, sham gamesmanship to secure a competitive tactical advantage and deliberate concealment of material facts . . . shall be permitted to retain the fruits of its alleged willful misconduct by receiving a grace period of 10 months to upgrade its performance for renewal purposes.” WAVY-TV’s existing license expires next Oct. 1 and, if it is granted, the FCC’s reasons for ordering the transfer hearing will have been “effectively washed out,” Beachview declared.

The petition last week asked the FCC to (a) rescind, revoke and set aside the WAVY-TV license and reinstate for hearing the Beachview application with that of Tidewater, or, (b) in the alternative order Tidewater to file a renewal application, permit Beachview to file a competing application and designate both for comparative hearing.

Several affidavits of former WAVY-TV employees were submitted by Beachview which, the protestant said, raise questions whether Tidewater representations during the earlier comparative hearing were made in good faith “or were instead calculated to deceive.”

Beachview said that its agreement with Tidewater for reimbursement of expenses, denied by the FCC, was instituted by Gannett Inc. Three “responsible and experienced members of the commission’s bar” participated in formulation of the agreement and “Beachview expressly declared that it was not withdrawing the charges. Beachview gives every assurance to the commission of its good motives, purposes, intentions and good faith in entering into the agreement and urges that the execution of the agreement—now frozen—must not be construed to give rise to any adverse reflections” against Beachview.

FCC drops label proposal

The FCC last week decided to drop the rulemaking proposal it had designed to standardize wording, appearance and location of manufacturers’ seals on receivers in the 30-890 mc range. The seals note compliance with radiation limitation requirements.

At the same time, however, the commission once again warned purchasers against buying fm and tv sets which lack the certificates.

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68 (GOVERNMENT) BROADCASTING, January 7, 1963
WGMA, bureau swap charges in hearing

The arguments for and against the renewal of the license of WGMA Hollywood, Fla., were continued last week when the FCC's Broadcast Bureau and Melody Music Inc., the station's licensee, filed reply comments to each other's proposed findings in the case (Broadcasting, Dec. 17, 1962).

The Broadcast Bureau told the commission that WGMA's "programming submission is hinging on minimizing and excusing the prior misconduct and character derelictions of its principals."

The owners of WGMA, Jack Barry and Daniel Enright, were the owners of the rigid and now defunct TV quiz shows Twenty-One and Tic Tac Dough, and questions as to their character qualifications were raised when the WGMA renewal proceedings began well over a year ago (Broadcasting, Nov. 20, 1961).

WGMA said that the Broadcast Bureau's approach to the station's arguments for license renewal on the grounds that it did a fine job of community programming and judging the communities' needs were "erroneous and unfair." WGMA argued that the programming of the station outweighed the conduct of Messrs. Barry and Enright during the TV quiz scandal and their role in the production of Twenty-One and Tic Tac Dough.

The Broadcast Bureau said that WGMA ignored the fact that the programming "is only relevant as a mitigating factor" and that it is the duty of any licensee to program in the public interest. The bureau also charged that the "bulk of WGMA's improvement in its programming service occurred after the commission's letter of inquiry into the conduct of Enright was written on Nov. 27, 1959," at which time it could be anticipated a renewal application would be designated for hearing, the bureau concluded.

WGMA further concluded that if Messrs. Barry and Enright were not aware that "rigging" of the quiz shows was improper, as WGMA argued, in view of the practice throughout the industry, they are then "unaware...of moral values." "It takes no highly refined sense of moral values to recognize and appreciate that 'cheating' in whatever form, is improper," the bureau added.

The bureau said that anyone who "callously and systematically" deceived viewers week after week "is not fit to be trusted with a broadcast license."

FCC changes rules on filing procedures

The FCC last week instituted five procedural changes in its filing rules, three of which increase and two of which diminish the commission's supply of red tape by several inches. A rundown of FCC procedural amendments:

- The number of copies of interlocutory pleadings before the Review Board, Chief Hearing Examiner or Presiding Officer has been increased from 10 to 15, and in all other matters except rule-making 20 copies instead of the present 15 must be filed.

- Rulemaking proceedings still require only 15 copies, although two additional copies for each docket must be submitted when identical documents are filed in two or more related rulemaking proceedings which have not been consolidated.

- Requests for action by more than one of the FCC's arms of authority may not be combined in a single pleading, and combined requests may be returned.

- Responses to oppositions must be filed only by the petitioner; a single document must reply to all oppositions; replies must be confined only to the substance of the opposition; and such replies must be filed within five days after the deadline for oppositions has expired.

- Ex parte rulings may be made on motions for extension of time without waiting for the filing of oppositions and replies.

Congressional activities in radio-tv

These are the major legislative items of interest to broadcasters which the 88th Congress, convening Wednesday, Jan. 9, can be expected to consider:

- Amendment or suspension of Sec. 315, that part of the Communications Act which requires radio and television stations to provide equal time to political candidates.

- Probes of broadcast measurement firms by the house, possibly the senate, too (see page 66). .

- Community antenna television regulation.

- Concentration of ownership in newspapers and broadcast properties owned or controlled by newspapers.

- Amendments to communications satellite legislation passed last year and confirmation of Communication Satellite Corp. incorporators.

- House review of administration news policies with an eye on easing access to news and eliminating censorship.

- Provision of money to follow last year's authorization of $32 million toward construction of cctv stations.

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Broadcasting, January 7, 1963
LEE STRIKES BACK AT VHF CLAIMS

AMST's figures on uhf-vhf merits are faulty, commissioner says

The debate over what the FCC's uhf test in New York actually proved went another round last week, FCC Commissioner Robert E. Lee rejecting the Assn. of Maximum Service Telecasters' conclusion that the test showed vhf's superiority.

Commissioner Lee also dismissed some of the AMST's criticisms of procedures used in the year-long test.

The commissioner, who is the FCC's staunchest supporter of uhf, was in charge of the New York project. He expressed his views in a letter to AMST's executive director, Lester Lindow, who had commented on the uhf report in a newsletter to association members in November (BROADCASTING, Nov. 26).

Mr. Lindow had written that, within 25 miles of the Empire State Building, uhf reception was rated from 10% to 50%. The 10% figure was based on evaluation of technicians, the 50% figure on householders' reactions.

But, Mr. Lee said, nothing in the report provides a basis for the conclusion that the technicians rated uhf as substantially better. "When our data shows a 10% inferiority in uhf for grade 3 or better pictures with indoor antennas, little or no difference with outdoor antennas and a 5% superiority for uhf on grade 2 or better pictures using outdoor antennas, your claim that uhf is substantially superior falls far short of being substantiated," Commissioner Lee said.

Householders' Reactions • The commissioner said the 50% figure was based on the finding that 21 householders rated channel 2 pictures as grade 4 or poorer and that 22 gave the same score to channel 7 pictures, but that 40 gave that rating to the uhf test channel, 31.

Commissioner Lee said the FCC attached little significance to the householders' reports "vis-a-vis those of the trained technicians" because "it was found very difficult to educate the family circle as to the purpose of the test, to properly operate the receiver, to adjust indoor antennas and to understand the difference between program quality and picture quality."

Even ignoring this consideration, Commissioner Lee said, the report doesn't bear out the conclusion that householders considered vhf superior. He said that 428 householders rated channels 2 and 7 to be grade 3 or better and that 406 gave the same rating to channel 31.

"If this supports your contention that householders rate that 50% superior to uhf," Commissioner Lee added, "I should have failed sixth grade arithmetic."

The commissioner also took aim at Mr. Lindow's criticism of the selection of locations for receivers used in the test—78% were within 10 miles of the transmitters, more than 90% within 15 miles. The outside limit was 25 miles.

Limits of Clutter • Commissioner Lee said the purpose of the test was to "ascertain the transmission problems in heavily built-up areas. Anyone with an intimate knowledge of New York City will recognize that man-made clutter associated with the metropolitan area" doesn't exist to any appreciable extent beyond 25 miles.

AMST is currently conducting its own uhf study in New York placing sets in homes 25 to 65 miles from transmitter. Commenting on early findings of the test, Commissioner Lee said he doesn't doubt that uhf is markedly inferior to vhf beyond 25 miles.

He said the FCC test showed the same thing, and that the commission not only expected this but designed its antenna "to concentrate its energy to nearby areas at the expense of outlying areas."

Commissioner Lee, who has advocated moving all television to the uhf band, refused to concede Mr. Lindow's statement that uhf is not a substitute for vhf and that the FCC test showed the need for both vhf and uhf.

"I fail to perceive the manner in which our data would infer any such conclusion," Commissioner Lee said. "Our tests were designed to obtain information and little else."

He said the commission didn't intend its test to compare uhf with vhf.

Commissioner Lee expressed some irritation at the AMST criticism of the test in view of the association's participation, in an advisory capacity, in the project. He said that there may have been some disagreements as to procedures to be followed but that he wasn't aware of "any basic differences of opinion."

"I am greatly surprised," he added, "that you now raise substantial questions as to the procedures used and of the analysis of results."

WIBW-TV denied leave to assist translator

A community-owned translator station on ch. 3 (K03BR) in Clyde, Kan., will have to get along without financial support from WIBW-TV (ch. 13) Topeka, Kan., the FCC decreed last week.

The commission refused to waive its rule which prohibits vhf stations from extending their normal Grade B contour by owning or contributing to the support of vhf translator stations: WIBW-TV was denied permission to donate $500 to the translator station.

"Experience has indicated that if there is a need in a locality for translator tv service, the citizens will join together to satisfy that need," the commission said.

To permit vhf stations to extend their coverage area via vhf translators "would result in extension of service at relatively little cost with no responsibility for meeting the needs of the new community for local programming," the FCC said. Also, the agency maintained, such a practice could result in delaying the development of a local station and the expansion of existing stations through authorized facilities.

Chairman Newton N. Minow and Commissioner Rosel H. Hyde dissented.

When is an operator a "chief engineer"?

Radio and television station "engineers" will have to be able to document their right to that title if they want to be addressed as such by FCC field personnel.

FCC Chief Engineer E. W. Allen, in response to a complaint from the National Society of Professional Engineers, said the commission would be willing to cooperate by "instructing its field staff to avoid the term 'engineer' when dealing with persons not known to be registered engineers."

The NSPE contacted the commission after hearing complaints from South Carolina that holders of first class radio telephone operators licenses were calling themselves "chief engineers," in violation of that state's registration law.

In his letter to NSPE, Mr. Allen said "the title of the license issued by the FCC is an operator's license and in no way confers upon the holder of this license the right, from any FCC action, to use the term 'chief engineer.'"

He added that FCC field personnel who ask for "the chief engineer" when contacting broadcasting stations were "merely acceding to (established) custom" and were not implying commission recognition of the personnel "as professional engineers."

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SATELLITES OFF, ON AGAIN

Scientists get Telstar, Relay functioning anew after failures from malfunctions, other damages

America's two communications satellites, Telstar and Relay, came to life last week and scientists were hoping the sparks may brighten.

Telstar, silent since Nov. 23, began operating properly on Jan. 3 after Bell Telephone engineers succeeded in getting its transmitter and receiver to operate on command from the ground. Plans were underway to attempt a live television exchange with England and France Friday (Jan. 4).

Telstar operated perfectly for four months before radiation damage to two transistors in the command circuit caused it to go silent. Bell Engineers reproduced the difficulty in the laboratory and based on what was learned in this way were able to get the command circuit to respond.

Earlier in the week, AT&T announced it will launch the second Telstar in the spring of this year. Telstar II will be launched for AT&T by the National Aeronautics & Space Administration, the telephone company paying all launching costs as it did for Telstar I. The cost was reported to be $2.7 million.

Bell scientists hope to incorporate shielding for the command circuits to overcome the radiation damage suffered by Telstar I. A higher orbit for Telstar II is also expected to aid in overcoming radiation damage; this will be possible through the use of a Thor Delta rocket. At a higher altitude, Telstar II would be exposed to less of the high energy levels of the inner Van Allen Belt. Telstar I's orbit was 600 to 3,500 miles.

Around noon on Thursday NASA scientists found Relay's circuits working normally, and at 4 p.m. on that day on a second test Relay again worked perfectly, sending successfully a tv test pattern from the Bell station at Andover, Me., to the NASA facility at Nutley, N. J. NASA plans to continue testing for the next few days until it can be determined that the radio relay satellite actually is operative.

Relay, manufactured for NASA by RCA, was sent into orbit Dec. 17 but was found to be suffering from power supply anemia on its first test (Broadcasting, Dec. 17). A second test discovered no change in the trouble. Relay, in a 800-4,500-miles high orbit, has been successfully transmitting telemetry, however.

California's No. 1 industry

Electronics has become the number one manufacturing industry of California, according to data compiled by the Western Electronic Manufacturers Assn. As of Dec. 1, 1962, WEMA reports, electronic employment in the state was estimated at 210,000, substantially ahead of the 175,000 employed in food and food processing and the 195,000 workers in the aircraft and parts industry. Since 1957, 100,000 new jobs have been created by California's electronic activities.

During 1962, California also became the top state in the country in terms of electronic employment, well ahead of New York's estimated 185,000. Factory sales of electronics equipment in California totaled approximately $2.78 billion, WEMA reports, with a gross of more than $3.1 billion predicted for 1963.
ITAL GETS CENSORING POWER

Bill implementing White Paper gives Authority more control on program material, commercials

The U.K. government's new television bill, which gives effect to its recent White Paper proposals [BROADCASTING, Dec. 24] to increase Independent Television Authority control over the commercial network, extends ITA's life 12 years from 1964 and ITA will have to initiate program standards on violence, especially for times when young people might be viewing. All program schedules must be approved by ITA before transmission and ITA will have the power to cancel, cut or change material which violates its code of conduct.

A new definition of ITA's duty to viewers has been made. Currently it is required to "entertain, instruct and inform" but in the new bill the terms used are "information, education and entertainment." This brings ITA into line with the BBC charter which has the same order of priorities.

New power will be given to ITA to regulate natural breaks and decide where they may occur in the program. An advertising code will be formulated and the postmaster-general will have a final say in any dispute. The code will prescribe products and methods which are prohibited in commercials. It will be kept under review by a strengthened advisory committee which will include representatives of the public.

A medical advisory panel will also be appointed and will advise ITA on commercials for medicines, medical and surgical treatments and appliances, toilet products which include claims as to the therapeutic or prophylactic effect of the product, and veterinary medicines and treatments. Successive commercials must be recognizably separate; commercials must not be presented so that they appear to be part of a continuous feature; audio must not be "excessively noisy or strident."

The commercial network will have the same leeway as BBC in presenting controversial subjects. Instead of having to balance conflicting views within one program, as at present, it will be possible for balance to be worked out over a series.

A curb will be placed on big quiz prizes. ITA will have the duty of approving the amount of prize money in any show.

As promised in the White Paper, payment by the tv companies to ITA is on two levels. One will be to cover ITA expenses and the other will be a levy on each company's profit before taxes.

Power will be granted, when the bill becomes law, to direct ITA on the collection of information about company profits. The bill provides a maximum $280 fine and three months imprisonment for refusing to give information.

One clause of the bill bans subliminal advertising, which is defined as any technical device, which by using images of a very brief duration or by any other means could influence an unsuspecting audience.

'Broadway Goes Latin' sold in 19 countries

Broadway Goes Latin, syndicated music-variety series offered for foreign distribution last month, has been sold in 19 countries.

Overseas markets purchasing the Independent Television Corp. series include Canada, Japan, Australia, United Kingdom, Argentina, Uruguay, Rhodesia, Costa Rica, Honduras, Hong Kong, and others. Contract negotiations are reportedly nearing completion in other foreign countries.

Canadian-made sets show sales increase

Canadian-made radio and television receiver sales were up in the first ten months of 1962 as compared to the same period in 1961, according to the Dominion Bureau of Statistics, Ottawa.

Canadian-made radio receiver sales totaled 507,915 in the January-October 1962 period, as against 464,570 the previous year, while television receiver sales amounted to 340,801 units as compared with 284,992 units the previous year. There was an increase in all categories of Canadian-made radio receivers except portables.

The imports in the first six months of this year are reported at 294,322 transistor-type radio sets, 92,881 other radio receivers and 8,943 television receivers.

Well over half the Canadian-made radio receivers, 316,227 units, were sold in the province of Ontario in the January-October period. Ontario residents bought just over a third, 119,539 receivers, of the total Canadian-made television receivers sold in the first ten months.

Abroad in brief...

Marital advice abroad • Marriage, Before and After, a radio series of 260 one-minute segments on marital and pre-marital problems, has been sold by Alan Sands Productions, New York, to EMI Ltd. for distribution in Australia and New Zealand and to outlets in Trinidad. The series has been aired weekly on ABC Radio since 1961.
FATES & FORTUNES

BROADCAST ADVERTISING

Werner Michel, who resigned in December 1961 as vp in charge of radio-TV at Reach, McClintock & Co., New York, has been retained by N. W. Ayer & Son, Philadelphia, as tv programming and commercial production consultant. Before joining former agency in 1957, Mr. Michel was under contract to Benton & Bowles and Procter & Gamble as producer of Edge of Night series. He was executive producer at DuMont tv network from 1952-56, and earlier had been associate tv director-producer at Kenyon & Eckhardt, where he created and produced Ford's 50th anniversary show; producer-director at CBS, and with Voice of America as director.

Alvin Eicoff, executive vp and media director of Mohr & Eicoff Inc., New York, has withdrawn as officer from agency in order to form Gottschalk & Eicoff, Chicago advertising agency. Two agencies reportedly will provide reciprocal services for each other's clients in Chicago and New York, and other joint ventures between Mel Mohr, president of Mohr & Eicoff, and Mr. Eicoff will be continued.

Robert S. Marker, senior vp in charge of creative services for MacManus, John & Adams, Bloomfield Hills, Mich., joins Leo Burnett Co., Chicago, as vp and creative director, heading up new creative section to be organized in Burnett's creative services division. Prior to his 8-year service with MacManus organization, Mr. Marker was copy group head at Maxon Inc., Detroit; account executive and copywriter at Griswold-Eshleman agency in Cleveland, and advertising manager of B. F. Goodrich Co.

Jules H. Beskin, John A. Groen and Vincent B. Neill, art directors with Foote, Cone & Belding, Chicago, elected vps.

Harold Gold, pr director of Communications Industries Corp., joins Jay Victor & Assoc., Newark, N. J., advertising agency, as vp in charge of pr. Mr. Gold joined CIC last March after serving six years as pr director of MBS.

Ray Howard, marketing research manager of Container Corp. of America, named director of marketing for Post-Keyes-Gardner, Chicago-based advertising agency which was formed recently from merger of Post, Morr & Gardner and Keyes, Madden & Jones. Before joining Container Corp. in 1956 as research analyst, Mr. Howard was with Kimberly-Clark's cellucotton division.

Michael Gradle, former vp and western manager of Needham, Louis & Brorby and for past 18 months advertising and promotion manager of KCNB (TV) Los Angeles, resigns to form his own advertising agency in San Fernando Valley.

David W. Stotter, vp in charge of marketing for Drewry's Limited U.S.A. Inc., South Bend, Ind., brewery, elected president, filling post left vacant by death of Rudy A. Moritz last Nov. 18. Mr. Stotter, who served from 1950 to 1962 as chief of agency contact and account management for Drewry's account at MacFarland, Aveyard & Co., Chicago, joined Drewry's last Nov. 12 as marketing vp. When he left Chicago advertising agency, he was senior vp and member of executive and marketing committees.

Richard L. Chalmers, former general manager of WNHJ-AM-FM New Haven, Conn., named regional director in Radio Advertising Bureau's member development department.

Cecil E. Bundren, former merchandising supervisor for general merchandise division of BBDO, joins Ketchum, MacLeod & Grove, Pittsburgh, as director of marketing.

Carroll R. Layman, advertising tv consultant who for many years was vp and western manager of Harrington, Righter & Parsons, New York-based station rep firm, joins George Ray Hudson Adv. Co., Chicago, as vp, new business manager and radio-TV director. Prior to joining HR&P, Mr. Layman was associated with T. R. Bauerle Adv. Agency and Grant Adv. in account executive capacities.

John S. Connolly Jr. and Oliver L. S. Joy, both former assistant advertising managers of Miles Products Div. of Miles Laboratories Inc., Elkhart Ind., promoted to division's administrator for new product marketing and product director, respectively.

THE MEDIA

Timothy F. Moore elected vp and member of board of directors of Star Broadcasting Inc., owners and operators of KISN Vancouver, Wash.-Portland, Ore. Mr. Moore has served as general manager of station for past 18 months and will continue to function in that capacity. Star Broadcasting is wholly owned subsidiary of Star Stations Inc., owners and operators of KISN and KOIL-AM-FM Omaha, Neb.

Claude Sullivan, former executive vp of Bluegrass Broadcasting Co. (WVWL Lexington and WCMJ-AM-FM Ashland, both Kentucky, and WHOO-AM-FM Orlando, Fla.), joins Kentucky Central Broadcasting Co. (WJNN Louisville) as vp and general manager. Mr. Sullivan had served in various capacities at WVWL for past 11 years.

Guy B. Farnsworth, sales manager of WUSJ Lockport, N.Y., joins broadcast division of Triangle Publications Inc., effective today (Jan. 7), as assistant general manager in charge of sales for KFRE Fresno, Calif. Mr. Farnsworth is former general manager of WOKW Brockton, Mass. Robert E. Klose, program director of Triangle's WFLP Philadelphia, appointed KFRE program manager.

Don Shepherd, promotion director of WLST-TV Asheville, N. C., joins KFRE-AM-TV and KRFM (FM) Fresno, effective Jan. 14, in similar capacity.

Sol Radoff, executive vp and station manager, elected to board of directors of Cream City Broadcasting Co., licensee of WMIL-AM-FM Milwaukee. Mr. Radoff joined WMIL as account executive in 1956.

Arthur L. Martin, vp in charge of sales and promotion for WMRN-AM-FM Marion, Ohio, assumes added duties of station manager. Mr. Martin joined station as commercial manager in 1953. Sheldon Dods, WMRN sales representative, elected assistant vp for sales and promotion.

Walter H. Simon, assistant manager and news director of KGMI (FM) Seattle, promoted to station manager.

Ronald Todd, with KGMI's sales and promotion department for past four

BROADCASTING, January 7, 1963
Actor-producer Dick Powell, succumbs to cancer

Richard Ewing Powell, 58, board chairman of Four Star Television, Hollywood, died of cancer Jan. 2 at his apartment in Beverly Hills, Calif. Mr. Powell, a Hollywood celebrity for more than 30 years, had been a singer, actor, producer and director in motion pictures before founding Four Star in 1952 with Charles Boyer and David Niven to produce filmed programs for television.

He soon took over active management of Four Star, guiding its development into one of the top TV production companies. Last fall, after being stricken with cancer, he turned management duties over to Tom McDermott, who three years earlier had left Benton & Bowles where he had directed agency's broadcast activities, to join Four Star as executive vp. Mr. McDermott became president of Four Star, succeeding Mr. Powell, who moved up to board chairmanship. Since then Mr. Powell had concentrated more on his duties as producer, host and frequent star of The Dick Powell Show, hour-long anthology series on NBC-TV.

Mr. Powell's death will not alter Four Star operations. Mr. McDermott, in a statement expressing "a tremendous sense of personal loss," said that when Mr. Powell "retired as president of Four Star last October, he arranged his affairs so that the corporation he founded could continue to grow and prosper without his services—but we shall miss him."

Born in Mountain View, Ark., Dick Powell was a singer and musician as a boy, had his own band before he was out of high school and began his professional career as singer and banjo player with a traveling orchestra. After being taken to Hollywood in 1932 by Warner Bros. from the Stanley Theatre in Pittsburgh, he was starred in more than 40 musical movies made at that studio before breaking into dramatic roles as a tough private eye in "Murder, My Sweet." Along with his movie work, Mr. Powell also starred in such radio series as Richard Rogue and Richard Diamond, Private Detective.

Mr. Powell added directing to his other activities with "Split Second," an RKO picture released in 1952, the year Four Star was founded. He directed a number of motion pictures after that but soon the new tv production firm began to monopolize his time. The first Four Star series, Four Star Playhouse, ran four years on CBS-TV with Singer Sewing Machine Co. as sponsor, and before that run had ended, the company had secured the tv rights to the works of Zane Grey, which went on tv as Dick Powell's Zane Grey Theater, with Mr. Powell as host and sometimes star. Outdoing Four Star Playhouse, this series enjoyed a run of five years on CBS-TV.

This season, Four Star has had six programs on the tv networks and has put some of its former network series into syndication through its own distribution subsidiary. The firm has also entered the recording field and is about to produce its first theatrical motion picture.

Mr. Powell is survived by his wife, June Allyson, their adopted daughter, Pamela, 16, and son, Richard, 12; as well as daughter, Ellen, 23, and son, Norman, 25, by his former wife, Joan Blondell.

promoted to assistant program manager and production supervisor, respectively.

Ralph Story, conductor of Story-Line program on KNX-AM-FM Los Angeles, has taken eight-month leave of absence for around-the-world trip.

Bob Ferris, host of KNX's Kaleidoscope program, will replace Mr. Story for duration of his absence.

Bram Emous, former vp of Flower Bulbs Inc., joins BTA Div. of Blair Television, New York, in sales service staff.

Charles R. Sanders, manager of WSPA-AM-FM Spartanburg, S. C., appointed assistant general manager of Spartan Radiocasting Co., owners and operators of WSPA-AM-FM TV. Mr. Sanders became associated with WSPA in early 1961 when he was named assistant to president. He was appointed manager in October of that year. Previously, Mr. Sanders was with Sears, Roebuck & Co. for 15 years.

Joe Mansfield, veteran producer-director formerly with Warner Bros. Pictures, Bruce Chapman Co. and NBC, joins WALE Fall River, Mass., as director of The Sounding Board, public opinion, commentary, interview program starting today (Jan. 7).

Allen Grey, program personality with WCBS-AM-FM New York, resigns to become food broker in Minneapolis-St. Paul area.

David Bringham appointed news director of KOOL-AM-FM Phoenix, Ariz.

Ray Dantzler and Richard A. Hardy join news and sports staff respectively of WTVT (TV) Tampa-St. Petersburg.

Murry Salberg, former director of advertising and sales promotion for WABC-TV New York, joins WNEW-TV, that city's director of advertising and promotion. Mr. Salberg has also served as radio-tv consultant with Marshall & Coch, and manager of program promotion department of CBS Radio network.

Richard Bate, former CBS News reporter, joins ABC News' Washington bureau as staff correspondent covering Pentagon. Before joining CBS News, Mr. Bate was Cape Canaveral correspondent for Time Inc.

Ross Miller appointed assistant program manager of WTIC-AM-FM Hartford, Conn.

months and former broadcast operations manager of Market-Casters Inc. (KMCS [FM] Seattle), appointed sales manager.

Tom Feldman and Eugene C. Keenan Jr. named national sales manager and promotion-merchandising manager, respectively, of WEBB Baltimore, Md.

William J. Lemanski, account executive with WBBM-AM-FM Chicago, joins national sales division of RKO General, New York, as radio sales executive in Chicago office.

Elmer D. Krammer and Hal Siegel join WRGP-TV Chattanooga, Tenn., as account executives.

Mark Evans, vp in charge of public affairs for Metromedia Inc., named general vice chairman for 1963 Cherry Blossom Festival in Washington, D. C.

Eugene W. Whitaker, assistant director of engineering for KSL-AM-FM-TV Salt Lake City, joins King Broadcasting Co. (KING-AM-FM-TV Seattle, KGW-AM-FM Portland, Ore., and KREM-AM-FM-TV Spokane) as assistant to vp in charge of engineering.

James Davis and Monroe Brinson, members of program and production staffs of WBT-AM-FM Charlotte, N. C.,

BROADCASTING, January 7, 1963
GOVERNMENT

William D. Moyers, 28-year-old Texan who formerly worked in continuity department of KTBC-AM-FM-TV Austin as chief traffic director and later assistant tv news editor, has been chosen by President Kennedy to be deputy director of Peace Corps. President said last week he would nominate Mr. Moyers for the $20,000-a-year post when 88th Congress opens Jan. 9. Mr. Moyers, former reporter for Marshall (Tex.) News-Messenger, is U. of Texas journalism graduate who served as executive assistant to Lyndon B. Johnson during 1960 Kennedy-Johnson campaign.

PROGRAMMING

Ralph M. Allgood, former manager of WAPX Montgomery, Ala., joins Associated Press in Washington, D. C., as regional membership executive responsible for all broadcast membership activity in Maryland, Virginia, West Virginia and District of Columbia. Mr. Allgood replaces Frank Stearns, regional membership executive in Washington for past 19 years, who moves to Los Angeles to assume similar responsibilities there.

Aubrey Austin, president of Bank of Santa Monica, Calif., and LeRoy Lattin, president of Universal Products and former board chairman of General Telephone Corp., elected to board of directors of Home Entertainment Co. of Los Angeles at special meeting Jan. 2. Home Entertainment is planning to provide pay-tv service for Santa Monica, with homes connected to central studios through facilities supplied by General Telephone (Broadcasting, Dec. 10, 1962). Other HEC board members are: Wendell Corey, president; Oliver A. Unger, board chairman; H. W. Sarbent Jr., vp, technical operations; Leon Caplan, general counsel; Jerry Gabriel, vp, operations; Henry Rogers, president of Rogers & Cowan, pr firm; and Maurice Hibbert, attorney.

Leonard A. Johnson elected to newly created corporate office of assistant treasurer of Four Star Television, Hollywood. Mr. Johnson joined production company last September following his resignation as president of Sterling Electric Motors Inc., Los Angeles manufacturer of variable speed drives, gearmotors and ac motors.

A. J. (Andy) Schrade, vp in charge of west coast operations of Columbia Records, retires after 47 years with company. Mr. Schrade joined Columbia Graphophone Co. in New York in 1915. William J. Leo, manager of credit section, finance staff, and assistant treasurer of CBS, joins Columbia Records as credit and collections director.

Stan Major, former program director and air personality with WJJD-AM-FM Chicago, has formed Stan Major Enterprises, radio-tv program service organization, in Los Angeles. New firm is supplying airchecks of West Coast radio stations and plans to extend service to nationwide proportions. Stan Major Enterprises is located at 1122 S. Cardinal Ave., Los Angeles 25. Telephone: Creditch 6-8376.

Robert M. Fresco, writer-producer at Wolper Productions, Hollywood, assumes added duties of associate producer of The Story of . . . series. Mr. Fresco will also assist series producer Mel Stuart in development of new subjects for documentary series.

Philip S. Goodman, tv writer-director and motion picture producer, appointed creative director of Fred Niles Communication Center, New York.

ALLIED FIELDS

Paul L. Wimmer and Bernard R. Segal, consulting engineers with Washington, D. C., firm of Jules Cohen, become partners of firm which is now known as Jules Cohen & Assoc. Mr. Wimmer has been with Jules Cohen for past 10 years; Mr. Segal, formerly with FCC's Broadcast Bureau, joined Cohen in 1959. New firm, currently located at Albee Bldg., 1426 G St., N.W., will relocate to Securities Bldg., 729 15th St., N.W., effective Jan. 14. Telephone remains 393-4616.

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Sen. Robert S. Kerr, 66, dies of heart attack

Sen. Robert S. Kerr (D-Okla.), a powerful force in the Senate and a holder of broadcast interests, died of a heart attack Tuesday (Jan. 1) in Doctor's Hospital, Washington, D. C., where he had been convalescing from an earlier attack Dec. 18. (Broadcasting, Dec. 31.)

Death of the 66-year-old lawmaker caused considerable speculation in the capital as to Mr. Kerr's successor as Oklahoma senator and on the three committees where he served with great influence and power (see story page 62).

Sen. Kerr was chairman of the Aeronautical & Space Committee, and helped lead the fight for the administration's space communications satellite legislation. He was ranking Democratic member on both the Finance and Public Works Committees.

A wealthy oilman, the senator was a principal owner and chairman of the board of Kerr-McGee Oil Industries Inc. of Oklahoma City and owned 50.6% of WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois, and 13.1% of KVVO-TV Tulsa, Okla. His widow, Mrs. Grayce B. Kerr, owns 14.8% of KVVO-TV and 10% of KOCO-TV Enid, Okla., of which Kerr-McGee is also 20% owner.

Sen. Kerr was born in a log cabin at Ada (then Indian territory), Okla. Sept. 13, 1884. A former Army officer and later a drilling contractor, he was a practicing lawyer and was state commander of the American Legion in 1925. As a politician, he was his state's Democratic national committeeman from 1940-48, governor of Oklahoma from 1943-47, elected U. S. senator Nov. 2, 1948, and was re-elected in 1954 and 1960, serving continuously until his death last week.

President Kennedy, congressional and business leaders from around the country attended Sen. Kerr's funeral held last Friday (Jan. 4) in Oklahoma City.

Sen. Kerr is survived by his widow, a daughter, Kay Clark, and three sons, Robert Jr., Breene and William, all of Oklahoma City.

DEATHS

J. Howard Dellinger, 76, widely known government expert on radio telecommunications research, died Dec. 27 in Suburban Hospital, Bethesda, Md., following heart attack. Mr. Dellinger had 40 years service with Department of Commerce and National Bureau of Standards and for three months in 1928 was chief engineer of Federal Radio Commission. At time of his retirement in 1948 he was chief of central radio propagation laboratory of Bureau of Standards. In 1922, Mr. Dellinger was instrumental in forming Interdepartmental Radio Advisory Committee which assigns radio frequencies among government agencies and served several terms as its chairman. He attended numerous international telecommunications conferences as U. S. representative. Among Mr. Dellinger's many honors was the International Radio Engineer's Pioneer Award.


Jack Carson, 52, comedian who was noted chiefly for his roles in such theatrical movies as "The Male Animal" and "A Star is Born," died of cancer Jan. 2 at his home in Encino, Calif. Mr. Carson had worked in radio network shows for Seattles, Campbell Soups and General Foods. In 1950-51, he was in All-Star Review on NBC-TV, alternating as host with Ed Wynn, Danny Thomas and Jimmy Durante, and in 1954-55 had his own program, The Jack Carson Show, on that network. Mr. Carson had recently completed pilot for new tv series, The Kentucky Kid, on which NBC-TV had an option.

Mrs. A. J. Fletcher, 77, wife of A. J. Fletcher, owner of WRAL-AM-FM-TV Raleigh, N. C., died Jan. 2 in Raleigh after long illness. Mrs. Fletcher was mother of Floyd, co-general manager of WTVD-TV (Durham, N. C.); Frank, Washington communications attorney; Fred, vice and general manager of WRAL, and Mrs. Ray Goodmon, Raleigh, N. C.
SUNDAY MORNING
10 a.m.-Noon
ABC-TV No network service.
NBC-TV No network service.

SUNDAY AFTERNOON
Noon-1 p.m.
ABC-TV Challenge Golf, part.
CBS-TV 12-12:30 No network service; 12:30-1 Washington Report, sust.
NBC-TV No network service.

1-2 p.m.
ABC-TV 1-1:30 No network service; 1:30-2 Meet the Professor, sust.
CBS-TV No network service.
NBC-TV 1:30-2 Religious Programs, sust.

2-3 p.m.
ABC-TV 2-2:30 Directions, '63, sust.; 2:30-3 Adul Stevenson Reports, sust.
CBS-TV 2-2:30 No network service; 2:30-4 Sunday Sports Spectacular, part.
NBC-TV No network service.

3-4 p.m.
ABC-TV 3-3:30 Issues & Answers, sust.; 3:30-4 David Brinkley Show, part.
CBS-TV Sports Spectacular, cont.
NBC-TV 3-3:30 No network service; 3:30-4 Wild Kingdom, part.

4-5 p.m.
ABC-TV 4-4:30 No network service; 4:30-5 Al Hart, part; 4:30-5 American Cyanidam.
CBS-TV Public service programs.
NBC-TV Wonderful World of Golf, part.

5-6 p.m.
ABC-TV Major Adams: Trailmaster, part.
CBS-TV 5-5:30 Amateur Hour, J. B. Williams, 5:30-6 GE College Bowl, GE.
NBC-TV 5:30-6 Sports News, sust.; 5:30-6 Bullwinkle, part.

6-7 p.m.
ABC-TV No network service.
CBS-TV 6-6:30 Twentieth Century, Prudential; 6:30-7 Password, part.
NBC-TV 6-6:30 Meet The Press, co-op; 6:30-7 McKeever and the Colonel, sust.

7-8 p.m.
ABC-TV 7-7:30 No network service; 7:30-8 The Jetsons, part.
CBS-TV 7-7:30 Lassie, Campbell Soup; 7:30-8 Dennis The Menace, Best Foods, Kellogg.
NBC-TV 7-7:30 assign to TV guide; L&M, Ford; 7-8:30 Walt Disney's Wonderful World Of Color, RCA, Eastman Kodak.

8-9 p.m.
ABC-TV 8-10 Sunday Night Movie, part.
CBS-TV Ed Sullivan Show, Pillsbury, Revlon.
NBC-TV 8-8:30 Walt Disney Show, cont.; 8:30-9 Car 45, Where Are You?, P&G.

9-10 p.m.
ABC-TV Movie, cont.
CBS-TV 9-9:30 Best of the McCloskey House Party, part.
NBC-TV 8-8:30 Walt Disney Show, cont.; 8:30-9 Car 45, Where Are You?, P&G.

10-11 p.m.

MONDAY MORNING
6-10 a.m.
ABC-TV No network service.
CBS-TV 6-6 No network service; 6-9 Captain Kangaroo, part.; 9-10 No network service.
NBC-TV 6-7 Continental Classroom, sust.; 7-9 Today, part.; 9-10 No network service.

10-11 a.m.
ABC-TV No network service.
CBS-TV 10:10-10:30 Calendar, part.; 10:30-11 I Love Lucy, part.
NBC-TV 10:10-10:30 The McCoskey, part.; 11:30-12 Pete & Gladys, part.
NBC-TV 11:30-12 The Price Is Right, part.; 11:30-12 Concentration, part.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT
Noon-1 p.m.
ABC-TV 12-12:30 Tennessee Ernie Ford, part.; 12:30-1 Father Knows Best, part.

1-2 p.m.
ABC-TV No network service.
CBS-TV 1-1:30 College Of The Air, part.; 1:30-2 As The World Turns, part.
NBC-TV No network service.

2-3 p.m.
CBS-TV 2-2:30 Password, part.; 2:30-3 Art Linkletter's House Party, 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 To Tell The Truth, part.; 3:30-4 Millionaire, part.
NBC-TV 3-3:45 Loretta Young Theatre, part.; 3:30-4 Young Dr. Malone, part.

4-5 p.m.
CBS-TV The Secret Storm, part.; 4:30-5 Edge Of Night, part.
NBC-TV 4-4:30 Match Game, part.; 4:35-5 Maise Room For Daddy, part.

5-6 p.m.
ABC-TV No network service.
CBS-TV 5-5:30 News, part.; 5:30-6 No network service.
NBC-TV No network service.

6-7:30 p.m.
ABC-TV 6-6:15 News, part.; 6:15-7:30 No network service.
CBS-TV 6-6:45 No network service; 6:45-7 News, part.; 6:45-7 No network service; 7:15-7:30 News, part.
NBC-TV 6-6:45 No network service; 6:45-7 Huntley-Brinkley Report, R. J. Reynolds, American Home Products; 7-7:30 No network service.

7-8 p.m.
ABC-TV 7-7:30 No network service; 7:30-8 The Tonight Show, Merv Griffin, part.; 7:30-8 The Ed Sullivan Show, CBS.
NBC-TV 7-7:30 No network service; 7:30-8 The Lacy Show, Lever, Gen. Foods.

MONDAY EVENING
7:30-9 p.m.
ABC-TV 7:30-8:30 The Dokotars, part.; 8:30-9 Riflemen, Proctor & Gamble.
NBC-TV 7-8:30 It's A Man's World, part.; 8:30-9 Saints and Sinners, part.

9-11 p.m.
ABC-TV 9-9:30 Miss America Pageant, part.
NBC-TV 9-9:30 Saints and Sinners, cont.; 9:30-10 Price is Right, D. L. Gilliard, Whitehall (in Feb.; 9:30-10 Art Linkletter Show, part.)

TUESDAY MORNING
10-11 p.m.
ABC-TV 10-11:30 Ben Casey, part.
CBS-TV 10-10:30 New Loretta Young Show, Lever, Toni; 10:30-11 Stump the Shows, RCA.
NBC-TV 10-10:30 David Brinkley's Journal, Pittsburgh Plate Glass, Douglas Fir Plywood Assn.; 10:30-11 No network service.

TUESDAY EVENING
7:30-9 p.m.
ABC-TV 7:30-8:30 Combat, part.; 8:30-9:30 Bavarian Eye, part.
CBS-TV 7:30-8 Marshall Dillon, local sales;
Specials scheduled for January, February, and March

ABC-TV
Jan. 13: 2 p.m.-concl.
AFL All-Star Game, P. Lorrillard, Texaco, Gillette, Bristol-Myers, Lincoln-Mercury.
Jan. 15: 10-11 a.m.
As Caesar Sees It, Consolidated Cigars.
Jan. 20: 9-10 p.m.
As Caesar Sees It, Consolidated Cigars.
Jan. 21: 7:30-8:30 p.m.
Joan Crawford, The Fabulous Era, Procter & Gamble.
Jan. 25: 9-10 p.m.
All-Star Bowling Tournament, Gillette.
Feb. 12: 10-11 p.m.
As Caesar Sees It, Consolidated Cigars.
Feb. 25: 9-10 p.m.
Victor Borge Show, Pontiac.
Feb. 26: 10-11 p.m.
Close-Up, Bell & Howell.
Mar. 13: 9-10 p.m.
March 21: 9-10 p.m.
Here's Edie, Consolidated Cigars.

CBS-TV
Jan. 13: 12 Noon-1 p.m.
Meet the New Senators, sust.

Jap. 15: 7:30-8 p.m.
Young Peoples Concert, Shell Oil.
Jan. 21: 10-11 p.m.
Anti-Defamation League Programs, sust.
Feb. 1: 8-9:30 p.m.
Arthur Godfrey Show—Sounds of the City, Quaker State Oil Refining Corp. Menley & James Labs.
Feb. 17: 8-9 p.m.
The Hour of Monaco with Princess Grace, Cheestrond, Ford.
Feb. 21: 8-9 p.m.
Feb. 24: 10-11 p.m.
Judy Garland Show, Cheestrond, Ford.
March 19: 8:30-9:30 p.m.
Bob Hope Christmas Show, Teximex.
March 26: 8-9 p.m.
World of Benny Goodman, Teximex.

NBC-TV
Jan. 27: 10-11 p.m.
The Death of Stalin, Scott/TBA.
Feb. 3: 10-11 p.m.
The Rise of Khrushchev, Scott/TBA.
Feb. 4: 9-10:30 p.m.
Bell Telephone Hour, AT&T.
Feb. 6: 7-8:30 p.m.
The Hallmark Hall of Fame—"Pygmalion," Hallmark Cards.
Feb. 7: 7-8 p.m.
Peter Pan, Lipotin, Timex.
Feb. 11: 9-10:30 p.m.
Eisenhower Zoos on Lincoln, Union Central Life.
Feb. 22: 8-9:30 p.m.
World of Maurice Chevalier, Purex.
March 17: 9-10 p.m.
NBC Opera "Loburn," sust.
March 7: 3-4 p.m.
Special for Women, Purex.
March 13: 9-10 p.m.
Bob Hope Show, Timex, Lever Bros.
March 13: 10-11 p.m.
Bell Telephone Hour, AT&T.
March 17: 10-11 p.m.
"Dinah Shore Show, Sperry Hutchinson.
March 18: 8-9 p.m.
World of纯 "Purex.
March 20: 8-9:30 p.m.
Gary Cooper—"Tail American, Savings & Loan."
### Professional Cards

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<tr>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>1339 Wisconsin Ave., N.W.</td>
<td>Offices and Laboratories</td>
<td>7-1319</td>
<td>Member AFCOE</td>
</tr>
<tr>
<td>JAMES C. MCNARY</td>
<td>National Press Bldg.</td>
<td>Consulting Engineer</td>
<td>2110 H St., N.W. 298-6850</td>
<td>Member AFCOE</td>
</tr>
<tr>
<td>A. D. RING &amp; Associates</td>
<td>41 Years' Experience in Radio Engineering</td>
<td>Washington 6, D. C.</td>
<td>1405 C St., N.W. Republic 7-6466</td>
<td>Member AFCOE</td>
</tr>
<tr>
<td>L. H. CARR &amp; Associates</td>
<td>Consulting Radio &amp; Television Engineers</td>
<td>Washington 6, D. C. Fort Evans</td>
<td>1405 C St., N.W. Republic 7-6466</td>
<td>Member AFCOE</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>1405 C St., N.W.</td>
<td>Consulting Radio &amp; Television Engineers</td>
<td>1405 C St., N.W. Republic 7-6466</td>
<td>Member AFCOE</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl., Hiland 4-7010</td>
<td>Consulting Electronic Engineer</td>
<td>1426 C St., N.W. Washington 5, D. C.</td>
<td>Member AFCOE</td>
</tr>
<tr>
<td>VIR N. JAMES</td>
<td>232 S. Jasmine St.</td>
<td>Consulting Radio Engineers</td>
<td>232 S. Jasmine St. Phone: 301-393-5562</td>
<td>Member AFCOE</td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>622 Hoskins Street</td>
<td>Consulting Radio Engineer</td>
<td>622 Hoskins Street Lufkin, Texas Neptune 4-6242 Neptune 4-9538</td>
<td>To be seen by 100,000* Readers among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities. *ARB Continuing Readership Study</td>
</tr>
</tbody>
</table>

### Spot Your Firm's Name Here...

- **COMMERCIAL RADIO MONITORING CO.**
  - Precision Frequency Measurements
  - AM-FM-TV
  - 103 S. Market St., Lee's Summit, Mo.
  - Phone Kansas City, Laclede 4-3777

- **CAMBRIDGE CRYSTALS**
  - Precision Frequency Measuring Service
  - Specialists for AM-FM-TV
  - 415 Concord Ave., Cambridge, Mass.
  - Phone TR4001-6-2810

- **COMMERCIAL RADIO EQUIPMENT CO.**
  - Providence 1-1319

- **GAUTNEY & JONES**
  - Consulting Radio Engineers
  - 930 Warner Bldg., National 8-7757

- **GEORGE C. DAVIS**
  - Consulting Engineers
  - Radio & Television
  - 527 Munsey Bldg.

- **LOHNES & CULVER**
  - Munsey Building
  - District 7-8215

- **A. EARL CULLUM, JR.**
  - Consulting Engineers
  - International Bldg.

- **WALTER F. KEAN**
  - Consulting Radio Engineers
  - 8200 Snowville Road

- **CARL E. SMITH**
  - Consulting Radio Engineers
  - 420 Taylor St.

- **A. E. Towne Assoc., Inc.**
  - Television and Radio Engineering Consultants
  - 1735 DeSales St. N.W.

- **RAYMOND E. ROHRER & Associates**
  - Consulting Radio Engineers

- **E. HAROLD MUNN, JR.**
  - Broadcast Engineering Consultant

- **GUY C. HUTCHESON**
  - P.O. Box 32

- **HAMMETT & EDISON**
  - Consulting Radio Engineers
  - Box 68, International Airport

- **J. G. ROUTREE**
  - Consulting Engineer
  - P.O. Box 904

- **PETE JOHNSON**
  - Consulting am-fm-tv Engineers
  - Applications—Field Engineering

- **E. HAROLD MUNN, JR.**
  - Broadcast Engineering Consultant
  - Box 220

- **JOHN B. HEFFELFINGER**
  - Consulting Electronic Engineer

- **JULES COHEN**
  - Consulting Radio Engineers

- **JOHN H. MULLANEY**
  - Consulting Radio Engineers

- **WILLIAM B. CARR**
  - Consulting Engineer
  - AM-FM-TV

- **ROBERT E. HENDERSON**
  - Consulting Radio Engineers

- **EDWARD DILLARD**
  - Consulting Radio Engineers

- **ROBERT T. SMITH**
  - Consulting Radio Engineers

- **RAYMOND E. ROHRER & Associates**
  - Consulting Radio Engineers

- **E. HAROLD MUNN, JR.**
  - Broadcast Engineering Consultant

- **COMMERCIAL RADIO MONITORING CO.**
  - Precision Frequency Measurements
  - AM-FM-TV

- **CAMBRIDGE CRYSTALS**
  - Precision Frequency Measuring Service
  - Specialists for AM-FM-TV

### Service Directory

**Broadcasting, January 7, 1963**
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcastico Dec. 27 through Jan. 2 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

ABBR: DA — directional antenna; CP — construction permit; ERP — effective radiated power; HSF — height above average terrain; kHz — kilohertz; kw — kilowatts; M — month; P.O. — post office; SEC — secretary; TCA — TCA-licensed; TCA-12A — type A TCA-licensed; TRA — TCA-licensed; TRA-6B — type B TCA-licensed; WR — water rate; WP — water price. CBC is Chinese Broadcasting Corporation. ABA is American Broadcasting Co. PTV is PTV Broadcasting Corp.
KWU (FM) Santa Barbara Calif. -- General Manager announced his retirement from Cameron A. Warren (74%), Dorothy A. Warren and Andrew H. Burnett (95%), d/b as Channel Best, Inc., to Richard W. Johnston (100%). Consideration is comprised of a non-operational television production company. Action Dec. 26.

WPPY Perry, Fla. -Granted assignment of license from Alpha B. Martin (100%), d/b as WPPY, Inc., to R. Buckler, Arthur D. Pepper and Ira W. Buckler, Sr., d/b as Buckler Broadcasting, Inc. Consideration is $5,000. Mr. Buckler is program director and Mrs. Pepper is beverage distributor; Mr. Brown is employed by WPUP, Action Dec. 27.

WXLW Indianapolis, Ind.--Granted assignment of license from Robert Lyman S. Ayres III (33.1%), Frederick M. Ayres (32.4%), Robert D. Enoch (21.5%), E. Eugene Sanders (7.5%) and W. E. Weidler (2.5%), d/b as Radio Indianapolis, Inc., to Mr. Enoch, d/b as Radio Indianapolis, Inc., for $423,770. Action Dec. 26.

WDBQ Dubuque, Iowa--Granted transfer of control of license corporation from O. A. Friend Jr. (39.6%), R. H. Price (29.4%) and R. B. Tenant (14.9%), to Hart N. Cardozo Jr. (84.6%) and Philip T. Kelly (15.3%), d/b as Dubuque Best, Co. Consideration is $155,000. Mr. Cardozo owns WDBE Central, and Mr. Kelly owns WAFI and WAFM Minn. Action Dec. 26.

WDTM (FM) Waukesha, Mich.--Granted acquisition of positive control of license corporation from Robert R. Carpenter (84%), Ophelia E. Miller (18.8%) and Mary W. Carpenter (2.4%), to Mr. Miller (62.5%) and Robert L. Carpenter (37.5%), liquidating interests held by Mrs. Carpenter. Consideration is $2,000. Action Dec. 27.

WDHA-FM Dover, N. J.--Granted assignment of license and transfer of control of license from John A. Carpenter, Jr. (61%), d/b as Dover Hill Assoc., to association, d/b as Dover Hill Assoc., for $15,000. No financial consideration. Action Dec. 31.

WDGY-FM Great Falls, Mont.--Granted assignment of license of 106.9 MHz to Great Falls Broadcasting Inc., to Philip H. Gibbons (100%), d/b as Great Falls Broadcasting Inc., for $17,500. No financial consideration involved. Mr. Gibbons is sole owner of WTRY Tyrone, WTNM Altoona, and WDDK DuBois. Consideration is $15,000. Action Dec. 31.

WDBQ Dubuque, Iowa.--Granted transfer of control of license corporation from C. B. Griggs (50%), to Robert C. Lott, for $175,000. Mr. Griggs is president of Griggs Broad. Co., and Mr. Lott is program director of Griggs Broad. Co. Action Dec. 28.

KJIM-FM Fort Worth, Tex.--Granted transfer of control of license corporation, Trinity Best, Co. (13,023 shares issued), from James M. Stewart, Paul E. Taft and Milton R. Underwood (each 50%) to Mr. & Mrs. Prather (100% jointly), d/b as Bonanza Best, Corp. No financial consideration involved. Action Dec. 29.

BROADCASTING, January 7, 1963


KCHQ (FM) Amarillo, Tex.--Seeks assignment of license of 90.3 MHz to W. Spiller and C. Sterquell (each 50%), d/b as Panhandle Bests, to Mr. Sterquell (50%), for $18,000. No financial consideration involved. Action Dec. 28.

KFSF Fort Stockton, Tex.--Seeks transfer of operation of 99.3 MHz to R. L. McLain, doing business as KFSF, from Kenneth Z. Bond and R. L. McLain, for $54,000. Action Dec. 28.


KFSF Fort Stockton, Tex.--Seeks transfer of operation of 1510 kHz to R. L. McLain, doing business as KFSF, from James W. Hawkins (50% issued stock). Consideration is $9,425. Mr. Hawkins is KFSF gen. mgr. Action Dec. 31.

Hearing cases

INITIAL DECISIONS

- Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of New Mexico Best, Inc., for new tv station to operate on ch. 2 in Santa Fe, N. Mex. Applicant proposes to operate Santa Fe station as satellite of its station KGGM-TV (ch. 15) Albuquerque. Action Dec. 28.

- Hearing Examiner Millard F. French issued initial decision looking toward granting applications for new daytime stations on 1520 kHz, 550 w, in Kenton, Ohio, and 1490 kHz, 550 w, in Youngstown, Ohio, both conditioned that pre-sunrise operation with daytime FAC is to be extended and final decision in Dec. 14,1419, Action Dec. 27.

- Hearing Examiner Eugene L. Hoig and Charles F. Naumowicz, Jr., issued supplemental initial decision looking toward (11) denying application to new station to operate on 1530 kHz, 5 kW, D, in Orlando, Fla., and (12) granting denial for default application of Western Best, Co., for new station to operate on 1500 kHz, 50 kW, D, in Oxnard, Action Dec. 27.

OTHER ACTIONS

- Commission gives notice that Oct. 26 initial decision which looked toward denying application to change operation of station KDKY Tyler, Tex., for new day operation to unit time, with 900 w-N, DA-N, continued daytime operation with 1 kw, became effective Dec. 17, 1963, with no exceptions. Action Dec. 27.

- Commission gives notice that Nov. 8 initial decision which looked toward granting application of General Communications Inc. to increase daytime power of KKXW Lafayette, La., on 1520 kHz from 500 w to 10 kw, with 400 w-DA-N, and from 1500 kHz from 2000 w to 5 kw, and change from DA-1 to DA-2 but with daytime DA during critical hours only, conditions and pending final decision in Dec. 14,1419, hearing operation with daytime facilities precluded, became effective Dec. 25 pursuant to Sec. 1,133 of rules. Action Jan. 2.


- By order, commission granted petition of W. D. Fink, trk as Jefferson Radio Co., and extended time to Dec. 31 to respond to motions of Southern Bests, Inc. to strike Jefferson’s response pleading in Greensboro, N. C., tv ch. 8 proceeding. Action Dec. 31.

- Commission gives notice that Sept. 27 initial decision which looked toward granting application of WHYK Inc. for new tv station to operate in Stephens County, Ga., was reaffirmed in hearing with applications of Smackover Radio Inc. for new w and Magnolia Best, Co. to increase power of station WYDA Magnolia, both Arkansas, in Dec. 14,1413-4. Action Dec. 27.

- By memorandum opinion & order in proceeding on applications of Blount Best, Inc. and WAKS Inc. for increase in daytime power of stations VVDA Vidor, Tex., and KAYS Hays, respectively, both Kansas, denied KAYS petition for deletion or mod. of. operation. Action Dec. 16.

- By memorandum opinion & order in consolidated proceeding on an applications of William S. Cook, Colorado Springs, Denver Area Bests. (KDBA), Arkansas, both Colorado, and Charles W. Stone (KCCHY), Cheyenne, Wyo., in Dec. 14,1418 (1) denied indefinitely filed in Dec. 14,1418 (2) KB for

Continued on page 86

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 2

ON AIR

AM

Cps.

Net on air

Linc.

3,745

1038

512

CPS

24

130

66

Totals

3,769

1,158

678

FM

1,051

27

143

167

TV

512

64

76

126

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 2

VHF

468

47

21

UHF

512

68

COMMERCIAL STATION BOXSCORE

Compiled by FCC Nov. 30

AM

Cps.

Linc.

13

24

Totals

388

100

52

Cps delayed

1

0

0

1

Includes 3 stations operating on unreserved channels.
Help Wanted—(Cont'd)

Announcers

Florida daytimer needs announcer with first class license. Permanent position, with rapidly growing organization. Box 8A, BROADCASTING.

Announcer . . . that can write some copy. 5000 watt station in eastern Carolina. Send resume, tape, picture immediately. Box 62T, BROADCASTING.

Midwest kilowatt has desirable opening for a showmanship announcer. Must be familiar with both modern and adult music, be able to keep things moving with tight production. Our air for advertisers, help create big sound for progressive establishments full time position. Excellent hours or for a top notch man; straight time and temperature. Need not apply. Box 85T, BROADCASTING.

Experienced announcer wanted by Illinois kilowatt good music station for deep voice plus news gathering and writing. Excellent starting salary. Many extra benefits for mature man with proved ability. Personal interview necessary. Last age, experience, educational, family status, detailed experience. Box 9T, BROADCASTING.

Immediate opening (Jan. 14, 1963) for morning announcer with pleasant mature voice and 1st class license. Good opportunity for man who can follow tight format on good music station located in major Michigan market. No rock and rollers or drifters. Rush tape as resume immediately. Box 103R, BROADCASTING.


Green Mountain Radio Inc., now accepting applications for staff of revised station. Openings for two staff announcers, news man and music man. Pay good and tape and resume to Box 150, White River Jct., VT.

Combination engineer, first class, and sports announcer. Great opportunity for right man. Send photo, tape, letter, age, education, experience and salary. James Deegan, 4602 Tioga, Duluth, Minn.

Wisconsin station going 5 kw needs announcer with first phone. Good music operation top station in market. Send tape, resume and photo to Don C. Whitt, Manager, WNAW, Neenah, Wisconsin.

Morning man. Must have radio background. 1 kw wants adult sound and booming market. State experience and salary needed. First consideration for full time. Contact Tim Spencer, P. O. Box 357, Canton, Ohio.

Announcer with first class ticket. WMAD, Aberdeen, Maryland.

Wanted: staff announcer for fast-paced, good music, CBS affiliate. Send tape, picture and resume to WANE, Radio, Fort Wayne, Indiana. No phone calls please.

D.J. wanted. Top modern station in moderate size New England market. Send tape to Box 15A, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Immediater opening for both experienced announcer and newswoman. Small market station expanding staff. Resume, Tape and photo to Box 261, Williamson, West Virginia.

Michigan regional radio station needs staff announcer immediately. Good modern sound, standards, albums, big band sound, the best of the top pops. Mature delivery, deep voice wanted. Excellent employee benefits and advancement opportunities. Send resume and music, news, commercials tape to Box ST, BROADCASTING.

Immediate opening top rated kilowatt operation in 1/2 million market. Seeking good mature announcer with first ticket. Suburban living, pleasant community near lakes and eastern city. Rush tape, resume, salary expected. Box 24T, BROADCASTING.

Morning personality needed by established newspaper owned station. We desire a man with a pleasant voice and mature delivery. Sales experience helpful. Salary open. Send resume, references to James W. Poole, WFLS, Fredericksburg, Virginia.

Expanding staff! Minimum $100 per 40 hour week to start. Need good announcer with first ticket no maintenance. Big band, modern format. Need in 2 weeks. Box 25T, BROADCASTING.

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sounding station. $100 weekly. Box 262S, BROADCASTING.

Experience, ability, with morning man potential. Needs self starter to advance. Stable management station in Mid-Atlantic suburb. Send picture, resume, tape, salary desired. To Box 27A, BROADCASTING.

Top Chain continually on lookout for top airmen with format experience. Believable personality, and creativity important. To be considered send tape and resume to Box 52A, BROADCASTING.

Announcer-newswoman. New Jersey. Must have regional experience. Box 54A, BROADCASTING.

Morning man, experienced. East coast. Well established non-format station, strong on local programming. Box 51A, BROADCASTING.

Wisconsin regional station wants bright newcomer in 1st phone. New building and equipment. Tape and resume WUDX, Waukesa.

Announcer, first phone, for fast paced daytime. Some maintenance necessary. Send tape, resume, salary expected. WEBO, 61 North Avenue, Owego, New York.

Announcer with 1st class ticket—must be good air man. Top salary for right man interested in growing with new 5000 watt station located in all old market area. Pay is excellent. WGR, Lansing, Michigan. Send tape, resume, photo to Box 35A, Lapeer, Michigan.
Help Wanted---(Cont'd)

Technical

Chief engineer, Southeast, Regional fulltime DA night. 10 kw fm. Send complete resume including expected salary. Box 37A, BROADCASTING.

Engineer for 10 kw daytime station. Best opportunity on Great Southwest. Number one in market, is the undisputed leader and offers unsurpassed working conditions, equipment nearly new and adequately maintained. We don't cut corners write or phone on Wednesday, Thursday, Friday. Bill Dahle, General Manager, KAWS, Box 146, Waco, Texas. Phone Plaza 1-488.

Chief Engineer for WVOS, Liberty, New York. Good salary.

Experienced male tv copywriter to head continuity department. Must be top quality and hard worker. Progressive television station in heart of Minnesota's vacationland.须 be top quality and hard worker. Progressive television station in heart of Minnesota's vacationland

Good music network affiliate needs stable, experienced chief. Box 82T, BROADCASTING.

Radio, TV, Combos, technicians. Apply today. Broadcast Employment Service, 4625 10th Ave, So, Minneapolis 17, Minnesota.

Production—Programming, Others

Copy writer, male or female. Air work and sales opportunity, too, if qualified. WLAG, LaGrange, Georgia.

Wanted program director-agresssive station with quality production seeks program director who really knows music and can direct staff with a bright up beat format of the best standards and the best of current tops. Growing progressive, in full time in down station Illinois, metropolitan area, is willing to pay above average salary, but expects to get choice man. Write Box 24A, BROADCASTING with references details as to training, experience and availability for interview.

Electronics instructors. To train an FCC licensing teachers. Teaching experience not essential. Must teach classes in nation's principal cities. Apply by mail only. Eikins Institute of Radio and Electronics, Inc., 2606 Inwood Road, Dallas 38, Texas.

Need a man who can edit speech and music tape, record outside events, hold first phone with or without maintenance, announce and board. I'll take a man who can do any three of the above properly. We have a good job for a hard worker. You can start tomorrow. Send full details. Go Jerry Grainger, Program Director, WWCA, Gary, Indiana.

Graduate assistants for teaching and radio television station production. School of Speech, Ohio University, Athens, Ohio.

Situations Wanted---Management

Virginia broadcaster, 27, married, draft exempt. 10 years announcing. Experience in programming, sales, continuity, tv award winning programs. Desire small station management opportunity. Presently employed. Box Pulcher, 144 DuPont Circle, Waynesboro, Virginia.

Attention: major/medium market stations: Aggressive, successfully small station manager seeking advancement. Solid background, strong family. Interested in management, programming, sales, promotion. Air work if necessary. Box 18A, BROADCASTING.

Sales


Top salesman for loot. Four years in large southern market. Desires change to larger west coast market, preferred. Only permanent connection considered. Box 23A, BROADCASTING.

Announcers

DJ. 5 years experience, top flight personality type. Must be able to team up with others. Box 29A, BROADCASTING.

Wanted: Negro announcer. The talk of your town will be the man with big wonderful voice. Culture, broadcasting, and college graduate, creative writer. Box 4A, BROADCASTING.

Experience staff announcer wishes to locate in Michigan or surrounding area. Deep voice with smooth commercial and news delivery, professional musician. Married. Box 35A, BROADCASTING.

Announcer, tight production, mature voice, veteran, dependable, want permanent position. Box 10A, BROADCASTING.

DJ. Professional swing for light station, Young, Versatile, Cheerful. Reliable. Box 36, BROADCASTING.


Whose that warm relaxed personable guy looking for decent music station? Why that little ole announcer is me! Box 72R, BROADCASTING.

Air personality now working adult program. Excellent operation major west market. Some TV, Versatile, dedicated. Excellent broadcast history, references. Real pro, Consider midwest only. Box 67T, BROADCASTING.

First phone, announcer, some sales and management experience. Will relocate. Top earnings so far $100.00 per week. F. C. Morgan, 8865 West Second, Pratt, Kansas.

Announcer with first phone desires midwest location. If possible, Nem, Commercial, d.j. shows. Box 16A, BROADCASTING.

Situations Wanted---(Cont'd)

管理水平

Announcers

Personality tv staffer, Bandstand show, top ratings, excellent references, relocate major markets. Box 20A, BROADCASTING.

Merry morning man: Seasoned skillful humor, alert delivery, production. $150. Box 21A, BROADCASTING.

Announcer, d.j. first phone. Experienced, authoritative sound, available, will relocate. Box 31A, BROADCASTING.

Experienced announcer (radio-tv) seeks change single, 28, mobile. Box 38A, BROADCASTING.

Hal Willard willing to consider your proposition. Available Feb. 11, Box 49A, BROADCASTING.


150 miles of Philadelphia. 3 years of dj, news, production voices. Humorous approach. Veteran. Box 49A, BROADCASTING.

Female-versatile, ambitious, pleasant, single, twentysomething. Two years college, type, emceeing and library experience. Broadcasting, charm school graduate. Prefer Midwest. 2006-10th Street, Hammond, Indiana.

Hello out there in radio land. On the air I sound like I've never seen the inside of a top 40 radio station, but luckily the ratings show I have. I want to move someplace. Married, two children. Experienced, references. Tape on request. P.S., first phone and know how to use it. $125 week. Available immediately. Sonny Limo, WAKY Radio, Louisville, Ky.

Technical

Transmitter operator, first ticket, some experience. Permanent position with progressive small station operation. No announcing. Box 26A, BROADCASTING.


Production—Programming, Others

10 Years, radio and tv. Top markets. Announcer and p.d. experience, top ratings. Excellent references, college, personality, Bright style. Solid sales background, currently employed. Box 3A, BROADCASTING.

Have political science background from city planning to Soviet foreign policy: News background in reporting, writing, film editing, assigning, interviewing: Want reporting or documentary position with station that cares about news. Box 18A, BROADCASTING.

Children's comedian interested in developing top children's show in major tv market. Highest professional and character references. Plea and brochure available. Box 13A, BROADCASTING.

BROADCASTING, January 7, 1963
**Situations Wanted—Continued**

**Production—Programming, Others**

Here's your last chance to do something before the deadline. If you're a general manager . . .

**For Sale**

**Equipment**

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Price</th>
</tr>
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</table>
| **Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, moni-**
| **tors, cameras. Electroform, 440 Columbus Ave., N.Y.C.** |
| **Xmission Line; Teflon insulated, 1/4" rigid, 51.3 Ohm flanged with bullets and all hard-**
| **low—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 29, California. Tem-**
| **plebar 2-3527.** |
| **Gates MO 2C69 modulation monitor NEW $725. Jones-micromatch directional coupler 3/4" line, new $100. Calbest multiplex moni-**
| **tor. 4500 MHz, 2700 MHz, unconditioned. RET fm frequency modulation monitor $450.** |
| **Gates BF1A fm transmitter, 1000 watts. Excellent, used. Electroform N.Y.C.** |
| **Thermometer, remote electrical, used by over 100 stations, enables announcer to**
| **read the correct outside temperature from mike position. Installed in less than an hour.** |
| **For standard rack, Reasonable. Write Chief Engineer, KIUP, Box 641, Durango, Colorado.** |
| **Allied 250 watt AM, 1 kw AM transmitter. Price from $2900 up. Also 1000 watt 3000**
| **. . . and 10,000 watt fm transmitter. Price in $750.00 groups. A new RCA 12-12 FM**
| **antenna, tuned for 105.9 megacycles with deicer. $4000. For complete details write or call: Mr. Earle R. Corson, 130 E. Baltimore Avenue, Lands-**
| **downe.** |
| **Electronic test equipment bought and sold. A-OX Electron Co., Box 39, Hollywood, California.** |
| **Miscellaneous**

<table>
<thead>
<tr>
<th>Miscellaneous</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td><strong>Commercial productions. Top announcers. Salaries from $900 to $1000 per year.</strong></td>
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</tr>
<tr>
<td><strong>For $10.00. 270 N. Crest Chattanooga, Tennessee.</strong></td>
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</tbody>
</table>
INSTRUCTIONS—(Cont'd)

INSTRUCTIONS—(Cont'd)


Eklins 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.

Sales

MOVE UP!!

We're a big station in a major market and what we say makes lots of dollar sense to a solid salesman.

If you are interested, reach us fast with a resume.

Box 71T, BROADCASTING

WANTED

REGIONAL SALES REPRESENTATIVES

Distributor is seeking three qualified men to handle Eastern, Midwestern, and Western sales of former network television programs. Send us 52 new videotapes, produced expressly for syndication. Several markets already sold. Excellent client history. Prefer applicants with established knowledge and contacts in their markets. Excellent commissions.

Marcus Advertising Agency, Inc. 3134 Euclid Avenue Cleveland 15, Ohio

Announcers

WANTED:

A good guy morning man with showmanship, tight production needed immediately for number one station in top 20 market. Personable top 40 format with wide appeal. 6-9 A.M. Monday through Friday, 6-12 Saturday, and to work with production department. APTRA Union, excellent employee benefits and advancement opportunities. Send resume, salary expected and music and commercial tape to:

Box 67A, BROADCASTING

Production—Programming, Others

CREATIVE PROGRAM PRODUCER ANNOUNCER

CREATIVE COMMERCIAL PRODUCER & NEWS WRITER

We need two men of excell. Exper. & mature quality to round out our staff. By Feb. 1. Strictly a growth opport. In specially built & designed exclusive FM-MPX. If you want a top operation name your price in letter and tape. KGN FM, 30 Fremont Street, Las Vegas, Nevada.

BROADCASTING, January 7, 1963
BUSINESS OPPORTUNITY

Unusual circumstances make majority interest in long-established fulltime Class IV network station located in growing city in mid-south state available for immediate investment of $30,000 cash. Profits for November exceeded $1000 and business is steadily increasing. Deal available only to experienced broadcasters and must provide for present owners to retain minority and operate, however, a competent time salesman can gain employment in addition to control. If interested write Box 687. Broadcasting, give full details about yourself. Principals will contact you if you check out all right.

5 KW DAYTIMER
serving diversified industrial, agricultural area of 150,000 in southern state. Priced under two tags making it possible to be in 10,000 medium market. One looks sold. Station in sale can handle with $50,000 down.

Box 17A, BROADCASTING.

STATION FOR SALE
Northwest Daytimer AM. New equipment. Low lease. Average gross $45,000. Will take cash $30,000 & include acct. rec plus cash in bank.
Write 36A, BROADCASTING.

STATIONS FOR SALE
BEST HOLIDAY WISHES TO ALL!

JACK L. STOLL & ASSOCIATES
Suite 600-601 6381 Hollywood Blvd
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PACIFIC NORTHWEST
Small commercial FM station. Profitable operation for owner-operator. Total price $24,000. Low down payment.
Box 33A, BROADCASTING.

RADIO STATION
In Midwest in market of 10,000 plus, with good spots and agriculture potential. Will make home where purchase is made. Will acknowledge all replies.
Box 34A, BROADCASTING.

To buy or sell Radio and/or TV properties contact:
PATT MCDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS

Fla. single daytime $28M terms
Ariz. small fulltime 75M 29%
Fla. medium power 150M 29%
Fla. medium fulltime 180M 54%
N. C. metro daytime 125M 50%
P. A. metro daytime 200M 50M

to and others:
CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

WANTED


GOSPEL RADIO NETWORK
1520 Main St.
Puayrup, Washington

PAID RELIGION

INSTRUCTIONS

RADIO-TV ANNOUNCING COURSES
ENGINEER & 1ST FONE COURSES
Active Placement Service.
Attention Managers: A few outstanding Announcers now available for radio-tv.

KEEGAN TECHNICAL INSTITUTE
"Since 1947"
207 Madison, Memphis, Tenn.

EMERSON COLLEGE

EMERSON COLLEGE
303 Berkeley St., Boston 16

WANTED TO BUY
Station

RADIO STATION
In Midwest in market of 10,000 plus, with good spots and agriculture potential. Will make home where purchase is made. Will acknowledge all replies.
Box 34A, BROADCASTING.

Continued from page 81
BROADCAST ACTIONS by Broadcast Bureau

Actions of Dec. 31

KFBC Cheyenne, Wyo.—Granted license covering installation of new trans. in daytime power of new trans. and power of old trans.

KAZV Jonesboro, Ark.—Granted extension of completion date to Feb. 28, 1963.

KAIW Enterprise, Ala.—Granted license covering installation new aux. trans. with remote control.

KPOI Honolulu, Hawaii.—Granted cp for new htv tv translator station on ch. 3 of new tv station. Granted cp for new htv tv translator station.

KFBF Marshalling, Iowa.—Granted license covering installation of old main trans. as aux. trans.

KRNS Los Alamos, N. Mex.—Granted license covering increase in daytime power and installation of new trans.

WIRB Enterprise, Ala.—Granted license covering installation new aux. trans. with remote control.

KPLI (FM) Riverside, Calif.—Granted extension of authority to March 15, 1963, to remain silent.

KTEM Temple, Tex.—Granted mod. of cp to change type trans. and ch. 3 to ch. 4.

KJAY Sacramento, Calif.—Granted mod. of cp to change type trans.

Rulemakings

PETITIONS FOR RULEMAKING FILED

* KVEI Sacramento, Calif. — Requests amendment of Sec. 3,006 of rules so as to reserve ch. 46 at Sacramento for non-commercial educational use. Filed by Norman E. Jorgensen and Robert A. Woods. Received Dec. 18.

* New Jersey Educational TV Corp.—Requests an extension of rulemaking proceeding to allocate ch. 41 to Montclair, N. J., as an educational channel and re-assign chs. 41* in Trenton and 52* in Atlantic City, both New Jersey, as educational channels. Filed by Robert L. Heald. Received Dec. 19.

UNIQUE OPPORTUNITY

FOR AN ACCOMPLISHED TECHNICIAN

IN ACOUSTICS AND SOUND!

We seek a man of BROAD interests and ACCOMPLISHMENT, with as many of these qualifications as we can find in one man:

1. Knowledge in depth of sound equipment and amplification, use and upkeep.

2. Knowledge of fine points of recording voice and music, adjusting and correcting for blend, pitch, etc.

3. Knowledge in depth of acoustical solutions to audio problems in all types of theaters and halls.

4. Some knowledge of stage management techniques.

5. Free and willing to travel extensively.

Those interested write or telephone:

OLDSMOBILE DIVISION, GM CORP.

Salaried Personnel Department
Lansing 21, Michigan

GENERAL MOTORS IS AN EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER
TELEVISION
"ONCE UPON A DIME"—one-hour spectacular—16mm, black and white, starring (alphabetically): Marye Amsterdam, Pearl Bailey, Neville Brand, Richard Chamberlain, Bing Crosby, Frank Gorshin, Lionel Hampton, Don Knotts, Dean Martin, Dick Powell, Andre Previn, Julie Prewar, Rose Marie, Soapy Sales, Connie Stevens, Dick Van Dyke, Cara Williams, Jane Wyatt and Ed Wynn.

"INVITATION"—15 min.— Documentary with Jane Wyatt and Dr. Frank C. Baxter.

SPOTS—1 min., 40 sec. and 10 sec.—Featuring Bing Crosby, Jack Bailey, Helen Hayes, Basil O'Connor, President of The National Foundation, and children assisted through the March of Dimes; plus—slides, cards, canisters and special copy.

RADIO TRANSCRIPTIONS
FIVE MINUTE MUSICAL SHOWS featuring Eddy Arnold, Chet Atkins, Diahann Carroll, Perry Como and Frank Gallup, George Maharis.

CELEBRITY SPOTS—1 min., 30 sec. and 15 sec.—by show business notables: Johnny Carson, Rosemary Clooney, Bing Crosby, Robert Merrill, Garry Moore, Robert Taylor, Shelley Winters and Jane Wyatt.

"DISCS FOR DIMES"—30 sec. deejay specials featuring favorites such as Molly Bee, Tony Bennett, Rosemary Clooney, Nat King Cole, Jimmy Dean, Connie Francis, George Maharis, Della Reese, Bobby Rydell, Leslie Uggams, Andy Williams.

THE SPANISH SHOW—special five minute musical shows featuring Juan Garcia Esquivel, Machito, and Johnny Rodriguez and spots for Spanish language stations.

Plus—Special for FM
THE MARCH OF DIMES CONCERT HALL featuring Robert Merrill of the Metropolitan Opera plus a five minute musical show featuring George London.

AND NEW THIS YEAR FOR FM

THE NATIONAL FOUNDATION
Franklin D. Roosevelt, Founder
800 Second Av., New York, N. Y.
OXford 7-7700
GEORGE P. VOSS,
Vice President for Public Relations

Available now!

They gave their time to the March of Dimes will you?

BROADCASTING, January 7, 1963
OUR RESPECTS to Peter Storer

Unique challenge: to create and build a new business

In typical Storer tradition, Peter Storer, president of Storer Television Sales Inc., New York, within the last two years has demonstrated a talent for management that places him in the forefront of the second generation of broadcasting industry executives.

His executive wings have passed the hardest test—the successful launching of a new business enterprise. Understandably, he considers the growth record of STS his proudest accomplishment. "The opportunity to develop, create and build an organization like this," he noted in a recent interview, "was a unique challenge."

Peter, the third son of George B. Storer, founder and chairman of Storer Broadcasting, was doing more than just upholding family standards when he was elected to start a new business.

Well trained in management matters, he was ready to apply both sales experience and an intimate knowledge of station operations. The sales arm opened July 1, 1961, as a smoothly functioning firm that could compare favorably with established representatives.

Breaks In At Stations • A 1951 graduate of the U. of Miami, with a degree in business administration, Peter had served in various capacities at five Storer stations and also worked for CBS Radio Spot Sales before assuming the helm of STS.

Peter was born in Toledo, Ohio, on Aug. 12, 1928, which was just a few months after his father had acquired WTAL, that city, and changed the call letters to WSPD. The first in the string of Storer stations, WSPD is still part of the group as WSPD-AM-FM-TV. The family moved to Michigan in 1931, and Peter spent his childhood and teen years in Bloomfield Hills.

Following four years at the U. of Miami, Peter returned to Michigan to become promotion manager of WJBK-TV Detroit. Accompanying him was his wife, the former Virginia Parker, of Miami, whom he had married there on Oct. 19, 1951.

In 1952 Peter stepped into his first sales position, becoming a local salesman for the Storer-owned WJBK-TV. He left in October 1954 to join CBS Radio Spot Sales, his only position away from Storer companies and one which provided "invaluable experience" as well as contacts that have continued through the years.

Back To Toledo • He rejoined the Storer group in June 1955 when he was named national sales manager for WAGA-TV Atlanta and WBRC-TV Birmingham. In August 1957 he was transferred to WJW-TV Cleveland, as general sales manager, and two years later he moved back to his birthplace; this time as managing director of WSPD-TV. He stayed there until December 1960, when he was elected to his present position and was sent to New York to reorganize the former national sales office of Storer stations into a house representation firm for five outlets (WSPD-TV, WJBK-TV, WJW-TV, WAGA-TV, and WITI-TV Milwaukee).

His first order of business in New York was to attract "high-powered" men to help put STS on a solid foundation. To secure a staff of 19, including a general manager and office managers, he conducted more than 300 interviews. He believes those persons selected rank among the best in the business. For proof, he can point to their sales success in the past year. With obvious pride, he noted that 1962 was "very satisfactory" and that October and November "were the two biggest months in the history of the tv stations."

Reflecting on the firm's first full year of operation, Peter is convinced that some industry assumptions that led to the establishment of STS turned out as expected. Among the basic industry trends that were underway as far back as 1955, he said, were the increase in the number of stations and in spot tv billings. "To grow with the industry we felt we had to adopt the most specialized selling technique possible and we realized it was best done with a strong, compact organization."

STS was set up as a completely independent subsidiary of Storer Broadcasting. It has its own board of directors and functions just as any other rep would in representing its stations. Working out of an office at 500 Park Ave., Peter makes frequent trips to the company's regional offices in Chicago, Detroit, Los Angeles, San Francisco, and Atlanta as well as to the Storer stations. He travels between 250,000-400,000 miles a year.

Little Time Off • Peter's traveling also includes occasional long week-end visits to his parents' winter home in Miami Beach and summer home, a ranch, in Wyoming. When time does permit he enjoys playing golf, hunting and fishing.

Like the Storer business operations, the Storer family, through widely separated, maintains a close-knit relationship. But rarely do all four sons and their families manage a complete family reunion. Brother George B. Storer Jr., president of both Storer Broadcasting and Storer Programs Inc., lives in Miami. Brothers Bob and Jim are with the Storer stations in Los Angeles and Cleveland, respectively.

Peter's own family of four children (Peter Jr., 9; Leslie, 7, Elizabeth, 5, and Linda, 1) makes their home in Greenwich, Conn.

Though active in community affairs while living in Toledo, Peter's long hours the past two years have limited his outside activities in New York and Connecticut. He is a member of New York's International Radio & Television Society.

Meanwhile, Peter and staff are busy in the primary task of selling. To do it well, he believes it is also a rep's function to advise stations on such matters as rate cards, program availabilities and types of programs for national sales and national sales promotions. He is in command of a complete service that includes in-depth research, sales promotion, national client relations, traffic service and sales service.

The success of STS is an accomplished fact. Modestly, Peter is reluctant to take all the credit he well deserves; he prefers to pass compliments on to his staff. A man who has lived with broadcasting all his life, Peter says: "The representative field has confirmed my feeling that it is one of the most vigorous and exciting in the broadcasting business."

Peter Storer
Primary job is sales

BROADCASTING, January 7, 1963
Money talks—and doubletalks

Radio's 1961 financial record, which was released by the FCC only a few weeks ago, is being used as an argument for federal restraint of radio competition. The fact that nearly 40% of all radio stations lost money in 1961 is being quoted by those who want the government to apply birth control and possibly euthanasia to the station population.

The fact of radio's losses does not, however, give a clear judgment of radio's health. It is a superficial fact. Without a deeper look into the flow of income and expense within those stations that show net losses, it is impossible to appraise the viability of the radio system.

A good question that is raised by the report of radio losses is: Why, if all these stations are losing money, do they stay in business? The answer must be that a good many of them stay in business because their owners are making money even if the stations are not. This assumption cannot be verified by the information that is now available: the reports that stations now file with the FCC give no indication of how much salary or how many perquisites may be flowing to the proprietors and officers of stations that show a corporate or company loss.

As reported in this publication Dec. 24, the FCC has decided to begin requiring stations to provide information that will give a clearer indication of profitability. Although a fundamental question still may be raised as to the propriety and perhaps legality of the commission's exacting information of that kind, there is a need for better information if any information is to be gathered at all.

The danger in the collection of any information about radio economics is that it will lead to the government's assumption of a big brother attitude. Whether 40% of all stations are losing money, or 10% or 100%, it would be fatal to broadcasting if the government introduced a policy of economic protectionism. The minute an FCC began granting or withholding licenses on the probability of economic success it would also be forced to impose limits on the profits of those it allowed to survive.

This week the FCC and the NAB will begin conferences on radio "overpopulation," a word that suggests both parties have already concluded there are now more stations than the economy can support. As long as these conferences are restricted to the repair of engineering standards, which have been allowed to degenerate, they will be performing a useful service.

If the conferences start to talk about limiting stations on economic grounds, the way will be opened for utility regulations.

Flyspeaking

Regular users of Nielsen, ARB and Pulse audience measurements have long been aware of the imperfections that the Federal Trade Commission described last week. Nobody who knows anything about the various ratings services, least of all the ratings services themselves, claims that their measurements approach the accuracy of, say, a United States Census.

Yet the FTC announcement last week implies the discovery of wrongdoing. In the FTC's words, the consent orders signed by Nielsen, ARB and Pulse have the effect of "halting the . . . three concerns from misrepresenting the accuracy of their radio and television audience measurements and from using survey techniques which cause bias or error in their rating reports." We have no doubt the FTC announcement will be used by those who personally dislike popular television and radio programming and who therefore wish to discredit the methods by which popularity is measured.

Exempt to provide a small packet of ammunition to those critics, however, the FTC orders will have little practical effect. The three services will have to be more explicit in describing their methods and the probability of errors, but the basic nature of their functions will be unchanged. The case falls somewhat short of the earth-shaking category. Some days a government agency can't make a headline no matter how it tries.

The great decibel mystery

We suppose the FCC just naturally assumed that questions involving loudness could not be answered without hearing. Otherwise there is no tolerable explanation for its decision, just before the recent holidays, to investigate its suspicion—and a handful of lay complaints—that commercials sometimes sound too loud.

What the commission would like to prove is that stations play commercials louder than programs. But it confessed it had not been able to pin the rap on anybody, even after years of investigation. One FCC survey of 816 stations turned up exactly one culprit. Unless the commission plans to stay now from technical regulation, it will be investigating a problem which, by its own evidence, does not exist.

One of the best-publicized outcries against loudness preceding the FCC action was a news release issued by H. H. Scott Inc., a hi-fi manufacturer. The release grabbed big headlines with its report on a so-called survey showing that most TV commercials are louder than dramatic programs. Yet when NBC's Ernest Lee Jahmcke wrote for a copy of the survey, Scott confessed the problem is far from simple, has nothing to do with stepped-up volume and is probably "social" and "philosophic" rather than "technical."

If the FCC intends to get into the social and philosophic areas of advertising, its action changes from the merely ridiculous to the downright dangerous. Would it forbid the use of strident voices except in programs? Would hard-sell commercials be outlawed? As Rex Howell of KREX-AM-TV Grand Junction, Colo., wrote to the commission: "What you are really saying is you don't like commercials delivered in a certain manner of speech."

We think Mr. Howell was right when he told the FCC that "I'm sure you will agree that this is outside the commission's jurisdiction. . . ."
ANOTHER PLUS

WBAP-TV 5
DALLAS-FORT WORTH

ALL LOCAL LIVE

Miss Texas, Penny Lee Rudd
WISC-TV meets with viewer approval

These facts speak for themselves

- Population (00) 1,641.9
- Households (00) 473.3
- TV Homes 427,620
- Effective Buying Income (000) $3,080,581
- Gross Farm Income (000) 842,203
- Total Retail Sales (000) 1,945,808
- Food Sales (000) 449,860
- Drug Sales (000) 63,725

More than 400 thousand TV homes in Wisconsin, Illinois and Iowa rely on WISC-TV for up-to-the-minute farm programming, practical educational programs, responsible children's shows, accurate and authentic news, weather and sports programming, and top CBS network broadcasts.

These Channel 3 "neighbors" make up a near 2 billion dollar retail market and, therefore, constitute an essential ingredient in any Madison area media mix.

WISC-TV
MADISON, WISC.

Represented Nationally by Peters, Griffin, Woodward, Inc.
NAB rejects idea of government limitation on radio population ............... 29
That FCC radio freeze: how it is affecting equipment manufacturers .......... 56
Simulmatics says its pre-testing technique will benefit radio ................. 42
Hope growing for radio-tv access in House; McCormack willing to discuss it .... 64

Today's successful national advertisers use Spot Television to match message to market. With Spot TV they can vary their schedules according to product usage and brand acceptance. These quality stations offer the best of Spot Television in their markets.
When it HAPPENS they see it FIRST in SIOUX CITY on KVTV, Channel 9

More than 50 quarter hours of local-live news and public affairs programming is prepared and presented weekly by KVTV's on-the-scene news staff. In Sioux City and Siouxland news is important . . . because KVTV has treated it as such for over nine years, people habitually dial KVTV, Channel 9 for the complete news picture. Sell your product on the station in Sioux City that people look to for the news . . . and just about everything else, too. That's KVTV, Channel 9. See your KATZ man.
Suppose you take a page in Life Magazine. Circulation, 7,000,000. Readership, 31,000,000 adults. An increase in the readers of your ad by one-fifth of 1% of that audience just about fills the Yale Bowl! A small increase in readership and persuasiveness may not look impressive on a sheet of statistics. But in flesh-and-blood people, it is. An outstanding agency doesn't settle even for a fine readership rating, but is always looking for more—a big percentage or even the little increase that still adds a bowlful of people. Young & Rubicam, Advertising
Whatever your product, Channel 8 moves goods. On WGAL-TV your sales message reaches more families in the prosperous Lancaster-Harrisburg-York-Lebanon market. Why? Because WGAL-TV blankets these key metropolitan areas and is the favorite by far with viewers in many other areas as well. Your cost per thousand viewers? Less than that of any combination of stations in the area.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

On eve of NAB's winter board meeting in Phoenix which begins today (Jan. 14) word was leaked that NAB President LeRoy Collins is among those under consideration for chairmanship of new Space Communications Corp. Timing apparently was key since just three weeks earlier authoritative sources said Mr. Collins definitely had not been proposed. Since NAB board will consider Gov. Collins' future this week—after two years of brinkmanship—space appointment possibility is calculated to become factor in negotiations for extension or severance of his contract.

Supporters of Gov. Collins are expected to argue that he should be given extension of his $75,000-plus contract perhaps for three years. If space job is offered (and Gov. Collins says he is unaware of it) he then could make decision. Space chairman's duties include arranging participation by governments in space program; testifying before Congress, and handling public relations. President would be executive in business or banking with emphasis on administration rather than politics. Chairman of incorporators of space corporation is Philip L. Graham, president and chief executive officer of Washington Post Company, close friend of Gov. Collins and prime mover in latter's NAB appointment.

Vhf drop-ins

Staff-level premise at FCC seems to be that all-channel vhf-uhf receiver is only one element in push to get uhv established. Other actions talked: deintermix top 75 markets by making them all uhv, covering 90% of all tv viewers. This can be done, some say, by drop-ins even though some may involve short-separation.

FCC won full congressional assent to all-channel set legislation by promising not to carry out proposals to deintermix eight cities, but this involved replacing sole existing "v" channel with uhf. Reverse strategy—to make these and other cities all uhv—is considered by staff lawyers as not breaking faith with Congress.

Letter speere curbs

FCC, disturbed by procedural delays as well as censorship implications of letters written by staff to stations seeking license renewals, is considering procedure to limit staff's authority. Proposal would let staff lawyers write initial prototype letter seeking information under redefined instructions. But commission itself would have to okay follow-up letters. Commission hopes proposed procedure, which Broadcast Bureau has been instructed to put in draft form, would clarify situation.

Sales good despite strike

Newspapers can expect no solace from study currently in works at TVB and due for wide distribution shortly. It reportedly has found that despite strike which has shut down all major New York newspapers since early December, leading many advertisers to experiment with, or expand in, tv and radio, retail sales have been affected insignificantly, if at all.

Overpopulation aftermath

Here's curbstone opinion on what FCC will do on radio station overpopulation issue in wake of last week's proceedings (story page 29): Tighten up engineering standards where needed; closer scrutiny of financial responsibility of applicants, particularly in areas now having service; less stringent financial requirements in "white" areas where no present service exists; closer scrutiny of compliance with engineering standards, particularly where directional antennas are authorized.

Goelet revival?

Revival of National Audience Board, which suspended operations last fall for economic reasons, is being considered by its president and founder, Peter Goelet of New York. Mr. Goelet last week confirmed report that considerable support has generated from public, broadcast-network and government sources and that he has under consideration reorganization that would permit him to resume its service in programming field, possibly with outside funds. Decision may be made within next month.

Not ready for action

While NAB's directors discuss future of Gov. LeRoy Collins at Phoenix, it's unlikely they will act on basic problems of cigarette commercials and tv, which drew nationwide publicity after Collins' denunciation last November. Special three-man tv code subcommittee expected to report it doesn't feel qualified to study scientific and moral aspects of problem and isn't sure NAB itself is competent.

Basic element of cigarette problem, subcommittee feels, is fact that advertising is not directed at pre-teenage group and that impact is purely indirect. Unusual aspect of subcommittee report is that it will be made directly to tv board and not to subdivide four code board. Chairman is William B. Pabst, KTVU (TV) Oakland, Calif., also chairman of tv code board, who will be at Phoenix meeting.

TIO's future

Not on agenda, but expected to arise at NAB winter board meeting in Phoenix this week, is future of Television Information Office which derives its support from tv station and network members but functions in conjunction with NAB. Move has been revived for absorption of TIO functions within NAB public relations activities, but reportedly is opposed by number of tv board members, including Joint Board Chairman Clair R. McCollough. TIO's income is understood to be in excess of $500,000 while NAB annual return is about $1.7 million.

CBS News move

CBS has exercised option for purchase of Army Times' building in downtown Washington for its news operations and hopes to occupy structure, after remodeling, during first half of 1964. CBS News now occupies space in Broadcast House, where Washington Post—Newseum stations (WTOP-AM-FM-TV) are housed. Army Times' building, two-story structure plus parking area at 2020 M Street, N.W., will be designed to accommodate CBS News' long-term needs. ABC last month moved its Washington news operations from Evening Star-WMAL studios at upper Connecticut Avenue to its own building opposite Mayflower Hotel.

Collins there first

While NAB President LeRoy Collins will not appear at FCC hearing in Omaha on local tv programming (see page 72), he plans to beat FCC to Nebraska by five days with attack on agency's citywide programming investigations. Gov. Collins will speak to Nebraska Broadcasters Assn., in Lincoln Jan. 23 and is expected to expand on his position that such hearings are unfair to stations involved.

Cold cash cold

Insiders in financial-brokerage field report insurance companies and banks have gone "cold" on newspaper financing and ascribe it to crippling strikes in New York and Cleveland, along with track record of past few years.
Weekly, 88 "In Depth News reports" scoop the TV sky in Cleveland. Adair's City Camera, Walter Cronkite, Doney's Features, Armstrong's International Reports, plus CBS-TV’s comprehensive coverage are more reasons why WJW-TV—Cleveland delivers up to twice the spot audience on a CPMH basis, compared to the nation's top 15 markets. Want to know the facts? Call your Storer Television Salesman — WJW-TV CBS® in Cleveland.
WEEK IN BRIEF

Though jackets weren’t shed, the NAB-FCC shirtsleeve session on radio birth control helped clear the air. NAB wants no artificial limits on grants but tighter engineering, financial requirements. See lead story . . .

ENGINEERED RADIO BIRTHS . . . 29

Incidentally, this birth control crisis has been a long time developing, judging by a background review of radio’s growth since World War II. A perspective on the news in which this dramatic story is narrated. See . . .

HOW CONTROL TALK BEGAN . . . 30

Will computers replace the human mind? It’s hard to tell what’s next as these ingenious devices are given new uses. The latest—pre-testing of radio commercials by Media-Mix method of Simulmatics Corp. See . . .

RADIO AND MEDIA-MIX . . . 42

Sam Rayburn is dead but his radio-tv ban lingers on. Now several House bills would remove the “Rayburn Rule” and make public hearings available to mike and camera coverage so the public can observe. See . . .

END TO RAYBURN BAN? . . . 64

After four years of hearings and court reviews, WLOF-TV Orlando, Fla., has been cleared by the FCC of attempts to influence former Commissioner Mack. Chairman Minow dissented and favored reopening of proceeding. See . . .

FCC CLEAR MID-FLORIDA . . . 66

From the perspective of a Federal Reserve Bank research post, a government observer points out what’s wrong with media. He argues many broadcasters are victims of a numbers game and don’t understand the public. See . . .

IS MASS AUDIENCE PASSING? . . . 42

More signs of sticky relations between the White House and newsmen appeared last week when Mona Lisa’s formal debut was a technical flop. Now White House, unhappy at radio-tv, talks of pooled-only pickups. See . . .

MONA LISA’S GARbled SMILE . . . 68

The year 1963 will be remembered as the era of the big spanning, judging by the FCC’s annual report. The commission disciplined stations to an unprecedented degree, the report says. Complaints increased, too. See . . .

FCC’S ’62 ENFORCEMENT . . . 76

Fm stereocasting is still in an early stage of development. It’s profit potential is often argued. Now two youthful San Franciscans say they are making money from stereo by quality programming and engineering. See . . .

FM STEREO SUCCESS STORY . . . 54

That South Carolina radio station that lost its license renewal because of purported obscenities isn’t going down without a fight to the finish. It now promises to take its case to a federal appellate court. See . . .

APPEAL IN KINGSTREE CASE . . . 70
"I'm carrying the torch for you."

"I don't know what I'd do without you."

WJXT puts your name on everyone's lips in the total North Florida/South Georgia regional market. The tidy lead of 30% more homes reached inside Jacksonville expands to a thundering 210% more homes outside the metro area! More people. More efficiency. More value.
KTTV to Metromedia for $10 million-plus

Negotiations for sale of KTTV (TV) by Los Angeles Times and Mirror to Metromedia was on verge of consummation Friday and announcement of transaction was planned today.

Price for ch. 11 independent was believed to be in over-$10-million area.

Upon FCC approval Los Angeles outlet will give Metromedia its seventh station—five vhf's and two uhf's—plus as well as four am and four fm outlets.


News of purchase negotiations came same week FCC cleared John W. Kluge, chairman and Metromedia president, of charge of participating in off-record activities in 1957 hearing for ch. 9 in Orlando, Fla. (see page 6). Mr. Kluge was principal stockholder of group which received Orlando grant, now WLOF-TV. He does not now, however, hold any interest in Florida station.

Metromedia owns Foster & Kleiser, outdoor advertising. It sold commercial international shortwave station WRUL, with transmitter at Seicatea, Mass., to Mormon Church last month for over $1.7 million.


LeSueur to Voice as Swing replacement

Larry LeSueur, CBS news correspondent, New York, takes year's leave and joins U. S. Information Agency in Washington Tuesday (Jan. 15) as senior political analyst and commentator on Voice of America. Newsman with network since 1939, Mr. LeSueur fills post partially vacated in March 1962 when Raymond Gram Swing, 75, longtime commentator with networks and more recently in top VOA commentary role, reduced his schedule at Voice to concentrate on book of memoirs he is compiling.

Mr. LeSueur will be paid $17,400 and will work under Alexander Kleeforth, VOA program director.

Ribicoff for radio-tv

Connecticut's new Democratic senator, former H.E.W. Secretary Abe Ribicoff, intends to become one of the most prolific users of broadcast media in maintaining contact with constituents.

Questions propounded by folks back home will, whenever feasible, be answered by tape recordings for radio use. Senator has tape recorder at his elbow: was schooled in techniques by his close friend, Rudy Frank, vice president of WELI New Haven and state fish and game commissioner.

Sen. Ribicoff attributes his election in large measure to judicious use of broadcast media during his vigorous campaign last fall. "They were major factors in reaching the electorate quickly and effectively," Sen. Ribicoff said, "and were singularly important because I could not launch my campaign until the eleventh hour due to my duties as a cabinet member in Washington."

NAB joint board opens sessions in Phoenix

NAB joint board opens week of committee and board sessions today (Jan. 14) at Camelback Inn, Phoenix, Ariz. After series of committee meetings, joint board convenes tomorrow afternoon followed by tv board Wednesday, radio Thursday and final joint session Friday.

Range of subjects from cigarette advertising problem and President LeRoy Collins' contract renewal to legislative, regulatory and budget problems will be considered during week (Broadcasting, Jan. 7).

Two members of 43-man board will be unable to attend meeting because of illness, NAB headquarters said. They are Julian Haas, KAGH Crossett, Ark., and Harold Essex, WSIS-AM-TV Winston-Salem, N. C.

BBDO plans comments on FTC ratings order

BBDO, New York, in anticipation of client puzzlement over initial newspaper accounts of consent decree signed by ratings services with Federal Trade Commission (Broadcasting, Jan. 7), reportedly has prepared commentary on ratings in hope of putting issue in perspective.

Commentary, of media policy nature, notes BBDO, has never overemphasized ratings and that agency uses them for trends information. Agency says, moreover, it has always questioned adequacy of sample among all ratings services and has been pushing for enlargement of sample. Implication is that individual ratings themselves cannot be end-all to media problems.

BBDO's comment is expected to be circulated this week to all of its clients.

Authorities checking shortwave's programs

Authorities are investigating operation of international shortwave station, transmitting with 50 kw power from Red Lion, Pa., in both English and Russian, and espousing extreme right-wing philosophies in tempo with John Birch Society.

Station, transmitting since November, has reported its shortwave broadcasts are being used domestically by upward of 300 broadcast stations.

According to FCC, international shortwave station, WINB, was granted in May 1960 to Rev. John M. Norris, to operate with 50 kw power, assigned to various frequencies in the international band (6.25 mc) depending on seasons. FCC public files on station were stripped, presumably because of investigation. Rev. Norris is also licensee of WGCB-AM-FM Red Lion.

FCC holds up renewals for Pacifica outlets

Pacifica Foundation licenses for FM stations in California and New York are being held up by FCC because of complaints about programming. FCC staff said Friday (Jan. 11).

Senate Internal Security Subcommittee concluded two days of secret hearings on Pacifica stations Friday in which it followed up "information indicating that there may have been communist efforts to infiltrate a radio chain" (see page 72).

Sen. Thomas J. Dodd (D-Conn.), vice chairman, conducted probe, which he said was held in executive session "to protect innocent persons from unfavorable publicity," had not gone into program content.

When investigation would continue Sen. Dodd could not say, but he revealed other persons have been subpoenaed.

more AT DEADLINE page 10
WEEK’S HEADLINERS

Mr. O'Brien

Mr. Johnson

Robert H. O'Brien, executive vp and treasurer of Metro-Goldwyn-Mayer, New York, elected president and chief executive officer as succeeding Joseph R. Vogel. Mr. Vogel was elected chairman succeeding Joseph R. Vogel. Mr. Vogel was elected chairman succeeding.

George K. Killion. Mr. O'Brien joined MGM in August 1957 as vp and treasurer. He was elected executive vp in December 1961. Prior to joining MGM, Mr. O'Brien served as executive vp and member of board and executive committee of American Broadcasting-Paramount Theatres and executive vp of ABC. Mr. Vogel was president of Loew's Theatres prior to his election as MGM president in 1956. Mr. Killion, who was elected to MGM executive committee replacing Mr. Vogel, served as chairman since February 1958. He is president of American President Lines and member of board of Space Satellite Corp. Changes in administration were expected as result of MGM's earnings decline in fiscal '62.

Gordon H. Johnson, senior vp and member of executive committee of Dance-Fitzgerald - Sample, New York, elected executive vp. Mr. Johnson joined D-F-S in 1944 as account supervisor. He was elected vp in 1947 and senior vp in 1959. Mr. Johnson is filling post left vacant since October 1961 when Chester T. Birch became agency's president and Clifford L. Fitzgerald, chairman.

Alabamans unmollified by NBC-TV's apology


Rep. Roberts said reply from Tom S. Gallery, NBC director of sports, is unsatisfactory. He wants names of persons involved, despite NBC's apology, letters of explanation and expression of regret.

NBC said refusal to let Mr. Wallace make tv appearance "apparently arose because of a misunderstanding on the part of NBC's production personnel at the game." Who invited Mr. Wallace was unclear Friday.

Rep. Roberts also was irked because on same day of Blue-Gray game, California Gov. Pat Brown appeared on East-West game telecast.

FCC refuses to protect catv from interference

Catv systems may not claim protection from interference by translator stations, commission ruled last week in granting four applications for translator facilities.

Commission granted applications of Claremont Tv Inc. for new uhf translator stations on chs. 2, 6, 10 and 12 in Claremont, N. H., to translate programs of WENH-TV Durham, WMUR-TV Manchester, both New Hampshire, WRLP (TV) Greenfield, Mass., and WCAX-TV Burlington, Vt. In making grant agency dismissed petition by Bellows Falls Cable Corp., area catv system which claimed that grant of translators in area would cause interference.

Commission ruled that catv operators are not viewers, and are entitled to interference protection given viewers, because they receive tv signals for purpose of redistributing them for fee, as opposed to free service provided by translators. Catv can alleviate interference, commission said, by changing antenna site or use of microwave relay. Commission warned, however, that it will not condone deliberate attempts by translators to create interference to catv.

3,298 uhf stations possible, study finds

Present 1,500 uhf assignments can be more than doubled, to 3,298, according to report expected this week.

Prepared by National Assn. of Educational Broadcasters, report is based on computer study done with aid from Jansky and Bailey, Washington, D. C., consulting engineers, and FCC.

Project was financed with $55,258 grant from Dept. of Health, Education and Welfare under statute providing funds for development of new educational media. NAEB officials, however, say possible assignments uncovered by study would be available for commercial as well as educational television.

NAEB will present report to U. S. Office of Education and FCC with recommendation that study be basis for new uhf allocation table. Present assignments wouldn't be disturbed under proposal.

FCC staff is doing similar study without computer assistance; it is expected to be completed next month. It reportedly will roughly parallel conclusions in NAEB report.

Senators get copies of delinquency report

Senate Juvenile Delinquency Subcommittee report on television is now in "final form" and was circulated to subcommittee members Friday (Jan. 11), said Sen. Thomas J. Dodd (D-Conn.), chairman.

Senator would not reveal whether report, awaited since hearings concluded last spring (Broadcasting, May 21, 1962), includes proposals for legislation, nor would he say whether he has law-making ideas of his own on subject. But Sen. Dodd made it clear he is not closing door on possibility legislation could come from hearings.

Report draft was reviewed by chairman late last year and sent back for revision, mainly to add "recently uncovered evidence" of effects sex and violence on tv have on children (Closed Circuit, Dec. 24, 1962).

Kemper defends stand in ABC breach suit

ABC's $452,000 breach of contract suit against Kemper insurance companies was challenged Friday (Jan. 11) and network was charged by defendant with failure to provide sponsor protection.

James S. Kemper, board chairman, said his company was within its rights when it canceled out of ABC Evening Report after furor aroused by Nationwide Insurance's Howard K. Smith News and Comment show about Richard M. Nixon on which Alger Hiss appeared.

Public confused show as Kemper's because announcement at end of Evening Report plugged Mr. Smith's program, Mr. Kemper argued. Therefore ABC violated sponsor protection clause of contract by putting announcement inside Kemper news program, he said.

Jack Beall Jr., 64 dies

Jack Beall Jr., 64, retired ABC correspondent, died in Washington hospital Friday (Jan. 11) of respiratory failure before surgery. Mr. Beall was born Dec. 6, 1898 in Waxahachie, Tex. He also had served at WLW Cincinnati, NBC in New York and on newspapers.
MR. PIPER
starring Alan Crofoot

MAN OF THE WORLD
starring Craig Stevens

SUPERCAR
featuring Mike Mercury

THE JO STAFFORD SHOW
starring Jo Stafford

SIR FRANCIS DRAKE
starring Terence Morgan

MR. PIPER
starring Alan Crofoot

MAN OF THE WORLD
starring Craig Stevens

SUPERCAR
featuring Mike Mercury

THE JO STAFFORD SHOW
starring Jo Stafford

SIR FRANCIS DRAKE
starring Terence Morgan

THIS YEAR
AS IN
EVERY YEAR
ITC OFFERS EXCITING
NEW TV PROGRAMMING
FOR WORLDWIDE
DISTRIBUTION

FIREBALL XL-5
featuring Steve Zodiac

OADWAY GOES LATIN
starring Edmundo Ros

THE SAINT
starring Roger Moore

INDEPENDENT TELEVISION CORPORATION 555 Madison Ave • New York 22 • Plaza 5-2102
17 Gt. Cumberland Place • London W1 • Ambassador 8040 • 100 University Ave • Toronto 1, Ont. • Empire 2-1166
Mexico City • Paris • Rome • Buenos Aires • Sydney • and offices in principal cities in 45 countries around the world.
A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

**DATEBOOK**

**JANUARY**

Jan. 14—Deadline for filing of responses to FCC political rulemaking proposal. Addresses should be sent to IBA, P.O. Box 38908, Hollywood 28, Calif.

Jan. 15—Deadline for foreign entries for third International Broadcasting Awards competition of Hollywood Ad Club. Entries should be sent to IBA, P.O. Box 38908, Hollywood 28, Calif.

Jan. 15—Deadline for applications in the Better Television Markets, Inc. advertisement contest by Broadcasters Assn. of Los Angeles, dinner meeting at Encore Restaurant, Robert Sutton, vice president and general manager, KNX Los Angeles, will speak on "Broadcast Editorials."


Jan. 17—Sixteenth annual winter convention of South Carolina Broadcasters Assn., at the Executive Hotel, Columbia, S. C. The general manager of WNOK-AM-FM-TV Columbus, is general chairman. Among the key speakers are: Edmund C. Bunker, president-elect, RAB; Julian Goodman, vice president, for news and public affairs, NBC, and air personality Bud Collyer.

Jan. 18—Broadcasters Assn. annual meeting, at the Savoy-Hilton Hotel, New York City.

Jan. 18—Wisconsin Broadcasters Assn. annual meeting, at the Pfister Hotel, Milwaukee.


Jan. 21—Deadline for nominations to Radio Hall of Fame by those in broadcasting as well as public. Address: American College of Radio Executives, Safety Command, 425 N. Michigan Ave., Chicago 11, on official entry blanks available from same address.

**FEBRUARY**


Jan. 21—Deadline for comments to FCC rulemaking proposals to allow (1) joint use of auxiliary tv stations and microwave facilities of closed-circuit tv systems for transmission of selected and secondary basis to on-the-air tv stations and station to closed-circuit; and (2) make available 1850-1990 me band to tv for extended range, closed-circuit purposes.

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

Jan. 22-24—Eighteenth annual Georgia Radio-Television Directors Assoc. meeting, at the Cornhusker Hotel, Lincoln, Neb. NAB President LeRoy Collins will be principal speaker.

Jan. 23—Winter meeting of Colorado Broadcasters Assn., Hilton Hotel, Denver. Meeting will be co-sponsored by NAB and Coca-Cola. President for members of the Colorado legislature.

Jan. 23—Colorado AP Broadcasters Assn., meeting, Hilton Hotel, Denver. AP assistant city editor and manager Lou Kramp will address the session.

Jan. 23—Deadline for comments to FCC proposals of Jan. 21 (above).

Jan. 31—Deadline for entry blanks available from same address.
Your product stands trial tonight—on the TV screens of America.

Will it be represented by topflight counsel?

Your case rests upon the commercial. In one minute it must present the evidence imaginatively, persuasively, believably. Only then can you expect the public to buy your product.

Our product is ideas, seasoned with experience. This combination has helped us win many a verdict for our clients—expressed in gratifying sales and profits.

N. W. AYER & SON, INC. The commercial is the payoff
Intriguing! "The Key"... A suspenseful, war-time romance starring two of the most exciting screen personalities of our day—Academy Award-winners William Holden and Sophia Loren! The director: Carol Reed. The writer and producer: Carl Foreman. It's another of the 73 great box-office hits, newly released for television, that have been added to the roster of the COLUMBIA POST-48's.


The COLUMBIA POST-48's are distributed exclusively by

SCREEN GEMS, INC.
Largest audience of affluent adults

Among Southern California radio stations, KPOL delivers the biggest audience of affluent adults at the lowest cost—47¢ per thousand. The size of the KPOL audience always ranks near the top among all radio stations in the area...and is by far the largest compared to the four Los Angeles good music stations. Pulse data shows KPOL’s audience 80% bigger than the second good music station... larger than the second and third stations combined...and seven times larger than the fourth station. This big audience is affluent, with family income substantially higher than the Los Angeles county average. Advertising addressed to this high concentration of responsive prospects produces outstanding results. For details call Fred Custer at WES-2345.

KPOL
AM/FM LOS ANGELES
represented by Paul Raymer Company

The 1963 Yearbook

EDITOR: . . . BROADCASTING YEARBOOK is, as usual, a superb job and absolutely invaluable as a source of all information. . . . —Bernard L. Yudain, Time Inc., Washington.

EDITOR: . . . I have grown used to having this for daily use . . . so much so that it would be very difficult to get along without it.—Thomas C. McCray, vice president & general manager, KNBC-TV Los Angeles.

(The 1963 BROADCASTING Yearbook issue, the one-book library of television and radio information, is now being distributed. Copies of this 622-page reference work are available at $8 each.)

Toys on tv

EDITOR: Has BROADCASTING published anything in the past few years regarding the advertising of toys on television?

Anything of a general nature would be helpful, but I'm particularly interested in getting some idea of the frequency that a specific toy is exposed in a market during the pre-Christmas season.—Keith Olson, Colle & McVoy Advertising Agency Inc., Minneapolis.

(Copies of pertinent articles have been forwarded to Mr. Olson.)

Radio help to retailers

EDITOR: . . . Your article on the New York strike hardship hurting radio [AT DEADLINE, Dec. 31, 1962] reports that "major radio stations appear to be turning a pretty profit . . . Yet they feel that they're apt to make enemies, because if strike drags on into January they'll have to start dumping strike accounts to make way for returning national business. They're concerned, too, lest new-to-radio retailers get poor results because they don't know how to use radio and hence become permanently—and needlessly—soured on radio medium."

Although too many of America's radio stations are in the hands of inexperienced, immature managements, I hope that the majority of New York's radio men are professionals who will grasp the newspapers' unfortunate dilemma as an opportunity to be of service to every commercial prospect . . .

Despite the fact that national business might impart more prestige and provide heftier profits, I urge that no local sponsor be kicked around for the big boys with fancier (though often sporadic) budgets. In the successful years that I managed radio stations, I never regarded a local merchant's dollar as being any less valuable than a national advertiser's . . .

It is a radio station's job to insist that retailers use its facilities properly and with sufficient planning and exposure to insure success. Otherwise . . . radio does a disservice to its clients and the industry. Like any advertising medium, radio deserves only the status it earns for itself.—Howard Stanley, Cavalier Advertising Agency, Norfolk, Va.

Elephant size

EDITOR: KUJ received a call from a Walla Walla Valley grower that he had a head of cauliflower weighing over 20 pounds and measuring 14 inches in diameter. He also said he bought the fertilizer, Elephant Brand, from one

Challenge to Americans' ad

EDITOR: Three cheers for you! We are, of course, delighted that you ran the "Challenge to Americans" ad, and everybody is most grateful to you.—Theodore S. Repplier, president, The Advertising Council, Washington.

FTC & ratings

EDITOR: IS THERE ANY CHANCE OF GETTING A DOZEN COPIES OF THE JAN. 7 ISSUE OF BROADCASTING? PARTICULARLY INTERESTED IN THE ARTICLE ON FTC AND RATINGS.—Grace McElveen, Promotion Director, WAFT-TV Baton Rouge, LA.

On stereo monitoring

EDITOR: In your article, "EIA group to monitor stereo fm stations" [EQUIPMENT & ENGINEERING, Dec. 3], it is stated that EIA is forming a nation-
A FISTFUL OF FIRSTS IN ATLANTA FOR WAGA-TV!

FIRST IN PRIME TIME!
NOV./62 ARB, 7:30 PM -11 PM, MON. - SUN., METRO AND TOTAL HOMES

FIRST IN DAYTIME
NOV./62 NIELSEN, 6 AM - 5 PM, MON. - FRI. METRO, AND TOTAL HOMES.

FIRST WITH ADULTS
DELECTERS 5.8% MORE ADULTS THAN 2nd STA. NOV./62 ARB, 9 AM - MIDNIGHT, MON. - SUN.

FIRST WITH 6 OUT OF 10 TOP SHOWS
NOV./62 ARB RANK BY TOTAL HOMES DELIVERED.

WAGA-TV HEADED FOR THE TOP!

**WAGA-TV SHARE**
**STATION "B"**
**STATION "C"**

<table>
<thead>
<tr>
<th>WAGA-TV</th>
<th>STATION &quot;B&quot;</th>
<th>STATION &quot;C&quot;</th>
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<tr>
<td>40</td>
<td>41</td>
<td>19</td>
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*NOVEMBER 1962 ARB, 9:00 AM TO MIDNIGHT, MONDAY THRU SUNDAY

Represented by Storer Television Sales, Inc.

LOS ANGELES KGBS
PHILADELPHIA WWB
CLEVELAND WJW
NEW YORK WHN
TOLEDO WSPD
DETROIT WBK

MIAMI WGBS
MILWAUKEE WTTI-TF
CLEVELAND WTV
ATLANTA WAGA-TV
TOLEDO WSPD-TF
DETROIT WBK-TF

STORER BROADCASTING COMPANY

BROADCASTING, January 14, 1963
would monitoring group to check the transmissions of all fm stations broadcasting in stereo. . . .

It would seem to me that the proper thing [for EIA] to do would be to report any deviations from the standards to the stations. The technical parameters such as separation, frequency response and signal-to-noise, cannot be measured during program periods in any case. It would take a qualified engineer with the proper instruments and with the cooperation of the station in transmitting the necessary tone signals to determine whether technical standards of . . . the FCC's rules were being violated.

About all that could result from a listener report would be . . . correspondence . . . which would prove nothing. I would suggest that the gentlemen of the EIA report anything they think is irregular to the stations, since they are the only ones in a position to check with any degree of accuracy to see if deviations are occurring.

. . . The policing functions of the FCC should be left to its trained engineers rather than to a manufacturer's group such as EIA, whose qualifications to do this are doubtful at best.—Parker H. Vincent, chief engineer, WMTR-FM-TV Poland Spring, Me.

Look ma, no cigarette!

EDITOR: NAB President Collins . . . has commented that we . . . should abolish tobacco advertising because cigarette smoking "provides a serious hazard to health of our teen-agers."

In good conscience we must agree. However, should we not go a step further and abolish all automobile advertising, since more teen-agers are killed by automobiles than by smoking? And, since California Welfare Department statistics show that more teen-age unwed mothers conceive in automobiles at drive-in movies than anywhere else, perhaps we should eliminate movie advertising.

Or perhaps we can only accept automobile advertising for sports cars in which it would be impossible to become pregnant—especially when smoking a cigarette.

Then, again, sports cars might increase the teen-age death rate. Obviously, we have a problem.—Joe Klaas, KYA San Francisco.

Showsheet correction

EDITOR: Your quarterly network showsheet (TV Network Showsheets, Jan. 7), lists Wild Kingdom (Sun. 3:30 p.m., NBC-TV) as having participating sponsorship. The show is sponsored in full by Mutual of Omaha health insurance. It is produced by Don Meier Productions Inc., Chicago.—Pat Collins, Don Meier Productions, Chicago.
The following series of pictures present a dramatic story of the “Precision Planned” installation of a 16 Bay TV Antenna being mounted on a rugged ROHN 485' DD-H Broadcast Tower. Careful planning, engineering and years of experience of the ROHN manufacturing and installation teams are yours whenever you call ROHN for your requirements.

1 Unmounted 16 Bay Antenna ready for mounting.

2 Assembled antenna, and beacon mounted on top section of 485' ROHN tower now ready for installation at top.

3 ROHN tower is shown erected and ready for antenna installation.

*WMBD-TV, Peoria, Illinois translator installation at LaSalle, Illinois — Channel 71.
4 Antenna, mounted atop the top tower section, begins journey — up.

5 Midway point of this “Precision Planned” Installation.

6 Destination? Atop the giant already erected ROHN 48' DD-H TV Broadcast Tower!

Complete Engineering Specifications, Tower Erection Service and Costs Available on Request.

WRITE — PHONE — WIRE

ROHN manufacturing company
Box 2000, PEORIA, ILLINOIS, U.S.A. — Phone: Area Code 309 - 637-8416

Qualified and trained representatives available to serve you — WORLD-WIDE!
“World's Largest EXCLUSIVE Manufacturer of Towers and Accessories”
BOOK NOTES


Mr. Morgan is a commentator on the ABC Radio network and this book, to be on sale next Monday, is a selec- tion of his "essays" carried on that network since he joined ABC from CBS in 1955.

The ABC commentator, it has been said, enjoys the right to broadcast what he pleases on his program with- out interference, and the essays in fact attest to Mr. Morgan's subjective treatment of his material and illuminate the undeniable success he has had with this form of presentation. They also make it immediately evident that he has had little hesitation in advocating the unpopular view in his zeal to get at what he considers to be injustice, falsity or a point that others have minimized or overlooked.

Mr. Morgan's scripts are well-written, considering that he prepared them under a newsmen's deadline pressure. They are made more adaptable for book form by added title headings and by footnotes where the author feels further explanations are needed in the light of later developments.

Taken together, the broadcast essays show a man who feels almost compelled to expose fakery, inhumanity, foolishness and error, who can become emotional about people and things and successfully convey his feelings to listeners; who once stood up under the strain of covering a disaster (the sinking of the Andrea Doria in 1956) in which his own teen-age daughter was believed lost but was found later to have been saved by a seeming miracle.

Mr. Morgan's essays range over the "American scene," the Eisenhower and Kennedy administrations in Washing- ton, people in and out of the news, labor and management relations, censorship, civil rights, overseas happenings and his personal experiences. They make a convincing case for non-interference in "personal" broadcast jour- nalism.


This is the 1963 edition of the combined diary-directory Peter Glenn has published for the past five years. More than 100 pages are devoted to helpful directories covering talent agencies, advertising agencies, producers and the like. The directory, this year in hard cover with plastic binding and tabbed indexed pages separating sections, is written for people who are involved in TV commercials or advertisements.

THEY GAVE THE MESSAGE:

Dr. Albert E. Burke

"...a mind like a barracuda!" (News- week)

"One of TV's most provocative half hours." (Los Angeles Times)

"A keen mind, a pencil and the most an- noying public-affairs program in TV to- day." (Look Magazine)

"...provocative, sensible and challeng- ing...made video's usual run of com- mentary seem like a bedtime story." (New York Times)

THEY HAD A MESSAGE:

Dr. Albert E. Burke

"Signing a blank check for Al Burke's unblank mind is the best investment we have ever made." (Hartford National Bank)

"It is conversant, as illustrated by the fact that this is currently one of the most talked about shows on local TV." (Glen- dale Federal Savings)

THEY GOT THE MESSAGE:

Dr. Albert E. Burke

WTIC-TV Hartford, Connecticut
KID-TV Idaho Falls, Idaho
WFGA-TV Jacksonville, Florida
KCOP Los Angeles, California
WTMJ-TV Milwaukee, Wisconsin
WSFA-TV Montgomery, Alabama
WSM-TV Nashville, Tennessee
WPIX, New York, N.Y.
WTAR-TV Norfolk, Virginia
WDBO-TV Orlando, Florida
WEAR-TV Pensacola, Florida
WMBD-TV Peoria, Illinois
WGAN-TV Portland, Maine
WHBF-TV Rock Island, Illinois
KOVV Sacramento, California
KSBW-TV Salinas, California
KONO-TV San Antonio, Texas
XETV San Diego, California
KRON-TV San Francisco, California
KOFI Santa Barbara, California
KSBY-TV San Luis Obispo, California
KOMO-TV Seattle, Washington
KTVT Sioux City, Iowa
KXLY-TV Spokane, Washington
KOVV Stockton, California
WFLA-TV Tampa, Florida
WKST-TV Youngstown, Ohio

WITH MORE BEING ADDED EVERY DAY...

N A

8530 WILSHIRE, BEVERLY HILLS CA, 90211
NEW YORK: 444 MADISON AVE., PL. 3-6106
CHICAGO: 612 N. MICHIGAN AVE., ML 2-5561

BROADCASTING, January 14, 1963

21
THE CLEAR DOPE

Here is the clear dope about a good broadcasting operation.

Although most guys and gals our age who are in the advertising business know almost everything about us, we are often reminded that time flies and each day new people are joining the ranks of agencies of the country. Some of them sit in judgment on us, and so they need to know all about us.

Well—We operate KRNT Radio, KRNT Television, and KRNT Theater out here in Des Moines, Iowa. All under the same roof. All run by the same people. Many of the personnel are up to their necks in all three all the time.

Our radio station has led in service and adult audience most of its 27 years. The television station reflects credit on its parent and generally leads in ratings, and in every one of its seven years, it has done around 80% of the local business! Both stations are affiliated with CBS. The CBS know-how together with the KRNT “know-how and go-now” keeps us out in front. The theater is the largest legitimate theater in the U.S.A. Everything from the Grand Opera to the Grand Ole Opry is shown in it. It truly is the “Show Place for All Iowa.”

So what happens? Well, the stations promote the theater and the theater promotes the stations, and we learn show business from running all three. We learn about people, too. Nothing will straighten out a person’s thinking about what appeals to people as well as the box office. ’Tis the till that tells the tale. People either put their money where their mouth is at the box office or they don’t—they kid you not.

Out of this baptism of fire comes some pretty hep people in programming and promotion and market knowledge.

Few organizations, if any, know this market as well as the KRNT organizations knows it.

Few organizations know more about program appeals—

Few organizations know more about promotion and publicity—

Few organizations are held in as high esteem by its public.

Few organizations of our kind in the U.S.A. have the track record that KRNT Radio and KRNT Television post year after year.

The KRNT name means leadership and has for a long time.

What about right now, today?

Well, take KRNT-TV:
The hot CBS-TV schedule is hotter here.

The hot Steve Allen Show is hotter here.

The hottest movie package is here.

The hottest news outfit is here. In fact, one of the top daily nighttime news programs in a multiple station market in America is here on KRNT-TV.

The hottest sports programs are here. The football coaches of the three largest universities in Iowa are seen exclusively in this market on KRNT-TV.

The most and the best and the best-known local personalities are on this station.

Civic, cultural and religious groups know from long experience that they can count on our eager cooperation and support. They know we do operate in the public interest, convenience, and necessity.

And—this is the station, in this three-station market, that carries around 30% of the local television advertising and has since the station’s inception. Yes—where the cash register has to ring today to make today’s profits, this is the station the local merchants depend on for sales—some of them selling products your agency represents.

Then about radio:

Every Des Moines survey a fellow can find shows KRNT Radio leading in total audience, total adults . . . leading in believability, too. KRNT “Total Radio” has the solid sound of success you like. You’re proud to be associated with it. It, too, is a great news station, a great sports station, and it has the most and best known local personalities. It, too, is an outstanding public service station.

Our KRNT Radio personalities appear regularly on KRNT Television. This is a big advantage. Radio listeners know what KRNT personalities look like. Likewise, television viewers are constantly reminded of their local KRNT-TV favorites because of their frequent exposure on KRNT Radio. One medium helps the other in our operation. And personalities are pictured in heavy newspaper promotion, too. Our personalities are “old friends” to Central Iowa people—an important plus in their merchandising and sales effectiveness.

These stations of ours provide the proper climate for responsible advertisers—a climate of leadership, believability and responsibility. It is said that Lord Chesterfield once invited his young friend thusly: “Come walk down the street with me. It will make your fortune!”

We invite responsible advertisers to come walk down the street with us. It will go a long way toward making your fortune.

KRNT RADIO—KRNT TELEVISION
An Operation of Cowles Magazines and Broadcasting, Inc.
Represented by the Katz Agency, Inc.
MONDAY MEMO from ALVIN ZAKIN, partner, The Zakin Co., New York

Find how you’re different, then tell it—in a different way

Broadcast media today are in the clutches of that old devil, conformity, in advertising their wares.

Most stations hold rigidly to a few hackneyed formula claims, and no one seems willing to be the first to break away. I’m thinking of such well-worn slogans as “First in the market,” “Delivers bigger audiences”—or that patetic plea, “You need both to cover the Skinny Gulp Market.” No matter how differently they’re expressed, they’re still the same time-eroded ideas.

It seems ironical that so much station advertising is still creatively dull and unconvincing. The irony, of course, is that stations are in the business of advertising. More than anyone else (except perhaps the agencies) they should sell on a highly inventive level. The fact that they don’t, as a rule, is the old story of the shoemaker’s child going barefoot. Most stations have neglected to keep up with the changing trends in all advertising.

A lot of station advertising, I fear, is simply handed over to the local ad agency that buys the most time on the station. This arrangement doesn’t always lead to the best creative work. Good advertising is more apt to evolve (1) when there is the stimulation of an active client-agency relationship and (2) when campaigns are questioned and weighed critically.

Now, since I seem to know so many answers, what do I recommend to make the break with tradition? I’m certainly not suggesting some of the bizarre advertising attempts I’ve seen lately, chestnuts appearing to have no relevance to the subject. Naked ladies, for instance, are enticing—but not as a means of unveiling rating figures. I also have a hunch that the double-entendre in ads (especially when it snickers) has to be very, very clever to be good.

Straight And Clean • So let’s play it straight and clean and direct—the way really good advertising is anyway.

What I am suggesting is a fresh look at station advertising and a disregard for all the things that have been done. I would like for some station manager to be the Mr. Volkswagen of media advertising; to be realistic enough to recognize that what he really has to sell is a product—his; enough to admit there are no sacred cows; that his problem is simply to find the single, selling point he has in his favor.

And this, as he might suspect, is the hardest part of the job. It takes blood, sweat and fears-overcome to hang his image on one basic point. But when he’s found it, tested it, pot-shotted at it, and it still comes up shining, his battle will be half won.

I say half because now that the point of difference is established, it must be presented differently. Here is where I hope our friend, the station manager, would start to discard any dusty cliches which may be still around. To be on the safe side, he’d throw out every old rating chart, every picture of a pretty girl, every picture of the local mountain with its tv tower, every picture of Main Street, every picture of dear and faithful media buyers, and especially every picture of himself (which takes iron self-discipline).

Now, with the decks cleared, I would like the station manager and his agency to sit down and think up 10 fresh new ways to present this point of difference. This is an even harder job, and just as critical as the soul-searching which went before. Out of the first 10 ideas, if he gets one good ad he will be lucky. But this is the beginning of his campaign, and (I hope) the beginning of the kind of advertising that makes a product or a service famous.

If this station manager and his agency are typical of the kind of people who make great selling ads, it will be a long process. And dozens of embryo campaigns will never see the light of day as the final one is put into action.

A Station’s Story • Now if all this sounds like a nice theory—but just a nice theory—I’d like to tell you a story about a station that had the courage to assert its individuality. And because my agency is part of the story, I know how it all happened.

About three years ago, an independent television station in a large metropolitan market found it had grown up into a thriving, respected medium. But it lacked an identification—a theme—one basic point of difference.

This metropolitan independent and the agency’s creative staff took a long, hard look at the station’s assets. These boiled down to six or seven points, all of which were unusual for an independ ent in a metropolitan market. Each point contributed to an overall picture of quality and prestige that could not be matched by any other independent. Thus, a theme was developed, stressing the prestige of this non-network outlet.

A comprehensive campaign followed (after many were created and discarded for various reasons), calculated to alert the industry to the very real advantages of the station and to back the “prestige” claim with solid points.

The campaign utilized dramatic photographs of objects, which, when seen in association with the headlines, dramatized the six selling points in unusual and arresting ways. And always, the emphasis in the look and tone of the individual ads was on prestige.

The effect was memorable. There is evidence that this campaign has done an enormous service for the station.

Now it stands to reason that no media buyer can memorize 500 tv station call letters. The competition for the buyer’s recognition is enormous. The call letters remembered outside the immediate market must be impressed and impressed hard—and the job must be done by advertising.

Large metropolitan markets, of course, present special problems for advertising. But in every smaller city, the same principles govern. Ended is the era in which a tv station could cry vaguely “first” or “me too” and get away with it. Today, if the tv station is to be the identification maker for a product, it must show first that it knows how to create a strong identification of its own.

Al Zakin is a partner in The Zakin Co., an advertising agency in New York with broadcast industry clients on its account roster. Mr. Zakin is a native New Yorker and a graduate of Syracuse U. He also studied marketing at the Columbia U. School of Business, New York. His executive posts in 15 years of activity with advertising firms and advertising agencies have included those of account supervisor, marketing director and vice president and plans board member.
YOU CAN'T COVER
INDIANAPOLIS FROM

*The Indianapolis market, we mean!

This provocative headline is more than a facetious approach to a marketing problem. If you presently have distribution in and are exerting advertising pressure on the Indianapolis market, then consideration of the Terre Haute market is of vital importance to your sales success.

HERE'S WHY:

1. Terre Haute is closely linked to Indianapolis for its distribution.
2. Two of the Leading Supermarket Chains in the Terre Haute-Indianapolis coverage area credit the WTHI-TV area with more than one fourth of their total area sales.
3. Indianapolis Television, even when extensively used, misses 80% of the Terre Haute metro area.
4. Combining WTHI-TV with any Indianapolis television develops sizeable, additional penetration without additional cost.
5. The combination of WTHI-TV with an Indianapolis effort reduces excessive duplication, substituting new potential customers.
6. The Terre Haute-Indianapolis media approach does not reduce the level of impact in metro Indianapolis.

These facts were revealed through a series of special studies conducted by ARB. These are presented in detail and are available through your Edward Petry Man.

WTHI-TV

CHANNEL 10
TERRE HAUTE, INDIANA

*AN AFFILIATE OF WTHI AM & FM

Edward Petry & Co., Inc.

WTHI-TV delivers more homes per average quarter hour than any Indiana station* (November 1962 ARB)

*except Indianapolis

BROADCASTING, January 14, 1963
Focal Point is a year-long project that attempts to harness the power of broadcasting to the forces at work on community and statewide issues and problems. The function of Focal Point is to overcome citizen apathy and to encourage action.

Focal Point in Baltimore
In Baltimore, on WJZ-TV, Focal Point is tackling the varied and complex problems of metropolitan expansion as they apply to education, transportation, urban renewal, police administration, roads and highways, and other areas. The project was started with a leadership conference, which included among its participants Senator Harrison A. Williams, Jr., Federal Housing Administrator, Dr. Robert Weaver, FCC Commissioner, Frederick W. Ford and former Mayor J. Harold Grady of Baltimore.

Focal Point in Boston
Most recently, in Boston, Focal Point is taking a penetrating look at the state, its government and its problems. The project began with three 90-minute forums given prime time on three successive week nights over WBZ-TV and Radio. Participants included Attorney General Robert Kennedy, Governor LeRoy Collins, Archibald MacLeish, Moderator Erwin D. Canham and Paul C. Reardon, Associate Justice Supreme Judicial Court.

Discussion areas—as related to government—were “Morality” (can it be legislated?), “Modernization” (can statutory and constitutional law be changed to keep pace with the
times?), and “Manpower” (how can political parties be revitalized?).

Two audiences were involved: those present in New England Life Hall, where the programs took place; listeners and viewers at home (estimated at 500,000), including members of audience action groups.

“New and Better Directions”

These programs represent the kick-off to a year-long project, but already their effect is being felt. Focal Point has fired the imaginations of critics, columnists, and viewers. “The phrase ‘focal point’ is likely to be one that Massachusetts citizens will remember for a long while...it may mark the turning of a corner that leads to new and better directions,” said the Pilot, official organ of the Archdiocese of Boston. The Boston Herald called it “...the most interesting, but more important, informative, program of a local nature...this season.”

Its success ultimately will be measured by the public’s involvement. In Baltimore and Boston, additional programs on specific issues of state and local significance are being contemplated. Other WBC stations are already applying the Focal Point concept in their particular areas.

The Power of Broadcasting

The Westinghouse Broadcasting Company has long believed that the power of broadcasting can successfully be brought to bear in the practical area of community improvement as a constructive force in the solution of social and political problems.
Exception To The Rule

Each NIELSEN Published—from the very first—Dec. 1959 to Nov. 1962—Proves WKRG-TV "THE EXCEPTION TO THE RULE"

Represented by H-R Television, Inc.

or call

C. P. PERSONS, Jr., General Manager
ENGINEERED BIRTHS FOR RADIO

- NAB says technical standards can control station growth
- It rejects economic protection though profits shrink
- It and other witnesses urge FCC to lift radio freeze

The adoption of a government policy of economic protection for radio stations was headed off last week.

The NAB went on record in opposition to government regulation of radio competition, except by the application of engineering standards. The association's strong stand against economic regulation, taken during a two-day FCC Washington hearing on radio station population control, put an end to speculation that it would join with some FCC officials in a plan to create limited monopolies in radio.

"I want to make it clear," said the NAB's chief spokesman at the hearing, "that NAB is opposed to and cannot subscribe to any proposal which would arbitrarily place a limitation on the number of radio stations in a given market." The spokesman, George Hatch, president of KALL Salt Lake City and chairman of the NAB's Radio Development Committee, added: "Stated in reverse, given an application for a facility which meets all proposed sound engineering standards, the commission should grant a license for that facility."

The NAB said, however, that the FCC ought to quit granting stations indiscriminately. It advanced three recommendations to keep the station population from outgrowing the capacity of the radio spectrum and to discourage inadequately financed applicants from entering radio:

- A general overhaul of engineering standards including the elimination of the 10% rule (whereby an application can be granted if no more than 10% of his normally protected contour will receive objectionable interference), a more precise definition of a "first service," the use of intermediate powers for the improvement of existing services to serve urban areas rather than granting of new stations and a review of directional antenna standards and methods of calculating skywave interference.

- A re-examination of FCC policies on the authentication of financial responsibility to construct and operate a

The NAB talks (above) and the FCC listens (below) in last week's conference on the problems of am radio broadcasting. Association representatives at the "head table" are (l to r) consulting engineer George C. Davis; Carl Lee, executive vice president of the Fetzar stations and chairman of the special NAB radio engineering subcommittee; George Hatch, president of KALL Salt Lake City and chairman of the NAB Radio Development Committee; NAB President LeRoy Collins; Doug Anello, NAB general counsel, and George Bartlett, NAB manager of engineering. An interested audience (below) includes all seven FCC commissioners (l to r) Frederick W. Ford, Robert E. Lee, Rosel H. Hyde, Chairman Newton N. Minow, Robert T. Bartley, T. A. M. Craven and E. William Henry.
**How the birth control talk started**

A RADIO STATION POPULATION EXPLOSION TROUBLES NAB AND FCC

The postwar surge of new radio station grants, stalled now by the current FCC-imposed freeze, finds broadcasters and government alike faced by a dilemma—how to meet the demands of would-be station operators without crucial damage to the present radio structure or the public interest.

Some of the problems of station population growth were brought into the open last week as the FCC and the NAB held a two-day hearing (see story beginning on page 29).

This conference came after a series of developments that started at the end of World War II when there were roughly 900 radio stations on the air. After the FCC came out from under the impact of wartime equipment shortages and a freeze on new grants, it began playing midwife to new facilities—am radio, fm radio and tv—at an unprecedented rate.

**Cops Tough to Get**

Before the war the process of wringing a construction permit from the commission had been long and expensive, often involving unrecorded political nuances, as the existing station operators utilized numerous ways of contesting applications that might cut a station's service area, cause interference or limit its economic potential.

After World War II the FCC began satisfying demands for expansion that had been pent up during the war years. Longtime operators whose stations had served areas many miles from their transmitters now were worried because their distant signals were being drowned out by new stations in outlying communities. These population figures on authorized stations at five-year intervals (as compiled by the Broadcasting Yearbook) trace the explosion:


As of Nov. 30, 1962, there were 3,924 authorized am stations plus applications for another 499, according to the latest FCC compilation. Broadcasting's weekly compilation showed 3,803 am stations on the air on Jan. 2, 1963.

By 1960, with some 3,500 stations on the air, total radio revenues of $600 million were being split so fine that about one-third of all stations reported losses. This financial record had just been compiled before LeRoy Collins took office as NAB president in January 1961.

Collins on Overpopulation

Gov. Collins took notice of the radio situation in his first address to an NAB convention (Broadcasting, May 15, 1961).

"Where do we go from here in radio?" Gov. Collins asked. "Perhaps we should start by seeking to develop some plan for effective birth control in this business."

The next October October Commissioner Frederick W. Ford raised the sticky question of regulating station population according to economic criteria. In a speech to the Kentucky Broadcasters Assn., Mr. Ford recalled that during the 1930's the FCC had taken into account the nature and extent of economic injury when it considered new grants (Broadcasting, Oct. 23, 1961).

Then the commission's perspective had been influenced—to a limited extent, at least—by a U. S. Supreme Court decision in 1940. This had held that radio stations are distinguished from common carriers by the element of unrestrained free enterprise and that free competition should determine which station stands or falls. Commissioner Ford told the Kentucky group that it was time the FCC re-

radio station. It was suggested that an applicant be required to be prepared to operate for one year without revenue instead of the present three months.

- Encouragement by the commission of mergers of existing stations, particularly where substandard engineering facilities are involved. This, the NAB said, would permit a substandard facility abandoned by merger to be withdrawn from its original location and possibly reassigned to an area that needed it.

**Economics, Programs Passed**

Singularly lacking from most of the testimony during the two days of hearing were statements on finances and programming. Both were mentioned at times, but neither was given the weight that some had expected—particularly the subject of economics.

Mr. Hatch said that "all of us are aware of the declining average revenue per radio station." He said the subject is worthy of most serious study even if there appeared no available and acceptable solution to the problems that might be uncovered.

The NAB witnesses testified last Monday (Jan. 7) with 10 "public witnesses" appearing Tuesday. NAB President LeRoy Collins was present for the association testimony but did not participate except to introduce NAB witnesses.

"There have been so many funeral dirges sounded and written," Gov. Collins said, "that it is good to know that at last we have an opportunity to come here to praise radio broadcasting and not to bury it."

In an opening statement, FCC Chairman Newton N. Minow pointed out that radio today bears little resemblance to the same medium immediately after World War II. He said that the number of stations has increased from 955 to nearly 4,000 and that revenues per station have decreased from $238,000 in 1945 to $145,000 in 1961. Average profits per station went down over the same period from $72,000 to $8,900, he said.

Among other points made at the hearing:

- All witnesses agreed that the am freeze should be lifted immediately. The NAB did not specifically mention the freeze in its prepared statements but in answer to a question, Mr. Hatch said the association's recommendations could be carried out without a freeze and that it should be lifted.

- Rate cutting and double billing are the true evils of broadcasting and the FCC should do something about both.

- The reason so many stations do not show a corporate profit is because owners pay themselves large salaries. This is perfectly legitimate, the witnesses felt, and the practice will show up in future financial statements filed with the FCC which will require a listing of total salaries paid executives, owners and their families.

**No Transfusion Wanted**

In a concluding statement, Mr. Hatch said that "radio does not need any transfusion, nor is it as sick as some would have us believe. It is our belief that with greater reliance placed in am allocations upon sound engineering practice and adequate financial qualifications, the radio industry will reach new heights in prosperity and will continue to provide
examine its thinking on the question because bad programming might drive out good since it costs less to produce. He showed how revenues of individual stations had been dropping.

As a counter to Mr. Ford's remarks FCC Commissioner Rosel H. Hyde warned that utility-type regulation was being considered. He suggested, in an obscure reference to broadcasters who were talking about seeking economic protection: "This may be another instance where preoccupation with matters of immediate concern may obscure interest in basic principles." He said that radio could not attain stature by leaning on government protection.

But some influential NAB members were beginning to side with Mr. Ford's views. The 1961 Salt Lake City SAB fall conference, in the homeland of George Hatch, operator of KALL Salt Lake City and NAB radio board chairman, was attended by representatives of new radio stations and the impact of FCC policies on stations.

Gov. Collins, reviewing a conference he had held at the commission, sent a memo to the radio board on the subject. When the board met Jan. 31, 1962, it looked over a staff study and directed Gov. Collins to name a special study committee.

A number of informal conversations were held by NAB and FCC spokesmen during the spring of 1962 in an effort to see each other's views.

**Action Begins** • All the talk and research were transcribed into action at the April 1962 NAB convention when Gov. Collins said "there is no more important work before us" than to find remedies for radio's overpopulation. FCC Chairman Newton M. Minow came back a day later with the suggestion that the industry and commission meet in an informal, face-to-face shirtsleeves working conference to discuss the state of radio, adding that the search for answers was overdue.

That did it. Gov. Collins set up a nine-man committee headed by Mr. Hatch and the FCC declared an emergency conference on radio, a first step toward re-examine the rules governing a radio stations. It termed the freeze "a partial halt to accepting new applications."

NAB's committee and its subcommittee met several times and conferred with commissioners and staff.

Frequent alarm was expressed in the industry lest the NAB get involved in utility-type discussions that could threaten free broadcasting. NAB pointed out it was emphasizing engineering aspects in its studies preparatory to the Jan. 7-8 conference.

Now the conference is over. NAB has stated its case in depth. It's up to the FCC.

**Outstanding** • Broadcasting service." Without these tighter standards, Mr. Hatch said that he would not feel so optimistic about the future of radio.

NAB conducted extensive engineering studies of radio coverage and interference in the southeastern U.S. and asked the commission to continue the study to include coverage of all the country. The association also presented studies of nationwide situation report on the use of two specific frequencies, 600 and 1300 kc.

Serious Concern • In his opening remarks, Mr. Hatch said that radio has reached the point where interference is of "serious concern." He cited the "Topsy-like" growth that has seen the number of radio stations increase from 765 in 1940 to 3,451 by 1960.

"This explosion in the number of stations is the result of the understandable desire of the commission to provide as many local services as could be fitted into a limited spectrum," he continued. "However, as the nation has reached a saturation point in the number of radio stations, there have been increasing complaints from the public."

The special NAB committee concluded that the necessary climate for a sound and orderly development of radio can be provided without making any basic changes in the competitive, fee enterprise system, Mr. Hatch said. The association's study indicated that the objective of the FCC in providing service "has been achieved to a remarkable extent," he said. "From here on, it would appear that the objectives of the commission and of the radio industry over the next two decades should be the improvement of existing facilities and the extension of interference-free service."

Open Minds • The NAB approached its engineering study with "open minds, without preconceived ideas... letting the facts fall where they may and speak for themselves." Carl E. Lee, executive vice president of the Fetzer Broadcasting Co. and chairman of the engineering subcommittee, told the FCC.

He said the study was made from the following standpoint: (1) During the past 20 years, how has engineering (or the lack of it) contributed to the interference or degradation to the radio service the public receives? (2) How has engineering contributed to the over-all development of a nationwide radio system as well as meeting the commission objectives for radio during the past two decades?

The NAB engineering studies, Mr. Lee said, show that the FCC "with all its trials and tribulations should be highly complimented" in the administration of its standards to secure a nationwide radio system. Application of the engineering standards over the last 20 years has proceeded in many cases the FCC's overall objectives, he said. Sometime between 1950 and the present, Mr. Lee said, the overall objectives for radio were reached and the new stations granted since then simply added to the multitude of signals already covering a given area.

NAB Orders Study • The NAB sponsored an extensive engineering study of daytime radio coverage and interference in the southeastern U.S. and of nation-wide usage of 600 and 1300 kc by George C. Davis Consulting Engineers. Results of the study were given to the FCC in a narrative, chart and slide presentation. George W. Bartlett, NAB manager of engineering, presented a separate study made to determine how well the following goals have been met by the FCC:

1. Provision for some service to all or as much of the nation as possible;
2. Provide each community with at least one radio service;
3. A choice of at least two radio services wherever possible;
4. To encourage local coverage stations for as many communities as possible; and
5. Multiple program choices to as many listeners as possible.

Both studies on daytime radio coverage in 1940, 1950 and 1960 included all of South Carolina and Georgia and parts of Tennessee, North Carolina, Alabama and Florida (north of Jacksonville). This area was selected as typical of the U.S. In 1940, according to Mr. Bartlett, 60.9% of the area received at least one primary daytime service; 96.7% in 1950 and 99.4% in 1960; the NAB study showed. For cities over 2,500 population, 38.1% had at least one daytime service in 1940; 84.7% in 1950 and for 1960 the figure was 97.3%.

Population-wise, 33.9% received at least two interference free daytime services in 1949; 86.1% in 1950 and 96.7% received two or more stations in 1960. Within the area studied, in 1940 there were 61 cities with 5-10,000 population and none had more than one radio station; by 1950 there were 110 cities in this population category and four had two or more stations and in 1960 the
Three maps tell the story of radio's growth in the southeastern U. S. as, in 1940, there was no interference free daytime signal for 39.1% of the area.

By 1950, most areas had a choice of two or more daytime stations and only 3.3% of the land area was without an interference free signal.

Ten years later, in 1960, the coverage looked like this. At least four stations were available during the day to 87.1% of the area.

119 cities with less than 10,000 population, 10 had two or more stations.

**Constant Gain** - In the 10-50,000 population grouping for 1940, there were 53 such cities and only two had more than one station. In 1950, there were 66 cities in this category with 30 having two or more stations and in 1960 the figures were 96 cities with 49 having multiple daytime services.

Only one daytime service was provided to 70.2% of the people within the six states in 1940; 33.9% had at least two services; 11.3% had a choice of three or more stations and only 3.7% could receive four or more stations. By 1950, 97.8% of the population had one service and 57.7% had a choice of four or more. In 1960, all but .03% received one primary daytime service and 81.6% had a choice of four or more stations.

Cities with a population between 5-10,000 in 1960 without a single am station totaled 22 and 9 cities with over 10,000 were without a local am station.

There were 80 am stations providing service in the southeastern states surveyed in 1940; 328 stations in 1950, and 526 by 1960.

Mr. Bartlett's study did not consider interference while Mr. Davis's study was based primarily on that factor (see charts at left). Mr. Davis presented an 88-page document consisting primarily of charts and graphs covering radio development in the six states and the use of 600 and 1300 kcs across the nation. Both frequencies picked are regional channels, one in the high band, one low band, and were selected because they were considered "typical" (see page 34 for broadcast use of the two frequencies since 1940).

The Davis study shows the degradation of signals of existing stations caused by the granting of new stations as well as white areas in the southeastern states.

**Further Use** - There are 48 possibilities for new stations (daytime) assigned to the southeastern states in areas where the largest town has less than 3,000 population, Mr. Davis said. These are frequencies which are available and for which no applications are pending. In areas containing towns from 3-10,000 population, there are 45 possible new stations and there are 21 possibilities in communities with over 10,000 population, according to Mr. Davis's findings.

A preliminary study of Class 1-B channels in the six states indicates that 75 daytime stations of 5 kw or less could be granted, he said.

Mr. Davis's maps showed wide areas without primary daytime in 1940, much less in 1950 and practically none in 1960 (see at left). The remaining white areas are on the Atlantic Coast.
Automotive sales in WHO Radio's NCS '61 area are $581,827,000 PER YEAR!

You don't think of the sound, conservative Iowa citizen as being particularly car-happy — and he isn't. Yet people in this great station's NCS '61 area actually make over a HALF-BILLION dollars of automotive purchases annually (Sales Management, June 10, 1962).

WHO Radio's 117 counties (NCS '61) are a golden lode for manufacturers of automobiles, tires, lubricants, fuels, batteries — and every other product that prosperous people want, and that money can buy.

How else can you cover such a market, with one medium, at truly moderate cost?

Some of America's most successful advertisers use WHO Radio as one of their "first ten" — fifteen — twenty-five market stations. Ask PGW for the facts.
20 years of growth

Serving as typical of radio's fantastic growth in the past 20 years are these two charts made by George C. Davis Consulting Engineers for the NAB. Results were given at the NAB-FCC conference last week by Mr. Davis. These charts show the number of stations, population and square miles of area covered by stations on a frequency of 600 kilocycles (I) and 1300 kilocycles (r). In 1940 there were five 600 kc daytime radio stations serving 6,529,440 people in an area covering 103,030 square miles. By 1960 there were 22,600 kc stations covering 19,570,773 people in an area of 389,729 square miles. The growth for stations on 1300 kc was similar. The two frequencies were selected as typical of the entire radio pattern.

in South Carolina and in northern Flori-
da.
In 1940, 29.8% of the people (3.3 million) in the area under survey were without an interference free daytime service, while only 3.7% of the population had a choice of four or more interference free stations, Mr. Davis said. By 1950, only 2.2% of the population was without daytime service and 57.7% had four or more stations. The population without at least one interference free service in daytime had dropped to 0.3% in 1960 and 81.6% (11.4 million people) could tune in four or more stations.

Qualifications. Mergers. • NAB recommendations for a closer scrutiny of financial qualifications and the encouragement of mergers were given by Merrill Lindsay, vice president of WSOY Decatur, Ill., and chairman of the NAB's special non-engineering subcommittee.

Mr. Lindsay said the subcommittee made a number of studies pertaining to various economic facets of radio. "While several of these investigations developed results of interest to members of the committee, it was our ultimate conclusion that none of the studies warranted conclusions upon which to pass recommendations for the purposes of this conference," he said.

It was "expressly gratifying to find unanimity of opinion" that no limit should be placed on the number of am broadcast stations, Mr. Lindsay said. He used slides to portray the population growth of the U. S., along with the increase in stations and total radio advertising revenues. He said that if radio grants continue at the past rate there will be 5,000 am stations by 1970, continuing the disproportionate growth of radio to the total U. S. population. During the last 20 years, the population has increased 38% and the number of radio stations 500%, he pointed out.

Pointing out that cities and their metropolitan areas are getting ever larger, Mr. Lindsay said the NAB hoped the FCC will bear in mind all "of this shifting in the American scene in planning for the future." Commission rules should be flexible enough to permit stations to improve their facilities to follow the shifts in population around urban areas, he said.

Financial Responsibility. • In tightening financial qualifications, the NAB suggested that the FCC require the bases of an applicant's expected revenues and examine whether it is being "stringent enough" in requiring that capital be on hand for only three months operations.

To achieve greater stability, NAB asked the commission to encourage station mergers, particularly where one of the stations would vacate an assignment which does not meet existing engineering standards. "Such an action would not only remove a facility, but could well make possible the assignment of the frequency to another community in need of additional or improved service," Mr. Lindsay pointed out.

If the FCC reacts favorably to these recommendations, "the future of radio takes on a much brighter aspect," the NAB spokesman said. "With the anticipated growth in such factors as national population, gross national product, individual incomes, spendable in-

BROADCASTING, January 14, 1963

34 (LEAD STORY)
"WSOC-TV program support helps build record response of 150 donors for Charlotte Eye Bank"—H. C. Cranford

"What impresses me most is WSOC-TV's strong promotion support. For example, when we ran our show on a corneal transplant operation, they alerted the Charlotte Eye Bank, went all out with them to publicize the program. Result: within 24 hours after the show, more than 150 viewers had willed their eyes to the Eye Bank."

H. C. CRANFORD, JR.
Public Relations Director
Hospital Care Association
Durham, N. C.

When your schedule is on Charlotte's WSOC-TV you are backed by much more than this station's program strength. You get a brand of staff support that contributes measurably to the success of your own efforts in the Carolinas. That is another reason why you get more for your advertising investment when it is with Charlotte's WSOC-TV. One of the great area stations of the nation.

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

BROADCASTING, January 14, 1963
Shreveport merger would solve overpopulation

The FCC has been asked to do something concrete about overpopulation of radio stations in Shreveport, La.

Filed last week was a request asking commission approval of a merger between two daytimers in Shreveport. To be merged are KREB (980 kc with 5 kw) and KCJl (1050 kc with 250 w). The resulting station would operate on 980 kc. Surrendered to the FCC would be 1050 kc, with the hope that it would never be used in Shreveport again.

One reason the principals of the two stations feel 1050 kc won't be used in Shreveport is that a new applicant for that frequency would find it almost impossible to satisfy engineering standards. It seems that since KCJl began operating on 1050 kc other grants on that frequency and co-channels have pretty well "boxed in" the wavelength for Shreveport. Both KREB and KCJl were not doing too well, the application says, particularly in the light of competition with seven other Shreveport am stations (not to mention four fms and three tvs). The lion's share of business has been going to two or three stations, the application recites, "and the others are carrying on a dogfight for the scraps."

KREB is 50% owned by Lawrence Brandon and 50% by Upstate Small Business Investment Co. They bought the station in 1961 with an investment of $180,000. Last year, because of losses, they switched from 1550 kc fulltime to its present 980 kc daytime only, in an exchange of licenses with KOKA also of Shreveport.

KCJl is owned by Marvin Burton, who bought the facility last Novem

ber for assumption of obligations totalling $71,589.

Because both stations have been owned less than three years, a waiver of the three-year rule has been requested.

The transaction proposed will result in the ownership of the new KCJl by both the Brandon-Upstate SBIC group and Mr. Burton. The present KREB owners will suffer a net book loss of $65,250, the application says.
Meet The Selling Power Behind U.A.'s "Showcase For The 60's"

TONY CURTIS
Starring in "SWEET SMELL OF SUCCESS"
One of the 33 UA "Showcase For The 60's"

BURT LANCASTER
Starring in "KID SILENT, RUN DEEP"
One of the 33 UA "Showcase For The 60's"

GREGORY PECK
Starring in "PORK CHOP HILL"
One of the 33 UA "Showcase For The 60's"

MARLENE DIETRICH
Starring in "WITNESS FOR THE PROSECUTION"
One of the 33 UA "Showcase For The 60's"

FRANK SINATRA
Starring in "JOHNNY CONCHO"
One of the 33 UA "Showcase For The 60's"

KIRK DOUGLAS
Starring in "THE INDIAN FIGHTER"
One of the 33 UA "Showcase For The 60's"

ALAN LADD
Starring in "MAN IN THE NET"
One of the 33 UA "Showcase For The 60's"

ROBERT MITCHUM
Starring in "NOT AS A STRANGER"
One of the 33 UA "Showcase For The 60's"

ROBERT RYAN
Starring in "DOGS AGAINST TOMORROW"
One of the 33 UA "Showcase For The 60's"

JAMES CAGNEY
Starring in "SHAKE HANDS WITH THE DEVIL"
One of the 33 UA "Showcase For The 60's"

CARY GRANT
Starring in "THE PRIDE AND THE PASSION"
One of the 33 UA "Showcase For The 60's"

ERNEST BORGnine
Starring in "MARTY"
One of the 33 UA "Showcase For The 60's"

ANTHONY QUINN
Starring in "MAN FROM DEL RIO"
One of the 33 UA "Showcase For The 60's"

JULIE LONDON
Starring in "THE WONDERFUL COUNTRY"
One of the 33 UA "Showcase For The 60's"

This is a selling force with power behind it...and it's selling U.A.'s "SHOWCASE FOR THE 60's", with an unprecedented entertainment line-up. With 33 top features...and scores of stars. You have pulling power that's untapped...sales potential unequalled. Have a look at U.A.'s "SHOWCASE FOR THE 60's". It's the easiest way we know to dazzle both audiences and sponsors. Today...call your U.A. representative. He'll show you how U.A.'s "SHOWCASE FOR THE 60's" can be your Showcase for profits.
ENGINEERED BIRTHS FOR RADIO continued

said the NAB plea for tighter engineering standards reminds him of an explanation of the Daughters of the American Revolution: The Daughters had their revolution and now they do not want anybody else to have one.

"The NAB is for free enterprise for those that have enterprises," he said. The NAB statement that it was against any limitation on the number of stations is inconsistent with its engineering proposal for abolition of the 10% rule, he declared. The NAB, Mr. Colby charged, advocated a "double standard" for broadcasting in the association's request that existing stations in suburban areas be given better facilities rather than the granting of new stations. He said the NAB approach is an "insult to human intelligence."

NAB Executive Vice President Vincent Wasilewski and other association witnesses replied in kind. "I hope you understand your policy better than you understand us," Mr. Wasilewski told Mr. Colby, Commissioner Ford said that he interpreted the NAB's position as just opposite to the characterization given by Mr. Colby.

Urges Two-Station Rule • Mr. Colby made a plea for FCC encouragement of specialized programming and a new rule which would permit one licensee to own two am stations in the same city if the second outlet programmed to minority tastes. He said "blanket restrictions" should not be placed on the granting of new stations. Such blanket restrictions are "inherently undemocratic because they deprive newcomers to the broadcasting field the opportunity to compete on equal terms with established interests," he said.

In using "blanket restrictions," Mr. Colby said he was referring to "rule changes and other devices which seek to limit the number of radio stations by imposing difficult or impossible conditions... without regard to individual conditions in individual markets." The commission, he stressed, should not tamper with engineering standards for the purpose of relieving economic distress in certain markets.

Current engineering standards are "unusually stringent," the attorney said. They prohibit a grant that is not 90% efficient in terms of population served and interference received while such efficiency is not attainable in other fields of engineering. "Engineering standards should have an engineering purpose and should not be ginnedicked to accomplish some other, unrelated objective," he said.

In any case, the FCC freeze should be lifted, Mr. Colby said.

Rash of Fines • Rogan Jones, president of two am and seven fm stations on the West Coast and manufacturer of automation equipment, told the FCC that a "rash of fines... will end the supply of foolish investors and could put from 20-40% of all stations out of business." In a one-page statement labeled "very refreshing" by Chairman Minow, Mr. Jones said proper enforcement of two FCC "rules" will reduce the number of stations "quickly."

"Enforce the rule against double billing and at least one station in Bellingham [Washington] will go out of business, probably three. This probably is true everywhere," he said.

"Enforce the rules about logging and many stations will go out of business. They won't be able to afford either enough people or the machines to do the proper work."

Mr. Jones' companies, International Good Music Inc. and Wescost Broadcast Co., own KPG Wenatchee, Wash.; KGM1-AM-TV Bellingham; KGMJ (FM) Seattle; KGMG (FM) Portland, Ore.; KBA-FM San Francisco; KFMU (FM) San Bernardino, Calif.; KFMU (FM) Los Angeles and KTSU (FM) San Diego. He said "we stopped" double billing when the FCC issued its policy statement against the practice a year ago but "competitors did not."

"Rule enforcement will mean better broadcasting," Mr. Jones told the FCC. "It will do away with poorly managed and under-financed stations. Time will do the rest. Lay it on (the violators), that's all I ask."

Stop Rate Cutting • Rate cutting and poor salesmen are the main problems of am radio, according to Washington attorney Harry J. Daly. He said stations selling below their rates constitute a "specific evil" worse than double billing and that it should be stopped by the FCC. Mr. Daly agreed he did not have a "double standard" but to do in this area legally but thought that a strong policy statement against the practice might help rectify matters.

"To those in the industry who cry most, I might say... it is not less radio stations that we need but better salesmen and better managers," Mr. Daly said. "Radio, a great medium, doesn't sell itself well. Not to its advertisers, its listeners or even the FCC."

He urged the commission not to "build an economic shelter for radio and tv stations. This... inevitably brings on us the idea of more double billing, and so we bury the free enterprise of the radio industry." He pointed out that the NAB's presentation well represented the "haves" but argued that it will be a disservice to the public and the industry if the FCC "reserves the time and the space" to increase the facilities of those stations already on the air while at the same time refusing to accept applications for new stations.

"The problem is not the restriction of new stations, but rather in bad markets with poor management," he said. "Let the limited amount of money disburse to the station whose poor selection of market or personnel have made it a marginal operation."

At one point, Mr. Daly said that he is against the FCC's promise vs. performance comparisons. When Commissioner Ford asked what that had to do with the purpose of the hearing. Mr. Daly said: "I have just withdrawn that statement."

Novel Suggestion • The best way to "attack" the problems of radio is for competing am stations in the same market to "unequally limit facilities" so as to reduce operating and overhead costs. This is the view expressed to the FCC last week by E. M. Johnson, president of WCAW Charleston, W. Va.

Citing combined printing plants of competing newspapers, Mr. Johnson said the FCC should "undertake promptly to foster and approve" similar cooperative arrangements among am stations. Much of this could be done, he said, without rules changes. However, Mr. Johnson said, he would be reluctant to approach a competitor with a
In the fabulous Texas Panhandle . . .

3 great stations sell 750,000 prosperous Texans

Amarillo and Lubbock enjoy the highest per capita income in Texas. Amarillo is #1 and Lubbock is #2 among Texas metro areas. It comes from oil, gas, chemicals, rich agricultural yields and diversified industry.

KGNC-TV AMARILLO

Channel 4, 100,000 watts, NBC—Amarillo’s pioneer Television Station. Solid #1 throughout the day (Nielsen, ARB), providing the Panhandle with outstanding local programming and NBC.

KGNC-TV, for example, has the only registered TV meterologist, fully equipped with his own long-range radar weather gear . . . sweeping a 250-mile area from Amarillo through Texas and into Oklahoma, Kansas, Colorado and New Mexico.

KGNC-TV has 9 out of the top 10 daytime shows and 16 out of the top 20 nighttime programs (total homes, NSI).

KGNC-AM, FM

10,000 watts, 710 kc, NBC—established 40 years.

Blanketing the “Fabulous Golden Spread,” KGNC Radio is #1 by a large margin in 17 out of 18 hours—6:00 AM-12 Midnight (Pulse 37-county Amarillo Report, March 1962), serving 97,000 regular listening families (NCS ’61).

KGNC-AM is heard regularly by more families than all other Amarillo stations combined!

KFYO LUBBOCK

5000 watts Day, 1000 watts Night, 790 kc CBS—established 35 years. With 5000 watts at 790, KFYO is powered and programmed for the most complete radio service in Lubbock.

CBS news and features, outstanding local news coverage, good music format, complete sports dominance, complete farm and special services—Programming leadership for the rich Lubbock area.

NOW REPRESENTED BY:

VENARD, TORBET & McCONNELL, Inc.

NEW YORK • CHICAGO • DETROIT • DALLAS • SAN FRANCISCO • LOS ANGELES

BROADCASTING, January 14, 1963
ENGINEERED BIRTHS FOR RADIO continued

suggestion for cooperative arrangements without the specific blessing of the FCC.

His plan, Mr. Johnson added, would preserve the benefits of competition and at the same time help stations to compete more effectively in the public interest. Stations might use the same chief engineer, a single accounting department, joint production and promotion and a joint sales department "which might very well, in addition to cutting costs, increase radio sales to would-be purchasers," he said. The stations might even be sold in combination, he suggested. He agreed there would be an inherent antitrust problem.

Like other witnesses, Mr. Johnson told the FCC it should not place a limit on the number of stations which would be authorized any given area.

Urban Expansion • Rapid growth of metropolitan areas, encompassing individual communities which need and are entitled to local service makes it unrealistic to rely on power increases by existing stations to provide such service, Joseph Kessler, a Washington attorney, told the commission at the Washington hearing.

Mr. Kessler, also a prospective applicant for a new am in Springfield, Va. (Washington metropolitan area), maintained that central city stations cannot provide a program service which will meet the needs of audiences in both the city and the suburban area. And, he said, "there is no convincing evidence to indicate that economic, rather than purely engineering considerations," should be considered by the commission in making future grants.

Mr. Kessler urged the commission to lift the am freeze to the extent of allowing applications for cities of over 10,000 population which do not have an existing am or fm station or daily newspaper and which would not cause interference to existing stations. He has appealed to the court the FCC's refusal to accept the Springfield application for a station.

No Guarantee • Thomas C. Fleet, prospective applicant for a new am station in Greenville, S. C., maintained that the marked increase in the number of stations has been a "healthy trend." He urged the FCC to thaw its freeze on new am applications.

"We and other prospective applicants do not seek a guarantee of profit or a guarantee of success—only an opportunity to compete for these things..." he said. "This opportunity is no more than the opportunity which has already been afforded to existing stations throughout the country."

Specialization in major markets and local radio stations in smaller towns are two trends the FCC should encourage, Mr. Fleet said. Fleet Enterprises Inc. has appealed the FCC's am freeze to the court and at one point asked for a court order stopping last week's conference (BROADCASTING, Dec. 10, 1962).

Engineers Speak • The Assn. of Federal Communications Consulting Engineers, through President David L. Steel Sr., urged the FCC to terminate the am freeze "at once." Engineering and efficient frequency allocation is and will continue to be much more of an art than a science, he said.

The U.S. today has the finest and most efficient broadcasting system anywhere in the world, Mr. Steel said. "We would like to see radio continue to grow under a free democratic system as the need and desire of the public and the economy continues to grow and not be frozen by indecision or unnecessary federal rules and regulations," he said.

AFCE asked the FCC to terminate the clear channel rulemaking and to give no further consideration to powers above 50 kw for commercial am stations. Also, the association asked the commission to open all clear channels for further development of new stations in underserved areas and for the improvement of existing stations where a need is shown due to population growth or competitive inequality.

Special consideration should be given to permitting daytime-only stations to operate fulltime whenever possible, Mr. Steel said. The 10% rule is "inadequate and inappropriate" for determining what constitutes an efficient use of a frequency, he said.

Through Mr. Steel, the association offered several recommendations to the FCC designed to (1) expedite processing of applications and (2) help existing stations.

Russell Eagan, attorney for the Clear Channel Broadcasting Service, replied to Mr. Steel's recommendations on the clear channels. Mr. Eagan said CCBS plans to file a petition with the FCC for rulemaking to permit powers in excess of 50 kw. The FCC has relied for over 20 years on a Senate resolution limiting powers to 50 kw in refusing to authorize powers above 50 kw. Also outstanding is a House resolution of last summer urging the FCC to approve powers above 50 kw.

Several clear channel stations sought to apply for 750 kw last fall but the FCC refused to accept the applications (BROADCASTING, Dec. 3, 1962). Two of the stations have appealed the FCC's refusal to the courts.

BROADCAST ADVERTISING

4A OFFERS 'PRE-EMPTION' FORMULA

Committee plan suggested to cut down on spots paperwork

An effort is being made by the broadcast committee of the American Assn. of Advertising Agencies to reduce paperwork caused by insufficient notice of pre-emptible-spot schedule changes.

The term pre-emptible spot is used in this context: a spot purchased by an advertiser at a package or other lower rate but subject contractually to "pre-emption" by another advertiser who might place an order for the spot at the higher, regular rate.

Suggestions for a uniform practice to hold down unnecessary paperwork and possible conflicts involving the agency, its client and the station are being released today (Jan. 14) by the AAAA's committee on broadcast media.

The committee proposes:

"(1) No pre-emption during the initial two weeks of the schedule, and (2) at least seven days notice of pre-emption at any time during the schedule (unless specifically waived by agency at time of purchase)."

The committee said the purposes of the recommendations are to "avoid waste to advertisers, representatives and stations in making preparations for schedules which may be pre-empted after only a few spots have been run—or none at all," and to "give agencies and advertisers time to compensate for the loss of the pre-empted spots."

It was noted by broadcast sources that the recommendations may also be aimed at some station misuse of the pre-emptible spot which has contributed to the paper load.

Station representatives said the suggestion called for nothing that is not already general practice. Some suggested, however, that the AAAA group "should get backing by urging clients to give at least the same consideration to stations when the advertisers want to cancel campaigns."

They noted that the AAAA standard contract calls for the client to give 14 days' notice of cancellation of spot announcements and 28 days' notice for cancellation of programs. Despite these provisions, they said, agencies often call representatives to report that the client wants to cancel a campaign on shorter notice—and they are allowed to do so by the stations.

BROADCASTING, January 14, 1963
Good news from a Great Medium

...and we think that both advertisers and audiences will be as pleased with this good news as we are. Such famous CBS Radio stars as Garry Moore, Arthur Godfrey, Leonard Bernstein and Art Linkletter have just joined company with our regular WJR personalities. Which makes our Complete Range Programming more complete than ever before! And it enhances our position as the dominant station in America's 5th richest market!

And the millions of loyal WJR listeners drawn from the over 17 million folks in our primary coverage area? They become more loyal when they hear these famous personalities as well as their favorite WJR programs... all on the same station!

Yes, indeed, listeners—and advertisers—have cause for celebration in the increased scope and variety of WJR's Complete Range Programming. If you'd like to learn how this can affect your future... ask your Henry I. Christal representative to explain. It's bound to raise your spirits.

WJR
760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco

BROADCASTING, January 14, 1963
Radio to benefit from ‘Media-Mix’?

SIMULMATICS SAYS SYSTEM WILL PINPOINT MEDIA EFFECTIVENESS

The Simulmatics Corp.’s Media-Mix system for pre-testing advertising campaigns by simulation in computers will be offered shortly as a means of pinpointing radio’s effectiveness.

This use is a component of the system’s functions in evaluating actual and proposed advertising campaigns (Broadcasting, May 28, 1962). For these broader uses Simulmatics officials say they already have signed Benton & Bowles and the Du Pont Co., plus two major agencies and a major magazine whose identities cannot yet be revealed.

The possibilities of Media-Mix in helping radio to sell itself were described last week by Dr. Ithiel de Sola Pool, director of the international communications program of the Massachusetts Institute of Technology, who developed the Media-Mix system and is research board chairman of Simulmatics, and Edward L. Greenfield, opinion researcher, research consultant and Simulmatics’ president.

“One of radio’s problems,” Dr. Pool said in an interview, is its inability to show exactly how much it contributes to an advertising campaign. The same

is true of all media, of course, but the other media, especially television, usually start out being considered essential. They are not required to prove their point as much as radio is called upon to do.

“The most that conventional media research can do in this respect is to determine the extent to which exposure obtained by one medium overlaps the exposure obtained in others. It does not show how much a given campaign will provide the frequency which is desired.

“Media-Mix can do that because it provides a picture of the repeated stream of exposures that radio—or any other medium—can give. For radio it can show what an advertiser will get by adding a radio schedule to his present campaign, or what he’s getting from an existing campaign. If the campaign isn’t delivering as many exposures as he needs, radio may provide repeat exposures at low cost.”

Banks of Data • As explained by Dr. Pool and Mr. Greenfield, Media-Mix stores two banks of data in the computer. One is a simulation of the

U.S. population. The other assigns to this “population” media habits which are typical of the media habits of the actual population.

When details of an advertising campaign are fed into the computer, the simulated population responds in keeping with the assigned media habits (half-hour by half-hour in the case of radio listening). The computer thus tallies the number of people—by age, occupation, education and other socioeconomic characteristics if desired—who have been “exposed” to each medium and to two or more of the media during any given period from a day to a year.

Exposures made outside the home, including listening in automobiles and at work in the case of radio, are tallied with those achieved within the home.

The “people” in Media-Mix total 2,944 and “reside” in 98 actual counties. These counties contain about 300 radio stations, or seven per county.

Ratings Base • Each “person” in the model is assigned preferences covering four stations—a first choice and second, third and fourth choices. This assign-

Is the mass audience a thing of the past?

The diversification of interests among the public is having a more drastic effect on mass media than most people realize.


The article, prepared by Lawrence C. Murdoch Jr. and others in the bank’s research department, says that many publishers and broadcasters look upon the public as a sort of Gulliver, “a naive, unimaginative giant, a single entity with one set of tastes, interests and desires.” The truth is that the public more and more has come to resemble the Lilliputians—a host of individuals and each one different—on whose island Gulliver found himself a captive, the article says.

The article notes that magazine and newspaper circulation since 1956 have not increased as fast as household and that A.C. Nielsen figures show radio and TV listening and viewing are down; that newspaper and magazine ad lineage is declining; that magazines and newspapers are fewer in number; that there are widespread losses among magazines and radio broadcasters; and that radio and TV have had trouble with government regulation. The culprit? The “numbers game,” says the article. A splintering of public tastes that had been fairly homogenous left mass media with the problem of audiences and circulation that were expensive and difficult to maintain, let alone increase.

The article then turned to the individual media.

Although lineage in mass magazines dropped 8% in 1961, special interest magazines are running counter to this trend and more than two dozen of these were started in 1961, publications where an advertiser can find a special type of reader for his message.

The move to the suburbs has hurt city newspapers, though specialized newspapers are thriving, it’s noted. Radio all but died in the early 1950s with the advent of television competition and amid the growing disenchantment with the lack of variety in network radio programming. But radio eventually realized it couldn’t compete with television and radio started to specialize in the various types of music, and with community news and editorials.

Advertising has followed this local emphasis and local radio advertising has increased almost 200% since 1946 while national advertising has declined slightly, the article concluded. Although the profits and audience figures may not be optimistic, there’s reason to believe they might be worse without the changes in radio. The decline in radio listening may have resulted from the rush to radio of new advertisers with loudmouthed claims that alienated radio audiences, it’s concluded.

Although TV has had the most success in the numbers game, the 1962 decline in viewing hours may be the

42 (Broadcasting Advertising)
Hancock and Norwalk gasolines switch to radio

Switching its advertising emphasis from outdoor to radio, Signal Oil & Gas Co., Los Angeles, is starting a saturation campaign of humorous one-minute spots on some 60 stations in California, Nevada and Texas, for Hancock and Norwalk gasolines. Honig-Cooper & Harrington, Los Angeles, is the agency.

Spotmakers and Mel Blanc Assoc. created the spots, all based on the theme of seven gasolines at seven prices, giving each car the exact kind of gas its engine requires and allowing the motorist to buy the right kind without paying a premium for something he doesn't need or want.

An example is "Tailors," produced by Mel Blanc Assoc., with Mel Blanc and Herschel Nernardi voicing a script by Dick Clorfene.

Media-Mix will depend on the amount of special material and computer running time involved in each case. The current rate card calls for a maximum of $7,000 for estimation of the reach and frequency of one schedule for one year, with provision for second and third schedules to be evaluated at the same time for an additional $1,000 each.

President Greenfield said, however, that this rate card is currently being scaled down to reflect operating economies introduced in the last few months and that the new schedule will bring the service within reach of middle-sized and even smaller agencies.

COMPUTERS' FUTURE

BBDO executive says they allow more time to think

The electronic computers being used more and more by advertising agencies to shortcut detail drudgery and to give executives more time for decision-making will ultimately lead to the buying of broadcast media based on a cost for a delivered audience.

That is one of several specific developments foreseen by John M. Tyson, Jr., vice president, BBDO, Chicago, as agencies and advertisers live and learn with their new machines.

He told Chicago's Broadcast Advertising Club last week that "we always have played a game of Russian roulette in trying to outguess each other as to what ultimate audiences and, consequently, ultimate efficiencies will be. There is no room for this kind of gambling with the kind of money that is being committed to advertising today."

Mr. Tyson's other predictions:
- The machine is going to force more uniform data from media. Radio and television both must provide consistent and accurate data to satisfy the operating needs of computers (BBDO's machines use "linear" programming).
- The mathematics and mechanics of linear programming of computers will force us to seek the relative values of different units in broadcasting.
- "It is amazing how little is known by anyone as to the relative values of different commercial lengths, daytime versus nighttime, spot television versus program, etc.," Mr. Tyson said. "You can find almost anyone with strong opinions in this area, but you find nobody who knows."
- Linear programming will force us to learn to express the relative values of print versus television.
- More care will be taken in the design of broadcasting properties to meet specific audience requirements. "Network people, show people, tv stations will find that the XYZ Corp. wants to reach certain prospects so they will design programs to reach them," Mr. Tyson explained.
- Linear programming will greatly reduce the purchase of run-of-station spots by many advertisers. He said this will occur because they will have no knowledge of who these spots are reaching.
- Agency use of computers "will cut into long-term commitments in shows as management sees what they may lose by forcing all brands into one vehicle."
- It will increase the use of scatter-minute buys so that brands can buy precisely at the time they need advertising and can design the audience profile they want by combining different shows.

Mr. Tyson said the computer's big contribution to advertising is that "it forces us to think." He said the elec-
tronic machine demands facts instead of opinions and hence encourages a new discipline in the way of doing things. "It forces us to organize," he said, and "it encourages us to do research if we do not know the answers."

Pointing out that one of the biggest expenses in running many businesses today is the money that is spent on marketing "and particularly on advertising," Mr. Tyson said top management is paying more and more attention to the advertising function. The result is a growing demand for a more efficient and higher professional approach to every facet of the advertising and marketing processes.

Will the computer throw media people out of work? "There isn't much chance that this will ever happen," Mr. Tyson said, "but if it ever does I am sure that it is far enough away that none of us have to worry about it."

The computer, Mr. Tyson said, "is merely a very efficient, fast working assistant which takes much of the detail and tiresome work away from business programs and allows people time to think and plan."

**NEEWSPAPERS STILL OUT**

More advertisers turn to radio-tv for promotions

The Motion Picture Assn. of America, New York, began a radio spot campaign last Wednesday (Jan. 9) to inform listeners of a new central telephone number for motion picture information during the New York newspaper shutdown, which is continuing into its sixth week with prospects of no immediate settlement.

The campaign, in its first week ran 50 spots on WNBC; 30 on WABC; 24 on WQXR and 25 on WCBS. The promotion is in addition to special campaigns by individual movie companies during the strike. Advertising agencies represented are Monroe Greenthal, Donahue & Coe, Lennen & Newell and Charles Schleifer.

A presentation by the Television Bureau of Advertising before the National Retail Merchants Assn. on Jan. 10 pointed to the strikes in New York and Cleveland as illustrating the importance of planning retail store promotions far in advance.

A "first aid kit" for retailers, designed to help stores use tv in emergency situations such as the current strikes (AT DEADLINE, Dec. 24, 1962) was described by Howard P. Abrahams, vp in charge of retail sales, and Louis Sirota, retail sales director. While the idea for the kit, designed to help retailers keep their costs down, originated during the strikes, TVB expects it will have general use as well.

**Tourism Benefits** - Radio and tv is also gaining increased advertising benefits from tourism.

The Florida Development Commission has diverted its newspaper advertising in New York City because of the strike, to radio and tv. Its schedule includes 40 20-second spots on two radio stations and 48 20-second spots on a third outlet from Jan. 7 through Feb. 1. On tv, the commission purchased an extensive one-minute spot campaign on NBC-TV's Today show from Jan. 7 through Feb. 27. Advertising agency: Louis Benito, Tampa, Fla.

WQXR introduced a half-hour weekly program featuring reviews of recent record releases by newspaper critics.

The program, called The Weekly Record Review of the Air will be broadcast Sundays from 12:30-1 p.m. and is being presented as a public service by RCA Victor, which will not have any commercials in the time period.

At WCBS-TV, Bill Leonard was named executive producer of the station's expanded news coverage. Mr. Leonard, who is also executive producer of the CBS News Election Unit, will be assisted by the unit's producer, William Eames, and production manager, Alvin Thaler.

WHLI Hempstead, N. Y., announced that McCreory's department stores are posting "WHLI News Headlines" in their street-level windows and distributing it at their cafeterias at lunch time.

Meanwhile, the strike itself has been taken to court by thirteen idle pressmen who charge in an antitrust suit that the Publishers Assn. of New York and the nine daily newspapers now closed, entered into a conspiracy in restraint of trade. The suit for $6,675,000, claims the publishers agreed that a strike of one union against any newspaper would be treated as a strike against all nine newspapers. The printers struck only four of the nine, but the other five closed their New York City operations.

The suit was filed Thursday (Jan. 10)

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**Broadway show producer undaunted by strike**

When the New York newspapers begin publishing again they "definitely" won't get as much advertising from Broadway theatre producer David Merrick.

Mr. Merrick told Sam A. Donaldson of WTOP-TV Washington in an interview for that station's Newsnight that the strike "hasn't hurt me at all."

He credited radio and television advertising, purchased since the strike began, for the major part of the $1 million advance sale for his new musical "Oliver." Mr. Merrick, who has waged a battle with the city's seven newspaper critics for several years, said radio-tv reviews of Broadway shows "seem more effective than the other kind."

Mr. Merrick said his other shows — "Tchin Tchin" and "Stop the World I Want to Get Off" — are "both selling out" despite the strike.

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**PGW 'colonels': Jones in radio, Collins in tv**

Peters, Griffin, Woodward, which annually bestows the "Colonel of the Year" awards on the PGW radio and television salesmen who have shown the most growth in their positions during the year, has honored William O. Jones, Atlanta manager for radio, and Rollin P. Collins, a Chicago tv account executive, for their contributions in 1962. Presentation of scrolls and checks were made in New York (picture at left) to Mr. Jones (r) by R. Preston Peters, PGW president, and in Chicago (picture at right) to Mr. Collins (c) by PGW Midwest sales manager W. Donald Roberts (l) and vice president, William Tynan (r).
COMMANDER BOLT

Through the remote reaches of space, the manned spaceship Prober 10 hurtles along on strange, fascinating journeys. Commander Bolt is in charge each weekday at 5:00 PM. Loyal young South Florida televiewers ride with him.
Strange visitors from space dot the show with excitement. Unusual space creature hand puppets, "Hey There You" and "Iggy", are bound to make an appearance. There is a villain too — the evil "Silvan". It's a space age oriented show designed to sell your products with an array of the finest space and science themed cartoons and serials available: "Super Car", "Rocky and his Friend", the Encyclopedia Britannica film library, "The Space Explorers", "The New Adventures of the Space Explorers" and many others. Add to these exciting films a selling personality — Commander Bolt — and you have a combination designed to attract audience and sell products.

Channel 10 is the ABC station from the Palm Beaches to the Florida Keys.

WLBW-TV MIAMI FLORIDA
Affiliated with WCKY 50KW CINCINNATI, OHIO
and has been set for hearing tomorrow (Jan. 15) in the federal court.
The typographical union filed damage claims against the individual papers totalling $1,409,000 earlier in the week.
A fact-finding board of three jurists has been conducting an inquiry into the strike since Sunday, Jan. 6. It was to issue a report last Friday (Jan. 11).
In Washington, D.C., Rep. Emanuel Celler (D-N.Y.), chairman of the House Antitrust & Monopoly Subcommittee, explained last week that the

**CONFUSION BETWEEN AGENCY, CLIENT**

K&E’s Stewart says it’s caused by duplication of functions

The “most dangerous” problem that faces advertising today is the misunderstanding and confusion about how advertising functions. David C. Stewart, president of Kenyon & Eckhardt, told a meeting of the Adcraft Club of Detroit last Friday (Jan. 11).

He called for a reassessment of the relationship between advertising agencies and their clients, beginning with “tossing into the ashcan the old ‘partnership concept.’” To replace the partnership principle, Mr. Stewart advocated that agency and client establish ground rules, spelling out clearly the obligations and contributions of each party.

Mr. Stewart recommended that the advertiser be held responsible for overall market planning and the setting of marketing objectives, with the agency responsible for setting advertising goals and objectives, as distinct from marketing goals and objectives.

Pointing out there often is duplication of functions by the agency and the client, Mr. Stewart asserted that “we can no longer afford” this situation in view of the rising costs of advertising. He said K & E estimates, using 1956 costs as a base, indicate that major media costs will rise 19% this year and 23% by 1965. Above and beyond these actual costs, Mr. Stewart continued, there has been a steep rise in the cost of advertising effectiveness, the amount of money it takes to register effective sales messages with the public.

K & E believes the answer to this predicament lies in the “more effective mobilization of advertising manpower and particularly in the more exact definition of advertiser and agency relationships and responsibilities in the total advertising program,” Mr. Stewart declared.

**Agency appointments**

- Motorola Automotive Products Inc., Franklin Park, Ill., to Waldie & Briggs Inc., Chicago, for all national advertising directed to the automotive market.
- Blistex Inc., Chicago, maker of Blistex and Blistik cold sore and lip remedies, to Welles-Morgan Inc., Chicago, for all broadcast advertising.
- Royal York Hotel, Toronto, Canada, appoints Kenyon & Eckhardt Ltd., in that city, to handle advertising and promotion. Royal York belongs to Canadian Pacific Railway Co.
- Trans-Lux Television Corp., New York, has appointed Brownstone Assoc., that city, as advertising agency for Trans-Lux and its subsidiary Television Affiliates Corp.
- Seven Arts Assoc. Corp., New York, has appointed Scope Adv. Inc., that city, as its advertising agency.

**Rep appointments**

- KHAT Phoenix: Ewing/Radio, Hollywood, as its national sales representative. Ewing/Radio specializes in country-western music stations, and now represents four stations: KHOW Pomona, KVRE, Santa Rosa, both California; and KTOO Las Vegas, in addition to KHAT.
- WFKY Frankfort and WMST Mount Sterling, both Kentucky; Grant Webb & Co., New York, as national representative.
- WHLL Wheeling, W. Va.: Ohio Stations Representatives Inc. as representative for Ohio.
- WHJIB Greenburg, Pa., WLEC Sandusky, Ohio, and WTAP-TV Parkersburg, W. Va.: Penn State Reps.
- KWWY Everett, Wash.: Grant Webb & Co. as national representative.
- KPAM Portland, Ore., KETO-FM Seattle, Wash.: Broadcast Time Sales, New York, as national representative.
- KRDG-AM-TV Colorado Springs, Colo.: Adam Young Inc., New York, as national representative.

**Business briefly**

Farmers Insurance Group, through Honig-Cooper & Harrington, Los Angeles, has renewed its sponsorship of Hemingway AM West and Sports West with Hank Weaver for another year on ABC Radio West. The Hemingway newscast is broadcast Mon.-Fri. at 7-7:15 p.m.; the sports cast, Mon.-Fri., at 5:45-5:55 p.m., on ABC West’s 116 stations.

Five advertisers have signed to sponsor Sports International with Bud Palmer, 90-minute sports series in color which started on NBC-TV Jan. 12 (3:30-5 p.m. EST). They are Georgia Pacific Corp. through McCann-Erickson; General Mills through Knox Reeves; Bristol-Myers through Doherty, Clifford, Steers & Shenfield; P. Lorillard through Grey Adv., and Colgate-Palmolive through Ted Bates.
BALTIMORE'S WINTER FAVORITES

Baltimoreans enjoy delicious, mouth-watering oysters for which Maryland is world-famous... the Baltimore Clippers, the new ice hockey team, now playing in the huge new $14,000,000.00 Baltimore Civic Center. And, of course, another winter favorite of Baltimoreans—and Marylanders—is viewing WMAR-TV, Channel 2.

WMAR-TV's wide-range programming reaches viewers of all ages. "Dialing for Dollars," (Mon. through Fri. 9:40 A.M.) Baltimore's oldest continuous telephone quiz show, leads all morning audiences... "Woman's Angle" (Mon. through Fri. 1:00 P.M.) is Baltimore's only women's TV service program... "Bozo the Clown" (Mon. through Fri. 5:00 P.M.) the happy live children's program, which has entertained over 16,000 studio guests... movie viewers see the only late movies in Baltimore programmed 6 nights a week (Mon. through Fri. 11:20 P.M., Saturdays 11:00 P.M.)... the "news" is covered thoroughly and completely by WMAR-TV's staff of top newsmen Jack Dawson, Dave Stickle and Don Bruchey... and now "Hennesey" has come aboard as a winter favorite (7:00-7:30 P.M. Saturday).

Wintertime—anytime—there's more to view on Channel 2! There's more audience, too—and more opportunity to sell your product or service to more people on Channel 2... soon to be telecasting from a completely new facility—Television Park, Baltimore.

No Wonder — In Maryland Most People Watch

WMAR-TV

Channel 2—Sunpapers Television—Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.
**ARB testing new tv-print data comparisons**

**MEDIALOG USES SPECIAL DIARY TO CHECK AUDIENCES**

A new technique for comparing audience exposure to television and print media is being field tested by the American Research Bureau in five major markets, ARB announced last week.

Officials said the proposed new service, called MediaLog, uses a specially developed diary to collect data on number of minutes exposed and frequency of exposure for national consumer magazines, metropolitan newspapers and major newspaper supplements, in addition to television.

Different formats are being used in current tests in Baltimore, Boston, Chicago, Miami and Washington in an effort to find the one best approach for further use. In some markets, validity checks are being run concurrently through telephone and personal interviews.

Jack Gross, ARB agency services manager, said the five-city tests would continue for about two months and that results would then be evaluated and presented to interested industry authorities. He said he hoped the new service could be marketed well within the year.

Mr. Gross said MediaLog would provide basic coverage data and basic duplication data for each medium and also provide comparisons within media and across all media.

The comparisons, he said, will all be on the same base—minutes of exposure—so that there will be "a uniform standard of measurement of duplication and accumulation of audiences within and between media."

The information will be compiled according to selected demographic groups which will offer identification of the audiences in more detail than ever available before, ARB asserted.

Mr. Gross expects to describe the MediaLog technique in detail in a speech at the Newspaper Advertising Executives Assn. convention in Chicago Jan. 22. An explanatory brochure is being prepared for general release at the same time.

**Kemper, Texaco buy ‘Clambake’ golf**

Kemper Insurance Group, through Clinton E. Frank, Chicago, and Texaco, through Benton & Bowles, New York, have signed as sponsors of two live telecasts of the National Pro-Amateur Golf Championship, better known as the "Clambake Clambake," from the Pebble Beach Country Club at Monterey, Calif., over a special "Clambake Network" next Saturday and Sunday. As of last Thursday, 93 tv stations across the country, including affiliates of all three tv networks as well as a number of independent stations, had made firm commitments to carry the broadcasts at 12:30-1:30 p.m. Saturday (Jan. 19) and 2-2:30 p.m. Sunday (Jan. 20).

The special network was organized at the instigation of Robert Breckner, president of KTTV (TV) Los Angeles, who suggested it to Larry Crosby of Bing Crosby Enterprises as soon as ABC-TV, which had broadcast the pro-amateur finals in previous years, indicated that it would not do so this year. Working with Dick Bailey’s Sports Network, Mr. Breckner and Mr. Crosby started lining up the stations and they are confident that by the time of the broadcasts more than 100 tv outlets will be connected to the "Clambake Network."

KTTV is sending five mobile tv units to the Monterey Peninsula to pick up the proceedings. Bob Hiestand will direct the telecasts. Bing Crosby, whose Youth Fund is the recipient of all proceeds from the annual pro-amateur tournament, will be the special sports commentator, assisted by Jimmy Demaret, who won the tourney in 1952; Ralph Kiner, former outfielder of the Pittsburgh Pirates and Bill Welsh, director of sports and special events for KTTV.

Kemper and Texaco will each sponsor one-third of the two special broadcasts. It was anticipated that a third sponsor would join them to provide full sponsorship of the 2 1/2 hours of golf as played by the nation’s top professionals and their amateur partners from the upper ranks of the entertainment world.

**GOP names Burnett as advertising agency**

The Republican National Committee announced last week the appointment of Leo Burnett Co., Chicago, to handle GOP advertising for two years, beginning Jan. 1, 1963. This includes the 1964 Republican convention and the presidential campaign. The agreement includes the placement of all advertising, print, radio and television. In addition Burnett Co. research and public relations staffs will be available to the Republican National Committee during the contract period.

In the 1960 presidential campaign, the GOP spent between $2 million and $3 million in advertising, with BBDO handling the account.

The Democratic National Committee has not yet announced the appointment of an agency to handle its advertising for the coming campaign. In the 1960 presidential campaign, the Democrats spent over $2 million in all media for advertising through Guild, Bascom & Bonfigli.

**Equitable Life plans spot radio campaign**

The Equitable Life Assurance Society of the U.S., which last year began testing the use of radio for local support to Equitable agents, will begin a widespread spot radio campaign in early...
An O. Henry "Beginning" — on display during the O. Henry Centennial Observance in Greensboro, North Carolina, early home of the famous American storyteller. Along with other exhibits representing Greensboro in the 1880's, WFMY-TV's "Good Morning Show" host Lee Kinard and his daughter see a replica of the Porter family drug store, where William Sidney Porter worked and found experiences for his later life as O. Henry. Today, Greensboro encourages creative talent and satisfies interest in the arts within an educational and cultural climate provided by five major colleges, two symphony orchestras, an opera association, numerous choral organizations, museums, writers' clubs, community theatres, art galleries, a unique arts program for children, a summer music camp and a "built for tomorrow" auditorium-coliseum. This is part of the Greensboro story of progress and expansion . . . a story that's repeated throughout WFMY-TV's 51-county coverage area. For growing Piedmont North Carolina and Virginia, there's no end to this story.

Represented nationally by Harrington, Righter & Parsons, Inc.
“Public interest” and “private profit” ... two phrases often used, particularly in broadcasting, and sometimes thought to be conflicting and incompatible. Corinthian believes them to be inseparable and completely compatible.

Profit is the mainspring of this country’s economic system, a system we have chosen to best serve most of the needs and wants of the people. It provides our lipsticks and our locomotives, our matchbooks and our magazines, our baby bottles and our broadcasting.

The purpose of the competitive profit system is not to enrich the few, but to responsively serve the many. Those who serve best profit most. This is the incentive which encourages people to build better mouse traps ... to operate more efficiently ... to try to guess what the consumer will want tomorrow and the day after tomorrow.

At the heart of the profit system is a simple idea: most needs are best met by letting the people themselves make their own decisions ... the free choice of those who use and the competitive response of those who produce. The alternative is a master plan developed and directed by government, a solution now being questioned even within the walls of the Kremlin.

Corinthian believes that this competitive profit system, although less than perfect like every human institution, has served us all well. It has provided an unparalleled standard of living and contributed importantly to the maintenance of individual freedom.

In our judgment, “private profit” is clearly in the “public interest.”
February. More than 100 markets will be used, according to Foote, Cone & Belding Inc., New York, Equitable's agency.

FC&B said a key part of the campaign will be the promotional efforts conducted jointly by Equitable's field offices in cooperation with the stations chosen for the spot schedule. Martha Sykes Murray is the agency timebuyer for the campaign.

Butter-Nut coffee makes first tv network buy

Duncan Coffee Co., Houston, Tex., through Tatham-Laird, has signed for the first network television advertising campaign for its Butter-Nut brand with a regional schedule in three ABC-TV evening programs.

The Butter-Nut campaign, which begins this month and continues through September is for ABC-TV's Going My Way, The Sunday Night Movie and Premiere and is set for a regional lineup of more than 65 markets from the Midwest to the West Coast.

AFA-AAW committee to polish adman's image

Formation of a national committee to promote advertising's image and explain its role in a free enterprise system has been announced jointly by the Advertising Assn. of the West and the Advertising Federation of America.

The 20-man group of media, agency and business men, with Peter Folger of J. A. Folger & Co., San Francisco, as national chairman and King Harris of Fletcher Richards, Calkins & Holden as national plans chairman, is preparing materials for all media on the theme, "Advertising is the Voice of Free Choice." Kits containing such material will be sent to 185 advertising clubs and members of the two sponsoring organizations.

All creative work for the campaign is being contributed by committee members and prices for the various media materials will represent only actual cost of the items.

THE MEDIA

Nebraska plans 6-station educational tv net

$3 MILLION MICROWAVE SYSTEM WOULD LINK STATIONS

A plan to serve over 90% of the population of Nebraska with an educational TV network was revealed last week by the Nebraska State Committee on Educational TV. The plan follows a recent action by the FCC (Broadcasting, Nov. 12, 1962) which reserved six channels in that state for non-commercial educational use.

Proposed stations on the six reserved channels would be linked together with KUON-TV Lincoln by microwave facilities, at a cost of more than $3 million. The etv committee, which was appointed by Gov. Frank Morrison, will request funds to start the network from the state legislature.

The project, which will be carried out in four steps, will (1) move KUON-TV's transmitting facilities to a new 1,000 ft. tower, connect the Lincoln and Omaha studios, and activate ch. 3 Lexington, connecting it with the transmitting facilities of KUON-TV; (2) activate ch. 9 North Platte and link it with Lexington station, and activate ch. 13 Alliance, connecting it with North Platte; (3) activate ch. 25 Albion connecting it with KUON-TV facilities, activate ch. 7 Bassett linked to Albion facility; (4) begin operating stations as a network and add translators where the etv network doesn't reach.

In appraising the cost to Nebraska Dr. John C. Schwarzwalder, chief consultant on the plan, said that about $750,000 "might be received from the federal government" with the state paying the remainder. He also estimated that if the state operates its own microwave facilities the network would cost $255,916 annually to operate.

The etv committee recommended that control of the network be given to a state commission, but that operation be contracted to the U. of Nebraska. The state will pay costs of the actual operation with the university supplying programming.

NAB board members to pick award winner

A recipient of the NAB's Distinguished Service Award for 1963 is expected to be picked this week at the joint meeting of the NAB boards in Phoenix. A special committee named to recommend a winner will report at that time. Last year's winner was Edward R. Murrow, chief of the USIA.

Members of the special committee include James D. Russell, KKTV (TV) Colorado Springs, Colo.; Ben Strouse, WWDC Washington; Willard Schroeder, WOOD-AM-TV Grand Rapids, Mich., Gordon Gray, WKTV (TV) Utica, N. Y., and George T. Frechette, WFHR Wisconsin Rapids, Wis.
ABC-TV affiliates and network meet in San Juan

ABC-TV and American Broadcasting-Paramount Theatres executives met with the board of governors of the ABC-TV Affiliates Assn. at the Caribe Hilton Hotel in San Juan, P. R., Jan. 7-8.

Members of the ABC-TV Affiliates Advisory Board pictured here are: (seated, l. to r.) Thomas P. Chisman, WVEC-TV Norfolk, Va., vice-chairman; John F. Dille Jr., WSJV-TV South Bend-Elkhart, Ind., chairman; D. A. Noel, WHBQ-TV Memphis; Howard Maschmeier, WNHC-TV New Haven, Conn.; William W. Warren, KOMO-TV Seattle, secretary; Martin Umansky, KAKE-TV Wichita, Kan.; L. T.

Changing hands...

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

- WEET Richmond, Va.: Sold by Burton Levine to J. Olin Tice Jr. for $300,000. Mr. Tice also owns WCAY Cayce, S. C.; WKTC Charlotte, N. C.; WBAZ Kingston, N. Y., and WFTC Knoxville, Tenn. Mr. Levine retains ownership of WROV Roanoke, Va. WEET operates on 1320 kc with 1 kw daytime only. Broker was Blackburn & Co.

WNEW strike settled

A broadcast engineers strike at WNEW New York ended Wednesday (Jan. 9) following 10 days of negotiation between the station and Local 1212 of the International Brotherhood of Electrical Workers.

A wage increase from $213.20 to $225 weekly to come in the last two years of a new five-year contract, during which none of the engineers can be laid off, was included in the settlement terms. The terms also involved a pension plan and increases in paid vacation time based on seniority.

Arundel buys newspaper

NAB kits available for National Radio Month

Radio's mobility and its ability "to serve a nation on the go" will be emphasized during the 1963 observance of National Radio Month next May. The month's events will be based on the theme, "Radio—the Mobile Medium..." Promotional kits for the event are being prepared by John M. Couric, NAB public relations manager. Scott-Textor Productions, New York, has been retained for the second straight year to produce jingles in varying tempos and styles to fit the wide range of American musical tastes.

Kits for radio month will include live spots, program and promotion ideas and suggestions, a speech text, filler facts and other material. Blank proclamations have been prepared. Kits and jingles will be provided free to NAB members.

Empire State Bldg. fire cuts off two stations

Two stations in New York last week temporarily suffered the effects of a series of electrical wiring fires in the Empire State Bldg., where the stations have their transmitters.

WNBC-TV and WNEW-FM were forced off the air for a short time early Jan. 9 when water from fire hoses damaged one station's equipment, and smoke caused a delay in transmission and forced engineers from the other station to leave the building.

WNBC-TV, which normally signs on the air at 5:55 a.m., began its broadcast day a half hour late. Two engineers, on duty in the control room at 4:30 a.m., were forced to vacate the building because of dense smoke.

WNEW-FM, which maintains an automatic, remote control system on the 82nd floor of the Empire State Bldg., went off the air at 6:01 a.m., when water shorted the system. WNEW-FM went back on the air at 9:57 a.m. The station duplicates WNEW-AM's 24-hour operation.

Other New York radio and tv stations which operate from the Empire State Bldg. were not affected by the fire.

Media reports...

Corinthian agency • Van Brunt & Co., Advertising-Marketing Inc., New York, has been named to handle advertising and promotion for Corinthian Broadcasting Corp. Firm's stations include KHOU-TV Houston, KOTV (TV) Tulsa, KXTV (TV) Sacramento, WANE-AM-TV Fort Wayne and WISH-AM-TV Indianapolis.

EXCLUSIVE

WESTERN PROPERTIES!

Daytime-only radio station with excellent coverage of one of the top 65 markets of America. This beautifully-equipped facility needs aggressive owner-operator to realize potential. Sized at $155,000.00 with 29% down and balance out over ten years.

* * * * *

Well equipped fulltime radio station with good power. Land and building included in sale. Grossed $90,000.00 in 1962 and returned good profit. Priced at $175,000.00 with $52,000.00 down.

Hamilton-Landis 
& Associates, Inc.

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

WASHINGTON, D. C.
Ray V. Hamilton
1737 DeSales St., N.W.
Executive 3-3456

CHICAGO
Richard A. Shaheen
John D. Stebbins
Tribune Tower
D13607 7-2754

DALLAS
Dewitt Landis
Joe A. Oswald
John H. Hicks
1511 Bryan St.
Riverside 8-1175

SAN FRANCISCO
John F. Hardesty, Pres.
Don Searle
111 Sutter St.
Eldorado 2-8973

America's Most Experienced Media Brokers
An fm stereo success story: KPEN (FM)

Two young San Franciscans who have made fm stereo history lay their success to high quality programming and high quality stereo.

The two, both 27 years old, former Stamford U. campus radio operators, are Gary Gielow and James Gabbert, owners of KPEN (FM) in the Bay area (on 101.3 mc with 46 kw). They told their story last week to a luncheon gathering in Washington, sponsored by Electronic Industries Assn., and which included four of the seven FCC commissioners, staffers and newsmen.

Wonder of their story is that they have been making a profit with fm stereo; they claim they account for 55% of the gross revenues of all the fm stations in the San Francisco-Oakland market. Although they declined to indicate their profit, they did say that two months after they inaugurated stereo, in August 1961, the influx of additional advertisers paid for the outlay they incurred for additional equipment.

All this in the light of a 1961 gross of $300,244 and an overall loss of $156,000 by the 10 fm stations in the area, as reported by the FCC.

The young men told how they had scraped together $11,000 to put KPEN on the air in 1957 and how after they began stereocasting the station began appearing in program rating surveys. During some segments of the broadcast day, they said, KPEN is fourth in share of audience, including am listeners. A Sunday morning religious program, the choir of Grace Church on Nob Hill, has been receiving a rating of 8, they excitedly announced.

Symphony Live • Latest venture, and already a cultural and commercial success, began last month when KPEN broadcast live the San Francisco Symphony Orchestra. This was hailed as a major first and a virtuoso high fidelity triumph for fm stereo. The three-hour program was jointly sponsored by Merrill, Lynch, Fennel & Smith and by Safeway Stores. Safeway has agreed to take half sponsorship of the remaining programs in the symphony series.

The next big step, now in the planning stage, is the presentation of live drama in stereo.

The key to their success, both emphasized, is "sparkling fidelity." This is accomplished, they pointed out, by a high standard of technical excellence, including maintenance that refuses to accept less than the best and the upgrading of commercial equipment until today the gear is "almost custombuilt," and program ideas. This has brought them 65 regular advertisers.

Both are energetic and enthusiastic. "Stereo has put radio back into the living room for the first time since television," Mr. Gabbert said.

Back in the 1940s, when FCC Commissioner Robert T. Bartley (c above) was a young executive with the BBC in London, he persuaded that organization to enter fm, then a new and untried method of broadcasting. Over the years fm has had relatively tough sledding. Last week in Washington, and 20 years later, Commissioner Bartley welcomed the growth that has made the Bay area stations a startling success of fm stereo broadcasting. They are Gary Gielow (l) and James Gabbert (r). Their station is KPEN (FM).
The GEMINI process is an exclusive MGM Telestudios development which produces a twin high quality 16mm film simultaneously with the video tape.

Pardon the slogans, but we've been working on this for a long time and we're really excited. At MGM—and only at MGM—the kine finally is dead; not just reworked, disguised, or renamed. It's dead! The tape industry has worn this albatross for too many years. We at MGM Telestudios decided that trying to improve it further was an exercise in futility. So we focused our energies in a completely new direction—and perfected GEMINI.

GEMINI is a direct film process, capable of producing unlimited 16mm GEMPRINTS.*

GEMINI is made as a twin product to MGM Video Tape, shot scene-by-scene, simultaneously.

With the last roadblock removed by MGM Telestudios you can now have the superiority of tape for network and major markets, and supply local markets with superb 16mm GEMPRINTS.

Today, tape, more than ever before, is TV's prime production tool. For more information, call Bob Fierman, Sales Manager, LO 3-1122

*Trademark

This is one of a series of major announcements from MGM Telestudios. Look for Part II of The Anatomy of PRIMACY.
FCC FREEZES HIT EQUIPMENT MAKERS

Hardest hit are those making only broadcast equipment

Production and sale of broadcast equipment has been slowed down by the FCC's am and fm station freeze orders. A checkup of companies engaged exclusively or primarily in broadcast equipment indicates a marked slowdown in business in the last half-year but firms with widely diversified electronic lines are not as seriously affected.

The FCC's partial freeze on new am applications was imposed last May 10. Hopes that it will be lifted this year are hinging on whatever action the commission takes as a result of its two-day hearing last week on am radio overpopulation (story page 29).

The fm freeze is of more recent origin. It was imposed last Dec. 21 but does not affect some of the northern plains and mountain states where there are few fm stations. This freeze was imposed when the commission drew up a proposed fm allocations table similar to the tv table. The FCC's proposed fm allocations table provides about 2,730 fm assignments in the continental U.S., including the present 1,200 stations on their present channels.

Last week Continental Electronics Products Co., a subsidiary of Ling-Temco-Vought, Dallas, reorganized its original Electron Corp. line. Despite the freeze, LTV announced Continental and the top corporation are looking to expanded business. Gifford K. Johnson, president of LTV, said Continental's main sales items are the line of commercial broadcast transmitters formerly produced by Continental Mfg. Co. and purchased by almost 100 radio stations around the world. J. O. Weldon is president of Continental Electronics Products as well as Continental Electronics Mfg. Co. and Continental Electronics Systems.

Thomas B. Moseley, Continental Electronics sales director and vice president-general manager of Continental Electronics Products, said, "We expect this line of transmitters to account for the bulk of our business in 1963 and to enable us to grow rapidly in the years ahead." He predicted 1963 sales will exceed $1 million. The tv line is concentrated on closed-circuit equipment with emphasis on new low-cost cameras. The educational tv field is described as one of the principal markets.

While official comments were not available, it's understood such major electronics corporations as RCA, Collins and General Electric Co. are placing emphasis on some of their nonbroadcast lines because of the freeze and the lack of a new-station market.

On the other hand some firms producing radio and transmitter accessory items have reported fair to good business despite the freeze.

The freeze on new am stations has caused economic injury to the manufacturers of radio equipment, Parker S. Gates, president of Gates Radio Co., told the FCC last week.

In a letter read into the record at the FCC-NAB-industry radio conference last week, Mr. Gates said that "to believe that the problem is caused by overpopulation in am radio stations is, in my mind, very questionable." He said that Gates has had to release many employees since the freeze was imposed and that he was sure the same is true of other manufacturers. The opportunity to enter broadcasting, at a reasonable capital investment, should not be denied where frequencies are available, he said.

"To a growing country, limiting broadcasting is to an extent like limiting the number of telephones," Mr. Gates said. "It is retarding a vital communications medium."

Prices raised 3%-16% on GE tv equipment

General Electric raises the prices of some of its closed circuit and broadcast television cameras, effective today (Jan. 14).

The increases, ranging from 3% to 16%, reflect the rising costs of manufacturing transistorized video equipment, according to H. E. Smith, manager of marketing, technical products operation.

The equipment affected by the increases are GE's TE-14 and 15 closed

ABC buys RCA color tv tape recorders

Frank Marx, president ABC Engineers (I) and Charles H. Collinge, division vice president and general manager for RCA, examine the new RCA TR-22. Purchase of 12 of these colorized tv tape recorders by ABC-TV, for use in Chicago for network feeds, was announced last week.

Reported to be the "first completely transistorized broadcast tv tape machine in the television industry," the new equipment is approximately half the size of conventional recorders and effects a 50% reduction in power needed for operation.

Picture stability of the recorders is said to be plus or minus one tenth of a milliinch of a second. Instrumentation permits servicing from front of the recorder and a signaling system indicates faulty operation during recording or playback and shows where malfunction may have occurred.

EQUIPMENT & ENGINEERING
Little Red Schoolhouse

The little red schoolhouse cliche for Eastern Iowa is as outdated as the concept that Eastern Iowa is exclusively bucolic.

Country boys and girls—1,849 of them—attend this consolidated high school. It’s down the road a piece from Cedar Rapids, towards Iowa City. It’s as modern as most any modern metropolitan area school, perhaps more so. Students come from families whose standard of living surpasses most of nation’s. While Iowa’s 34.8 million acres of tillable soil produce about ten percent of the nation’s food supply, personal income derived from agriculture in Iowa accounts for something like 25% of the total; income derived from manufacturing, trades, and services accounts for the rest.

Iowans are neither exclusively farmers nor exclusively manufacturers. They are exclusively people—as aware of new products and new ideas as the most sophisticated cosmopolite.

WMT-TV covers over half of the tv families in Iowa, and dominates three of Iowa’s six largest cities.

WMT-TV • CBS Television for Eastern Iowa • Cedar Rapids—Waterloo

Represented by the Katz Agency. Affiliated with WMT Radio; K-WMT, Fort Dodge; WEBC, Duluth.

BROADCASTING, January 14, 1963
Kinescope eliminated in tape-to-film move

A new tape-film system, eliminating the need for a kinescope for filmed prints of taped commercials and programs, was revealed by MGM Telestudios at a news conference last Wednesday (Jan. 9). The kinescope is a "hot print" off the camera tube.

The system, dubbed "Gemini," consists of a RCA TK-60 television camera which shares its lens with a 16-mm motion picture camera mounted beside it. A device (beamsplitter) lodged behind the lens, splits the light before it enters the camera, thus allowing simultaneous operation on video-tape and 16mm film.

Production of a kinescope required that the image pass through two cameras, creating a distortion of the original picture.

"Elimination of the kinescope removes what agency people consider the last remaining obstacle to commercial production by tape," George K. Gould, president and general manager of MGM Telestudios, said.

Mr. Gould explained that film prints of tape commercials are used by advertisers in markets not equipped with tape recorders. He pointed out that advertisers and their agencies, while satisfied with tape for major markets, have been unhappy about using kinescope in no-tape markets.

Mr. Gould said MGM Telestudios has acquired exclusive rights to "Gemini" for the three years from Warren R. Smith Inc., Pittsburgh, a motion picture laboratory, which holds the patent on the system. Warren R. Smith, president of the firm, has joined MGM Telestudios as director of technical development.

BACK IN BUSINESS
Relay, Telstar transmitting television programs to Europe

America's two communications satellites Relay and Telstar, have proved they are alive and perking by transmitting tv programs from the United States to Europe.

Last Wednesday Relay was used to transmit portions of the NBC Today show to Europe, showing ceremonies the previous night at the National Gallery of Art in Washington when President Kennedy opened the display of France's Mona Lisa.

The program was beamed to Relay from the AT&T ground station at Andover, Maine. Relay sent it on to Goonhilly Downs in England and Pleumeur-Bodou, France, where it was distributed to tv stations in those countries. Reception was termed "excellent" in France and there was "nothing wrong" in England. The transmission also was monitored by the Italian ground station at Fucino.

Also for the first time as a live U.S. program, the ceremonies were shown behind the Iron Curtain to home viewers in Czechoslovakia and Hungary via Intervision, the East bloc's tv interconnection system.

Later in the morning another first was established when scenes of New York firemen fighting the blaze in the Empire State Building were seen in England and France, also via Relay.

The first successful trans-Atlantic test for Relay, placed in orbit in mid-December but silent since then because of power drain, took place Jan. 4 when a tv test pattern was transmitted from Andover and received in France. During the afternoon pass, the ground station of the National Aeronautics & Space Administration at Nutley, N.J., transmitted and received a second tv test pattern.

Transistor Faulty = The power drain which Relay began experiencing immediately after its Dec. 13 launch was traced to a transistor in the No. 1 transponder. The faulty transponder was isolated, thus eliminating the power drain, and after a period during which the batteries built up a charge, the satellite was put into service by using the No. 2 transponder. All the circuits in Relay, built for NASA by RCA, are duplicated.

Telstar, silent for the last six weeks, was restored to life Jan. 4, also, when a live tv exchange took place between Andover and England and France.

In overcoming Telstar's troubles, Bell Lab engineers duplicated the faulty command circuit, pinpointed the malfunction at one of the transistors in the satellite's command decoders, and diagnosed its malady as excessive radiation. The engineers devised special command signals and voltage-removal treatment to restore normal command functions. The success of the trick command pulse, it was pointed out, may also have been due to the fact that Telstar had risen in orbit to weaker areas of the Van Allen Belt. The Van Allen Belt is a girdle of high density radiation surrounding the earth.
Carlton Fredericks sells the savor and nourishment and that's what sells the bread. Ask Levy Bread and 800 other advertisers who have sold through CARLTON FREDERICKS' syndicated “LIVING SHOULD BE FUN” for over 22 years on hundreds of satisfied stations.

Now, Carlton Fredericks has far greater audiences than ever in his public-serving career. In addition to his syndicated broadcasts, carried on many of America's leading radio stations, he has a thrice-weekly feature on American Broadcasting Company's “Flair,” heard on some 290 outlets. Fredericks also has a syndicated newspaper column, carried in the New York Mirror, among others, and is currently cutting a unique LP album for Epic Records on nutrition, to be released in the near future.

"LIVING SHOULD BE FUN" is now available in most markets, on an exclusive basis to qualified stations. Formats range from 45 minutes (as on WOR New York) to 25-minute, 15-minute and 5-minute programs, to 90-second spots, similar to the “Flair” ABC network segment. (Now also available is a new series of programs for FM stations, in format designed for the medium's special audience.)

Build responsive audiences with responsible programming. Write, wire or call Carlton Fredericks Productions, Suite 12G, 211 East 53rd Street, New York 22, N. Y., PL 3-4241 for your audition tape today!

CARLTON FREDERICKS PRODUCTIONS
Facts and figures on television reruns

Second runs are by far the most important of all reruns of tv programs, according to Chester L. Migden, assistant executive secretary of the Screen Actors Guild. Reporting to the SAG membership, Mr. Migden said that during last year approximately half of all rerun payments came from second runs. Over a six-year span, he said, actors have collected $12.8 million from second runs to $7.3 million from third runs of programs.

"Of course, second runs pay a higher percentage under the contract than subsequent runs," he said, "but this is not the sole reason for their big dollar lead over other runs. The prime reason is that there are more second runs than any other run. In 1961, for example, there were 2,600 episodes which had second runs, while third run episodes numbered 1,875. We find that in any year second runs pile up a substantial lead," he added.

Pointing to a consistent downward trend as the runs increase, Mr. Migden cited 1961 as typical: "Second runs produced $2,319,000; third runs produced $1,036,000; fourth runs produced $653,000; fifth runs produced $498,000; sixth runs produced $271,000; and in episodes, second run, 2,600; third run, 1,875; fourth run, 1,525; fifth run, 1,125; sixth run, 675."

"Each year examined produced similar results. The case for early runs is even more convincing when we consider that $20.5 million have been collected for second and third runs out of a total of $27 million for all reruns since 1956."

Mr. Migden contrasted the success of the SAG "early pay theory," as opposed to that of "extended or stretched payment over innumerable runs," such as the Writers Guild, who spread their 140% rerun payments over 15 runs. "What happened was that they found themselves deprived of payments as runs stopped short of the 13th run and they found vastly increased collection and policing problems. They found bankrupt and near-bankrupt producers they would have collected from years before had they stayed with six runs. After this experience, they reverted to payment for the first six runs."

"Many of us used to take for granted that most shows played through and beyond the sixth run," Mr. Migden stated. "The facts just do not support it. There have been only 36 series out of some 600 made that went through six runs."

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TV MISINTERPRETED?
Writer says critics of tv seek alternative in etv

Critics of television have misinterpreted the nature of television as an "economic institution" and as a medium of information and entertainment. So says Richard Schickel, writing in the December 1962 issue of Commentary, published by the American Jewish Committee. Mr. Schickel notes that most critics of television have not "fallen silent, apparently awed by the failure of their mass attacks."

Mr. Schickel thinks the critics are concentrating on propaganda for educational television, "hoping to make it a true alternative to the commercial variety, as fm broadcasting has become for a minority of serious radio listeners."

Educational broadcasters, he adds, have difficulty finding money sources for programming competitively and have done little to demonstrate that they can use "good facilities effectively."

Mr. Schickel said he conducted his own survey in New York on the news, documentary, and public affairs programming of the three network outlets (WABC-TV, WCBS-TV and WNBC-TV) one week last fall. He notes that between 6-11 p.m., Sunday-Saturday, the stations had 105 hours of time available.

In his survey, Mr. Schickel found the stations devoted 19% of hours to programs similar to those on the educational channel, and he commented, "most of them were better shows." (Entertainment programs, such as The Defenders, which may have had information of educational value, were not counted as educational-type programs.)

Thus, he said, commercial channels devoted nearly 20% of their prime time to educational tv, "which seems a reasonable proportion to spend on uplift and information." His conclusion is that "educational television mainly duplicates a service already being performed without noticeably improving the quality of that service."

Mr. Schickel recommends that criticism of commercial tv be "alive to the possibilities of the medium in its own right" instead of using critical "standards borrowed from other media."

He also suggests that (1) educational stations ought to spend less time discussing other arts and more in experimenting with the television medium, and (2) commercial tv ought to invest some of its time and money in new experimentation.

Second 'Briefing' scheduled

"State Department Briefing: Disarmament," a program featuring three U.S. officials directly concerned with disarmament, will be telecast later this month and in February on the National Educational Television network (NET) and on Time-Life stations.

The video taped program features statements by the experts and a question-and-answer period. John Steele, chief of the Time-Life Washington bureau, is moderator.

The program will be shown in three stages: the first group of stations will broadcast it Jan. 14, the second on Jan. 28 and the third on Feb. 11.

The briefing is the second in a State Department series entitled State Department Briefings. The first broadcast was shown in September and October.

Intermountain Network has five news bureaus

Intermountain Network Inc., serving 65 radio stations in eight mountain states, announced last week it had completed formation of full-time news bureaus in five of them.

Intermountain News Director Bruce Miller of Salt Lake City will supervise the bureaus in Colorado, Idaho, Montana, New Mexico and Wyoming. The network provides three closed circuit broadcasts from the state bureaus each day for use in locally originated member-station newscasts and a mid-day regional wrap up for all members featuring reports from each of the state bureaus.

The bureaus: Denver, Colo.: KBTR news director Hal Starr; Boise, Idaho: KGEM news director Wendell Weaver; Helena, Mont.: KBLL newsman Terry Bass; Albuquerque, N. Mex.: KDEF newsmen Vern Rogers and Bill Sexton; Casper, Wyo.: KVOC news director Jack Fairweather.
What color tape playback system takes up only 5 1/4" of rack space?

Ampex Colortec color adapter eliminates a complete extra rack of electronics; it fits into a 5 1/4" panel on your Videotape recorder. It gives you color. Bright, beautiful color—with full bandwidth luminance and chrominance signals. Sharp black and white, too. And it's accurate to 3 parts per billion. The luminance and chroma are never separated but are processed together so that the picture is synchronous to 3.58 mc subcarrier to within ± 3 nanoseconds. Furthermore, it's the only color recovery system that meets N.T.S.C. standards.

Operation? Extremely simple with only two principal controls. What do these facts indicate? Simply this: even if you aren't contemplating color transmission yet, Colortec color tape playback system should figure in long-range plans. For details write the only company providing recorders and tape for every application: Ampex Corporation, 934 Charter St., Redwood City, Calif. Sales, service engineers throughout the world.

*TM Ampex Corp.
A tearful parting

It was an emotional scene as James C. Petrillo ended a 40-minute recitation Tuesday of the highlights of his 40-year iron-man rule of Chicago Local 10 of the American Federation of Musicians. His unexpected appearance and spontaneous talk at the installation of new Local 10 officers brought members to their feet in tribute and stirred frequent interruptions of applause.

Mr. Petrillo and nearly all of the Local 10 incumbent officers were voted out in a surprise election upset Dec. 4 by a rebel group headed by society bandleader Barney Richards (Broadcasting, Dec. 10, 1962). Chicago Local 10 boasts 11,000 members and a $5 million treasury. Mr. Petrillo, now 71, retired as president of the national AFM in 1958 but since his Local 10 defeat he has been hired by the AFM as a consultant and will be paid an annual salary of $10,000, a pension of the same amount, and $3,000 expense account plus limousine and chauffeur.

James C. Petrillo

Pay-tv proviso sought by SAG

The membership of the Screen Actors Guild has approved a collective bargaining contract negotiating policy for theatrical films which does not seek wage increases or changes in working conditions. But the policy will insist on the right to re-open a “new contract when direct production for pay television becomes imminent.”

Present SAG contracts provide that pay-tv is “merely an extension of the theatrical boxoffice,” according to a SAG statement.

Guild members approved the new policy in a mail referendum by a 5,279 to 188 vote. Present SAG contracts with motion picture producers expire Jan. 31. The Guild’s tv film contract runs until June 1964.

Columbia U. student fm syndicates programs

WKCR (FM) New York is the student voice of Columbia U. in that city and has built a high level audience through quality programs originated by the station staff. Reaction to its programs have been so good, the station has reported, that it has decided to offer seven of its weekly series to educational and commercial radio stations throughout the country.

Tapes, sold at cost, have already gone to WHK Cleveland, KGMS Sacramento, KCVN-FM Stockton and KULA Honolulu. Prices are $2.95 for half-hour programs; $6.75 for hour-long programs.

The series currently being syndicated:

- United Nations Review, Our Civil Liberties, Ayn Rand Speaks, World of Science, World Art, all 30 minutes, and Blueprint for Disarmament and Music Through the Ages, both one hour.
- Information can be obtained from: Director of Syndication, WKCR (FM), Columbia U., New York 27, N. Y.

Country Music Assn.

Country Music Assn. to meet Jan. 24-25

Officials and board directors of the Country Music Assn. will convene in New York, Jan. 24-25 for their first quarterly meeting of 1963 with their newly elected president, Gene Autry, presiding.

On the meeting’s agenda are tactics for “crashing” Madison Avenue and plans for a combination building and “Country & Western” museum. Also to be discussed is a second station survey on country music programming.

A 1961 survey of U. S. and Canadian am stations conducted by Country Music Assn. showed 84 outlets with a full time country and western format.

CBS announces data for news fellowships

The opening of the seventh annual competition for eight CBS Foundation news fellowships for the academic year 1963-64 was announced last week by the foundation president, Ralph F. Colin.

Applications, which may be submitted until March 1, will be accepted from news and public affairs staff employees of CBS News, CBS-owned radio and television stations, CBS radio and television affiliates, non-commercial educational stations and from teachers of college courses in news and public affairs techniques.

A program of lectures is offered as well as a year of study at Columbia U. The grants average $8,000 to cover university costs and living expenses. Information is available at CBS Foundation Inc., 485 Madison Ave., New York.

Film sales...


Program notes...

NBC-TV signs Mary Martin • Mary Martin has been signed to a contract to appear in a number of special NBC-TV programs, Robert K. Kitner, NBC president, announced last Thursday (Jan. 10). The number of shows was not disclosed. NBC-TV will present Miss Martin in “Peter Pan” in a two-hour color program on Feb. 7 (7-9 p.m.).

New MGM pilot • MGM-TV is scheduled to start filming today (Jan. 14) The Lieutenant, a new hour-long dramatic series, at Camp Pendleton, Calif. Buzz Kulik is directing the pilot, written by Gene Roddenberry, who will also produce the peace-time Marine Corps series for Arena Productions. Norman Felton, executive producer of MGM-TV’s Dr. Kildare and The Eleventh Hour, will serve in that capacity for

Hope to get IRTS award...

Bob Hope was named today (Jan. 14) to receive the International Radio & Television Society’s 1963 Gold Medal. In announcing the selection by the IRTS board of governors, William K. McDaniel, president, said that the decision was based on the performer’s contributions to broadcasting and international good will.

Mr. Hope’s radio career began on NBC Radio in 1938 and his television work, in 1950 on NBC-TV. Presentation of the award will be made at the 23rd anniversary banquet of the IRTS, March 6 in New York.
the new series, the fourth put into production at MGM-Tv for 1963-64. Others are: The Travels of Jannie Mac Pheeters, The Human Comedy and Mr. Novak.

Extras, producers may arbitrate spat

A dispute by Screen Extras Guild with the producers of films for television over the proper pay for stand-ins who work on more than one episode of a series in single days seems headed for arbitration after principals failed to reach a settlement in negotiations.

The union is standing firm on a provision of the SEG contract prohibiting extras from working in multiple pictures for the same day's pay. The producers say the ruling was not intended to apply to stand-ins working on series for which two or more episodes may be filmed together, noting that the stand-in is not on camera and does not appear in the program, so he is not wearing out his welcome with tv audiences through over-exposure.

Instructed by the SEG board to "take any and all steps necessary to resist these unwarranted interpretations of our contract," the guild's executive secretary, H. O'Neil Shanks, and Robert W. Gilbert, legal counsel, are preparing to take the issue to arbitration barring an immediate settlement with the producers, which is considered unlikely.

Mel Blanc comedy records

A long-playing record of short comedy bits for radio stations will soon be released by Mel Blanc Assoc., Hollywood. It will be the first of a series of such records which will be leased on a year's basis, with stations guaranteed exclusivity within a 100 mile radius. An introductory disc has just been finished.

Billed as "The Comedy Ad-Lib Library," the package will include drop-in lines, time signals, station breaks, running gags, lead-ins to commercials and weather, one-minute vignettes and vocal sound effects. New supplementary material will be sent to each station every 45 days.

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<th>Rank</th>
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<th>6-11</th>
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<td>World of Color (NBC)</td>
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* Percentage of viewers familiar with a show who consider it "one of my favorites." Copyright Home Testing Institute Inc., 1962.
Will House put an end to Rayburn ban?

SPEAKER MCCORMACK REPORTED READY TO HEAR RADIO-TV ACCESS CASE

The long shadow of the "Rayburn Rule," still cast over the proceedings and committee hearings of the House even though the late Speaker Sam Rayburn has been dead more than a year, could be lifted if the House adopts any of several bills introduced last week.

Two Michigan representatives, George Meader, Republican, Martha W. Griffiths, Democrat, each introduced two access bills when Congress convened Wednesday. Both are seeking access to House proceedings for microphones and cameras, but they approach the subject from different positions.

Rep. Meader would authorize committees to permit coverage of public hearings.

Rep. Griffiths thinks broadcast newsmen and photo journalists should have the right to cover public hearings and suggests floor proceedings might be reported on a pool basis.

A group of broadcast newsmen was trying last week to arrange a date with Rep. John W. McCormack (D-Mass.), the present speaker, to explain how electronic and photographic equipment can be used without demeaning the dignity of the House. Speaker McCormack was pictured before Congress convened as "open minded" about access and "glad to discuss it" (CLOSED CIRCUIT, Dec. 31).

Refuses Change - Last year Speaker McCormack went along with Speaker Rayburn's historic interpretation, first articulated by the Texan in 1952 and repeated in 1955. The Massachusetts lawmaker said last year, "The chair intends to follow those opinions [as formulated by Speaker Rayburn] until such times as the House, by its own action in amending the rules, provides for a different method of proceeding" (BROADCASTING, Jan. 22, 1962).

Under the Republican-controlled Congress in 1953-54 Speaker Joseph W. Martin (R-Mass.) allowed broadcasters to cover public hearings of House committees.

The Senate authorizes its committees to permit access to broadcast and photographic media.

Radio and television newsmen may cover House business without their broadcast equipment and must rely on impromptu corridor news conferences for photographic or tape coverage.

Rep. Meader, who for several years has offered bills to change the House rules and provide broadcast access, last week introduced two proposals to amend Rule XI of the House—one a permanent (H Res 53) and the other a temporary or experimental change (H Res 54).

Rep. Meader's last proposal to authorize a permanent rule change was killed in the Congress by an 8-6 vote of the House Rules Committee under Chairman Howard W. Smith (D-Va.) (BROADCASTING, Feb. 27, 1961). It was understood then that a vote in favor of such equipment which would be located in a "portion of the gallery of the House of Representatives as may be necessary."

Objections by House members to live coverage of floor proceedings usually centers on aversion of some to the public seeing them or their colleagues engaged in such "undignified" activities as reading newspapers or magazines or dozing, as some have been seen to do from time to time. A "reputable" representative, it is thought, would use discretion and avoid showing such scenes.

Robert Fleming, outgoing president of the Radio & Television Correspondents Assn., has said Speaker McCormack has expressed interest in hearing broadcasters' arguments for access. Capitol Hill correspondents familiar with congressional thinking on the access problem and who are personally acquainted with congressmen, hope they (the newsmen) would be able to show the speaker that broadcast coverage has "grown up" since Sam Rayburn first banned broadcasters more than a decade ago.

Magnuson wants Cox to stay for full term

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, said last week he'd like to see his political protege, Broadcast Bureau Chief Kenneth A. Cox, nominated by the President and certified by the Senate for both the unexpired term to be vacated by T. A. M. Craven and the succeeding seven-year term.

So far the President has indicated only that he intends to nominate Mr. Cox for the five-month period left in the term of Commissioner Craven, who reaches the mandatory retirement age of 70 on Jan. 31.

Sen. Magnuson said Thursday he hopes the nomination of Mr. Cox will be "sent up like Minow's." FCC Chairman Newton N. Minow was approved by the Senate in March 1961 for both a four-month period remaining from an expired interim appointment held by a predecessor and a nomination by President Kennedy to a regular term. Mr. Minow replaced Eisenhower appointee Charles H. King.

An administration spokesman said last month that Mr. Cox was scheduled for a full seven-year term.

BROADCASTING, January 14, 1963
Why do they put periscopes on submarines?

The only logical way you can see where you’re going is to look ahead. This wisdom is just as profound for people in the business of broadcast advertising as for skippers of submarines.

Radio and television are entering 1963 after tracking a turbulent course through 1962. What’s ahead in 1963? Where will broadcasting run into heavy weather; where will the sailing be smooth?

Will radio and television, in 1963, increase their share of the advertising dollar? What changes are in store in audience patterns and ways of evaluating them, in marketing techniques, in radio and television facilities? How do the experts in broadcast advertising look at the new year; what do they say and why do they say it?

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

And that is exactly what a special issue of Broadcasting Magazine, scheduled for publication next February 18, will be called . . . “Perspective ’63.” Its many pages of special reports will add up to a chartered course for the year ahead.

Among all publications, only Broadcasting is equipped by skills, by staff and by the experience of years of growing up with radio and television to attempt so comprehensive an analysis. Each of the special Perspective issues that Broadcasting has published in past years has become a standard source work for the important decision-makers in broadcast advertising. Perspective ’63, like its predecessors, will be kept, studied and re-read for months after its issue date.

Within the framework of such a basic working tool for advertising men, your message takes on special value. Through Broadcasting—in any issue—you command a guaranteed circulation of over 27,000. But in Perspective ’63, your advertisement will command extra pass-along and re-readership that will make this the best buy of your year.

If you haven’t reserved space yet in Perspective ’63, we suggest you up-periscope and sound your klaxon. It will be heard (on your behalf) in all the most important and profitable places.

Deadline for advertising: Final deadline February 9.

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

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

Broadcasting
The Businessweekly of Television and Radio

1735 DeSales Street, N. W., Washington 6, D. C.
A member of the Audit Bureau of Circulations
**FCC CLEARs MID-FLOrDA**

Tells court Orlando grant should be reconsidered but that licensee is innocent of any wrongdoing

Mid-Florida Television Corp. appeared assured last week that the FCC will reaffirm its grant of ch. 9 (WLOF-TV) in Orlando.

The commission, in a report to the U.S. Circuit Court of Appeals in Washington, D.C., said the grant, made in 1957, should be reconsidered in view of the off-the-record efforts to influence the vote of former Commissioner Richard A. Mack.

But the commission concluded its review of the case by clearing Mid-Florida principals of any taint of wrongdoing (At Deadline, Jan. 7). The vote was 4-1, with Chairman Newton N. Minow dissenting in part and commissioners T.A.M. Craven and E. William Henry not participating.

The commission's report was requested by the appeals court after it was remanded there by the Supreme Court in 1958. The case was in the courts when the Old House Legislative Oversight Subcommittee disclosed the off-the-record contacts.

The commission, in its report, agreed with the finding of Hearing Examiner James D. Cunningham that William Dial, a former Mid-Florida attorney, had twice attempted illegally to influence Mr. Mack. But it disagreed with Mr. Cunningham's conclusion that Mid-Florida knew of these contacts and approved of them.

**Sworn Statements** - The commission cited the sworn denials on the part of both Mr. Dial and Mid-Florida principals that he had ever told them of his contacts with Mr. Mack. The report also cited the lack of affirmative evidence rebutting those sworn statements.

The commission, however, said Mr. Mack should have disqualified himself from participating in the case. Since he didn't, the commission added, the case should be "reconsidered on its merits." The commission said the consideration will be on the basis of the existing record.

Mid-Florida is owned by Joseph L. Brechner, 38%; Vasil Polyzios, 14.76%; Harris H. Thomson, 10%, and others. Messrs. Brechner, Polyzios and Thomson own 100% of WLOF.

In his dissent, Chairman Minow agreed that a new decision should be issued. But he said the record raises questions about the qualifications of both Mid-Florida and its competitor for the license, WORZ Inc. He said the court should authorize the commission "to decide—after a new oral argument—whether to grant one of the existing applications or to reopen the record for new applications."

The chairman, in substance, agreed with the hearing examiner's finding that Mid-Florida's principals knew of and ratified Mr. Dial's improper approaches.

"The record does not justify the majority's reversal of this finding," he said.

His reference to WORZ apparently dealt with charges, made during the 1957 hearing, of misrepresentations on the part of that company's principals.

**Mid-Florida Not To Blame** - In asserting that Mid-Florida was not to blame for Mr. Dial's illegal contacts with the former commissioner, the commission majority said the record shows that "Mid-Florida was unaware of Dial's discussions . . . with Mack until their occurrence was revealed" by the congressional investigation.

"Thus, it is concluded," the report

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**Magnuson could take over space committee, probably won’t**

A possibility existed last week that Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, might give it up for the chairmanship of the Aeronautical & Space Committee vacated by the death of the late Sen. Robert S. Kerr (D-Okla.) (Broadcasting, Jan. 7).

Despite his statement that he was considering the idea, however, Sen. Magnuson seemed more likely to stay where he is and permit Sen. Clinton B. Anderson (D-N.M.), next ranking Democrat on the space unit, to take the post.

This maneuver would allow Washington’s junior senator, Henry M. Jackson, to move into Sen. Anderson's post as chairman of the Interior & Insular Affairs Committee, a seat traditionally held by westerners.

The resulting chairmanship lineup then would give the State of Washington control of two committees.

Such would not be the case if Sen. Magnuson exercised his prerogative and took the space post. If he did so, Sen. Jackson would remain ranking Democrat on the interior committee, but control of the commerce Committee probably would go to Sen. John O. Pastore (D-R.I.), presently chairman of the Communications Subcommittee.

Meanwhile, Sen. Anderson, whose home state counts government as its major industry (an estimated $1 billion in military and space projects and other government work), was said by his aides to be actively considering the space chairmanship and probably would take it if it were available. The New Mexico senator attained a long-sought goal when he succeeded last year in obtaining passage of bills which authorize about $210 million in water projects for his state. Keenly interested in the development of nuclear energy for space propulsion (New Mexico is the number one domestic source of uranium ore), Sen. Anderson was the key man in getting President Kennedy to visit Los Alamos in a widely-publicized, cross-country inspection of U.S. military and research centers last month.

To get the space post, however, Sen. Anderson waits on the pleasure of Sens. Magnuson and Richard B. Russell (D-Ga.), chairman of the Armed Services Committee, who ranks ahead of Sen. Anderson on the space committee. There was no expression from the southerner that he is interested in the space post.

Why Sen. Magnuson's announced interest? Some who know the senator thought last week he was "frying a few fish"—holding out for something else—but what that might be wasn’t being discussed.
ARB® Special Tabulations from available television audience data . . .

... create invaluable opportunities for research tailored to your precise needs. Thousands of viewer records offer practically unlimited possibilities for cross-tabulations of data. Cumulative studies, audience flow analyses, commercial preferences and many other audience estimates give you new and important information for television audience evaluation.

Standardized procedures make Special Tabulations quick and inexpensive. And because of the vast amount of data on hand — in diaries, punched cards and computer tapes — capable ARB researchers can go right to work immediately, with no new survey costs involved for clients. When you need research of a specialized nature, call ARB. There will more than likely be an economical Special Tabulation to give the answer.

ARB Special Tabulations Fact Sheets provide important details of extra measures of audience available to clients. If you haven't already received your ARB Special Tabulations Fact File, notify your ARB representative today.
That certain smile didn’t come from White House officials

Tv may be limited to pool coverage of future White House-sponsored events because a White House official didn’t like the NBC coverage of the Mona Lisa ceremonies of the National Art Gallery in Washington last Tuesday.

The White House official is Andrew T. Hatcher, associate news secretary to President Kennedy. He objected to a portion of the narration by Martin Agronsky, NBC Washington commentator.

In his on-minute, voice-over-film, Mr. Agronsky referred to the ceremonies as being “considerably marred by a complete failure of the loudspeaker system. Elevators failed too. Although artistically and diplomatically the event was a triumph, mechanically it was an incredible fiasco. All could look but none could hear, . . .”

Published reports labeled the event a debacle, and one of the worst social flaschos of the Kennedy administration.

Mr. Hatcher’s umbrage was particularly acute because the tv program was transmitted to Europe via “Relay” on Wednesday morning. He chided Mr. Agronsky for mentioning the difficulties, said part of the problem was caused by tv camera lights, and remarked that from now on, as far as he is concerned, tv coverage of White House events would be by pool only.

When Mr. Agronsky demurred that his narration was objective, Mr. Hatcher responded that maybe he was too objective.

Mr. Hatcher explained the next day that his call to Mr. Agronsky was a personal one and not an official White House complaint. He said he was particularly miffed at the mention of the embarrassments at the ceremonies because he had taken care of a last-minute request from NBC for an extra camera position. He repeated his feeling that from now on White House functions should be pooled for tv.

An NBC News spokesman in Washington explained that the first instructions were that each network would be permitted only one camera position. Early Tuesday afternoon, when NBC learned one of the newshy services had three positions, the network complained to the White House. When the White House approved a second position for NBC late in the afternoon, a camera crew was pulled off another story and rushed over to the gallery.

said, “that Mid-Florida did not secure, aid confirm, ratify or have knowledge of Dial’s conversations with Mack, and that nothing revealed . . . can be held to detract from Mid-Florida’s qualifications as a licensee.”

The commission said that although Mr. Mack should have disqualified himself, there is no way of determining whether his vote was actually influenced by the off-the-record contacts. But, the report added, “we deem it proper to resolve any residual doubts” in favor of WORZ and conclude that Mr. Mack’s failure to disqualify himself requires that the 1957 decision be reconsidered.

The commission emphasized its satisfaction with the character qualifications of Mid-Florida by turning down that company’s request for a hearing to receive evidence on the reliability and integrity of Mid-Florida’s principals. The commission said it has, in effect, already accepted Mid-Florida’s position “insofar as the reliability and integrity of its principals are involved.”

Microwave may lose license

An FCC hearing examiner last week advocated denying a license renewal to a point-to-point microwave station, KAQ71 in Turkey Ridge, S. D., citing commission rules which require that microwave stations devote at least 50% of their service time to the public.

Examiner Asher H. Ende’s initial decision held that KAQ71, owned by Allen C. Harmes, confined its service solely to Palace Transvideo Co., a catv system serving Mitchell, S. D. Since Mr. Harmes also owns Palace, Examiner Ende found that there was “no basis for affording the applicant a continued opportunity to hold itself out as a communications common carrier.”

Communications Act report for FCBA

The report of the special Federal Communications Bar Assn. committee proposing basic changes in substantive provisions of the Communications Act of 1934 will be presented to the membership of the association at its annual meeting Friday, Jan. 25, at the Willard Hotel, Washington.

The presentation will be made by Leonard H. Marks, committee chairman. Included will be summaries of the monographs prepared by subcommittees headed by W. Theodore Pearson, dealing with Sec. 326, the anticensorship provision; by Philip G. Loucks, relating to Sec. 315, the political section; by Reed Rollo, concerning Title II, the common carrier provisions, and by Mr. Marks and J. Roger Wol- lenberg, on revision of the structure and functions of the FCC.

In its notice to the membership, FCBA President Harold E. Mott underscored the importance of the presentation “which may well have far-reaching effects.”

Mr. Marks pointed out that in the opinion of the committee reforms are “long overdue.” He added: “It is hoped that the recommendations of this committee will result in fundamental changes in the structure of the commission and the Communications Act, which has not been changed materially in 28 years in spite of the phenomenal growth of the telecommunications industry.”

The luncheon and business meeting, at which new officers will be elected, will be followed by the association’s annual banquet, which will be held at the Sheraton-Park Hotel in Washington. The Gene Krupa Jazz Quartet and song stylist Hildegarde will be the featured entertainment. Tickets are $13.50 per person and may be reserved through Charles J. McKerns, 600 Munsey Bldg., Washington 4, D. C.
When reliability really counts—as it does in broadcasting—be sure with tubes custom-designed and tested for the job.

Sylvania engineers traveled the country—met with engineers and maintenance groups in broadcasting, public service radio, industry, the airlines—listened to their problems and studied them. From this came GB Gold Brand, a superior line of new and upgraded tubes, each tailor-made to a specific job. A given tube may have, for example, low noise, exceptional stability or vibration resistance. Or a critical parameter may be as much as three times the usual value. In each case, performance and reliability have been verified by actual user experience as well as laboratory testing.


Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main St., Buffalo 9, N. Y.
NBC-PHILCO TAKE BREATHER

FCC examiner recedes hearing until Feb. 11 to decide if Philco can withdraw from case

The many-sided hearing involving the NBC-Philco fight over Philadelphia’s ch. 3 and the network’s proposal to exchange its Philadelphia properties for RKO-General stations in Boston was moved to an FCC back burner last week until Feb. 11.

Chief FCC Hearing Examiner James D. Cunningham on Monday continued the hearing to that date to give the FCC time to act on the joint request of NBC and Philco Broadcasting Co., that the latter’s application for a new station on ch. 3 be withdrawn (BROADCASTING, Jan. 7).

The Review Board, which could have handled the case first, sent it directly to the commission instead.

In their petition, the two parties said NBC has agreed to pay Philco an amount “not in excess of $550,000” as recompense for its legal, engineering and other expenses incurred in prosecuting its ch. 3 application.

An itemized accounting by Philco Broadcasting President Joseph H. Gillies, also filed with the commission, puts the total at $523,396.13. Both sides agree, however, to abide by any reduction resulting from FCC disapproval of any costs.

The largest amount, according to the report, was $352,429, charged to the Washington law firm of Weaver & Glassie. Other major items were $82,099, to W. I. Breathard Jr., Philadelphia, consultant on television matters; $23,738, to Jules Cohen, Washington, D.C. consulting engineer; and $10,600, to Philip Deichert, Philadelphia attorney.

NBC Board Chairman Robert Sarnoff had been scheduled to testify Monday, when the hearing was to have turned to the comparative issues involved in the applications by NBC for renewal of its WRCV-TV license and by Philco for a new station on ch. 3.

Report on Agreements • But in view of the series of agreements already reached between RCA-NBC and Philco and its parent Ford Motor Co., the hearing was devoted mainly to a report by NBC attorney Irving Segal on those accords. In addition to the petition to withdraw Philco’s application, the agreements provide an end to longstanding patent-right litigation, with RCA agreeing to pay Philco $9 million for patent rights owned by the latter.

Mr. Segal stressed that the patent-rights settlement is completely independent of the agreement to withdraw Philco’s ch. 3 application.

Ernest Nash, attorney for the Broadcast Bureau, which is also a party to the proceeding, suggested the recess to give the commission an opportunity to act on the withdrawal request.

In the petition for withdrawal, NBC said approval by the FCC would speed a decision on the network’s application for a renewal of WRCV-TV and, thereby, allow it to move faster in meeting its obligation, under a Justice Dept. consent decree, to dispose of its Philadelphia properties.

Philco said its withdrawal would enable its executives to devote more time to the job of “re-establishing Philco Corp. as a major competitive force.” The company also noted that in view of the 18-month extension given NBC last month to dispose of its Philadelphia stations (BROADCASTING, Dec. 24), there is no danger of the city being deprived of ch. 3 television service.

Issues Remain • NBC is seeking renewal of its WRCV-TV license as a first step in its proposed swap of WRCV-AM-TV for RKO-General’s WNAC-AM-TV and WRKO (FM). If the commission approves the Philco withdrawal, however, it will still have to decide whether NBC is entitled to a renewal. Philco, in prosecuting its application for ch. 3, charged the network with antitrust activities in allegedly pressuring Westinghouse Broadcasting Co. into exchanging its Philadelphia properties for NBC stations in Cleveland. In addition, some public witnesses may be called by the Broadcast Bureau.

According to papers filed with the commission, the first contact in the negotiations leading to the agreements was made last fall, in a telephone call from Robert L. Werner, executive vice president and general attorney for RCA, to Wright Tisdale, vice president and general counsel for Ford.

The document said that, in discussing the ch. 3 case, Mr. Tisdale reported Philco’s willingness to dispose of the matter by buying WRCV-TV. Mr. Werner reportedly rejected this proposal and countered with the offer to reimburse Philco for its expenses if it withdrew its application.

Philco and RCA were also said to have attempted to negotiate their differences in January 1957, after Philco instituted its patent-rights damage suit against RCA. But these talks, which also involved the protest Philco filed to NBC’s ch. 3 renewal application in 1957, proved fruitless.

‘Charlie Walker case’ to be appealed

FCC REAFFIRMS DECISION DENYING WDKD RENEWAL

The question of whether the FCC was correct in denying a license renewal in “the Charlie Walker case” is headed for a court determination.

The commission, in an order issued last week, reaffirmed its decision to deny the license renewal of WDKD Kingstree, S. C. But the station says it will appeal the order to the U. S. Circuit Court of Appeals in Washington.

The commission had denied the renewal application of E. G. Robinson Jr. on the grounds that former WDKD air personality Charlie Walker had broadcast material that was coarse, vulgar and suggestive, and that Mr. Robinson had lied to the commission in denying he was aware of the content of the Walker programs (BROADCASTING, July 30, 1962).

In its order last week the commission rejected WDKD’s argument that only the federal courts, acting under the obscenity statute, have jurisdiction in cases involving charges of the type leveled at the Walker broadcasts.

The commission also denied WDKD’s contentions that it had erred in concluding that Mr. Robinson had made misrepresentations and that the commission should have given Mr. Robinson prior warning before moving to strip him of his license. In saying that only the federal courts have jurisdiction in such matters, the commission said, the station is arguing that “a licensee may devote a very substantial percentage of its broadcast time—perhaps over 75%—to coarse, vulgar, suggestive programming.”

And, if such programming were not found obscene within the meaning of the federal statute, the commission added, the FCC would have to find such programming to be in the public interest and renew the station’s license. But, it added, “nothing in the legislative history of the [Communications] Act or pertinent court decisions would indicate such a narrow compass for the public interest standard.”

Regarding Mr. Robinson’s alleged lack of candor, the commission said “the record conclusively indicates Robinson’s disposition not to deal with the commission in the forthright manner expected of licensees and supports a finding of misrepresentation.”

The commission authorized Mr. Robinson to operate the station until Feb. 8 to wind up his affairs. But an appeal would have an effect of staying the order until the court acts.

The commission vote was 6-0, with Commissioner E. William Henry not participating.
TV viewers see it on a tube—where today’s best-selling pictures come from Scotch® BRAND Video Tape

On a movie screen your commercial may rate Oscars; but on the family tv it can lay there like cold popcorn. Trouble is, home audiences don’t view it theatre-style. It reaches them (if at all) on a tv tube. And the optical-electronic translation loses sharpness, presence, tone scale gradations, and picture size.

On the other hand: put your commercial on “Scotch” BRAND Video Tape, view it on a tv monitor, and see what the customer sees—an original, crystal-clear picture with the authentic “it’s happening now” look of tape. No second-hand images, no translation, no picture cropping. Video tape is completely compatible with your target: America’s tv set in the living room.

Proof of the picture’s in the viewing! Take one of your filmed commercials to a tv station or tape production house and view it on a monitor, side-by-side with a video tape. You’ll see at once why today’s best-selling pictures come from “Scotch” Video Tape.

Other advantages with “Scotch” Video Tape: push-button speed in creating unlimited special effects, immediate playback, and no processing wait for either black-and-white or color. For a free brochure “Techniques of Editing Video Tape”, write 3M Magnetic Products Division, Dept. MBX-13, St. Paul 19, Minn.
Are Reds infiltrating Pacifica stations?  
SECURITY GROUP HAS CLOSED HEARINGS TO FIND OUT

The Senate Internal Security Subcommittee began closed-door hearings last week on the Pacifica Foundation, operator of three listener-supported radio stations—and promptly set off one of the first rows of the new Congress.

Sen. Thomas J. Dodd (D-Conn.), acting chairman, said the subcommittee was looking into reports that Communists were attempting to infiltrate the chain, composed of KPFA (FM) Berkeley, KPFK (FM) Los Angeles, both California, and WBAI (FM) New York.

The senator, in a statement read to the witnesses in executive session and later given to reporters, said Communists control over the mass media "would present the gravest threat to our national security."

He said Congress might be justified in finding that anyone who is a member of a so-called subversive organization be identified as such if he appears as a commentator on radio or television. He said a similar identification might be required of anyone writing a by-line article.

Engle Asks Explanation  
Ordinarily, the Internal Security Subcommittee maintains a complete silence on matters pertaining to executive sessions. Sen. Dodd's statement came in a reply to a demand from Sen. Claire Engle (D-Calif.) that the subcommittee explain its investigation of Pacifica.

The American Civil Liberties Union, the American Jewish Congress and the Socialist Party assailed the hearing in separate statements, calling it an invasion of constitutional rights and an attempt to determine what the public shall see and hear on television and radio.

The AJC, in addition, urged FCC Chairman Newton N. Minow to appear as a voluntary witness and protest the hearing.

Complaints were voiced also by two Republican members of the subcommittee, Sens. Kenneth Keating, of New York, and Roman L. Hruska, of Nebraska. They said they had not been briefed about the hearing and that the inquiry shouldn't have begun before all members knew what was involved.

Seven witnesses were subpoenaed to testify at the hearings, which began Thursday. They included: Trevor Thomas, president of Pacifica; Peter H. Odegard, former president of Reed College in Oregon and now professor of political science at the U. of California; and Harry Plotkin, Washington, D. C., counsel for the foundation.

The other witnesses were Dorothy Healey, who identified herself as "chief spokesman" of the Communist Party of Southern California and who has broadcast bi-monthly over KPFK (FM); Jerome Shore, executive vice president of Pacifica; Joseph Binns, station manager of WBAI; and Pauline Schindler, a retired school teacher who formerly taught in Los Angeles County and El Centro, Calif.

From Left to Right  
The Pacifica stations, according to Mr. Odegard, devote about 70% of their programming to music, the theatre, literature and the arts. Foundation officials say that the three stations also provide forums for speakers representing a wide range of political beliefs that their associations are always reported.

Dr. Odegard, in a statement to the subcommittee, said the foundation "believes that the American people are entitled to have access to the full spectrum of ideas from right to left that compete for attention in the vast arena of government and politics."

Mr. Thomas was questioned for 2 1/2 hours. He told reporters later that the subcommittee asked him about the origins of Pacifica and about many commentators who had appeared on Pacifica stations over the years.

Mr. Thomas said he answered all questions, but that some of the commentators in whom the subcommittee was interested appeared on the stations before he became associated with the foundation two years ago and were unknown to him.

Mrs. Healey, who said she refused to answer all questions put to her by the subcommittee, said the only one she was asked that dealt with Pacifica was whether she was "a well-known" radio commentator having a program on KPFK. Mrs. Healey also told reporters she has appeared on many television and radio stations in the Los Angeles area.

The witnesses generally had no criticism of their treatment by the subcommittee. The subcommittee's manner was "civilized," said Mrs. Healey. "The inquiry is what is barbaric."

Held to local issues, Collins won't testify

NAB President LeRoy Collins will not be among the 150 expected witnesses Jan. 28 when the FCC opens its inquiry into local tv programming offered by the three stations in Omaha.

Col. Collins, of the FCC Friday (Jan. 11) he will not testify because the agency has limited his remarks to issues that "are obviously local in nature." NAB had sought to intervene as a party, a request the commission denied in limiting the association's appearance to testimony on the issues involved in the hearing (Broadcasting, Dec. 24, 1962).

"My position on hearings of this type is well known," Gov. Collins told the FCC. "I reiterate my contention that they are not well advised; that they do not serve a useful purpose; that they do more injury than good, and that they should be discontinued." He said NAB will file a statement within 30 days after the hearing closes "detailing its opposition to such proceedings."

Under the FCC's ruling limiting the NAB to testimony on the issues, the NAB president said he was left with no choice "but to decline the opportunity to make a formal appearance."

He expressed confidence that the FCC will determine that the three Omaha stations—KMTV (TV), KETV (TV), and WOW-TV—"not only have discharged their obligations under the law, but have gone far beyond this in serving the best interests of their community."

Moss plans probe on government secrecy

Preparations were underway in the House last week for new, far-reaching investigations of secrecy in government agencies and a review of the Kennedy Administration's news policies.

The Special Subcommittee on Government Information, headed by Rep. John E. Moss (D-Calif.), would, if reconstituted by its parent committee:

- Form panels of media representa-
The most advanced achievement in recorder engineering to date, the superb new remote-controlled professional Sterecorder 777 series features the exclusive and patented Sony Electro Bi-Lateral 2 & 4 track playback Head, a revolutionary innovation that permits the playback of 2 track and 4 track stereophonic or monophonic tape without track width compromise—through the same head!

Included in an array of outstanding features are individual erase/record/playback heads, professional 3” VU meters, automatic shut-off, automatic tape lifters, an all-solenoid, feather-touch operated mechanism, electrical speed change, monitoring of either source or tape, sound on sound facilities, and an all-transistorized military plug-in type circuitry for simple maintenance. The three motors consist of one hysteresis synchronous drive motor and two hi-torque spooling motors.

Unquestionably the finest professional value on the market today, the 777 is available in two models, the S-2 (records 2 track stereo) and the S-4 (records 4 track stereo). Both models can reproduce 2 and 4 track tapes.* And, the Sterecorder 777 models will integrate into any existing component system. $595 complete with portable case and remote control unit.

*Through the exclusive Sony Electro Bi-Lateral 2 and 4 track playback head.

Sony has also developed a complete portable all-transistorized 20 watt speaker/amplifier combination, featuring separate volume, treble and bass controls, mounted in a carrying case that matches the Sterecorder 777. $175 each.

Also available is the MX-777, a six channel all-transistorized stereo/monophonic mixer that contains six matching transformers for balanced microphone inputs and recorder outputs, individual level controls and channel selector switches, Cannon XL type receptacles, a switch to permit bridging of center stage solo mike. $175 complete with matching carrying case.

The first/complete/portable/all-transistorized/high fidelity/professional recording & playback system: $1120 complete. Sold only at Superscope franchised dealers. The better stores everywhere.

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tives to examine stand-by plans drafted by the administration for use in national emergencies and limited crises (such as the Cuban flare-up last fall).

- Continue its follow-up program on complaints submitted to the subcommittee by newsmen, congressmen and other citizens.

Rep. Moss, who has headed the information watchdog unit since it was chartered by Government Operations Committee Chairman William L. Dawson (D-Ill.) in 1955, characterized future congressional work on information as of "major significance," and said he thought control which the government might seek to impose on communications media at time of crises were "critically important."

While confident that responsible persons in news media don't want to broadcast harmful information, Rep. Moss said he thought these newsmen want to know what's expected of them and what plans are being considered.

Their views on those plans should be heard, he added. Broadcast media are especially sensitive to such emergency information plans because of the immediacy with which they can relay news.

"News Managing" - The California congressman has made it clear he is not allowing his close relationship to the administration (he is deputy House whip) stand in the way of subcommittee efforts to investigate "news management" admitted by the Pentagon's news chief at the end of the Cuban crisis. The subcommittee changed some of its tactics when the Kennedy people moved into control of government agencies two years ago, Rep. Moss explained, but this served to increase the unit's ability to make progress. With the Kennedy administration, the subcommittee staff has been able to get the attention of top-level agency officials, he said.

City of Oakland Park opposes WIXX license

The City of Oakland Park, Fla., told the commission last week that it should not license WIXX, that city, because the station is reneging on its originally proposed programming and that the application should be designated for rehearing.

The City Council, acting for Oakland Park, said that WIXX announced that it will present an all-Negro format, rather than the format of good music, news and community service as proposed in its original application for 1520 kc. Oakland Park told the commission that WIXX could not provide first service to it through an all-Negro format since there are no Negroes residing in the community.

The commission was told that the application for WIXX represented an effort to serve nearby Fort Lauderdale and that if the station is licensed, Oakland Park will be deprived of its preferred position under commission rules that the WIXX frequency, which is allocated to Oakland Park, program first to the community in which it is licensed.

Because WIXX would not serve the public interest by being licensed, its application should be set for rehearing and Oakland Park supports any other applications for the frequency, the city statement said.

WIXX is owned by Albert S. Tedesco and operates on 1520 kc with a power of 1 kw daytime.

Prettyman calls for permanent conference

The establishment of a permanent Administrative Conference of the United States has been recommended to President Kennedy by E. Barrett Prettyman, retired District of Columbia circuit judge and chairman of the existing conference.

In a Dec. 17 letter to the President, released Jan. 6, Judge Prettyman, for himself and members of the conference, suggested that an Administrative Conference be organized to provide "means by which agencies in the federal government may cooperatively, continuously and critically examine their administrated processes and related organizational problems."

The proposed conference would be composed of a council and an assembly, with a paid chairman appointed by the President and confirmed by the Senate for a five-year period. Its salary should be equivalent to that provided an undersecretary of cabinet rank.

Aside from the technical problems of administrative procedure the conference should also provide an "authoritative, impartial" means for securing public answers to "difficult ethical problems that sometimes arise in administrative proceedings." This would be done through a committee of five, elected by the Assembly.

Also recommended was the continuance of the present conference until Dec. 31, 1964, or until Congress passes legislation establishing a permanent body.

The conference was appointed by President Kennedy by executive order in April 1961. Among its activities were two recommendations to the FCC involving broadcast applications.

In a recommendation on mutually exclusive broadcast applications the conference suggested that the FCC provide a system of qualitative priorities under which some applicants would be automatically preferred over others.

It also recommended that the FCC discontinue formal hearings where no questions of substantial material fact are involved; increase the power of hearing examiners, and "fuller" publicize the criteria employed in judging station program proposals.

FCC takes advice of Booz, Allen & Hamilton

REVAMPS ENGINEERING & MONITORING BUREAU

The organization survey of the FCC made by Booz, Allen & Hamilton, for the Bureau of the Budget, has resulted in a new functional division set-up of the commission's Field Engineering & Monitoring Bureau it was announced last week.

Under the new organization the field office is simplified from four divisions to three, and has been given a new name—Field Offices Division. The old subdivisions of Field Operating, Engineering, Monitoring, and Inspection are to be streamlined into Field Offices, Monitoring Systems and Engineering & Facilities, effective March 1. These offices will continue under the head of an office of the chief of the bureau, the commission said.

The Field Engineering & Monitoring Bureau, according to the commission, is responsible for all field engineering activities relating to broadcast stations, including station inspection, surveys, monitoring, direction finding, and signal measurement and investigations, as well as suppression of interference, the inspection of devices possessing electromagnetic radiation characteristics and related investigations.

Divide by Three - Like the parent office, each of the three sub-offices are again divided by three. Field Offices will be made up of the branches of Operator & Examination, Inspection & Measurement, and Investigation & Certification. The Monitoring System Division comprises Operations, Methods & Review: Contracts, and Liaison. The Engineering & Facilities Division, will be set up as the offices of Standards & Facilities, Antenna Survey and Equipment Construction & Installation.

The office of the chief includes an associate and assistant bureau chief, as well as an administrative branch responsible for planning, coordinating and managing the bureau personnel. The bureau also includes a legal advisor for the operations and functions of that office.
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A Distortion-free optical quality glass is used in all G-E Image Orthicon faceplates • Fibre-optics faceplates prevent picture distortion

B Photocathodes—Spectral response close to that of the human eye permits portrayal of scenes in nearly their true tonal graduation • Individual processing for each tube guarantees uniformity of characteristics and maximum sensitivity

C Semiconductor (MgO) thin-film target gives high sensitivity with only 1 ft.-c for black-and-white pickup...only 40 ft.-c needed for color • 0.000002" thick, MgO target gives: greater resolution • extremely long life • no stickiness • improved depth of focus • no target raster burns—GL 8092—GL 7629

D Glass target only 0.0001" thick prevents loss of resolution due to lateral charge leakage • Specially selected optical quality glass is free of imperfections—GL 5820A—GL 7293—GL 8093

E Electroplated target mesh, with 560,000 openings per square inch, improves picture detail, prevents moire and mesh-pattern effects without defocusing

F 750-line field mesh screen—makes the scanning beam approach the target perpendicularly over the entire area • improves corner resolution • diminishes white-edge effect • Shading and dynamic match for color pickup are excellent • Set-up time is reduced

G As an added precaution against moisture contamination, dry inert gas is blown through the envelope prior to exhausting and sealing • Longest tube life is assured

H To prevent contamination from dirt, dust or moisture: All personnel wear lint-free clothing • operators wear nylon gloves or finger guards • assembly rooms are pressurized, the air super-cleaned, and humidity controlled

I Precision manufacture, plus accurate spacing and alignment of all components, assures uniform signal gain in the multiplier section • Dynode material and design, plus a 0.0012" aperture, allow sharper target focus • No compromise between sharpest focus and dynode blemishes appearing in background • Less set-up time required

J Performance testing—Every tube tested prior to release to customer • Tests are made in G.E. and other-make cameras to guarantee highest picture quality and complete operational flexibility

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GENERAL ELECTRIC

BROADCASTING, January 14, 1963
The FCC's mailbag was filled as never before with complaints about broadcasting during the fiscal year that ended June 30, 1962, and the commission disciplined stations to an unprecedented degree.

So says the commission's 25th annual report to Congress. The 163-page document, released Sunday (Jan. 13), covers all phases of the commission's activities.

The report said it received "over 12,000" letters of complaint, "a substantial increase over the previous year." About 35% were said to be about programming, "the largest single category being objections to specific programs on the basis of excessive crime and violence."

Substantial numbers of complaints were received also about station commercial practices (including overcommercialization), loud commercials, false and misleading advertising, and the advertising of liquor, tobacco "and other controversial products."

Political Broadcasts • There was also a noticeable rise in the number of complaints about political broadcasting under the commission's 1949 "fairness doctrine," as well as about the equal-time rights of political candidates under Sec. 315 of the Communications Act.

The commission reported that during the five months from January to June, 1962, it received 418 complaints about the broadcast treatment of controversial issues. In all of 1961, the total number of such complaints was 409.

Sec. 315 was the basis of 113 requests and complaints to the commission since January 1962. In 1961, the commission handled 45 equal-time matters.

In two cases the commission noted it upheld broadcasters' right to deal with controversial issues, provided they give "reasonable opportunity for opposing viewpoints." The two programs were "The Battle of Newburgh," which appeared on NBC-TV, and "Biography of a Bookie Joint," shown on CBS-TV.

FCC Gets Tough • As Chairman Newton N. Minow noted in his own year-end report (Broadcasting, Dec. 31, 1962), the year brought increased FCC effort to "obtain greater licensee compliance with requirements of statutes, rules and regulations by invoking its authority to impose sanctions."

Here is a breakdown on the disciplinary actions taken: broadcast licenses revoked or denied renewal, six; stations in revocation or renewal proceedings, 29; stations given fines, 19; stations given short-term renewals, 24.

"For the first time, the commission noted, programming was the major consideration in two of the license-renewal denials"—KRLA Pasadena, Calif., and WDKD Kingstree, S. C. KRLA has taken a court appeal, and WDKD is expected to do the same (see story, page 70).

The other stations in trouble were charged with a variety of offenses, including conduct of contests, unauthorized transfer of control, misrepresentation, falsification of logs, technical violations, character qualifications, hidden ownership, and double billing.

Several Firsts • The year also saw other firsts. The first pay tv test was begun, on June 29, on WHCT (TV) Hartford. And the number of commercial fm stations rose above 1,000 for the first time—the total number of fm stations rose to 1,400.

The Field Engineering and Monitoring Service accelerated its program to eliminate interference, handling more than 33,000 interference cases. The report said 2,366 am station inspections were made during the year, some of the findings resulting in disciplinary action for technical violations. This program is to be expanded to include fm and tv stations.

In terms of statistics, the FCC counted 15,610 broadcast authorizations outstanding during the year, and the receipt of more than 740,000 applications of all kinds. The FCC's 17 hearing examiners issued 1,006 orders, conducted hearing conferences in 165 proceedings, held formal hearings in 152, closed records in 136 cases and issued 136 initial decisions. The chief hearing examiner issued 448 orders in adjudicatory proceedings.

In the employe awards program, 64 employees won a total of $11,475 in recognition of superior job performance. Payments totaling $295 were made for 16 employe suggestions to improve work procedures, and 11 letters of appreciation were issued for other employe suggestions.

Space Communications • The commission saw 1962 as particularly notable for the development of space communications. It said greater strides were made in this field last year than ever before. "And in this march of progress, the United States took the lead." the commission said.

The report said the use of satellite relay was proved practicable by U.S. research, and it credited the commission with a "significant role" in formulating the position to be taken by the U.S. at an international conference this year to consider space frequency allocations.

But "the most dramatic achievement in recent years" in telecommunications, the commission said, was Telstar. The satellite designed and built by AT&T scored a series of successes in pioneering intercontinental transmission of live telecasts, as well as telephone telegraph and data.

Length-of-service emblems were presented to 171 commission employees, and six of the seven commissioners had federal service ranging from 21 to 38 years. The newest commissioner is E. William Henry, who took office Oct. 2, succeeding John S. Cross.

FCC changes transmitter rule

Radio station operators after Jan. 21 no longer need apply for a modification of their construction permits in order to replace transmitters, as long as the new transmitter is type-accepted and meets the commission's power requirements, the FCC announced last week.

Under the new rules, transmitter substitution doesn't need FCC authoriza-
FCC warns licensees about obscene material

All licensees must take care that "obscene or profane" language is not used in broadcasts, the FCC warned last week in commenting that the commission's attention has been called recently "to several instances" of objectionable language used in telephone interviews.

The use of delayed tape may not be preventive enough, the commission said, and noted an incident when an employee charged with monitoring the tape had his attention diverted and objectionable material passed through. In such cases licensees have now installed devices by which the announcer can also stop the playback of improper remarks.

The commission warned that extreme care must be taken against broadcast of improper remarks, not only to protect the public but "to preserve the licensee's reputation for responsibility." That the federal laws provide that persons broadcasting obscene, indecent or profane language may be fined or imprisoned or both, was noted by the FCC.

tion, although the commission must be notified of the change. The FCC warned, however, that substitution of composite transmitters will still require formal applications with the commission.

EARFUL FOR FTC

EIA tries to define hi-fi, but members' views vary

An attempt to define the term "high fidelity" has been made—and the result may be like the replies of the three blind men attempting to describe an elephant.

One description of high fidelity was submitted to the Federal Trade Commission last week. This was by a special committee of the Electronic Industries Assn. Referring only to "factory-assembled, packaged phonograph systems," the EIA committee recommended that these minimum capabilities be required:

- The amplifier should have a music output rating of 5 w minimum, and not more than 5% distortion.
- The overall phonograph system should have a minimum acoustical (or sound pressure level) output of 77 db at 100 cps, 80 db at 1,000 cps, and 74 db at 8,000 cps.

The recommendation included also a test procedure for determining overall phonograph acoustical measurements.

Otherwise, EIA told the government agency, there is a wide divergence of views disclosed by a survey of the industry. Many manufacturers, EIA told the FCC's Bureau of Industry Guidance in a report submitted Jan. 9, opposed the proposed minimum standard. Many agreed with one company's position that high fidelity should be defined as "the art of making music alive and natural to the human ear."

1,000 Questionnaires • The report contains excerpts of comments from 60 manufacturers. The EIA committee sent out 1,000 questionnaires in its attempt to gather a consensus of what high fidelity means: 154 responded.

The EIA document emphasized that the industry association has no engineering standards for high fidelity equipment and no program for testing or certifying equipment. It stated also that EIA has not adopted any industry practice, either commercial or technical, as to minimum requirements for high fidelity sound equipment. Therefore, it noted, the information submitted is offered only as a factual summary of the views of members of the industry. "We make no recommendations based on this information," the committee added.

EIA indicated it had invited the Institute of High Fidelity Manufacturers to cooperate in the study but had received no response. It urged the FTC to solicit views from these makers of high fidelity components.

The EIA study was started last year after a request for such information was made by the FTC. The FTC move came after complaints were received from the public.

Members of the EIA committee were Morris Sobin, Olympic, EIA Consumer Products Division chairman; Armin E. Allen, Philco, EIA Phonograph Section chairman; Orphic R. Bridges, Arvin Industries; Malcolm S. Low, KLH Research & Development, and James A. Stark, GE.

The study was carried out by L. M. Sandwick, staff director, Consumers Products Division.

FTC examiner finds 'Outgrow' ads 'false'

A Federal Trade Commission hearing examiner has recommended that advertising for "Outgro," American Home Products Co.'s preparation for ingrown toenails, must not "false" imply that it is a cure for the pedal problem.

Hearing Examiner Andrew C. Goodhope, in an initial decision announced yesterday, found that tv commercials, newspaper and magazine advertising were false and misleading in claiming that "Outgro" is an effective remedy for ingrown toenails.

WHTN-TV found guilty of unfair practices

The National Labor Relations Board last week ruled that WHTN-TV Huntington, W. Va., was guilty of unfair labor practices in 1961 negotiations with the National Assn. of Broadcast Employees & Technicians, authorized union for the station's employees.

The board found that a Dec. 6, 1961, NABET strike against WHTN-TV was the result of unfair labor practices and that the station interfered with and coerced its employees with respect to union activities. The board also ruled that WHTN-TV did not negotiate in good faith at bargaining sessions leading up to the strike.

Union members offered to return to work Jan. 25, 1962, but were not reinstated until March 5, the board found, in ordering the station to pay 16 striking employees back wages, plus 6% interest, for this period. NABET had won an election in June 1961 for the right to represent the station's employees and WHTN-TV was ordered to bargain collectively with the union when requested to do so.
DISNEY SETS NEW INCOME RECORD

Net profit is up $800,000 over previous year

Walt Disney Productions had a consolidated net profit after taxes of $5,263,491, or $3.14 a share, for its fiscal year ended Sept. 29, 1962, President Roy O. Disney said Wednesday (Jan. 9) in his annual report to stockholders. This compares with a net of $4,465,486, or $2.75 a share, for the previous fiscal year. Gross for the year was $74,059,197, up $3,811,425 from last year and a new high for the organization.

Television income amounted to $5,993,361, an increase of $900,071 from the previous year. A new two-year contract has been signed with NBC-TV for The Wonderful World of Color which is now in its second season. Walt Disney, executive producer, told the stockholders that “on the basis of its reception thus far this season” the series “will have marked success in its second year. Already we have in works or have outlined virtually our entire program for 1963-64 and it will be a truly varied schedule.”

Disney’s Mickey Mouse Club, which was put into syndication last year, is now in some 75 markets and “with the excellent ratings the show has achieved, we expect to increase our market coverage.” the president stated. “Television continues to be very important in promoting and selling our theatrical product in the United States and around the world.”

Collins’ debentures sold

Collins Radio Co. put $12.5 million of 4 3/4% convertible debentures on the stock market last week and within the first day the issue, due in 1983, was oversubscribed and the books closed when the market reached $100. Later in the day the debentures were quoted at 107 bid and 108 asked. The 4 3/4s may be converted into Collins stock at the rate of $27.50 face amount for each common share. Collins closed at 25 1/2 last Thursday on the New York Stock Exchange.

Warner Bros. Pictures to elect five directors

Five directors will be elected to the board of Warner Bros. Pictures Inc. at the annual meeting of stockholders scheduled to be held Feb. 6 in Wilmington, Del.

In a proxy statement sent to stockholders Jan. 3, annual remuneration of principal officers included: Jack L. Warner, president, $159,000; Benjamin Kal- menson, executive vice president, $130,000; William T. Orr, vice president, $159,000. The statement also disclosed that Mr. Kalmenson started a new employment contract with Warner Bros. on Jan. 1. Under the terms of a three-year agreement, Mr. Kalmenson will get $2,500 a week, plus $1,000 a week as advisor while acting as chief assistant to the principal executive officer. He also will receive $650 a week for 10 years as a parttime advisor upon termination of his contract as chief assistant.

Transcontinent pays dividend

A dividend of 12 1/2 cents per common share, payable Feb. 15 to stockholders of record Jan. 31, was declared by the board of Transcontinent Television Corp. last week. In 1962, it was paid out by TTC President David C. Moore, a total of 50 cents per share in dividends was paid out.

TTC owns WGR-AM-FM-TV Buffalo, N. Y.; KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, both California; WNPE-AM-TV Scranton-Wilkes-Barre, Pa.; WDAF-AM-FM-TV Kansas City, Mo., and WDOK-AM-FM Cleveland, Ohio.

INTERNATIONAL

APRIL START FOR GERMAN TV NETWORK

New uhf operation will have 15 to 20 commercial minutes

Zweites Deutsches Fernsehen, the West German uhf tv network, which will start broadcasting on April 1, this year, will have a total of 15 to 20 minutes of straight commercials daily. The commercials will be grouped in five to seven minute segments and will be separated from the otherwise non-commercial programs. One minute of commercial time on the new network will cost DM 24,000 (about $6,000). This tops the highest cost per minute demanded by any German tv station, up to now. Westdeutscher Rundfunk, Cologne, has a price tag of DM 22,000 ($5,500) on 60-second commercials.

Zweites Deutsches Fernsehen is currently operating at a monthly budget of DM 14,000,000 ($3,500,000). After the start of broadcasting in April ZDF will have additional income from commercial operations.

According to recent reports, ZDF has lined up a large library of documentary programs to meet immediate program demands. However, the network is still in the market for light entertainment. Most of the programs planned are to come from independent German producers. The new network will have a daily news show at 7:30 p.m.

Third Network • Regional broadcasting organizations of Deutsches Fernsehen, national network in West Germany, are preparing for the introduction of additional regional networks with start of operations scheduled in “some months” to “some years” from now. The new service would provide German viewers with a choice between three channels at least during some hours of the day. In the final stage, two of the three channels would be handled by regional broadcasting organizations of Deutsches Fernsehen and one by Zweites Deutsches Fernsehen. Two of the three services will be in uhf and one in vhf. Sueddeutscher Rundfunk (South German Radio) and Suedwestfunk (Southwest Radio) plan to handle their regional third channel programs jointly. According to plans the third channel program will be daily from 7:30 to 9:30 p.m. with 40 minutes of local news. Transmitters, lines and relay links for this service will not be available be-
fore end of 1964, according to current estimates.

Other regional West German broadcasting organizations plan to start their own third channel operations in April 1964. There are plans to pool regional and local programs and exchange them among different stations. Original budget of Suedwestfunk for the third channel operation is only DM 1 million ($250,000) out of a total budget of DM 71.4 million (about $18 million) for the 1963 fiscal year.

McDaniel says Canada needs radio data, too

Canada, like the United States, has a strong need for improved radio audience measurement, William K. McDaniel, executive vice president of NBC Radio, told a meeting of the Radio and Television Executives Club of Canada in Toronto last Monday (Jan. 7).

Mr. McDaniel, who also is president of the International Radio & Television Society, New York, claimed that radio's audience is growing "astronomically" but is virtually "invisible" to researchers. He explained that of the 183 million radio sets in the U.S., approximately three-fourths are self-powered; the audiences of such radios are not being measured satisfactorily, he feels.

Mr. McDaniel said Canada faces the same problem. He adds: "It is clear that more and better research is the answer. It must be soundly conceived. It must be properly executed."

ABC International to rep for two Iranian stations

ABC International Television, subsidiary of AB-PT, was named last week as sales representative for Television of Iran Inc., which operates TVIT (TV) Teheran and TVIA (TV) Abadan. The two outlets serve 100,000 television sets and a market estimated at over a million viewers.

Announcing the agreement, Donald W. Coyle, president of ABC International, said this was the second link in the building of a Middle-Eastern network. ABC International already owns minority interest in and represents Tele Orient Beirut, Lebanon. Association with Television of Iran brings its list of foreign affiliates to 35 stations in 18 countries.

Britain cuts radio-tv tax

Britain's Chancellor of the Exchequer has cut the purchase tax on radio and tv sets to 25% of the wholesale price. The tax had been 45%. The result of this move is a 10% all round reduction in retail prices and prospects for a boost in sales for a currently depressed industry.

American Samoa to get etv system

Plans for a six station vhf educational television system for American Samoa were revealed last week as the tiny U.S. island possession engaged the National Assn. of Educational Broadcasters, Washington, to provide advice for building, staffing and operating the system.

Congress last year granted the Dept. of Interior $1,869,000 for the etv system. An initial three channels are to be operating by February 1964 (Gov- ernment, Aug. 6, 1962).

Smith Electronics Inc., Cleveland, has been designated as design engineer, according to Vernon Bronson, NAEB project director. Dr. William Kessler of U. of Florida is project engineer.

It was determined last year by Sam- man Gov. H. Rex Lee, with the counsel of the NAEB and U.S. electronics executives, that etv, necessary because of an inadequate school system, was feasible as a method of improving the quality of education on the seven islands.

NC&K buys interest in Hamburg agency

Norman, Craig & Kummel, New York, announced today (Jan. 14) a second affiliation overseas.

NC&K said it, along with its London partner, Crane, Norman, Craig & Kummel Ltd., have purchased a major interest in large independent agency Markenwerbung Kg in Hamburg, West Germany.

The London partnership was formed last June when NCKK affiliated with Crane Adv. Ltd.

Norman B. Norman, NC&K's presi dent, said his agency now will have worldwide billings of nearly $75 million. He said NC&K plans to conclude agreements in Italy or France in about six months for similar affiliations.

Abroad in brief...

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

Canadian tv show sold ● Canadian Broadcasting Corp., Toronto, Ont., has sold a second series of 26 one-hour television dramas to Associated-Redif- fusion Ltd., London, England, for $195,000. The dramas were written mostly by Canadian playwrights for the CBC-TV Playdate series. The series will appear in Great Britain on independent tv stations. The sale was made through Global Television Services Ltd., Lon- don.
BROADCAST ADVERTISING

Harry J. Lazarus, vp and member of board of directors of Geyer, Morey, Ballard, Chicago, appointed to new post of administrative vp for western division. In addition to his account responsibilities, Mr. Lazarus will be in charge of financial, personnel and office operation matters. He joined GMB last April from Chicago office of Dancer-Fitzgerald-Sample.

William B. Lowther and John P. Hoag elected vps of Hoag & Provand Inc., Boston advertising agency. Mr. Hoag, director of marketing, joined agency in 1957 as account executive. Mr. Lowther joined H&P in 1959 as account executive.


Paul L. Farber appointed director of advertising for Mogen David Wine Corp., Chicago. Mr. Farber will be responsible for winery's national advertising, merchandising and pr activities, and in his new capacity play prominent role in planning Mogen David's overall marketing strategy. Prior to joining Mogen David in 1962 as assistant advertising manager, Mr. Farber was account executive with Stern, Walters & Simmons, Chicago advertising agency.

Andrew J. Tobin, group supervisor with Harshe-Rotman & Druck, Chicago, elected vp. Mr. Tobin has been with national pr firm since 1954.

Fran Parks, formerly with Kenyon & Eckhardt, Los Angeles, elected vp of KSV&R, public relations-advertising agency, that city.

Walter L. Thompson 3rd and Donald J. Day elected vps of Fuller & Smith & Ross, Pittsburgh. Mr. Thompson is supervisor for transportation and defense advertising of Aluminum Co. of America. Mr. Day is supervisor of Alcoa's building products advertising.

Vincent R. Else, administrative director of Knox Reeves Adv., Minneapolis, elected treasurer. In addition, Mr. Else will coordinate operations of Trans-Communicators Inc., wholly owned subsidiary specializing in pr work.


Edward C. Imbrie and L. Roy Wilson Jr., account executives at Ketchum, MacLeod & Grove, Pittsburgh, appointed account supervisors.

Donald Heath, former vp and account supervisor of Sackel-Jackson Co., Boston, joins Fuller & Smith & Ross, New York, as account executive.

William Condon, account executive with Television Advertising Representatives (TvAR), New York, appointed midwest sales manager, succeeding Lamont L. Thompson, who recently was named sales manager of KPIX (TV) San Francisco. Mr. Condon served as television sales executive with The Katz Agency, New York, for nine years prior to joining TvAR.

Colman H. Kraus, assistant national pr director of Gem International, joins Frank Block Assc., St. Louis agency, as account service executive.


Elmore Nelson, formerly with J. Walter Thompson Co., joins Botstorf, Constantine & Gardner, San Francisco, as media buyer.

John Robinson, former associate radio-tv director at Lambert & Feasley, joins Doyle Dane Bernbach, New York, as assistant director of radio-tv programming. Thomas Shull, former director of programming, Storer Broadcasting, and Edward Van Horn, vp and marketing manager, Smith, Henderson & Berey, named account executives.

Robert M. Glatter, tv commercial producer at Ogilvy, Benson & Mather, New York, joins Carl Algy Inc., advertising agency, that city, as director of broadcast production.

C. Arthur Cochran, former market analyst for Thiokol Chemical Corp., Bristol, Pa., joins Eldridge Inc., Trenton, N. J., advertising agency, as marketing director and account executive.

Joan O'Brien, former executive vp of The Sloan Co., Los Angeles pr firm, joins Barbara West & Assoc., that city, as senior executive in charge of production and planning. The West pr organization is moving to new offices at 6223 Selma Ave., Los Angeles 28.

THE MEDIA

Lawrence P. Fraiberg elected vp and general manager of WTTG (TV) Washington, D. C., succeeding Donn Colee, who resigned, along with his wife, Lee, in order to pursue negotiations for purchase of their own tv station. Mr. Fraiberg comes to his new post from Metro-Broadcast Sales (sales arm of Metropolitan Broadcasting Co., licensee of WTTG) where he was assistant to H. D. (Bud) Neuwirth, vp and managing director. Mr. Fraiberg was general sales manager of KPIX (TV) San Francisco before joining Metro-Broadcast Sales last July.

Marvin Kalb, chief of Moscow bureau of CBS News, appointed to newly created post of diplomatic correspondent at CBS News' Washington bureau. Mr. Kalb, who held Moscow post since 1960, will, in his new capacity, cover diplomatic affairs with emphasis on East-West relations. He will cover major world conferences wherever they may take place. Correspondent Stuart Novins replaces Mr. Kalb in Moscow.

Alan Henry, former general manager of KWK St. Louis, joins Metromedia Inc., New York, as assistant to John W. Kluge, board chairman and president. Before joining KWK two years ago, Mr. Henry was general manager of WCKR-AM-FM Miami Beach, Fla., and vp and general manager of KXEL-AM-FM Waterloo-Cedar Rapids, Iowa. Metromedia owns WNEW-AM-FM-TV New York; WTTG (TV) Washington, D. C.; WHK-AM-FM Cleveland; WIP-AM-FM Philadelphia; WTVH (TV) Peoria and WTV
Harold C. Sundberg, for past three years general manager of WMBD-AM-FM-TV Peoria, Ill., resigns to become general sales manager of WZZM-TV Grand Rapids, Mich. Mr. Sundberg is succeeded by William L. Brown, former assistant manager in charge of WMBD radio and more recently sales manager of WMBD-TV. Mr. Brown joined WMBD in 1957 after being associated with Ralph Jones Adv. Agency and Crosley Broadcasting Co., both of Cincinnati.

John T. Bradley, eastern sales manager of H-R Television, New York, elected vp. Mr. Bradley’s promotion was part of new realignment of executives at H-R Representatives and H-R Television, initially reported last week.

Harry Greenberg elected vp and sales manager of WABAB-AM-FM Babylon, N. Y. Murray C. Evans, WABAB’s vp and general manager, resigns to become sales manager of WGBB Freeport, N. Y. Marvin Seller, WABAB account executive, to merchandising manager.

Ralph J. Robinson, general manager of WSOR Windsor, Conn., and former vp and general manager of WACE Chicopee, Mass., joins transmitter staff of U. S. Information Agency’s Voice of America complex at Greenville, N. C.

Thomas L. Tiernan, account executive with KYW-AM-FM Cleveland since July 1961, promoted to assistant sales manager. Michael Faherty, member of KYW sales staff since January 1962, appointed account executive. Mr. Tiernan is former commercial manager of WKEE-AM-FM Huntington, W. Va.

Frank H. Fraysur, former copywriter for Radio Advertising Bureau and more recently in spot sales department of NBC, joins sales development department of ABC-TV, New York, as sales presentation writer.

Homer K. Peterson, station manager of KALL Salt Lake City, appointed general manager of following five Intermountain Network stations: KGEM Boise, Idaho; KOPR Butte, KMON Great Falls, KGHL Billings, all Montana, and KALL. Prior to his appointment as KALL station manager in March 1956, Mr. Peterson was regional sales manager for Intermountain Network for four years.

John C. Liddy, timebuyer at Dancer-Fitzgerald-Sample, New York, joins Robert E. Eastman & Co., that city, as sales promotion manager.

Ian N. Wheeler, producer-director and program manager of WETA-TV (educational ch. 26) Washington, D. C., promoted to operations manager.

Charles G. Drayton, controller of RKO General Inc., New York, elected vp for administration of RKO General Broadcasting, newly created division (At Deadline, Dec. 24). Mr. Drayton will be in charge of office operations for all 12 RKO General radio and tv stations.

Martin Weldon, former director of news and special events for Metropolitan Broadcasting, in Washington, D. C., joins RKO General Broadcasting as director of public affairs.

Ted Richardson, former air personality, named program director of WFOL (FM) Hamilton, Ohio. Jonathan Schiller appointed WFOL music director.

Russ Barnett, managing editor of XETRA (X-TRA News) Tijuana, Mex., and formerly with WFAA Dallas, named program director of KMPC Los Angeles. Scott Shurian, former European correspondent, joins KMPC news staff.

Mary Ann Casey resigns as program director and women’s news editor of KEYT (TV) Santa Barbara, Calif. Harold C. O’Donnell and Edward J. Ryan join outlet as program director and promotion-merchandising manager, respectively.

Buddy McGregor named program director of KTRH-AM-FM Houston, Tex.

William R. Demjan, former program director-announcer for WEIR Weirton, W. Va., joins WJAS-AM-FM Pittsburgh as assistant program director.

Richard J. Quigley, manager of St. Louis office of Blair-TV, elected vp. Prior to joining Blair 15 years ago, Mr. Quigley was account executive with KXLW St. Louis. He had also served with NBC and MBS in New York.

Dave Dary, member of CBS News’ Washington bureau since 1960, resigns to become news director of KWCH Wichita Falls, Tex., effective Feb. 1.

Kendall Smith, assistant program manager of WTCN-TV Hartford, Conn., promoted to program manager.

Clete Roberts, head newscaster-commentator at KTLA (TV) Los Angeles, is leaving station, effective Feb. 8, to devote more time to his Clete Roberts U. S. Newsfilm Inc., syndicated news-

$1.11 an hour STAFFS YOUR STATION with IGM SIMPLIFICATION

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder, “The Sound of Money,” IGM SIMPLIFICATION, P. O. Box 943, Bellingham, Washington.

BROADCASTING, January 14, 1963

The CALLMARK OF QUALITY RADIO IN CENTRAL NEW YORK

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

Represented Nationally by

THE HENRY J. CHRISTAL CO., INC.
New York • Boston • Chicago
Detroit • San Francisco

WSYR
5 KW • SYRACUSE, N. Y. • 570 KC
Former trumpet soloist at WTAC’s sales helm

Charlie Speights (r), who last week was named general sales manager of WTAC Flint, Mich., should find “blowing the horn” for WTAC comes natural since he was first trumpet for Claude Thornhill orchestra before going into radio eight years ago. He has been salesman for WTAC since last August, recalling “big band” era with him are WTAC General Manager Gene Minor (l), and Ray McKinley (c), director of Glenn Miller band for which Mr. Speights played solo during Flint appearance Dec. 28 aired live by WTAC.

film operation, supplying American newsfilm for use abroad.

Sam Zelman, news director of KNXT (TV) Los Angeles and CBS Television Pacific Network, joins KTLA (TV), that city, as director of news and public affairs, effective Feb. 1.

Irwin Rosten, who has held that post, is returning to his previous position as director of KTLA’s documentary department. Roy Heatley, producer-reporter for KNXT’s news department, will succeed Mr. Zelman.

Charles Erickson, assistant to Los Angeles Times columnist Paul Coates, joins news staff of KNXT (TV) Los Angeles as writer. He succeeds Saul Halpert, who has been appointed field reporter for KNXT’s two weekend news broadcasts, The Big News and Eleven O’Clock Report.

Charles E. Bartling, news editor of WPDO Jacksonville, Fla., resigns to join Jacksonville (Fla.) Journal.

Rip Collins, former sports director of KRKO Everett, Wash., joins news staff of KVI Seattle.


A. L. Schafer, account executive with Lyle-Mariner Assoc., Denver pr consulting firm, joins KLZ-AM-TV, that city, as editorial writer.

Thomas M. Lawrence, former senior account executive of WRCV-TV Philadelphia, joins H-R Television, New York, in similar capacity.

Tom Gillies named farm director of WFLA-AM-FM-TV Tampa-St. Petersburg, Fla., replacing Frank Johnson, who resigns to become executive secretary of Florida Dairy Farmers’ Federation.

Ross Fichtner, member of Cleveland Browns of National Football League, joins staff of WWYN-AM-FM Erie, Pa., as sports director. Mr. Fichtner will remain with station until next July, at which time he will report to Browns’ training camp.

Linwood T. Pitman, executive-promotion director of WCSH-AM-TV Portland, Me., retires after nearly 35 years with stations.

Pat McGuinness, member of KNX-AM-FM Los Angeles news staff since 1953, resigns to do free-lance work. He has been succeeded by Russ Powell.

Otto A. Goessl rejoins WTVJ New Orleans after year’s leave of absence for active military duty.

Larry Ford, formerly with WHBG Harrisonburg, Va., joins announcing staff of WCRO Johnstown, Pa.

Robert Kennedy, for past four years administrator of KNBC (TV) Los Angeles advertising and promotion department, appointed manager of advertising and promotion, replacing Michael W. Gradie. KNBC merchandising, press and publicity will also be under Mr. Kennedy’s supervision. Previously, he was with NBC network advertising and promotion department in Hollywood.

Bob Dayton, disc jockey at WIL-AM-FM St. Louis, joins WABC-AM-FM New York, in similar capacity.

Lucienda Pace, former news writer and special features reporter of WLOS-TV Asheville, N. C., to assignment editor for station’s news department.

Rene Reyes, former media director of The Sackel-Jackson Co., Boston advertising agency, joins WHYN-TV Springfield, Mass.

Jocko Henderson, disc jockey with WADO New York, joins WWRL, that city, in similar capacity.

Larry Barwick, formerly with KOMA Oklahoma City, joins personality staff of KXLY-AM-FM Spokane, Wash.

Donald F. Barton, principal of Rodgers, Newman & Barton, Columbia, S. C., advertising agency, named public relations and promotion director of WIS-TV, that city.

Tom Burkhart, assistant national sales manager of WTJF (TV) Miami, Fla., appointed local sales manager, replacing Frank Boscia, who resigned post to assume duties as senior account executive with WTJF. Jim O’Reourke, account executive, succeeds Mr. Burkhart as assistant national sales manager.

Lee J. Hornback, director of special broadcast services for WLW and WLWT (TV) Cincinnati, appointed representative of tv industry on Ohio governor’s traffic safety committee. Mr.
Hornback will serve on state-level education committee.

Jim Lewis joins announcing staff of WCOP-AM-FM Boston.

J. J. Valley, program director of KSEM Moses Lake, Wash., resigns to join staff of KJR Seattle.

Lloyd A. Johnson, part-time employee of KING-TV Seattle, joins KGW-TV Portland, Ore., as floor director.

Tom Dickson, formerly with KDKA-TV Pittsburgh, joins WCAU-AM-FM Philadelphia as director of publicity.

Bill Nash, formerly with WDOD AM-FM Chattanooga, Tenn., joins announcing staff of WRGP-TV, that city.

PROGRAMMING

John Henderson 3rd, for many years sales and production head of Sarra Inc., New York production firm, joins Audio Productions, that city, as director of tv sales. Mr. Henderson, who was with Sarra for 16 years, had previously been associated with Handy Organization and directed film programs for American Cyanamid.

Bill Ashworth, former sales director of Eastern Sound Studios, joins Dolphin Productions, New York, as director of sales. Mr. Ashworth has also served in sales department of United Artists Assoc. and as sales manager of Toledo, Ohio, office of Storer Broadcasting Co.

Frederick F. (Ted) Sack, assistant general manager, promoted to general manager of Reela Films Inc., Miami, wholly owned subsidiary of Wometco Enterprises. Prior to joining Reela in January 1962, Mr. Sack was associate producer with Movius Films, Lima, Peru, where he produced series of 26 pictures for Peruvian Ministry of Education.


Michael Laurence resigns as executive vp of Robert Lawrence Productions, New York. Mr. Laurence joined Lawrence Productions last August following three years as pr director of WMCA New York. His future plans have not been announced as yet.

Noel Blanc, just released from U. S. Army Signal Corps where he directed and produced training films, joins his father's commercial production company, Mel Blanc Assoc., Hollywood, as general manager.

William Thomas, former national sales manager of Rozz-Danzig Productions, named sales manager of Wilcon Corp., sales subsidiary of Bill Burrud Enterprises.

Budd Grossman, veteran script writer, has been signed to long-term contract by Screen Gems to create, write and produce new comedy series. Mr. Grossman has written many scripts for Screen Gems' Dennis the Menace series and created and wrote pilot for Rockabye the Infantry, now being produced at studio.

Robert Butler has been signed to direct pilot of Desilu's projected series, The Greatest Show on Earth, hour-long show which will be broadcast in color on ABC-TV next season.


Henry Fonda, stage, screen and radio-tv personality, has been signed as host and narrator of new half-hour tv series, The Passing Years, which Wolper Productions is producing in association with United Artists Television for 1963-64 season.


Paul Frees, announcer and voice specialist who has worked for Disney, Jay Ward and other animation companies, joins Charles H. Stern Agency, Hollywood, for exclusive representation in field of radio and tv commercials.

Hugh Douglas has been set by Charles H. Stern Agency to narrate documentary film for Hughes Aircraft, marking 10th anniversary of announcer's association with Hughes.

INTERNATIONAL

David Tasker, personnel and administrative services manager of Canadian Broadcasting Corp., Toronto, appointed to newly created position of employe and talent services director. Mr. Tasker will be in charge of contract negotiations with all writers and performers who work for CBC as well as continuing to direct personnel, industrial and talent relations policies.

John Holden named advertising manager of CHCH-TV Hamilton, Ont.

Joseph Budd, sales manager of CKRM Regina, Sask., joins CKSO-TV Sudbury, Ont., in similar capacity. Donald Mackintosh, news director of CKSO-AM-TV, appointed sales man-

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United Press International Facsimile Newspictures and United Press Movietone Newfilm Build Ratings

BROADCASTING, January 14, 1963
AGER of CKSO radio. Bruce Hogle, CKRM news director, to same post with CKSO-AM-TV, succeeding Mr. Macintosh.

Gordon Walker, formerly with All-Canada Radio & Tv Ltd., Toronto, named retail sales manager of CFAC Calgary, Alta.

Brian McFarlane, announcer and sportscaster with CFTR Toronto, joins CFTO-TV, that city, as sportscaster.


Ted Curl, announcer with CFTO-TV Toronto, has resigned to freelance. Mr. Curl will do announcements of Pierre Berton Hour, Screen Gems of Canada package show.

**EQUIPMENT & ENGINEERING**

Dr. Wendell B. Sell, group vp and member of board of directors of Packard-Bell Electronics Corp. (radio, tv, hi-fi), Los Angeles, elected to newly created post of executive vp. As group vp, position which will be eliminated. Dr. Sell directed three divisions of company. In his new assignment he will be chief operating executive supervising all line and staff managers of firm. Dr. Sell is former vp and general manager of Marquardt Corp.’s Pomona division.

C. Daniell Byrd elected executive vp of Dresser-Ideco Co., division of Dresser Industries Inc., Columbus, Ohio. Robert A. Vaughan elected vp of engineering, and Ray W. Gawronski named treasurer and controller. Mr. Byrd joined Dresser-Ideco in 1952 as advertising manager. He served subsequently as antenna sales manager and assistant to president, responsible for building products division and general sales management in tv tower and military markets. Mr. Vaughan has been with company for 25 years. Mr. Gawronski joined Dresser in 1958 as controller.

Caywood C. Cooley Jr., director of Jerrold Electronics’ industrial products division, appointed manager of firm’s community system division.

C. Donald Price, advertising and sales promotion manager of Sylvania Home Electronics Corp., New York, appointed promotion manager for electronic components group.

Frederick M. Hoar, former director of advertising and pr for Univac Div.

**TV Society’s new chief**

Sir Robert Fraser, O.B.E., director - general of Independent Television Authority (ITA) since its formation in 1954, elected president of Television Society, for two-year term. He succeeds Sir Harold Bishop, C.B.E., director of engineering for British Broadcasting Corp. Television Society, founded in 1927 as meeting place for all interests in tv, is specialist organization whose objects are furtherance of tv research and helping those who have made this medium their profession. Sir Robert is former director-general of Central Office of Information (1946-54).

**ALLIED FIELDS**

James E. Greeley, principal of Spear, Hill & Greeley, joins Washington, D. C., commercial branch of Wilner & Bergson (formerly Wilner, Bergson, Scheiner & Lassenco). Mr. Greeley, a native of New Hampshire, was with Cahill, Gordon, Reindel & Ohl, handling RCA-NBC matters, before leaving in 1958 to enter private practice. Also joining Wilner & Bergson is John G. Smith, formerly of Spear, Hill & Greeley. Messrs. Scheiner and Lassenco remain as partners.


**DEATHS**

Leonard R. Posner, 47, government attorney who handled MCA antitrust case and before that tv block-booking litigation, died Jan. 5 in Los Angeles of heart attack. Mr. Posner, a native of Connecticut and 13-year veteran with Dept. of Justice, resigned to enter private practice in Los Angeles last October following conclusion of MCA case. This resulted in consent order in which MCA gave up talent representation but continued in tv program production. It also permitted MCA to hold controlling interest in Decca Records, and through Decca of Universal-International Pictures Inc. He won court order prohibiting block booking against distributors of motion picture film to tv stations. This was recently upheld by U. S. Supreme Court.

Robert Elliott Freer, 66, former chairman of Federal Trade Commission (1939, 1944 and 1948) and one-time head of Federal Bar Assn., died Jan. 6 of multiple myeloma, a malignant disease of blood, at National Institute of Health in Washington, D. C. After his resignation from FTC in 1948, Mr. Freer became partner in private law firm of Freer, Church & Green. He rejoined government in 1960 as hearing examiner for Federal Power Commission, with which he served until his death.

James P. Shelley, vice president and account supervisor at McCann-Erickson, Los Angeles, died Jan. 2 following brief illness.

Noah C. Tyler, 48, newscaster and announcer with WTVJ (TV) Miami, died Jan. 6 at his home in Coral Gables, Fla.

John W. Vandercook, 60, radio news commentator, travel writer and novelist, died Jan. 7 in Delhi, N. Y., after long illness. Mr. Vandercook’s radio career began in 1940 when he joined NBC. He covered World War II campaigns in North Africa, Italy and landed in France three days after D-Day. Later Mr. Vandercook worked for Liberty Broadcasting Co. and then spent seven years with ABC where stroke two years ago forced his retirement as nightly news analyst.

Enno D. Winius, board chairman of Winius-Brandon Co., St. Louis and Kansas City advertising agency, and a founder of Continental Advertising Agency Network, died Dec. 31 in St. Louis. Mr. Winius joined agency in 1918 when it was known as Louis E. Anfenger Co. and became its president in 1928. Firm’s name was changed to Winius-Brandon in 1948. Mr. Winius was elected board chairman in 1961.
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Jan. 3 through Jan. 9 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations and dispositions of hearing cases, rules & standards changes, and continuing roundup of other commission activity.

Abbreviations: DA—directional antenna, cp—coverage, ml—mechanically limited, mm—mechanically limited except for horizontal; vhf—very-high frequency, uhf—ultrahigh frequency; vis—visual, kw—kilowatts, watts—watts, min—minutes, mod—modifications, trans—transmitter, un—unlimited hours, kclo—kilocycles, Lator—authorization; SSA—special service authorizations; MUTS—multiple unit time-division service. See also Applications and Stations sections for complete background.

New TV stations

Los Angeles, Calif.—City of Los Angeles. UHF ch. 39; ERP 4.85 kw vis., 2.43 kw aud. Ant. height above average terrain 1,357 ft.; antenna structure height 666 ft., P. O. address c/o Curtis Hart, 217 S. Hill St., Los Angeles 12. KWLX. Channel 39, erect f. managers of TV building, Los Angeles, Geographic coordinates: 34° 03' 44" N., 118° 14' 10" W. Long. Type trans., RCA TTU-1T, type ant., TFU-6A. Legal counsel is city attorney, PP Amberg, consulting engineer. Principals: Jack H. Kuenzcher, Van Nyns, Calif. Station will be run by fire dept, Ann. Jan. 5.

Sacramento, Calif.—Camellia City Telecasters, UHF ch. 40 (626-632 me); ERP 19.06 kw vis., 9.53 kw aud. Ant. height above average terrain 279 ft.; antenna structure height 338 ft., P. O. address c/o Jack F. Matranga, 901 9th St., Sacramento. Est. construction cost $300,043; first year operating cost $366,000; revenue $489,000. Studios and trans. location both North Sacramento. Geographic coordinates: 38° 36' 29" N., 121° 27' 39" W. Long. Type trans., RCA TTU-1T, type ant., RCA TFU-24DM. Legal counsel is Lister E. Bullale, consulting engineer. A. E. Towne Assoc., Inc., both San Francisco, Calif. and Nashville, Tenn. Channel 34, type ant., P. O. address c/o Jack F. Matranga and Irving J. Schwartz (each 50%). Mr. Matranga is part owner of real estate investment firm; Mr. Bullace is minority owner of Mr. Matranga's firm. The group with Mr. Matranga's firm, has option to buy 25% of KJAY Sacramento, owner of which is clothing store manager. Ann. Jan. 8.

Detroit, Mich.—Kaiser Industries Corp., UHF ch. 38; ERP 112.5 kw vis., 7.8 kw aud. Ant. height above average terrain 441 ft.; antenna structure height 1,424 ft., N. address 133 12th St., Lakeside Dr., Oakland, Calif. Estimated construction cost $1,226,000; first year operating cost $1,580,523; estimated average revenue $1,800,000. Studios and trans. location both Detroit. Geographic coordinates: 42° 34' 52" N., 83° 0' 58" W. Long. Type trans., RCA TTU-12A, type ant., RCA TFU-25C. Legal counsel Wilmer, Cutler & Pickering, consulting engineer Janosky & Bailey, both Washington, D. C. Applicant, large corporation with no majority stockholder, owns KSLV-AM-TV Hono- lulu, Hawaii, which has 12 chs. in 44 San Francisco and 52 in Coronu, both California, has applications on chs. 36 in Chicago, Ill., and ch. 41 in Burlingon, N. J. Action Jan. 7.


New fm stations

Applications

Hot Springs, Ark.—Southern Newspapers Inc. 99.9 mc, ch. 59, 11.8 kw. Ant. height above average terrain minus 259 ft., P. O. address 2550 Bennett Valley Rd., Hot Springs. Est. construction cost $29,000; first year operating cost $29,000; revenue $20,000. Applicant is large corporation with no majority stockholder. Applicant owns 75% of stock. Ann. Jan. 2.

Santa Rosa, Calif.—Thomas L. Brennen, 100 kw, ch. 64, 2,386 kw. Ant. height above average terrain minus 259 ft., P. O. address 3550 Bennett Valley Rd., Santa Rosa, Es- t. construction cost $20,000; first year operating cost $15,000; revenue $16,000. Mr. Brennen, sole owner, is gen. mgr. and 1/3 owner of KVRE Santa Rosa. Ann. Jan. 7.

Denver, Colo.—KIMN Bestco. 95.5 mc, ch. 238, 35 kw. Ant. height above average terrain minus 50 ft., P. O. address 3500 W. 22nd Ave., Denver. Est. construction cost $60,000; first year operating cost $25,000; revenue $21,000. Applicant owns KIMN Denver. Mr. Brennen is majority owner of WCDM Pine City, Minn. Ann. Jan. 2.


Louisville, Ky.—Fidelity Radio Inc. 97.5 mc, ch. 248, 35 kw. Ant. height above average terrain minus 341 ft., P. O. address 341 W. Liberty, Louisville. No est. construction cost, as facilities of previous WVLW operation will be used; first year operating cost $48,000; revenue $50,000. Principals: A. S. Miller (60%) and Lucinda L. Cisler (40%). Mr. Cisler is part owner of KLM WLincoln, Neb. has applications for part ownership of KQRO (FM) Dallas and KARO (FM) Houston, both Tex. Ann. Dec. 31.

Russeville, Ky.—South Kentucky Bestco, Inc. 92.1 mc, ch. 21, 3 kw. Ant. height above average terrain minus 200 ft., P. O. address 100 W. Russell, Russellville. Est. construction cost $95,533; first year operating cost $6,000; revenue $7,500. Principals: J. F. Rissi, Jr. (75%) and Woodrow P. Sosh (25%). Applicant owns WYUS Russellville. For other ownership of Mr. Hook, see application for Forest, Miss. Ann. Jan. 2.

North Adams, Mass.—Northern Berkshire Bestco Inc. 100 kw, ch. 37, 500 kw. Ant. height above average terrain 480 ft., P. O. address 466 Curran Hwy., North Adams. Est. construction cost $20,744; first year operating cost $12,000; revenue $18,000. Principals: Robert Hardman (51.8%), Harold E. Crippen (13.3%), Donald A. Thorton (19%), James A. Hardman (34%).

EDWIN TORBBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisers • Financial Advisors

New York—60 42nd St., New York, N. Y. • MU 7-6242
West Coast—1537 Jewell Ave., Pacific Grove, Calif. • FR 5-1184
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531


Audio, WARR-AM-FM, 1430, 75 kw. First year operating cost $1,600; revenue $10,000. Mr. Unsell owns and operates

39th St. N.W., Rochester. Estimated construction cost $23,000; first year operating cost $3,500; revenue $11,000. Principals: William W. R. Weeden (50%), Hugh Hughes (25%), and William Weeden (15%). Applicant owns WMAG Forest. Mr. Hook also has interest in WDBQ Canton, WELZ Belzoni, & WDAL Meridian, all Mississippi; WHAG Canton, WWRV West Palm.; and WRUS Russellville, Ky. Mrs. Hook has interest in WDBQ, WELZ & WDAL; Messrs. Weeden and Hughes have interest in WDAL. Ann. Jan. 2.


Mayaguez, P. R.—Radio Caribe Corp., High Fidelity Corp. 94.1 mc, ch. 231, 16.05 kw. Ann. Jan. 3. Estimated construction cost $14,000; first year operating cost $1,900; revenue $5,000. Principals: Rafael Colon-Diaz (26.573%) and Francisco Z. Delgado. (20.287%). Applicant owns WIBA and WIBD, both in guaynabo, Puerto Rico. Mr. Corre is mgr. of WKNJ Arecibo, P. R.; Mr. A. Z. Perez is chief engineer.

Mr. Perez is electrical engineer; Mr. Colon-Diaz is owner of WROX, Arecibo.


KXOA-AM-FM Sacramento, Calif.—Seeks transfer of control of licensee corporation, KXOA-AM-FM. Corporation, Robert G. Belzoni (50%), R. C. Riley (26.5%), L. B. Taylor (13.5%), Howard J. Haman (10.2%) and A. L. Gale (5%) to Producers Inc. (100%); large corporation is 50% owned by Mr. Gale. Notice of proposed change filed, Mr. Gale on behalf of the above corporation, for $200,761. Producers is majority owner of RCN-DTV Pembina, KNOX-DTV Grand Forks and KBOY-TV Twin Falls, Idaho; also owns WTVM (TV) Evansville, Ind., and WKYV Louisville, Ky. Ann. Jan. 2.


WMAM-FM-AM Macon, Ga.—Seeks transfer of control of licensee corporation, Southern Broadcasting Co., from George P. Rankin Jr. (285 shares), William M. Rankin (12 shares), Charles P. King (14 shares), Mary S. Miller (each 12 shares) to Lawrence Shane (21%), Daniel B. Ruggles (17%), Stephen Parham (100% of Green Mt. Best. Inc. (52.8%), tr/a WMRC Inc. Green Mt. is 65% owned by stockholders; also owns JMRC Inc. (each 40%) and their wives (each 5%), Control of the B & B Group, Inc. owns WMNC Milford, Mass.; Green Mt. owns WSKY Montpelier, Vt. Ann. Jan. 8.


WGUY Bangor, Me.—Seeks transfer of control of licensee corporation, WBOY, Inc. from Louis J. Bogarti (50%) & Melvin L. Stone & David Royte (each 25%) to Mr. Stone (66 %), and Mr. Royte (33 1/3%). Consideration $75,000. This application reported incorrectly in Dec. 24 issue. Ann. Dec. 19.

WLOB-AM-FM Portland, Me.—Seeks acquisi- tion of control of licensee corporation, Caseo Bests. Corp., from Sherwood Best. Inc., Mr. Best is 50% owner of gtky & Melvin L. Stone (each 25%) to Mr. Tar- low & Mr. M. S. Stone (each 50%). Consideration $28,000. Mr. Tarlow is majority owner of KUTY Palmnh, Calif. WBLW-AM-FM Meadville, Pa. and WMCT-WLW Meadville, Pa. owned by brothers, and WYOM Charlotte, N. C. Ann. Jan.


WDCS (FM) Lubbock, Texas.—Seeks assign-ment of cp from Donald H. Crawford (50%) to Kinki Best. Corp., Mr. Crawford (50%), d/b a Radio WDCS, Inc. Mr. Crawford is sole owner. No financial consideration involved. Ann. Jan. 3.

WAKI Minnesota, Tenn.—Seeks transfer of control of licensee corporation, KAKI-AM-FM, to Best Inc. Mr. Best (100%), d/b a Radio KAKI Inc. to Mr. Williams (100%), Robert W. Livesay and Frank D. Price (each 33 1/3%) to Mr. Livesay (100%). Consideration $7,000. Ann. Jan. 9.

KJIT-AM-FM Post Falls, Idaho.—Seeks assignment of license from Galen O. Gilbert (66 2/3%) and Phil Crenshaw (33 1/3%), d/b a Radio Station, Inc. to KJIT Corp., Mr. Holmes (66 2/3%), d/b a Radio Station, Inc. Mr. Holmes is sole owner. Consideration $55,000, Mr. Holmes is banker and insurance agent. Mr. Crenshaw is bookkeeper for Y.M.C.A.; Mr. McGowan is attorney. Ann. Jan. 3.

KITE Terrell Hills, Tex.—Seeks transfer of control of licensee corporation, KITE Best. Co., from Leslie Kirsch (100% in
Hearing cases

INITIAL DECISIONS

- Hearing Examiner Chester F. Nau mann, Jr., in considering and denied an exception to the proposal to extend a nighttime service with 5 kw. to Jack Straw Memorial Foundation (100%), nonprofit organization headed by Mr. Milam. Fiscal consideration involved. Ann. Jan. 9.

DESIGNATED FOR HEARING

- Hearing Examiner Millard F. French is considering and denied a second nighttime service with Poplar Bluff, Mo, on 920 kc from 1 kw to 5 kw., continuous nighttime service with 500 w., DA-N, condition and pre-sunrise operation with daytime facilities preceded. Action Jan. 9.

OTHER ACTIONS

- By memorandum opinion & order on applications of Wendel, Co., and Consolidated Best, Indur., for permanent hearing the applications with Poplar, Best, Co., and Consolidated Best, Inc. for nighttime service on 550 kc, 1 kw., DA; issues include Sec. 3.33(a) multiplicity ownership determinations; dismissed opposition by Wendel, Co., and Best, Inc. with N. C. Commr. Ford to part on behalf of B. T. Co. denied WETC participation. Action Jan. 9.
- By memorandum opinion & order, commission granted petition by Broadcast Bureau, filed by E. E. Robinson Jr., tr/2 as Palmetto Bstg. Co., for nighttime service on 550 kc, 1 kw., denied his applications for renewal of license for nighttime service at 5 kw. with KDNP, S. C., and for license to cover the time of the application and (2) dismissed Consolidated’s application. Action Jan. 9.
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, Jan. 9

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OPERATING TELEVISION STATIONS
Compiled by BROADCASTING, Jan. 9

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COMMERCIAL STATION BOXSCORE
Compiled by FCC Nov. 30

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Inc. (WMEJ), Boston, both Massachusetts. Action Jan. 3.
• Granted petition by Osage Programmers and extended to Jan. 7 time to reply to opposition to petition to enlarge issues filed by Cherokee Bestg. Co. in proceeding on their applications for new stations in Barlineville and Pawhuska, respectively, both Oklahoma. Action Jan. 2.
• By memorandum opinion & order in consolidated proceeding on applications of Redding-Chico TV Inc. and Northern California Educational Television Inc. for new TV stations to operate on ch. 9 in Redding, Calif. (Northern California) to operate non-commercially. (1) Order: granted petition by Redding-Chico to extend to the extent of issues to determine whether Waller of multiple ownership rules is warranted and in view of petition of the parties adverse to Redding-Chico, financial qualifications of Northern California, and issues concerning Grade A and Grade B contours of both applicants; and (2) Denied Northern California's petition to enlarge issues, and its motion and supplement to dismiss Redding-Chico petition, and also denied latter's petition to strike certain issues and its request to file supplemental petition. Action Jan. 2.
• By memorandum opinion & order in consolidated proceeding on applications of Edina Corp. and Tedesco Inc. for new stations in Edina and Bloomington, both Minnesota, respectively, in Docs. 14739-40, (1) granted petition by Edina for enlargement of issues and (2) amended issues to determine (a) all facts and circumstances surrounding Tedesco's application for assignment of license of KUBLI Hot Air. Ark. and appeals and pleadings related thereto; (b) Whether Tedesco has violated Sec. 310 (b); and (c) Whether it possesses requisite character qualifications to be licensed. Action Jan. 2.
• By memorandum opinion & order in consolidated proceeding on applications of Northfield Bestg. Co. and Hastings Bestg. Co. for new stations in Northfield and Hastings, and Albert Lea Bestg. Co. to increase daytime power of KATE Albert Lea, all Minnesota, in Docs. 14684-6, (1) granted Hastings' appeal from order of Examiner denying its petition for leave to amend and (2) granted its petition to amend its application to revise ownership showing. In connection with joint petition for approval of agreement looking toward dismissal of Northfield application and payment of Hasting to Northfield of not more than $5,000 as partial reimbursement of expenses incurred in prosecuting latter's application, Review Board by separate memorandum opinion & order, directed Northfield to comply with provisions of Sec. 1316 (b) (2) concernng publication of its intended dismissal so that other persons may be afforded further opportunity to apply for facilities (1800 kc) to be set. Action Jan. 2.

ACTIONS ON MOTIONS
By Chief Hearing Examiner James D. Cunningham
• Ordered that Examiner Charles J. Fredrick, in lieu of Annie Neal Hunting, who has been excused from further hearing, will prepare and issue initial decision in proceeding on applications of Progressive Bestg. Corp. and Peter Mark Bestg. Co, for new stations in Highland and Vandalia, Illinois, respectively. Action Jan. 4.
• By Hearing Examiner James D. Cunningham
  • Continued hearing to Feb. 11 in proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13065 et al. Action Jan. 7.
• By Hearing Examiner Thomas H. Donahue
  • Upon agreement of parties at Jan. 2 prehearing conference in proceeding on application of Northern Indians Bestg. Inc. for new am in Mishawaka, Ind., scheduled hearing to Jan. 20. In proceeding on same stations and continued Jan. 22 hearing to April 22. Action Jan. 3.
• By Hearing Examiner Asher H. Ende
  • In proceeding on application of Bigbee Bestg. Co. for new am in Demopolis, Ala., granted motion by Demopolis Bestg. Inc. (WXAL), Demopolis, and continued certain procedural dates, as well as date for commencement of hearing, until further order of Examiner, provided, however, that for good cause shown, any party may move that dates certain be set. Action Jan. 4.

By Hearing Examiner Milard F. French
• Upon request by Broadcast Bureau and with consent of party, extended from Jan. 14 to 14 time for filing of applications and conclusions, and from Jan. 14 to Jan. 21 time for filing of applications in proceeding on application of Wright & Malitz Inc. (WBRR), Mt. Clemens, Mich. Action Jan. 7.
• On own motion, scheduled further prehearing conference for Jan. 15 in proceeding on applications of Williamers Inc. and People's Community TV Assn. Inc. for new TV stations in Vandalia, Ohio; Wabash, Ind., and LaVale, Md., respectively. Action Jan. 7.
• By Hearing Examiner Walther W. Guenther
  • On own motion, continued Feb. 4 hearing to Feb. 12 in proceeding on application of International Radio Inc. (KGST), Fresno, Calif. Action Jan. 4.
  • Ordered motion by Midwest Bestg. Inc. and continued Jan. 7 prehearing conference to Feb. 11, and Jan. 22 hearing to be dated at Feb. 22, 1953, in proceeding on its application for new am in Reno, Nev. Action Jan. 4.
  • Continued further prehearing conference from Jan. 4 to Jan. 11 in proceeding on new application for TV station Inc. (WEOK), Poughkeepsie, N. Y. Action Jan. 4.
  • On own motion, scheduled further hearing for Jan. 15 in proceeding on application for new TV station Inc. (WLLK), Bcstrs. Action Jan. 11.
• By Hearing Examiner Annie Neal Hunting
  • Granted petition by Kent-Ravenna Bestg. Co. to submitted from Jan. 7 to Jan. 21 time to file proposed findings, and on own motion extended time to Feb. 1, 2 time to file reply findings in proceeding on Kent-Ravenna's application for new am in Kent, Ohio, et al. Action Jan. 4.
  • By memorandum opinion & order in Rochester, N. Y., in Docs. 14394, et al., granted motion by Rochester Area Elec. TV Assn. Inc. and struck portions of transcript and reversed previous, ruling to show that no official notice will be taken of a proceeding resulting from the motion and order, granted by Citizens TV Corp. Action Jan. 2.
  • Ordered that Edina Corp. and Tedesco Inc. to withdraw exhibit and struck from record its Exhibit No. 16 and dismissed as moot petition of Tedesco Bestg. Corp. to reopen record in proceeding on its application for non-commercial new station in Brown Jr. for new stations in Kent-Ravenna, Kent, Kennewick, Canton, Ohio, respectively. Action Dec. 28.
• By Hearing Examiner Gifford Irion
  • Scheduled further prehearing conference for Jan. 7 in Miami, Fla., tv ch. 18. Action Jan. 4.
  • Upon request by applicants, continued indefinitely further hearing scheduled for Feb. 11 in proceeding on application of KNWEN Bestg. Co. and Vidsco Broadcasting Inc. for new TV station in Vidor, Texas, respectively. Action Jan. 4.
• By Hearing Examiner David I. Kraushaar
  • On own motion, scheduled further hearing for Jan. 16 in proceeding on application of WLBK Bestg. Co. and Leader Bestg. Co., Edwardsville, both Illinois, and denied Salem's letter request for direction that Mr. Ned M. Webber be permitted to appear as witness in proceeding on his application for license, without prejudice, however, to consideration of proper request by applicant concerning substitution of Mr. Webber as witness. Action Jan. 2.

Continued on page 96

BROADCASTING, January 14, 1953
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Fitchburg, Massachusetts

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BUTLER 1-1551

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Diamond 2-5208
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Arlington, Texas

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KANSAS CITY 14, MISSOURI

J. G. ROUNTREE
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Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St., Lee’s Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave., Cambridge 38, Mass.
Phone TRowbridge 6-2810

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington 6, D.C.
Phone: 788-1022

BROAD CASTING, January 14, 1963

89
Help Wanted—Management

Detroit — sales management, with proven record in radio sales. Would like to join a large network, preferably in a major market. Salary minimum $20,000. Forward resume to Box 580R, BROADCASTING.

California daytimer needs experienced small station manager who knows full operation as working manager. Strong on sales necessary. Investment opportunity available to right man. Box 125A, BROADCASTING.

Sales

Salesman to take over good account list in medium market. Want a self starter who wants to join a growing company and become a member of multiple station group. Potential very good. Send resume, references and top tape. Good bonus draw against commission. Also has openings for announcer-salesman and/or play-by-play anouncer. The market is clean, small. Send resume to Box 63A, BROADCASTING.

The two men we are looking for to join a combination television and radio organization's radio sales staff are now working in a smaller market and are looking for advancement. We are a growing group with a strong television sales. Immediate opening. Send full resumes and top tape to our broadcast market. Box 68A, BROADCASTING.

Have splendid staff opening for mature salesman non-alergic to an occasional tear at the mike, writing copy, account service. Perhaps this individual wants to taper off—escape the rate race be content on $100 plus for five day week. Pleasant surroundings, clean little city, moderate paced Colorado. Write Bullock, Box 185A, BROADCASTING.

Doesn't anybody want to sell? If you like to sell, and can work a 32 hour week on the board, here's your chance to live in the fastest growing, friendliest town in wonderful Utah. Send full resume, references and references of the following up to Box 150A, BROADCASTING.

Salesman, who makes to money and be part of one of the most successful small market stations in the nation. Call: Dale Law, KNCM, Moberly, Mo. Am 3-1230.

Vermont experienced local salesman. Steady position. All replies confidential. Bob Kinnel, WWSR, St. Albans, Vermont.

Commercial manager needed by established newspaper owned station. Prefer a man with announcement experience and able to live in a small city. Salary open, send resume, references and top tape. Manager, WFLS, Fredericksburg, Virginia.

Top notch salesman wanted for 1,000 watt daytimer in Greenfield, N. C. WKTB. Salary open. Only top notch man need apply. No collect phone calls. Desire person who can review with appraiser.

Southern Group 5 top-rated metro sta-
tions—has immediate opening 2 experienced executive salesmen. 33-45—married—out-
standing record—self-starters—hard-sell men of action. High guarantee—commission—moving expenses—fringe benefits—training program—full group participation and man-
agement. Be courageous—start 63 with a progressive or organization of fine young men. Send resume—references—photograph—Mc-
Lendon Broadcasting Company, Executive Offices, 966-580 Miller Building, Jackson, Mississippi.

Help Wanted—(Cont'd)

Help Wanted—(Cont'd)

Announcers

Virginia daytimer independent has opening for top notch announcer with personal appearance and ideally suited with country, western conditions. Box 1A, BROADCASTING.

Announcer for long established Virginia full-
time station in small market. Position offers security with an excellent chance to join a top broadcasting school graduate with small market to gain top experience. This is a settled, hardworking, friendly op-
eration, and we want a man who has the same qualities. Box 10B, BROADCASTING.

Florida daytimer needs announcer with first class license. Permanent position, with rapid-
growing organization. Box 8A, BROADCAST-
ing.

Midwest kilowatt has desirable opening for a showmanship announcer. Must be similar to top 40's and able to keep things moving with tight production. Send full resume to Box 52B, BROADCASTING.

D.J. wanted. Top modern station in moder-
ate size New England market. Send tape to Box 13A, BROADCASTING.

Announcer, with 1st ticket, male or female, for daily day timer, $100 weekly. Box 326R, BROADCAST-
ing.

Experience, ability, with morning man po-
tential. Needs self starter to advance. Stable modern station in Mid Atlantic suburb. Send tape, resume, tape soundly desired. To Box 27A, BROADCASTING.

Announcer-newman. New Jersey. Must have news experience. Box 94A, BROADCASTING.

Announced

Announced

Experience! Announced wanted by Illinois kilowatt good music station for deejay work with outstanding salary. In addition to excellent starting salary, many extra benefits for mature man with proved ability. Personal interview by owners. Experience, educational, family status, detailed experi-
ence, references. Box 93A, BROADCASTING.

Play by play sports announcer who can take over sports department of medium market station. If you can produce there is a good opening for you with our multiple sta-
tion group. Combination sportsman-
announcer, 25—32, with the ability to conduct, read, write, photo, tech, resume and salary requirements. Box 62A, BROADCASTING.

will trade $151 per week for a top an-
ouncer. Send tape first letter. Box 89A, BROADCASTING.

Will trade $151 per week for a top an-
ouncer. Send tape first letter. Box 89A, BROADCASTING.

Ohio daytimer going directional needs an-
ouncer with first class ticket. Capable of entertaining and expected air work necessary. Box 100A, BROADCASTING.

Virginia station desires a good announcer. Must be alert, cooperative and possess good conduct. Rush photo, resume and tape. Box 123A, BROADCASTING.

Immediate opening for announcer with first phone ticket. Desirable Virginia disk jockey, salesmen. Unusual opportunity for young man with growing organization. We require must have bright and cheerful and alive announcer, ability to sell, to grow and maintain a tight format operation on 5,000 watt top rated station in 180,000 population. Box 124A, BROADCASTING.

Wanted combo staff announcer and first phone engineer for daytimer in southwest Virginia. $100 per week starting salary plus room, board and other employee benefits. Only those with commercial radio ex-
perience need apply. Box 166A, BROAD-
CASTING.

Outstanding opportunity... KLO, Ogden, Utah associated in ownership with IMN network and radio news radio group. Disc jockey, salesman. Traffic air shift plus sales. Must have commercial experience. Be capable of doing tight production and air work, and have the desire to sell and grow with the organization. Send resume, reference, photo, and tape, to Box 121B, BROAD-
CASTING.

Morning announcer needed for immediate opening at 1 kw in Oklahoma's third market. Middle of the road format with tight fast pacing on top area station. Send tape, photo and resume to: Program Di-
rector, KSOW Radio, P. O. Box 709, Lawton, Oklahoma.

Combo chief engineer-announcer—willinger to know and stay in radio. Needs industrial job at market, well-equipped, stable operation. Young, good, hard working. Be a drive who wants to grow with rapidly expand-
ing organization. Salary open. If you have New Hampshire career opportunity apply to Program Di-
rector, KSOW Radio, P. O. Box 709, Lawton, Oklahoma.

Announcer with first class ticket. WAMD, Aberdeen, Maryland.

Wanted: staff announcer for fast-paced good music, CBS affiliate. Send tape, photo and resume to WANE, Radio, Fort Wayne, Indiana. No phone calls please.

Announcer with first phone. Light mainta-
inance and a good salary. Send resume with multiple station operation through advancement. Need good announcer with a good voice and the ability to maintain and audition to WALM, Albion, Michigan.

Illinois daytimer station needs play by play announcer who will also do daily bright show. Must have good records and apply to Program Director, WCNT, Centralia, Illinois.

Established kilowatt fulltimer announc-
er, 3:00-11:00 shift. Consider beginner with good voice, potential, fast pace. Send tape, resume, photo. Art Grunewald, WCTT, Corbin, Kentucky.

Announcer, first phone, for fast paced day-
timer. Some maintenance necessary. Send tape, resume, salary expected. WEBO, 61 North Avenue, Owego, New York.

Announcer needed immediately. Preference to first class ticket holders. WFWA, Fort Atkinson, Wisconsin.
Help Wanted—(Cont'd)

Announcers

Expanding staff! Minimum $100 per 40 hour week to start. Need good announcer with first experience in AM-FM. Must be able to write and deliver, with ability to do modern format. No. 1 in 2 station market area. Permanent. Good future with growing station. Send tape, resume, WMHI, RT 5, Frederick, Maryland. 267-8711.


Green Mountain Radio Inc., now accepting applications for staff of revived station. Openings for: Engineer, Operator, Promotions. Write or phone 462 Tioga, Duluth, Minn. 286-6666.

Wanted—expanding operation. Needs talented and experienced announcer. Salary and commission, air mail to Box 5666, Daytona Beach, Florida.

Technical

Assistant chief engineer, am-fm tv station. Must have B.S. or equivalent, 3+ years graduate. Prefer degree in industrial engineering. Need detailed knowledge of radio broadcasting. Career position with good opportunity for advancement. Excellent salary and benefits. Write Box 86A, BROADCASTING.

Have problems, needs chief. Good pay, pleasant work. Box 527, BROADCASTING.

Daytimer, 5 kw in upper great plains, will pay top rate to experienced announcer who is capable of top performance in studio and transmitter maintenance and some on-air work. Permanent, high caliber only. Send photo, tape, resume and references. Box 122A, BROADCASTING.

Engineer for 10 kw daytime station, fastest growing station in southwest. Number one in market, is the undisputed leader and offers unsurpassed working conditions, equipment nearly new and the best of current tops. Growing progressive kilowatt full time in down state Illinois, Metropolitan area, is willing to pay above average salary, but expects top level man. Write Box 284A, BROADCASTING with references details as to training, experience and availability for interview.

Engineer, FM experience preferred. Technical duties only. WQAL, Phil. 16, Pa.

Chief Engineer for WVOS, Liberty, New York. Good salary.

Production—Programming, Others

Wanted program director-aggressive station with quality production seeks program director who really knows music and can direct staff with a bright up beat format of the best standards and the best of current tops. Growing progressive kilowatt full time in down state Illinois, Metropolitan area, is willing to pay above average salary, but expects top level man. Write Box 284A, BROADCASTING with references details as to training, experience and availability for interview.

Washington, D. C. Hard hitting local newsman. Must be strong on delivery, gathering, writing, and beating. Send tape, and resume. Box 59A, BROADCASTING.

News Director for radio-television operation in midwest. Must be able to write and deliver news plus ability to head full news staff. Excellent opportunities with multiple ownership. Must be immediate arrival. Send resume and tape to Box 101A, BROADCASTING.

Commercial business manager wanted for kilowatt daytime in small, exclusive, growing market. Preference given to candidate which could lead to part ownership. Southwest, All replies confidential. Box 102A, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Experienced newswoman/salesman for northeast Texas station KAMP AM-FM, Mt. Pleasant. Must have news background and announce. Desire family man looking for permanent employment. Box 122A, BROADCASTING.

Newswoman—Present newswoman leaving for metro market. Need "radio pro" dedicated to sound, ethical journalism. Must be able to write, gather, and air news in a factual, authoritative manner for 5000 Watt midwest independent that has earned reputation as premier news station. Resume, including references, photo, and tape required first letter. Box 571B, BROADCASTING.

Somewhere there is a competent radio newswoman who is looking for us as avidly as we are looking for him. This man is good. He looks at the clock only to check how much time he has before the next newscast. He can capably supervise the complete news operation, including the activities of a number of a man who ticks the same way he does. They both like working for a management which is local-news-minded and which doesn't hesitate to supply them with what they take: mobile units, good self-powered portable tape recorders, etc. Send photo, resume and references. Box 511A, BROADCASTING.

Wanted: Associate sales manager for southwest Florida station. This station is totally new, state-of-the-art and is in phase I of extensive growth. We are seeking a person who is capable of handling all aspects of sales, including advertising consulta- tion, sales presentations and salesmanship. For details write Box 500A, BROADCASTING.

Want to work in a challenging and expanding environment? Then consider proposing for two coast network radio station. Send resume and photo to Box 112A, BROADCASTING.

Situations Wanted—Management

Creative, aggressive, versatile selling manager seeks opportunity to make a real success of small market station near metro area. Hard working family man desires strong position with competitive salary and pleasant, forward thinking management. Excellent credit, references, record, and healthy attitude. Pay and position open. Box 96A, BROADCASTING.

Experienced broadcast executive seeks challenging growth position. Successful sales and management background including recruiting, training, creative planning and labor negotiations. Box 96A, BROADCASTING.

Well rounded 12 year veteran. Strong on sales leadership, with experience in all management positions. Prefer stock option, Particularly with solid radio. Ill., Ill., or Missouri stations. 8 years with present employer. Will go 60 days notice. Box 95A, BROADCASTING.

Want station to manage, strong sales, experienced, family man. Box 115A, BROADCASTING.

Station manager, 1st phone, plenty of sales experience, good engineer, financial and character references. Answer all inquiries. Box 117A, BROADCASTING.

General manager. Over 30 years experience all phases. 8 years management. Creative, civic and sales minded. Box 170A, BROADCASTING.

Sales

TV radio sales, promotion. Available immediately. Rates-market information desired. Box 110A, BROADCASTING.

Sales, promotion, production, am, fm. I know. Will trade work for pleasant association. Veteran. Box 48A, BROADCASTING.

Need a good sales manager? I'm your man. Experience in single and competitive markets. Box 155A BROADCASTING.

Announcers

Negro announcer, 1st class training no experience. Need 1st job, willing worker. Box 45T, BROADCASTING.

150 miles of Philadelphia. 2 years of dj, news, production voices. Humorous appearance. Veteran. Box 48A, BROADCASTING.

Female d.j. with first ticket. Vital statistics upon request . . . experienced in night and daytime radio. Box 67A, BROADCASTING.

Minor league baseball announcer or sports director. Four years experience in baseball, football, baseball. Love to play, want to be播 news coverage in country. College grad. Box 60A, BROADCASTING.

Play by play all sports, football, basketball, hockey, golf, bowling. Prefer radio tv combination, but not necessary. Age 30, married, two children. First ticket plus all around radio experience, including sales. Wisconsin, Minnesota preferred, but all considered. Box 50A, BROADCASTING.

Swaying d.j. announcer, first phone. Experienced and top references. Waiting for the right opportunity. Box 71A, BROADCASTING.

Have beard, will travel. Experienced top ten d.j. in San Francisco or Box 70A, BROADCASTING. Teen-age appeal, telephone 7- 2080, 2318, 12415, 10134, 4116 and 2238. San Francisco or Box 72A, BROADCASTING.
Announcers

Experienced sportscaster - radio tv play by play on all spots, now have regular tv and radio show. Proficient with 10mm camera and sound equipment. Will consider sports, sales combination. Good voice and college education. Ex-professional sportscaster. Write Box 76A, BROADCASTING.

I need that first break. Can you help?
Third phone and college. Box 81A, BROADCASTING.

Seeking first position. College graduate. Production conscious. Rewrite on spot, light board. Some experience immediately. Box 85A, BROADCASTING.

DJ—news, 21, single, 2½ years, some college, exempt, combo. Box 86A, BROADCASTING.

Top morning man in medium market. Creative, many voiced, believable personality. Proven to be a winnower, and audience builder. 6 years including production and programming experience. A family man with excellent references, desiring a more challenging market. Box 89A, BROADCASTING.

Anner.—Prod.—Prom.—Sales combo. 15 years experience. Top 100 markets. Box 91A, BROADCASTING.

Announcer 1st phone. 3 years experience. Some experience regarding opportunity. Box 97A, BROADCASTING.

Class voice for news, spots, interviews, Good copy, promos, time sales. 39's. Current Friday to 25 year network veteran. Box 103A, BROADCASTING.

Announcer with speech background and thirty years college trained. Box 114A, BROADCASTING.

New ideas. Willing to work. Personality and talent. Fast tight board. Prefer northeastern area. Box 118A, BROADCASTING.

Attention San Francisco & L.A.! Talented dj-personality-plus, in another major market, wants to come home. Dynamic air salesman & natural wit. Versatile pro. (San Francisco) Consider all. Box 121A, BROADCASTING.

Ambitious 21 year old, some college, want start in radio, administrative duties, announcing, will further education, willing to make small investment preferably in midwest. Box 130A, BROADCASTING.

3 years experienced, versatile, news, sports announcer and personality dj. Two years college. Tape, resume, photo upon request. Box 131A, BROADCASTING.

Experienced staff announcer wishes to locate in Michigan or surrounding area. Deep voice with smooth commercial and news experience. Professional manner. Married. Box 133A, BROADCASTING.

Staff announcer, 26, college graduate, veteran, married, children, 4 years college fm, 3 years commercial radio. Music (basically to Bach), news interviews, heavy on play by play. Currently employed at $5.00 per. Ready to move up! Radio or tv or both. Desire New York, New Jersey or Pennsylvania area. References. Box 134A, BROADCASTING.

Chief engineer, experienced in directionals, maintenance, regulations. Western states. Box 138A, BROADCASTING.

3 years experience, single, 22, desire top 40 or middle road format. Box 141A, BROADCASTING.

DJ announcer, young versatile and au- thoritative. Experienced, good references. Desire steady job in adult station. Box 143A, BROADCASTING.

Radio tv announcer seeks position in east. Married. One child. Box 150A, BROADCASTING.

Conscientious announcer available im- mediately. Enjoyable listening voice, College, some experience. Box 152A, BROADCASTING.

Sparking personality available immediately. Witty, bright, smooth sounding likeable deejay. Box 153A, BROADCASTING.

D.J. Professional singer for tiger station. Young, Versatile, Cheerful. Box 287, BROADCASTING.

10 years experience. Announcing, play by play, and P.D. College graduate, family, excellent character and employed. Seeking sports-minded station. Box 156A, BROADCASTING.

Experienced announcer. Have excellent au- thoritative news casting. Can handle all phases of d.j. work. Nice pleasant sound, and very tight board. Tape, and resume on request. Box 161A, BROADCASTING.

Attention: Broadcasting school graduate. Veteran, married, 2 children, will relocate. Box 163A, BROADCASTING.

D.J. wishes to relocate; good sound, fast board, authoritative news. A radio station's delight. Box 164A, BROADCASTING.

Announcer, five years experience desires position in broadcasting or related field. Box 168A, BROADCASTING.

Young, single, chief engineer, announcer, experienced all phases desires permanent position in mid Atlantic. Prefer Washington, Baltimore, Delaware, college, draft free. Box 174A, BROADCASTING.

D.J. with first phone wants position with production-minded top forty station. 3 years experience with same type of operation. Bob Ballard, 2603 N. Charles, Baltimore, Maryland. Be 5-2625.

I'm a deejay with 4½ years experience, I promise to get your listeners votes, if you'll cast your ballot for me. I'm single, the people for Colombo, Committee Joe Colombo, 1328 A Piers Blvd., Bay Shore, Long Island, New York.

Versatile can write news, copy, network sources available. Excellent commercial delivery, attractive record show. Personal and public address work. Bloomington, Illinois. Dave Hudat, 825-0290, or write 415 North Main Street, Bloomington, Illinois.

Available now bright, young, Chicagoland personality. Prefer Texas or Florida but will consider your offer. Min. $135.00, first phone. Call 677-8856 or write C. E. Blakey, Skokie, Illinois.


He's experienced, he's friendly, he's charming, he's unemployed. He's Joe Tyrell, 417 N. Los Robles, Pasadena, California.

College radio student seeking full time summer employment. Extensive leadership experience, computer and technical knowledge. Top notch board. Jim Courtsolle, St. Mary's College, Winona, Minnesota.

Situations Wanted—(Conf'd)

Situations Wanted—(Conf'd)

Veteran-country & western dj. Twelve years radio experience, formerly with WCKY in Cincinnati, Ohio. Dependable, responsible personality. Married, two children, age 32. Will relocate to good operation. Write Jimmie Williams, Oakena, Oregon, 97462.


First phone combo. Sales, maintenance, news, will even consider some work. Patrick Carswell, 5215 Keystone Avenue, Indianapolis 46, Clifton 5-9770.

Young announcer with potential looking for good music station willing to give chance for positive results. First proper air time. Box 25, veteran, d.m.s. grad. West coast, Florida or L.A. Will interview. Tape or interview by request. At Wunder, 541 W. Aleric St., Oxnard, California.

A & B student Emerson College, desires week end announcing job, any station 70 miles radius New Bedford, Mass. Good music knowledge including classical. Average voice. Paul Scott, P. O. Box 250, New Bedford, Mass.

DJ announcer, 3 years experience in independent station. Experienced and able. Box 250. Available February 1, 1963. Box 45A, BROADCASTING.

Available, 1st phone, studio, transmitter. Not chief capabilities yet. Box 74A, BROADCASTING.

Eight years experience switching, video, production, experienced, for medium to large station. Supervisor, 1st phone. Box 85A, BROADCASTING.

Chief real engineering know how. $115. Per week. Desires Brown, Ford, or Chrysler. Box 97A, BROADCASTING.

Experienced chief engineer and/or first class licensed disc jockey. $100. Box 118A, BROADCASTING.

Florida only, experienced combo, unat- tended, directional, construction, mainten- ance and announcing. Minimum $100.00, Box 141A, BROADCASTING.


Production—Programming, Others

Children's comedian interested in developing top children's show in major tv market. Highest professional and character refer- ences. Pics and brochure available. Box 1, Phone 724-3770. Need faster response. Box 70A, BROADCASTING.

Major markets only, dynamic personality with 3 years as PD, wants air show and/or pd position. Top 40 only. Box 89A, BROADCASTING.

Am program director and live camera tv news on top rated radio television regional in six station Rocky mountain market. Bright happy hard sell morning radio show, radio and tv promo work. Bondable, married, 8 years experience. Box 75A, BROADCASTING.
Situations Wanted—(Cont'd)

Production—Programming, Others

Newsmen—Authoritative, effective, literate delivery and writing. No split shifts, market salary $600 mo. min. Box 42A, BROADCASTING.

Female stomach ulcer with class, seeks realtor with persuasive offer. Subject: Swap钢琴——禁止吸烟, music room to corner on kilocycle. But... Caveat Emptor: Please assist to public relations communications v.p., this ulcer has assumed a dual personality (the Sunday school approach with T.P.A. overtones or sooty sultry saying that's 100 purrrrr-off.)

Program director who helped build one of upstate New York's most successful operations, seeking consultant or program director position. Box 107A, BROADCASTING. Program director seeks immediate relocation, highly skilled all phases, 13 years radio and TV. Currently doing both. College, Family, Blue chip references. All trick included. Let's talk. Box 112A, BROADCASTING.

Young broadcaster sees more challenging position, First phone, directional experience, University trained in engineering, and program work. Experienced newsman, light board, experienced combo operator. Box 113A, BROADCASTING.


Need ideas? Commercial production ideas and station spots available for one salary. Can do morning funny show but serious (private) material too. Write, 2090 Nottingham, Detroit, Michigan.

TELEVISION

Help Wanted—Sales

Television sales, Pennsylvania. Immediate opening for creative salesman to be Local Sales Manager in six months. Send resume and commercial requirements. Box 111A, BROADCASTING.

TV sales opportunity, VHF station in major Pennsylvania market seeks experienced salesman. This is a solid opportunity with good base salary and incentive. Applicants with at least three years television sales experience send resume and photo to Box 567, BROADCASTING.

Announcers

Expanded schedule creates need for experienced, versatile announcer for VHF, NBC affiliate. Applicant must be capable of handling news, sports, and commercial assignments. Excellent opportunity for competent, reliable. Include resume, audio tape, VTR or SOF footage, and photo in first letter to: Operations Manager, WCVT Television, Highway 703, Mt. Pleasant (Charleston), South Carolina.

Technical

Maintenance supervisor. Technician to head up maintenance department with experience in supervisors capabilities required for rapidly expanding operation. Salary to $10,000. Box 78A, BROADCASTING.

Assistant chief engineer am-fm tv station. Major eastern market. Must be college graduate in electronics or closely related field, preferably with supervisory experience, but will consider others. Career position with good opportunity for advancement and management benefits. Write Box 56A, BROADCASTING.

Engineering supervisor. Competent, hard working engineer for major market multi-station position with operation. Must take charge of studio transmitter day to day technical matters. Salary to $14,000. Box 77A, BROADCASTING.

Help Wanted—(Cont'd)

Technical


Production—Programming, Others

Promotion manager for moderate size UHF market, New England area. Starting salary $600. Send resume to Box 12A, BROADCASTING.

Promotion assistant with eastern medium market station, group owned. Some radio and TV experience preferred. Write in confidence. Box 22A, BROADCASTING.

Mold or female with TV experience to manage promotion department for South Florida NBC-TV affiliate. Send resume to Box 35A, BROADCASTING. Producer/director wanted, major market. Experienced man with good production knowledge, know how to talk in terms of dollars and cents charge. Excellent benefits, salary, advancement opportunity. Box 92A, BROADCASTING.

Program director for medium sized southwestern market television station. Major network affiliate, top rated. Competitive situation demands aggressive, imaginative professional looking for more than just a job. Up to $10,000 starting salary for right attitude and experience. Resume to Box 64A, BROADCASTING.

Newsmen for Michigan tv station. Responsible news director opportunity with group owned station. Broadcast news background required. Must be competent, experienced air man with authoritative delivery. Our employees know of this ad. Send resume, photo, audio tape to Box 137A, BROADCASTING.

Wanted reporter photographer for upper midwestern tv station. Darkroom experience necessary. 16mm experience not necessary. Will train right man. Must have good writing and editing ability. Prefer young man who lives in or wants to return to upper midwest. Write to Box 142A, BROADCASTING.

TV director for midwest medium market. Send resume, references and salary. Box 146A, BROADCASTING.

Our news department competes with newspapers, radio, tv stations in our market. Need another reporter capable of thinking, digging, writing and occasional airing of his exclusive stories on radio and TV. Experience with 16mm silent and sound equipment, but can train right man otherwise qualified. Car furnished. In letter give experience references, pictures and salary required. Frank Sullivan, KGBT-AM-TV, P.O. Box 711, Harlingen, Texas.

Promotion manager, WLOO-TV, the WOMETCO Enterprises station serving the six-state area. We are looking for an experienced, capable man to head an established 3-man department covering audience promotion, publicity, sales promotion and merchandising. Enjoyable working and living conditions with a promotion minded organization. If you think you know promotion, send resume and photo now. Contact immediately. Morton S. Cohn, Station Manager, WLOO-TV, Asheville, North Carolina.

Newsmen for dual city am-fm station. Writing, editing, research, newsroom assignments. Send picture, film or tape to Bob Johnson, News Director, WSZ-A AM-TV, Huntington, W. Va.

Graduate assistants for teaching and radio television station production, School of Speech, Ohio University, Athens, Ohio.

Help Wanted—(Cont'd)

Production—Programming, Others

Exceptional opportunity for energetic male television writer. The man chosen must be capable of writing creative copy in volume. He should be a self starter because of opportunity for advancement. Excellent starting salary. Five week plus all company benefits. A personal interview will be required. Send complete, even resume and photo and complete resume to: Robert Smith, Program Director, WTVO-TV, Rockford, Illinois.

TELEVISION

Situations Wanted—Management

Twenty years in broadcasting, last 18 with same company. Currently general manager TV station in 2 markets. Strong sales, production, sales, merchandising, in leading northwest station. Excellent agency and direct account references. Box 135A, BROADCASTING.

Program manager, fourteen years experience third and fourth markets. Box 138A, BROADCASTING.

Sales exec. 5 years plus heavy experience in sales promotion and writing. Experience and company. Excellent references, local level. Send resume to: Manager, KAG, KAG, Tucson, Arizona.


Sales

Ambitious man, 33, with 3 years sales, desirable sports sales. All areas considered. R. Holland, 540 Flower Street, Santa, Ross, California.

Announcers

TV Weatherman, professional memer AMS, experienced practicing meteorologist, BS degree. Box 86A, BROADCASTING.

Experienced sportscaster... radio and tv play by play on all sports, now have regular nightly program with timem camera, edit film and write script. Wishes to broaden sports sales, combining with comfortable, good voice and college education. Ex-professional sportswriter. Write Box 76A, BROADCASTING.

Top news and commercial announcer. Producer. Box 76A, BROADCASTING.

28, college graduate, three years experience. Radio- TV (On camera). Box 147A, BROADCASTING.

Experienced on camera handyman. Box 128A, BROADCASTING.

Talented on camera handyman. Box 128A, BROADCASTING.

BROADCASTING, January 14, 1963
For MARKETS—buy—Main Electronics, Lexington theory weeks.

BROADCASTING, approved. I.

Fideltpac tape cartridges, Best prices, same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment brochure. Sparta Electronic Corporation, 6450 Freeport Blvd., Sacramento 22, Calif.

For Sale—1948 Television mobile truck RCA Type TJ50A without equipment. Will take best offer. Call or write WPTV Int'l., 230 East 42nd Street, New York City, Phone No. Code 212, MU-2630.

Remote Studio Trailer. Complete remote broadcasting facilities incorporated in 35 foot by 8 foot trailer including the following: Custom designed console desk, 2 10” Rec-O-Cut TT, 2 15” Rec-O-Cut Pick Ups, 2 Gates M35S Equalized Pre-amps, Gates 52 CS Console, RCA On Air Lights, Speakers. 1 Onan 3 kw Generator, 2 Air Conditioners. 2 Large neon lighted signs at each end for display of station call letters. Many many extras! Call or write Ed Hawkins, Chief Engineer, WITH, 7 E. Lexington Street, Baltimore 2, Maryland. LE-7-868.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog, Orben Comedy Books, Atlantic Beach, N. Y.

“Deejay 46,” Quotes, kickers, liners, record info, hints. Complete program package for deejay and P.D.’s. $10.50. Del Mar Radio Features, P. O. Box 61, Corona Del Mar, California.


Special rates to Christian religious broadcasters 6 AM to 9 AM. WTOS, Milwaukee 13, Wisconsin.

Add-a-voice to your staff. 5 Philadelphia announcers will tape for your market. Commercials and weather spots in studio. Rates reasonable. Box 110A, BROADCASTING.

One line gag drop ins. 50 voice tracks. Send your tape. $5. Will service your d.j. shows with Taylor-made gags or one-liners for your or your sponsors. Box 171A, BROADCASTING.

BUSINESS OPPORTUNITY

Anonymous to invest in and work with current owner of going radio station. Eventual possibility of full purchase. 17 year record of sales and management. Box 167A, BROADCASTING.

INSTRUCTIONS—(Con’d)

FCC license in 6 weeks. Waldo Brazil instructor. Lowest tuition, with guaranteed results. It’s Space City’s best offer. Institute of Electronics and Broadcasting, 1 Main Street, CA-T629.


Elkins Radio License School of Chicago—Six weeks quality training. Laboratory methods and theory leading to the FCC First Class License. 41 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.


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Since 1946. Original course for FCC first phone operator license in six weeks. Over 240 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting April 24. For information, references and reservations, write William B. Ogden Radio Operating School, 1156 West Olive Ave., Burbank, California.


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Jobs waiting for first phone men. Six weeks gets you license in one school with operating 35k station. One price includes everything, even room and board. American Academy of Electronics, 603 St. Francis St., Mobile, Ala.


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BETTER JOB?
ALL BROADCAST PERSONNEL PLACED
ALL MARKETS
MIDWEST SATURATION
Write for application NOW

BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. S., Minneapolis 17, Mins.
Situations Wanted—(Cont'd)
Production—Programming, Others

PROGRAM DIRECTOR-AIR PERSONALITY
Crack air personality—PD available for permanent job in top 60 market size city and $160 week. Really deliver modern radio audience. Want exit from national programming firm with new, original ideas. Let’s talk!
Box 96A, BROADCASTING.

Management

President Or Executive VEEP
Well-known broadcaster with unusual background in major-market, group radio operation. Knows the business from original construction, through successful operations, to capital gain. Prefer publicly-held corporation. Can invest.
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TELEVISION

Help Wanted
Technical

ENGINEERS
Opening for Supervisor, Studio and Transmitter. Salary open, full company paid insurance plan and other benefits. Send full resume to WAIR, WCAC and WAIM-TV, Anderson, South Carolina.

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THE FUTURE IS OPEN...

for a young man who knows he will be successful as promotion assistant with leading television station. This young man has imagination, energy, drive and the intellectual need to create and grow. If you are the right man the future will bring higher management responsibilities. Although it might help, previous radio or tv experience is not essential. But an interest in research is. Are you this young man? Write to us. We would like to know your background, your immediate and long range goals and your reasons for thinking you are the man.
Box 60A, BROADCASTING

Help Wanted—(Cont'd)
Production—Programming, Others

Wanted: Top Woman Personality
for major east coast TV & Radio station. Must be able to represent the station both on and off the air by conducting daily TV and Radio shows, attending women club meetings and luncheons, handling interviews and covering news and features of interest to women. Send resume and picture to
Box 162A, Broadcasting

INSTRUCTIONS

RADIO-TV ANNOUNCING COURSES
ENGINEER & 1st FONE COURSES
Active Placement Service.
Attention Managers: a few outstanding Announcers now available for radio-tv.
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STATIONS OWNERS
Complete analysis of your station problems. Sales, programming, news, personnel, etc. Prescribe formulas for the successful operation of your station or stations. Furnish new personnel if necessary. Write:
Business Research Co.
Box 2357, Fort Lauderdale, Florida
All inquiries confidential.

BROADCASTING, January 14, 1963
95
BROADCAST CONSULTANT

Broadcast pioneer withdrawing from active ownership-management and now available for limited Consultation. Can trouble-shoot all aspects of station operation, construction, sale-purchase, financing. Have made $1 million plus for self and others. My know-how may help your balance sheet.

Box 105A, BROADCASTING

MISCELLANEOUS—(Cont'd)

For Sale—(Cont'd)

Stations

**STATION FOR SALE**

Northwest Daytimer 1 kw. New equipment . . good lease. Average gross $45,000. Will take cash $40,000 & include acct. rec plus cash in bank.

Write 36A, BROADCASTING.

**STATIONS FOR SALE**

- **TRADE AREA**
  - NORTHWEST. Trade area exceeds 750,000.
  - Daytime. Gross $60,000 in 1962 but has been as high as $90,000. Operates for $400 monthly. Asking $10,000, 29% down.
  - MIDWEST. Exclusive daytime. Billing close to $40,000. Asking $50,000, 29% down.

**JACK L. STOLL & ASSOC.**

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Unlimited, Local Frequency exclusive, southwest. Solid operation programs and finances same ownership lengthy period. All circumstances confidential.

Box 73A, BROADCASTING

FOR SALE

**ARIZONA**

**FULL TIMER** $50,000 with $10,000 down, terms.

**CALIFORNIA**

Daytimer growing but $105,000, terms.

TELEVISION, PACIFIC STATES Good tv station.

FM's $65,000, $100,000, 125,000.

WILT GUNZENDORF AND ASSOCIATES

Lansdowne Brothers Phone O2 2-8800
864 So. Robertson, Los Angeles 35, Calif.

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in

BROADCASTING

THE BUSINESWEEKLY OF TELEVISION AND RADIO

**BROADCASTING**

January 14, 1963

scheduled, and postponed commencement of hearing until date to be determined during further prehearing conference to be held on Jan. 21 in proceeding for application and Griffith Bestg. Corp. for new am stations in Blythe and California, respectively. Action Jan. 2.

'By Hearing Examiner Jay A. Kyle

• Upon request by Geoffrey A. Lapping, continued Jan. 9 prehearing conference for Jan. 21, at which time oral argument will be heard on Lapping's notice of intent to take depositions and continued Jan. 21 hearing for Feb. 11 in proceeding for application for new am station in Blythe, Calif. Action Jan. 7.

• Granted petition by Secretary of Army and ordered that exchange of exhibits shall be accomplished by Feb. 18 in lieu of Jan. 15, and continued Feb. 18 hearing on request of EDIA, Inc. (KDIA) for new am station in Blythe, Calif. Action Jan. 7.


• Continued Jan. 23 hearing to Feb. 19 in proceeding on applications of Oney Bestg. Co. and James R. Williams for new am stations in Okem, Tex., and Anadarko, Okla., respectively. Action Jan. 3.

• Granted request by Broadcast Bureau and scheduled further prehearing conference for Jan. 9 in proceeding on application of Geoffrey A. Lapping for new am in Blythe, Calif. Action Jan. 3.

• Upon request by Broadcast Bureau, extended from Jan. 14 to Jan. 27 for time to file proposed findings and from Jan. 10 to Jan. 18 in proceeding on application of Austin Bestg. Inc., for new tv to operate on ch. 24 in Austin, Tex. Action Jan. 3.

• Granted motion by J. B. Falt Jr., and corrected as requested transcript of proceeding in hearing on his application for new am in Shellf., Tex. Action Jan. 21 hearing to March 5, 1963.


By Hearing Examiner Chester F. Naumowicz Jr.

• Formulated by order certain agreements reached and rulings made at Jan. 4 prehearing conference in proceeding on an application for new am station in Edina Corp. and Telesco Inc. for new am stations in Edina and Bloomington, both Minnesota, respectively, and scheduled dates for applicants to produce certain exhibits, and scheduled Jan. 21 for resumption of hearing, Action Jan. 4.

• In consolidated am proceeding on applications of William S. Cook, Colorado Springs, Denver Area Bestg. (HDAD), Arvada, both Colorado, and Charles W. Stone (KCHV), Cheyenne, Wyo. in Order 1462, ordered that, unless some party hereto formally requests prehearing conference by Jan. 10 to discuss modification of the proceeding, that the rules of the Commission shall apply. Scheduled Jan. 21 hearing.

• Granted petition by Broadcast Bureau and extended from Dec. 31 to Jan. 10, time to file proposed findings and from Jan. 31 to Feb. 11 for reply in proceeding on applications of W.W.I.Z. Inc., for removal of license of WWIZ Lorain, Ohio, etc. Action Dec. 31.

By Hearing Examiner Herbert Sharman

KWAC San Marcos, Tex.—Granted increased power on 1500 kc, 3 kw, to 5 kw, for new antenna and installation of new trans.; conditions.

KWAC Drive, Calif.—Granted increased power on 1500 kc, 2 kw, to 5 kw, new antenna and installation of new trans.; conditions.

KWAC Pembroke, Mass.—Grant modified of 1500 kc, 6 kw, to 2 kw, change in antenna and installation of new trans.; conditions.

KVEN-TV Ventura, Calif.—Granted license to cover their February 26, 1963, petition for issuance of a television license after expiration of the one-year period as permitted by Sections 7340(a) and 7340(b) of the Communications Act of 1934, as amended.

WDRW-TV Augusta, Ga.—Granted modified of 1500 kc, 2 kw, to 1 kw, antenna and system equipment.

KVEN Ventura, Calif.—Granted mod. of 1580 kc to 1570 kc and installation of new trans.; conditions.

KWTC Whiteburg, Ky.—Granted mod. of 1580 kc to 1570 kc and installation of new trans.; conditions.

Rulemakings

PETITIONS FOR RULEMAKING FILED

KTCW-TV St. Paul, Minn.—Requests amendment of Sec. 3.606 of rules so as to rescind or modify failure to file requirements in connection with R. 1963-12, 1580 kc, St. Paul, Minn., for new trans.; conditions.

WAKR-TV Akron, Ohio.—Requests amendment of Sec. 3.606 of rules so as to make following changes in table of assignments: Akron, Ohio; add ch. 23, delete ch. 22, change ch. 16 to ch. 23; deleted.

Ahead 24-1, change ch. 23-1, received Jan. 2.

PROCEEDING LINE

WTRF-TV Wheeling, W. Va.—Granted cp to 1580 kc, 1 kw, new trans.; conditions.

WBBM-TV Chicago, Ill.—Granted increased power on 1560 kc, 27 kw, to 50 kw, for new antenna and installation of new trans.; conditions.

WBOV-TV Augusta, Ga.—Granted license covering installation of new trans.; conditions.

WTVO-TV Whitehall, N. Y.—Granted license covering installation of new trans.; conditions.

KZNN Littlefield, Tex.—Granted license covering installation of new trans.; conditions.

WKJL Muskogee Heights, Mich.—Granted mod. of cp to change trans.

KWFR-TV Whiting, Ill.—Granted license covering installation of new trans.; conditions.

KXJX-TV Valley City, N. Dak.—Granted license to operate on 1440 kc, 2 kw, new trans.; conditions.

GWIR-LV Lincoln, Neb.—Granted increased power on 1580 kc, 1 kw, to 5 kw, new antenna and installation of new trans.; conditions.

KWFT-TV Fort Wayne, Ind.—Granted license covering installation of new trans.; conditions.

KWJD-TV Jackson, Miss.—Granted license covering installation of new trans.; conditions.

KWGR-TV Grinnell, Iowa.—Granted license covering installation of new trans.; conditions.

KWFO-TV Fort Worth, Tex.—Granted license covering installation of new trans.; conditions.

KWBF-TV Buffalo, N. Y.—Granted license covering installation of new trans.; conditions.

KWBO-TV Buffalo, N. Y.—Granted license covering installation of new trans.; conditions.

KWBI-TV West Alton, Mo.—Granted license covering installation of new trans.; conditions.

KWBR-TV Lafayette, La.—Granted license covering installation of new trans.; conditions.

KWBI-TV Burlington, Ia.—Granted license covering installation of new trans.; conditions.

KWBI-TV Boone, Ia.—Granted license covering installation of new trans.; conditions.

KWBI-TV Bluefield, W. Va.—Granted license covering installation of new trans.; conditions.

KWBI-TV Boys Lake, Ia.—Granted license covering installation of new trans.; conditions.

KWBI-TV Bloomfield, Ia.—Granted license covering installation of new trans.; conditions.

KWBI-TV Burlington, Ia.—Granted license covering installation of new trans.; conditions.

KWBI-TV Bluefield, W. Va.—Granted license covering installation of new trans.; conditions.
CBS FOUNDATION INC.
News Fellowships for 1963-1964

CBS Foundation 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 1963-1964.

Purpose of the Fellowships
CBS Foundation 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 to discuss these subjects with them. The Fellows also will be invited from time to time to observe and discuss news and public affairs programs and techniques at CBS News 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 potentials of radio and television for news and public affairs programming.

The seventh series of fellowships, for the academic year 1963-1964, will start in September 1963.

Address requests for application or other correspondence to: JULIUS E. BRAUNER, Executive Director, CBS Foundation Inc., 485 Madison Avenue, New York 22, N. E.

Applications must be postmarked not later than March 1, 1963. 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) CBS-owned radio stations, (3) CBS-owned television stations, (4) U.S. stations affiliated with CBS Radio, but not owned by it, and (5) U.S. stations affiliated with the CBS Television Network, but not owned by it.
B. Regular members of the staff 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 1963-1964)
Public Members:
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.
ALFRED A. KNOPE, Chairman of the Board, Alfred A. Knopf, Inc.; former member and Chairman, Advisory Board on National Parks, Historic Sites, Buildings and Monuments; member, Overseas Visiting Committees; History and English Departments, Harvard University and Council of the Institute of Early American History and Culture, Williamsburg, Virginia.
SOL I. MISHOF, President, Broadcasting Publications, Inc.; Editor and Publisher, Broadcasting and Television Magazines; former President, Broadcast Pioneers; member Awards Committee, Saturday Review; recipient Distinguished Service in Journalism Award, University of Missouri, 1952; former National President, Sigma Delta Chi.
Columbia University Members:
LAWRENCE H. CHAMBERLAIN, Vice President.
RALPH S. HALFORD, Dean of Graduate Faculties.
CBS Foundation Members:
RICHARD S. SALANT, President of CBS News.
BLAIR CLARK, General Manager and Vice President of CBS News.

The Selecting Committee reserves the right to revoke or terminate any 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.
OUR RESPECTS to Leslie Combs Bruce Jr.

Maximum ad budgets for aggressive sales support

Les Bruce, vice president for advertising and marketing research of Purex Corp., Lakewood, Calif., represents a new school of advertising who bear little resemblance to the grey flannel ad men of fictional fame. To Les and his cohorts advertising is “not the ad game,” but an integral part of the overall business operation which should be employed in a businesslike manner to produce the best results for the company they represent.

Answering a question at the 1962 meeting of Purex stockholders, Mr. Bruce said: “In our planning we strive to produce the maximum advertising and sales promotion budget for aggressive sales support within the profit goal of our overall operations. We forecast our probable sales and the overall profit objectives of the company and then determine the maximum advertising expenditures justified by these forecasts.”

Producer of a long list of cleansers and toiletries, Purex stands 29th among California’s industrial firms, but it is a small, though defiant, David when compared to its Goliath-sized competitors — Procter & Gamble, Lever and Colgate-Palmolive. To adopt an advertising policy of concentrating its advertising into one major medium, network television. “This permits us to simultaneously advertise all of our national brands as well as our Purex corporate theme of ‘The Woman’s Touch,’” Mr. Bruce told the stockholders. “It also serves to offset the sheer advertising tonnage of our competitors.”

The Big Look • The “real payoff,” Mr. Bruce continued, “results from the way in which this one principal advertising medium is used. First, it must, of course, deliver effective commercial messages at an efficient cost-per-thousand. . . . It must give the brand and the overall company ‘the Big Look.’” It must convey to our field selling organization and to retail customers across the country a feeling that Purex and its brands are identified with the best in television.

A native of New York City (born June 18, 1926), Leslie Combs Bruce Jr. grew up in the East. He attended Westminster School in Simsbury, Conn., and George Washington U. in Washington, D. C., where he majored in business administration but left before getting his degree, (“I wanted to get married and I had to have a job.”) He found the job—in New York with Benton & Bowles; married the girl—Sally Perkins Wilshire of Riverside, Conn., and that summer (1949) entered advertising as a trainee at E&B. Following his indoctrination into agency operations, Les began his education in soap-and-detergent advertising as assistant account executive on the Tide account, working on copy, copy research, trade advertising and media for the P&G detergent. In 1953, he moved to Sherman & Marquette (no longer in existence), to work on Colgate’s Ajax cleanser and Cashmere Bouquet toilet soap.

Young Man Goes West • Not long after his move to S&M, Les met Craig Davidson, who had left a New York agency berth (at Compton Adv.) and was then head of marketing (including advertising) for Purex. Les had for some time been feeling that he’d spent enough of his life in the East and it did not take much persuading for him to accept an offer to join Purex as associate advertising manager. He subsequently became brand manager and in 1957 director of advertising. Last fall, he was elected a vice president of Purex, in charge of advertising and marketing research.

When he joined Purex in 1954, the company’s advertising budget was a little more than $1 million a year, spent chiefly in print, Mr. Bruce recalls. The following year, Purex acquired Dutch Cleanser, whose advertising was handled by Weiss & Geller (now Edward H. Weiss & Co.), a Chicago agency, which fall put Purex into network television as co-sponsor (with Speidel) of The Big Surprise, a $100,000 giveaway show on NBC-TV. “After a slow start it took off like a wild bird into the top 10 and it helped make Purex a national name.”

Purex stayed with The Big Surprise for two seasons (“until we felt there were getting to be too many quiz shows on the air”), then became the original sponsor of Perry Mason (with Libby-Owens-Ford). “Then a year away from television convinced us that with six national or nearly national brands to advertise we needed its impact and its coverage and its effect on our own sales force, the trade as well as the public. An hour would be ideal, but we couldn’t afford an hour each week.”

“We asked Weiss to explore the problem with NBC and we got a package of seven special dramatic programs. There was Art Carney’s telephone monologue, documentaries on the Sacco-Vanzetti trial and Mark Twain’s America; it was an off-beat group of controversial and provocative programs that NBC hadn’t been able to sell so we got them at a bargain price. They got good reviews from the TV critics and, somewhat surprisingly, good ratings, too, so we really had it both ways—worthwhile programs and a good cost-per-thousand.

Daytime Specials • “We wanted to follow these programs with something just as good,” and Weiss came up with the idea for a series of monthly daytime specials, something that had never been tried but the statistics indicated would work. The original idea was to take our slogan ‘You’ll find the Woman’s Touch in every Purex product,’ and make a series—‘The Woman’s Touch’ in—politics, sports, art, the law and so on. It didn’t work out quite that way, but developed into the Purex Specials for Women—The Cold Woman, The Trapped Housewife, Life and the rest, which got the results we were after and an Emmy to boot. ‘Meanwhile, we continued with evening specials of one kind and another, which developed into our ‘The World of . . .’ series, the World of Bob Hope, Billy Graham, Jacqueline Kennedy and the others.”

Les and Sally Bruce live at Newport Beach with their children: Barbara, 11; Victoria, 8; David, 6, and Phillip, 4. “I play a little golf and a little tennis, but my family is my real hobby and we spend a lot of time together.”

His job and his family leave him little time for other activities, but Les makes a contribution to his community by serving on the advertising committee of the Southern California All-Year Club and he is general program chairman for the West Coast meeting of the Assn. of National Advertisers, to be held in April in Santa Barbara.
EDITORIALS

Practical birth control

THE NAB last week submitted a set of realistic recommendations that the FCC would do well to observe in the development of AM radio. As reported elsewhere in this issue, the NAB emphasized the need for a general repair of engineering standards and a tightening of the criteria governing financial qualifications of applicants for new stations. The association is to be commended for resisting the urgings of some members and high officials that it ask the FCC to invoke some form of economic protection that would shelter the haves and disenfranchise the have-nots.

Indeed there was a noticeable contrast between the presentation last week and the position taken earlier by NAB President LeRoy Collins.

At the NAB convention last April Gov. Collins decried the "over-population" of radio stations and said the NAB had no more important objective than finding ways to curb station population growth.

At the NAB-FCC conferences last week, George Hatch, chairman of the NAB delegation, said: "Radio does not need any transfusion, nor is it as sick as some would have us believe. With an expanding economy, with a growing America, with an increasing population, it is our belief that with greater reliance placed in an allocations upon sound engineering and adequate financial qualifications, the radio industry will reach new heights in prosperity and will continue to provide outstanding broadcasting service to the American people."

We side with the latest statement of NAB policy on radio's condition, and we hope it will not change with the next wind.

To be sure, some radio stations are in financial trouble, but the same can be said of businesses of every category, and it is unbecoming for broadcasters to wish for government protection against competition while also asserting their rights to operate under a First Amendment that guarantees freedom from government restraints.

We have no doubt that natural economic attrition will force some stations to close, but the possibility of failure is the risk that must be run by anyone who decides to enter business in any free marketplace. We have no doubt there will be station mergers, if the conditions suggested last week by the NAB are adopted by the FCC. But these too will be the products of natural competition, and the survivors that emerge will be made the better for the mergers.

The NAB took a forward step last week, largely because its more thoughtful members propelled it. Its forward progress will continue only as long as its more thoughtful members provide continuing propulsion.

Double whammy

FOR broadcasters the opening of the 88th Congress last Wednesday became official with the introduction of legislation to permit radio, TV and photographic coverage of House committee hearings. This has happened at each new session since 1954 and each session in turn adjourned with no action.

This has been so because the late, revered Speaker Sam Rayburn was unalterably opposed to "live" reporting of proceedings before the House or any of its committees. In the Senate, each committee chairman decides whether to provide access to the microphone and camera—the most modern vehicles of reporting—and most of them have afforded the access when broadcast media felt the proceedings warranted live coverage.

A year has passed since the speakership was assumed by Rep. John W. McCormack (D-Mass.). Mr. McCormack has made no flat commitment but is represented as feeling that the Rayburn ukase was too severe and that perhaps individual committees should be allowed to decide for themselves. Thus, prospects for favorable action on one or another of the several measures already introduced would appear to be better than they have been for nearly a decade. The various bills submitted last week would provide relief ranging from permanent changes in the House rules that would permit live broadcasting to temporary modifications that would give broadcasting a trial.

Certainly there is ample precedent. The Senate itself, for example. And the fact that presidential news conferences are available live. There are radio TV galleries in Congress and provisions for pickups in most of the executive departments. In fact the microphone and camera have equal access everywhere except in the House and most of the federal courtrooms where an archaic Canon 35 is still embraced by old-school jurists.

One of the ironies of the 88th Congress, in the light of the House lockout of radio-tv, is to be found in the preparations being made by a House subcommittee to investigate "news management" by the administration and more particularly the Defense Department. This involves the people's right to know what its government is doing.

The broadcast media, where the House is concerned, have been getting the double whammy. Radio and television, along with other media, have been victimized by suppression and purported "management" of the news. But in the House they are denied equal access to boot.

Curtain raisers

THE use of the RCA-built Relay satellite last Wednesday to transmit parts of NBC-TV's Today to Europe was a reaffirmation of the rapid approach of the international television era. The technical ingenuity that induced life in Relay after two weeks of failure and revitalized the older Telstar after a longer silence suggests that scientists have all but perfected the means of linking continents by live TV.

There may never be around-the-clock programming on international circuits, but even so the world's windows will be opened by occasional broadcasts of events of international significance. The Satellite Communications Corp. that is now in the process of formation could become a greater carrier of peace and understanding than all the doves that ever flew.

"Just listening to Joyce Brothers isn't enough . . . he has to have a couch."
TV Camera of the Sixties!

After five years of intensive development and two years of field testing, the TK-60 advanced studio TV camera is here! Big picture 4½" image orthicon pickup tube combines with stabilized circuits, ease of camera set-up, and simplicity of operation to make it every inch the TV Camera for the "sixties". Here's a great new monochrome camera that's sure to be a success with producers and station-men alike! The TK-60 produces pictures of sensationanly new quality...over extended periods, without alignment delays. You can control contrast and mood as never before. You can produce tapes and live commercials that show the client's product in sparkling, life-like detail, with effects not possible on any other camera. Where striking picture quality can mean stepped-up product sales, this is the camera that "says it" and "sells it" best! See the RCA Broadcast Representative for the complete story. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.

THE MOST TRUSTED NAME IN TELEVISION
NORMAN PARIS, whose concert background has helped him achieve an enviable career, is a composer, arranger and conductor well known to the New York scene. In television he has been associated with Candid Camera, J.F.K. Reports, and The Garroway Show as well as with I’ve Got a Secret. Recently he wrote a distinguished score for the film “David and Lisa.”

and there are 104 other regular network programs which use BMI music.
NAB embraces Collins with 3-year contract but takes time on cigarette ads ........ 31

Radio shortchanged: clamor grows for more accurate audience measurements ... 42

Hartford revisited: progress sluggish in pay television experiment .......... 68

FCC plans to add 650-700 uhf channels to assignment table ................. 50

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STRIETMANN TIME MAN OF THE YEAR

JAMES R. SEFERT of Peters, Griffin & Woodward, Inc., Detroit, recipient of the 1962 Strietmann award for station representation.
Important ... WTRF-TV Wheeling Market ... Dominant in Rich Booming Wheeling-Steubenville Industrial Ohio Valley ... $2.5 Million People spending 1 3/4 Billion Dollars Annually ... 7500 Retail Outlets Tops in Sales ... Service ... Results! Better Buy ... WTRF-TV Wheeling!

Represented Nationally by George P. Hollingbery Company

#20 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA Scan Zoo Animals, Inc., Los Angeles, California

Promotion Director (Aware Conditioner)

WTRF & TV
WHEELING 7, WEST VIRGINIA
The television station of tomorrow is in Houston today

From every angle—Rates, Ratings, Local Prestige—KTRK-TV is the VITAL BUY in HOUSTON
The November-December, 1962, ARB Market Report shows that KRLD-TV reaches 26,900 more homes than Station B, 37,900 more than Station C, and 59,600 more than Station D — or a startling 40.4% of the total homes reached per quarter-hour or half-hour in the entire Dallas-Fort Worth market.

Spend your ad dollar where it reaches more — on Channel 4. See your Advertising Time Sales representative.

9 am to Midnight
Monday thru Sunday

KRLD-TV
represented nationally by Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS
Channel 4, Dallas-Ft. Worth
MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

BROADCASTING, January 21, 1963
Garland vs. ‘Bonanza’

Two of its biggest program scheduling decisions for 1963-64 television season have now been made by CBS-TV. Network has decided to slot new Judge Garland Show on Sundays at 9-10 p.m. EST, back to back with Ed Sullivan Show—and opposite NBC-TV’s high-rated Bonanza. And new Danny Kaye Show will take over Wednesday 10-11 p.m. period long occupied by U. S. Steel Hour and Armstrong Circle Theatre. Garland sponsorship not yet set. U. S. Steel and Armstrong have been given first refusal on Kaye Show, and decision is pending.

Minow’s bait for uhf

Several networks and individual tv station operators have been urged by FCC Chairman Newton N. Minow to undertake operation of uhf stations alongside their vhf outlets and repeat at least 50% of programming at different hours to reach audiences that missed original vhf telecasts. Mr. Minow has indicated that such operations, even though experimental, would be allowed to accept sponsorship under waiver of both experimental and duopoly rules. Dual operation also would be calculated to encourage development of uhf audience.

Second bounce

Perplexing world of rating services is further added by this reaction to Federal Trade Commission consent order issued three weeks ago against The Pulse Inc., A. C. Nielsen Co. and American Research Bureau (Broadcasting, Jan. 7): One research firm reports customers are understanding and have expressed confidence in service but that problems are coming from firm’s interviewers and interviewees. Number of interviewers have resigned, claiming they didn’t want to be associated with “shady” or “crooked” organization. More than average number of respondents are refusing to cooperate, expressing concern they might tarnish their integrity by participating in survey.

‘Draft’ for McCollough?

Will Clair R. McCollough, president of Steinman stations, relinquish NAB joint board chairmanship this year? Mr. McCollough won’t be eligible for re-election as board member since he has served two successive terms, including year as interim head of NAB, and must stay out one term before becoming eligible again. By-laws provide that joint chair be elected from among either radio or tv board members, but they also provide that chairman shall serve until his successor is elected. Mr. McCollough’s present term will expire with adjournment of NAB convention in Chicago in April, but new board doesn’t take over until June.

Movement has developed among some radio and television board members to retain Mr. McCollough in chairmanship. Some have suggested referendum vote of membership to change by-laws or waive requirements where joint board chairman is involved. Suggestion was made that provision might be adopted to designate board chairman without regard to his election to either radio or tv board. Out of past 25 years Mr. McCollough has been NAB board member more than 20.

Hot want ads

First National City Bank in New York has been sitting on unusual “success” story for tv that developed during current newspaper blackout. Details now coming to light reveal bank, which has more than 40 branch offices in city area, attracted more than 500 phone calls and 100 personal visits in response to 15-second sign-off on Jan. 4 newscast it sponsors (11:11:15 p.m. on WNBC-TV) that noted bank had 200 clerical jobs which needed filling. Bank had no access to classified ad columns in papers. As result of initial response on first workday following Friday announcement, bank’s agency, BBDO, canceled two one-minute commercials client was to insert as local cut-ins within Today show on station. Sign-off was repeated one additional night but without giving phone number, and it initiated 200 people calling bank’s phone number and another 130 walk-ins. All 200 positions were filled.

Double jeopardy

There’s outside chance that broadcasters may find themselves targets of move to collect new performance fees for playing of records—in addition to fees now paid to composers and publishers through performing rights societies like ASCAP and BMI. Now under consideration is basic revision of U. S. copyright law that may include new protection for recordings of all kinds. Unless wording of new proposal is carefully drawn, it could mean that record companies and possibly recording artists would acquire copyright for records they make and hence be able to charge royalties to anyone playing recordings on radio and television.

Copyright law revisions are being drafted by panels of experts under supervision of U. S. Register of Copyrights. Plan is for draft to be submitted to House Judiciary Committee before end of this session of Congress. BMI and ASCAP attorneys attended panel sessions in Washington last week.

Waiting for the papers?

New York newspaper strike is thought by some as big factor in delay in issuance of Senate Juvenile Delinquency Subcommittee report on television by Sen. Thomas J. Dodd (D-Conn.), chairman. New York newspapers would be expected to give report bigger ride than broadcasters. Report is not expected to be kind to latter. Senator said a fortnight ago report was in final form and was being circulated to subcommittee members (At Deadline, Jan. 14); however, none approached Broadcasting had seen it by Friday (Jan. 18).

Mobile meter

A. C. Nielsen confirms it’s working on gadget which, if successful, would attach to transistor or portable radio sets to record total listening (story page 42); but there’s obviously no device in sight now that would show amount of listening to out-of-home sets and identify stations, as does Audimeter. Nielsen now uses only in its national radio measurements. Device being worked on apparently would resemble Recordimeter Nielsen uses in its local radio service as way of corroborating diary reports: Listening reported in diaries is added to determine if total is same as that indicated by Recordimeter.

One for all

White House tv newsmen fear that era of competitive coverage of White House events is coming to end. They point to objections by Andrew T. Hatcher, assistant news secretary to President, at Mona Lisa ceremonies (Broadcasting, Jan. 14), and also to new policy by White House News Secretary Pierre Salinger ending old Washington custom—background conferences between President and newsmen from which reporters were permitted to report views but could not quote or attribute them to President. At last backgrounder, in Palm Beach during Christmas holidays, American newsmen followed this protocol, but some British correspondents quoted President directly, claiming official White House approval.
IMPETUS IS A WORD IN MOTION

Webster says "... indicating the origin and intensity of the motion."

WOC-TV provides such impetus to advertising schedules by consistent promotions, merchandising information, and constant liaison between the advertiser and his retail outlet.

WOC-TV coverage area is the largest between Chicago and Omaha... St. Louis and Minneapolis. Effective Buying Income exceeds 2 billion dollars. There are almost 350,000 TV homes. Need more convincing? See your PGW Colonel today.

WOC-TV 6

EXCLUSIVE NATIONAL REPRESENTATIVES — PETERS, GRIFFIN, WOODWARD, INC.
DAVENPORT, IOWA

THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE
WEEK IN BRIEF

Collins wins new NAB contract; it's for three years retroactive to Jan. 1. Board, however, puts lid on cigarette ban advocated by its president; votes to defer action pending Public Health study. See...

THERE'S SMOKE, NO FIRE...31

Call goes out for revision in rating program measurements to count portable and car radio listeners. Campaign to NBC affiliates initiated by Thomas S. Carr who decries sole reliance on "plug in" radios. See...

RATINGS IGNORE PORTABLES...42

After seven months, Hartford pay tv has 1,800 subscribers, paying average of $8-$10 monthly, with most well pleased. But rate of growth, diversity of programming is disappointing, operators express satisfaction. See...

HARTFORD PROGRESS SLOW...68

FCC is planning addition of 650-700 uhf channel assignments to its table of tv allocations. Move is pressed by NAEB study showing possibility of 1,500 more uhf frequencies. Rulemaking indicated. See...

FCC PLANNING NEW UHFS...50

Retail sales moved up in New York during holiday season despite lack of newspapers, TVB study of Federal Reserve Board reports shows. Sales pickup began week New York newspapers shut down. See...

RETAIL SALES UP IN N.Y...40

Supreme Court won't touch ASCAP case at this time, so music negotiating committee plans to ask federal circuit court to review refusal by Judge Ryan to grant clearance at source contract with music license group. See...

ASCAP CASE IS REFUSED...64

All industry committee to study prospective color tv standards for Canadian tv is proposed by two networks and CAB. They ask that BBG withhold color authority until completion of investigation. See...

COLOR TV STUDY ASKED...75

The NAB Distinguished Service Award this year goes to Bob Hope. Comedian quips "If you stick around long enough in this business it's bound to fall your way." Promises to act the proper recipient. See...

NAB AWARD TO BOB HOPE...32

Broadcasters and admen consider ethics in advertising at Catholic assembly. Unilever official calls for advertiser to control not only commercials but also programming. Mediamen oppose this concept. See...

AD ETHICS RESPONSIBILITY...46

Airborne television experimenters conclude that teaching from the air should be placed on a permanent basis. MPATI asks that six uhf channels be allocated for this service and that rules be changed. See...

PERMANENT AIRBORNE ETV...52

DEPARTMENTS

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LEAD STORY ........................... 31

BROADCASTING, January 21, 1963
Between these hours weekdays, more women watch KMTV than all other Omaha television stations combined.

Between these hours weekdays, more children watch KMTV than all other Omaha television stations combined.

Between these hours weeknights, more adults watch KMTV than any other Omaha television station.

Advertisers looking for any kind of audience will get more of what they're paying for on KMTV. Petry will give you the correct time.

SOURCE: DECEMBER '62 OMAHA ARB
NAB backs news freedom from advertisers

JOINT BOARD ADOPTS PRINCIPLE AS MEETING CLOSES

NAB Joint Board of Directors, at closing session in Phoenix Friday, approved resolution endorsing principle that news, public affairs and information programs should "be kept free from sponsor control and influence, direct or indirect" and that they should be "the sole responsibility of the broadcaster."

Without mentioning developments following Howard K. Smith program on ABC-TV and subsequent withdrawal from network of advertisers who objected to appearance of Alger His, action was described as "resolution of principle" which reiterated existing recognized practice.

Board approved record budget of nearly $2 million on recommendation of its finance committees (see page 31). This is exclusive of approximately $500,000 realized by Television Information Office, which operates apart from but under aegis of NAB.

Board commended its freedom of information committee and endorsed plan for meeting of all news media with Pierre Salinger, presidential news secretary, and other government officials on equal access to news, which White House secretary said would be arranged at NAB's request. Other media, initially reluctant to participate, were reported now ready.

Establishment of new legislative liaison committee was approved to assist NAB government relations staff in advisory capacity. Group will work through Paul Comstock, recently appointed vice president for government operations (see story page 34).

Appointment of special committee to pass on building plans for new NAB headquarters was authorized by board. New association home will be constructed on recently-acquired lot adjacent to present building in Washington.

Fall Conferences • Board approved present format of NAB fall conferences, to run 1½ days, preferably in metropolitan areas. Staff was authorized to arrange programs, dates and locations.

Joint board approved report by Carlton D. Brown, WTVL Waterville, Me., chairman of membership committee, for establishment of 51-member (one from each state and Puerto Rico) liaison committee to ride herd on membership.

Everett E. Revercomb was unanimously re-elected secretary-treasurer of NAB.

Resolution commending Commission-
McAndrew honor

William R. McAndrew, executive vice president, NBC News, has been invested as Knight of Malta, one of highest honors bestowed on Roman Catholic laymen. Investiture in select order, numbering only 500 members in U. S., was conducted by Cardinal Francis Spellman, archbishop of Diocese of New York.

Anderson seen heading Senate space committee

Sen. Clinton P. Anderson (D-N. M.) is expected to emerge as chairman of Aeronautical & Space Sciences Committee, replacing late Sen. Robert Kerr. Sen. Warren G. Magnuson (D-Wash.), chairman of Commerce Committee, who had said he was interested in space post himself (BROADCASTING, Jan. 14), would, with Georgia's Sen. Richard B. Russell, step aside. Sen. Anderson would then create two subcommittees: one on peaceful uses of space which Sen. Magnuson would head and another on military uses to be headed by Sen. Russell.

FCC approves sale of KERN-AM-FM

Sale of KERN-AM-FM Bakersfield, Calif., by McClatchy Newspapers Inc. to Radio KERN Inc. for $145,000 has been approved by FCC. Radio KERN principals include Roger H. Stoner, former sales manager of KYA San Francisco, and J. Ward Wilkinson, Oakland, Calif., advertising man.

McClatchy retains KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KBEE-AM-FM Modesto, all California, and KOH Reno. Nev. KERN, founded in 1932, operates fulltime on 1420 kc with 1 kw. It is CBS affiliate. KERN-FM went on air in 1948 and operates with 9.1 kw on 94.1 mc.

One for all

Julian Goodman, vp, NBC News, told broadcasters Friday (Jan. 18) that every radio and tv station in U. S. should have qualified news director. Addressing South Carolina Broadcasters Assn. meeting (earlier story page 74), Mr. Goodman said "a station with trustworthy, imaginative news coverage, both national and local, will attract enough additional listeners to make the add-cost economically worthwhile."

WEEK'S HEADLINERS

John Sias, national tv sales manager of Westinghouse Broadcasting Co. and former tv executive at Peters, Griffin, Woodward, joins Metro Broadcast Tv Sales, new Metromedia rep division, as vp and director. H. D. (Bud) Neuwirth, vp in charge of Metro Broadcast Sales, New York, since its formation in February 1962, named vp and director of Metro Broadcast Radio Sales. Appointments were made as Metro Broadcast Sales was split into separate radio and tv units (see story, page 44). Mr. Sias has been with Westinghouse for past year and was associated with PGW on West Coast as vp. Mr. Neuwirth joined Metropolitan Broadcasting in March 1960 as assistant to John W. Kluge, president and board chairman, and later promoted to director of sales for WP-AM-FM Philadelphia. He was elected vp and director of radio sales for Metropolitan Broadcasting in 1961 and vp and director of new rep firm when it was formed.

Paul Miller, president of Gannett newspapers and broadcasting stations, elected to succeed Benjamin M. McKelway, Washington Star editor, as president of Associated Press news service. Mr. Miller, former AP first vp, is replaced in that position by Bernard H. Ridder Jr., publisher of St. Paul Dispatch and Pioneer Press. Prior to joining executive staff of Gannett newspapers in 1947, Mr. Miller had been chief of AP Washington bureau and assistant general manager. Gannett newspapers stations are WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, WENY Elmira, all New York, and WDAN Danville, Ill. Resignation of Mr. McKelway and election of new corporate officers was announced at AP's winter board meeting in Phoenix.

Manny Reiner, vp in charge of international operations for United Artists Television, named vp in charge of Four Star Television's newly formed foreign operations, effective Feb. 15. Mr. Reiner's first step will be to establish Four Star offices in key centers of world. He has been active in foreign sales of motion picture and tv films for 20 years, and previously was with Television Programs of America and Samuel Goldwyn Productions.

Bernard Kramer, vp and account supervisor at Mogul, William & Saylor, New York, elected senior vp and member of board of directors. He also becomes a principal partner of agency. Mr. Kramer joined MW&S in 1956 as account supervisor and was elected vp in 1961. He is account group head on Rayco Mfg. Div. of B. F. Goodrich Co.

For other personnel changes of the week see FATES & FORTUNES

Consideration for Phileo's agreement to withdraw its application.

Broadcast Bureau said Phileo's $150 million suit against RCA was of far greater importance to Phileo than its application for ch. 3, and added: "serious question exists" as to whether application was merely device to enhance bargaining position in its suit court.

Sterling denies FTC charge

Sterling Drug Inc., maker of Bayer aspirin, issued statement Friday (Jan. 18) denying charge by FTC that its advertising misrepresents findings of clinical study of pain-relieving products (story page 48). Sterling declared its claims in advertisements are "true in fact," and said it was "confident" its position would be upheld.

Study of newspapers urged by Salinger

Pierre Salinger, news secretary to President, called on newspaper publishers and labor unions to empower group of impartial citizens to make "thorough-going" study of economics of newspaper business. He made suggestion in speech Friday night at Printing Week banquet in Philadelphia.

Move should be made now—"before other cities and other newspapers go through the throes of this agony [newspaper strikes in New York and Cleveland]."

Referring to decline in number of newspapers and growth of one-newspaper cities, he said:

"When you add to this the fact that in many of these cities the monopoly news operations also own key radio and television outlets in the same cities the problem of press centralization becomes most apparent."
No. 1
in its time period—
rating...share...homes
★
Indianapolis, WISH-TV
Monday to Friday, 6 to 7 pm
ARB: November 1962

No. 1
in its time period—
rating...share...homes
★
Sacramento, KXTV
Monday to Friday, 5:30 to 6:30 pm
ARB: November 1962

No. 1
in its time period—
rating...share...homes
★
Birmingham, WBRC-TV
Sunday, 5:30 to 6:30 pm
ARB: November 1962

No. 1
in its time period—
rating...share...homes
★
Binghamton, WNBF-TV
Tuesday, 7 to 8 pm
ARB: November 1962

Warner Bros. Television Division • 666 Fifth Ave., New York, New York • CI 6-1000
A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

**DATEBOOK**

**JANUARY**


Jan. 21—Deadline for comments to FCC rulemaking proposals to allow (1) joint use of auxiliary tv stations and microwave facilities of closed-circuit tv systems for transmitting on parttime and secondary basis to on-air tv stations and stations to validate 1850-1900 me band to etv for extended range, closed-circuit purposes.


Jan. 22—Oklahoma Broadcasters Assn., Oklahoma Sheraton Hotel, Oklahoma City. NAB President LeRoy Collins will be principal speaker.

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

Jan. 22-24—Eighteenth annual Georgia Radio-TV Institute, co-sponsored by Georgia Assn. of Broadcasters and U. of Georgia, Athens, FCC Commissioner E. William Henry; Georgia Governor-elect Carl Sande-er; Stephen F. White, CBS New York; Maurie Webster, CBS Radio Spot Sales; Stephen Riddleberger, ABC owned radio stations; Edmund C. Bunker, president-elect, RAB; and John Mooney, WGGN Atlanta, are among participants. Sanders Vanocur, NBC's White House correspondent, will be guest speaker for DI Gamma Kappa, U. of Georgia's professional broadcasters society. Mr. Vanocur's speech topic will be "Covering the White House and the President."

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

Jan. 23—Colorado AP Broadcasters Assn., meeting. Assisting general manager Lou Kramp will address the session. Members will firm up plans for a news clinic for radio and tv news managers.

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


Jan. 24—Academy of Television Arts & Sciences, Hollywood chapter, meeting at 8 p.m. at the Directors Guild of America, "Meet the Creative Team" session with the producers of Bonanza on deck.

Jan. 24—Wisconsin Broadcasters Assn. annual meeting, Pfister Hotel, Milwaukee.


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


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


Jan. 31—Deadline for nominations to Radio Hall of Fame by those in broadcast-ing for 25 years or more, as selected by American College of Radio Arts, Crafts & Sciences, Conrad Hilton Hotel, Chicago 5.

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

Jan. 31—Minnesota AP Broadcasters Assn. annual meeting, Minnesota Press Club, Min-neapols. Chairman of Minnesota Demo-cratic Republlic, Neary will speak on the 1962 gubernatorial election and its news coverage, and will answer questions in an open forum.

**FEBRUARY**

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

Feb. 1-2—Radio-TV News Short Course, U. of Minnesota, Minneapolis, Sponsored by the university's School of Journalism and the Northwest Center for Radio and TV News Assn., the affair will include separate radio and tv news workshops, a series of presenta-tions by Time-Life Broadcast Div., and the annual NRTNA banquet and news awards presentations. Hecale Donan, chief edit-orial executive, Time Magazine, will be banquet speaker. Feb. 1. Other speakers include: John W. (Bill) Roberts, chief of...
**Pin a rose on us!**

A rating rose, that is, from the famed Tournament of Roses Parade. You might even say eight roses because, for the past eight consecutive years, the people of Los Angeles have made it clear that when a choice is available, they prefer KTTV's coverage of this breath-taking spectacle. This year, as an example, 20% more television homes were watching KTTV than the combined audiences of all other stations covering the Rose Parade.*

When important events happen in Southern California, sports...human interest...tragedy...spectacle, the people of Los Angeles depend on KTTV for live on-the-scene television coverage. At the 1962 Los Angeles County Fair, California Research Bureau asked over 950 people, "If you were to hear of any event of an unusual nature occurring in Los Angeles, such as a train wreck, a major flood disaster, fires, etc., which television channel would be most apt to have cameras live on-the-scene to televise the situation as it happens?" 57.9% of the respondents indicated KTTV. The next highest station garnered but a 15.5%. So you’re missing a great sales bet if you are not on KTTV, the people’s choice in the Los Angeles market. Check with your KTTV man in New York, Chicago, San Francisco or Los Angeles for choice selling availabilities.

*Jan. 1, ‘63 ARB
10:00/10:30 A.M.

**STATION RATING**

- **KTTV:** 24.0
- **NET:** 10.0
- **NET:** 7.0
- **IND:** 3.0

**KTTV**

**CHANNEL 11**

**LOS ANGELES**
Bruce Curtis, of Leo Burnett, joins the Tricorn Club

Membership in the Tricorn Club separates the men from the boys when it comes to market savvy. Bruce got tapped by correctly answering these two profound questions: (1) What is the Tricorn Market? (2) What is North Carolina’s No. 1 metropolitan market in population, households and retail sales? In case you’re pining to make this elite fraternity, the answer to both questions is the combined three-city “tricorn”: Winston-Salem, Greensboro, High Point. You’ll pass magna cum laude if you also know North Carolina is our 12th state in population. So—what does knowing the No. 1 market in the No. 12 state add up to? A sure sales scoop for clients. Maybe a raise from the boss. At least, an official hat from the Tricorn Club.

Source: U.S. Census

the Time-Life Broadcast News Bureau, Washington, D.C.; Pat Higgins, news director of KOGO San Diego; Robert F. Garvin, WFIL Indianapo., and Sheldon Peterson, WTCN Minneapolis.


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

Feb. 4—Hollywood Ad Club and Los Angeles Advertising Women, joint luncheon at Hotel Roosevelt, honoring Lucille Ball, comedienne and president, Desilu Productions. Elliott Lewis, producer of the Lucy show, will also speak.

Feb. 5-6—Fifth annual midwinter conference sponsored by Advertising Federation of America and Advertising Assn. of the West, Statler-Hilton, Washington. Legislative roundup will include speakers from government and business.

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

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

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

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

Feb. 11—FCC continues NBC-Philo hearings.

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

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


Feb. 15—Western States Advertising Agen
cies Assn., “Advertise the West” award luncheon, Ambassador, Los Angeles.

Feb. 15—Comments are due on FCC’s proposed FM allocations table.

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

Feb. 15—Academy of Television Arts &
The wonderful world of glop
Sink corrosion test samples in shallow sea water for a few months, and this is what comes back up with them. Glop. This test rack, encrusted with barnacles and other sea life, has just been pulled from salt water at Harbor Island, North Carolina, one of the places where U. S. Steel is trying to find out as much as possible about corrosion. Of course, glop is only one corrosive influence steel may have to withstand in service. So, we have acres of test racks all over the country, exposing samples of steels used in metalworking to rural, industrial, and marine atmospheres and to natural waters. We also have samples built into structures, pipelines, and process vessels. We perch architectural steels on rooftops and hang muffler steels under automobiles. Since we started our program 33 years ago, we've tested over 64,000 steel samples. Today, U. S. Steel does more corrosion research and offers a larger number of corrosion-resistant steels than any other steelmaker. The more corrosion problems we can solve for American industry, the healthier our economy will be. America grows with steel. USS is a registered trademark.
Winning Combination! "The Eddy Duchin Story"
...an unforgettable, bitter-sweet romance enacted with grace and beauty by two of Hollywood's greatest stars, Tyrone Power and Kim Novak...produced by Jerry Wald...
directed by George Sidney and written by Samuel Taylor. It's another of the 73
great box-office hits, newly-released for television, that have been added to the roster of the COLUMBIA POST-48's.


The COLUMBIA POST-48's are distributed exclusively by

SCREEN GEMS, INC.
KELO-LAND TV makes
Sioux Falls
7th market in the West
IN TV HOMES DELIVERED BY CBS

Among all the market strongholds west of the Mississippi River, only a half dozen other CBS stations deliver your sales message to a larger audience than does KELO-TV Sioux Falls. How does KELO-LAND TV elevate Sioux Falls into this top tier of major markets? Through three strategically placed transmitters operating as one station. Your sales message gets major station coverage of Sioux Falls' entire KELO-LAND 103 County Market—simultaneously, completely, efficiently. Only KELO-tv makes this the mighty, natural market it is. Only KELO-tv can deliver it to the advertiser.

ARR March '52—6:30 p.m. to 10 p.m.

JOE FLOYD, President
Larry Benton, Vice-Pres.

Represented by H-R in Minneapolis by Wayne Evans.

KELO-tv Sioux Falls, S.D.; and interconnected KOLO-tv and KPLO-tv

Sciences annual ball, Cooconut Grove, Hotel Ambassador, Los Angeles.

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

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

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

Feb. 23—Third annual Mike Award banquet of Broadcast Pioneers, Imperial Ballroom, Americana Hotel, New York City. Cocktails at 6:30 p.m. in the Versailles Ballroom; dinner at 7:30 p.m. in the Imperial Ballroom.


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

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

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

MARCH


*March 13-15—Audio Engineering Society's West Coast spring convention, Hollywood Roosevelt Hotel, Los Angeles. Fm stereo broadcasting, disc recording and reproduction, microphones and audionics and audio applications in the space age are among topics to be dealt with in technical papers. March 15—Spring meeting of Louisiana Assn. of Broadcasters. Place to be announced.

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

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

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


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Vice President ........... Maury Long
Vice President........... Edwin H. James
Secretary ................ H. H. Tashoff
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BROADCASTING THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office

Copyright 1963: Broadcasting Publications Inc.
If you lived in San Francisco...

...you'd be sold on KRON-TV
The Embassy of Turkey

His Excellency Turgut Menemencioglu,
Ambassador of Turkey to the United States,
and Madame Menemencioglu, in the
solarium of the Embassy...
another in the WTOP-TV series
on the Washington diplomatic scene.
Only one shipping service delivers overnight... anywhere in the USA

Air Express is the faster way of sending and obtaining things by air... from anywhere to anywhere in the USA.

Only Air Express has scheduled service between 2,500 airport cities... plus scheduled surface express connections with another 21,000 off airline cities.

And Air Express shipments have official priority with all 38 scheduled airlines—first cargo aboard after air mail. 13,000 REA Express trucks speed door-to-door pick-up and delivery.

Cost? Less than you think. For example, 10 lbs. travels 1,000 miles for only $5.06.

Specify Air Express always—for shipping or receiving. Call your REA Express office for Air Express service.
The 1963 Yearbook

EDITOR: Your 1963 Broadcasting Yearbook looks great, and is great to locate key people in radio and tv, and also the important facts and figures we here must have instantly. It is truly the "one-book library of television and radio information."—Paul Arnold, radio-tv promotion director, Hearst Magazines, New York.

EDITOR: It (the Yearbook) came... I saw (the Yearbook)... and it (the Yearbook) conquered me. How you do it (the Yearbook) I'll never know. What it (the Yearbook) does for me is too long for one letter.

Congratulations for making it (the Yearbook) the favored book of the trade. And, thanks to the information in it (the Yearbook), things look great for '63.—William Mockbee, vice president, Doug Bailey Advertising Inc., Rockville, Md.

[FCC-NAB conference]

EDITOR: CONGRATULATIONS ON EXCELLENT REPORTING OF FCC-AM ALLOCATION CONFERENCE [LEAD STORY, JAN. 14]. WE APPRECIATE BROADCASTING'S EDITORIAL SUPPORT FOR OUR RADIO DEVELOPMENT COMMITTEE RECOMMENDATIONS.—GEORGE C. HATCH, KALL SALT LAKE CITY, CHAIRMAN, NAB RADIO DEVELOPMENT COMMITTEE.

EDITOR: Overpopulation is not the fault of the industry as a whole. Indeed, the NAB had no authority. By hortatory activity it could have attempted to persuade the commission to adopt a studious and well considered approach.

Historically, responsibility lies with the commission. Fifteen years ago at the NAB meeting, I chided the commission for a couple of unwarranted grants and warned of the ultimate result if the practice were continued. In simple terms, these fowls have come home to roost. Loss of money is bad. The resultant degradation of service is worse.

Tertiary alleviatives are of little avail. You cannot cure a fatal illness with an aspirin tablet. You must either operate and make excisions or leave them to suffer.—James Lawrence Fly, Daytona Beach, Fla.

[Mr. Fly was chairman of the FCC from Sept. 1, 1929, to Nov. 13, 1944.]

Attentive audience

EDITOR: During a weight-losing effort before the holiday season (lost 27 pounds!) I developed an original exercise which I think the tv industry should

LEADS IN SERVICE

WIBC...1070 on your dial! This means many things to many people...228 weekly news reports plus consistent editorials and news feature presentations such as "Telescope"...the 11½ hours each week that WIBC carries farm programs and the 10 hours of religious broadcasts...WIBC's sports coverage and top-rated music and announcers...traffic and school closing information during foul weather periods. In brief it means a good friend and neighbor.

LEADS IN AUDIENCE

WIBC has worked hard for 25 years to gain the respect and loyalty of Indianapolis and Indiana residents. Audience surveys indicate that this extra effort has gained for WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.* WIBC's efforts have been rewarded and those rewards are available to you...the national advertiser.

A man with both feet on the ground

A solid, wide-awake, "get-ahead-in-business" kind of man, keeps his eyes open for information he can use on the job... for facts that will help him (or his company) perform better, faster, more efficiently, more profitably. He knows, from constant observation, that the ad pages of his business-paper are a prime source of this information.

Issue after issue, there's nothing else in print so packed with news, ideas, information—facts calculated to keep you and your business growing.

Of course, by helping you, advertisers help themselves. The fact is:

advertising in newspapers means business for you—and for the advertiser.

be particularly interested in publicizing:

Sit in a comfortable chair and watch TV. Every time a commercial comes on lift both feet from the floor and hold them in the air for duration of the commercial. This is doubly effective: it not only strengthens the abdominal muscles, but also keeps you away from the refrigerator during commercials.

Added benefit: It guarantees an audience for all commercials. The only disadvantage: It makes commercials seem doubly long. . .—Vert Bratton, broadcasting station management consultant, Colorado Springs, Colo.

Clarification

EDITOR: A little item concerning the translator situation out at Clyde, Kan., (GOVERNMENT, Jan. 7), I think, bears a little explanation.

Back a couple of years ago, before the commission adopted its present rules on translators, we responded to a request from the folks at Clyde and agreed to donate $500 toward construction of a translator to cost around $1,500. They proceeded to raise their money and file an application, but by the time it was granted, the commission had adopted the new rules concerning translators. They then asked us for the $500 after they received their license. We tried to explain the new rules to them... that although we would like to contribute, we could not do so.

As a last resort, we suggested they ask the commission for a waiver... Apparently the commission considered this point as indicated by the dissenter's votes of Chairman Minow and Commissioner Hyde. . .—Thad M. Sandstrom, general manager, WIBW-AM-FM-TV Topeka.

Sound argument

EDITOR: Re the letter of Ralph T. Winquist about modulating in accordance with Fletcher-Munson curve (OPEN MIKE, Jan. 7), how could this be accomplished?

The curves state that as level in a loudspeaker or earphones is reduced, the apparent reduction is greater at the extremely high and extremely low frequencies. Unless there were some way to guarantee that all receivers would play always at the same level, modulation in accordance with the curves would be self-defeating!

Since there is no way to electronically detect the difference in program content and commercials as to loudness, it would appear that Mr. Rex Howell is right in his comment that the FCC is really saying it doesn't like commercials delivered in a certain manner of speech.

Because of the widespread use of AGC and peak limiters in AM stations, I think most stations couldn't play commercials louder than regular programming if they tried to... TV? That is another matter.—Gene Bardo, chief engineer, WGGG Gainesville, Fla.

Radio as news medium

EDITOR: In the past few weeks I have heard numerous mentions of the New York City newspaper strike on various TV programs. Invariably the performer has lamented the loss of newspaper service and has stated that without newspapers the public does not have access to full coverage of news events...

If these performers feel they are not getting adequate news service they should be advised to tune in their radios... During the recent Cuban crisis... we were as much as 24 hours ahead of published newspaper stories, 8 to 12 hours ahead of TV coverage... and we maintained an edge ahead of our radio competitor... Television producers seem to have an affinity for promoting one of their prime competitors, newspapers... Yet, the average radio newsman, local or network, covers more news stories in a more exciting environment than any newspaper reporter I ever knew...

—Jon A. Holiday, president, WAIR Winston-Salem, N.C.

WDBS alumni

EDITOR: In deference to the pioneering gentlemen with whom I worked (WDBS-Dartmouth Broadcasting) back in 1941 and 1946-48, may I say that your story about WDCR, "the station which has been on the air since 1958" [MEDIA, Jan. 7] creates an impression that omits WDBS.

... We were one-tenth of the present staff (in all respects, I'm sure)... but history should not leave out WDBS from your pages, for many an old grad is still in advertising.—Gene Wilkin, general manager, WGAN-AM-FM-TV Portland, Me.

'Hats off' to FCC

EDITOR: Most of us feel that the decision of the FCC to freeze all AM grants temporarily was a wise and sound decision. Our only regret... is that it did not go into effect in the 1940s.

Some areas in the country today are more populated with radio stations than the area has citizens, causing the media to resort to screaming, gimmick commercials just to prove they are first in the area. To the commission, I say "Hats off, and clean it up!"—Brooks Russell, vice president & general manager, WESR T Dasley, Va.
—"does a big job for our members"
says NORMAN E. CASH, President, TV Bureau

"Since we have an RCA TV Tape Recorder, sales managers of stations can go before their TV Cameras and tape reviews of their programs, personalities and opportunities—then send them here for playback before reps and prospective advertisers. Our conference room with closed circuit facilities can be used to present sales pitches with the impact of TV itself. As a result, one station made a $30,000 sale...one rep's sales totaled $150,000...a station group sold $65,000 worth of television...all through our RCA TV Tape Recorder.”

You're really shooting for sales when you use RCA Taping equipment. With RCA, you get superb picture quality and outstanding operating convenience, in a completely matched line of equipment, for finest all around performance. Regardless of what model you choose, you know that it is backed by superior engineering and service. Call the RCA Broadcast Representative with complete confidence. Or write RCA Broadcast and Television Equipment, Dept. RC-22, Building 15-5, Camden, New Jersey.
From the start, the product and tv seemed made for each other

A certain resourceful magazine representative had been trying to get an audience with Arthur Fischer, head of Cole Fischer Rogow Inc., New York office, but was unsuccessful in piercing the sheltering armor of his protective secretary. As a last resort to get through to him, this rep sent Fischer a message via a Western Union CandyGram and bet him that he could sell him space in his publication if he submitted to a presentation. Otherwise, the rep stated, he would eat the CandyGram’s cardboard box. He got the interview and made the sale.

This was Fischer’s first exposure to CandyGram. He recognized its tremendous potentials as a door-opener, sales clincher, vote-getter, and as the sweetest, swiftest gift by wire. The more he thought about CandyGram, the more amazed he became that he had never previously heard of it. He couldn’t comprehend how anyone could possibly have kept this the nation’s top secret. Accordingly, he made a pitch to the owners of CandyGram for the account, and found of all things... a CandyGram! He got the account.

A little research into the history of CandyGram revealed that it was only three years old and its past advertising had been almost exclusively in print, with very little effect. We decided to switch to tv.

A Theory and a Test • The change was dictated by the uniqueness of CandyGram—a new product that is more than merely a box of candy plus a telegram. The first of its kind, the candy product with a communication service produces a catalyst resulting in a most exciting gift message. Television seemed ideally equipped to project CandyGram’s sales message.

To test this theory, we proceeded with caution, by first buying four spots on a late movie in the Los Angeles market. Before the movie was half over the telephone switchboards in all Western Union offices within a radius of 50 miles of L.A. lit up like Christmas trees. The unprepared night shifts found it almost impossible to cope with the sudden flood of CandyGram orders. A pleasantly alarmed district manager for Western Union aroused me from a peaceful slumber—I’d fallen asleep while watching this old movie—and anxiously inquired about the cause of this unusual spurt of CandyGrams. The events of that night determined the formula and set the future course of CandyGram’s advertising program. I felt that we were now definitely on the right track.

Instead of clear and easy sailing ahead, it was soon brought to my attention that CandyGram’s prior costly advertising efforts, together with other injudicious business transactions, had put the company in a precarious financial situation. Internal executive friction was also hampering the progress of the business, and on top of that, a substantial payment on a long-term debt was due soon and threatened the very life of the organization. The exposure CandyGram needed on tv was costly and the company was short of cash.

Other Problems • I was called in to solve the company’s financial problems and also to act as mediator of its internal problems. On previous occasions I have allowed myself to be talked into the role of peacemaker and found it time consuming and nerve-racking. But I did want to salvage this account for our firm, so I agreed to become involved in this phase of CandyGram’s affairs.

As I viewed the situation, it was obvious that CandyGram suffered from under-capitalization and over-mismanagement. For immediate relief, an amicable solution to CandyGram’s problems was proposed. It entailed a modest contribution by all the stockholders to support the capital structure of the corporation. That plan was stymied by certain dissident stockholders and a battle for control ensued.

Since drastic action was indicated, I made a few phone calls to friends, who agreed to back me financially in the contest. I appeared before the board of directors and offered to put the needed funds into the corporation in exchange for a controlling interest. The struggle for control became even more intensified from that point on and continued right down to the finish line, when Western Union’s representative on the board cast the deciding vote for our plan. That was Feb. 1, 1962.

Tv to the Rescue • Seven days later a new Valentine’s Day tv commercial had been produced and was actually being viewed in seven principal markets. The result—the biggest week in CandyGram’s history! Business tripled and 10 cities ran out of candy.

After 30 days, CandyGram experienced its first month “out of the red.” For Easter, CandyGram went on 28 television stations with a commercial featuring an animated bunny in an Easter bonnet munching a CandyGram. The result—on Easter Sunday, two officers of the corporation found themselves trucking cases from the candy supplier to Western Union offices which were screaming for more CandyGrams.

Last Mother’s Day, CandyGram had to cut back on its anticipated television appropriation because the supply of candy on hand could not keep up with the demand.

Now CandyGram is feeling growing pains. Production of quality candy in volume is the main problem. Western Union’s standards specify that only the finest quality of kitchen-fresh chocolates may go into a CandyGram. To obtain the necessary quantity production of such high-grade candy is not as simple as one would imagine. Consequently, the next objective will be CandyGram’s own manufacturing plant.

The recent Christmas-New Year’s business was another record breaker. All the returns are not in, but CandyGram can’t pause to count or look back. CandyGram is busy putting on full speed ahead for its next target date: Valentine’s Day. A beautiful new red and gold box label with a Valentine heart motif is coming off the press. We’re confident this cupid, abetted by tv, will set a new high mark for CandyGram on Feb. 14.

Marvin R. Cole is president of CandyGram Inc. and board chairman of Cole Fischer Rogow Inc. He moved to California in 1953 to head the agency’s west coast office. He started his business career in radio at WAT AT Trenton, N.J., then joined WINS New York. After military service in Europe during World War II, he returned to WINS, and later formed the advertising firm of Van Wood Assoc. Inc. in New York. The firm later became Van Wood-Fischer Inc. and is now Cole Fischer Rogow Inc.
The world and 28th Street

From one side of the world, we tell of despotism and an experiment in human misery. From the other, Thrifty Acres on Grand Rapids' busy 28th Street, we report the benefits of super-store merchandising. Their differences are dramatic but each gives potent stimulation to our aim: to keep our listeners and viewers among the best-informed, best-served and best-entertained people in the world. To do this, we have the use of an awesome array of talent and facilities — our own staff and equipment, the far-flung resources of Time-Life Broadcast and the full scope of NBC. How well we are succeeding may be measured by the ratings we get and the awards we win — more by the respect and confidence we have earned from the two million WOODlanders we serve.
Completely local, custom made for you and you alone, the Dick Clark Radio Show is now available on an exclusive basis to the first station that buys it. For 5 days a week, 2 hours every day you can have the hottest radio show in America working for you and with you at a price that’s guaranteed to show a profit.

More — here’s the one radio show you can build to the skies with the knowledge and security that America’s #1 disc jockey will always be yours. Get the complete story. Write or phone Stan Kaplan at Mars today. It could be the best investment you ever made.

Within two hours after the show was purchased by WQXI in Atlanta, Dr. Pepper placed its entire budget on the show — a 52 week buy across the board.

"the beautiful sound of

DICK CLARK
RADIO SHOW
CUSTOM TAILORED
FOR YOUR STATION

On the air now

5 DAYS A WEEK . . . TWO HOURS

In less than two years, Mars has scooped up the finest creative programming and technical talent, and has originated, produced and sold a total of 20,000 program features to some 300 radio stations. Among the Mars' clients are station groups that have never bought programming from anyone else.

The Dick Clark Radio Show . . . produced by MARS in assoc. with Dick Clark Radio Prod. Inc.
Now Lancaster has two television stations, and the newer one, WLYH-TV, is not only providing the community with 18 out of the 20 most popular network programs, but is working hardest at providing best community service. WLYH-TV provides more local news... reporting local people in local activities... social events... community events... weather... more local sports coverage... does more to support community and civic projects. WLYH-TV does more for Lancaster and does it with snow-free, ghost-free perfect picture television!
WHERE THERE’S SMOKE, NO FIRE

- After all that talk of ousting him, NAB embraces Collins
- It gives him three-year contract with better tax terms
- But it won’t go along—yet—on controls of cigarette ads

LeRoy Collins won the big one last week—a new three-year contract as NAB president—but lost a skirmish over controls on cigarette advertising.

The combined NAB radio and television boards, with 41 of their 43 members present, voted unanimously last Tuesday in Phoenix to give Gov. Collins a contract retroactive to Jan. 1, 1963, and extending to Dec. 31, 1965, at a base salary of $75,000 a year plus generous allowances (for details see page 36).

The next day the television board refused to go along with the president’s impassioned plea for a strong resolution on cigarette advertising. Gov. Collins wanted the board to authorize the director of the NAB code authority, Robert D. Swezy, to try to get cigarette companies to agree to abandon advertising that appeals to minors. The board settled instead for a recommendation of the television code board that action on cigarette advertising be deferred until the completion of a current study of smoking and health by the U.S. Public Health Service (see story page 38).

The Smoke Bomb • The subject of cigarette advertising had precipitated the latest controversy over Gov. Collins’ administration. In a speech last November at a regional NAB conference in Portland, Ore., the NAB president, in defiance of advice he had sought from influential members, condemned cigarette advertising directed toward the young. His speech aroused immediate reaction from broadcasters who saw a threat to the more than $130 million a year that cigarette companies now spend on television and radio advertising (Broadcasting, Nov. 26 et seq.).

Before the NAB board meeting last week, some directors had favored a one-year contract renewal for Gov. Collins; others had suggested a contract cancellable by the association or its president on three, six or nine months notice. These short-term proposals were jettisoned early in the discussion last week.

Traditionally, the radio and television boards of the association meet jointly on the last day of the semi-ann-

Carefree togetherness of the NAB’s negotiating team and Governor LeRoy Collins is apparent in this picture taken in Phoenix before the NAB joint boards voted unanimously to give their president a new three-year contract. Shown are (l to r) Willard Schroeder, WOOD Grand Rapids, Mich., chairman of the radio board; Ben Strouse, WWDC Washington, vice chairman of the radio board; President Collins; Clair McCollough, president of the Steinman stations and chairman of the joint NAB boards; James D. Russell, KKTV (TV) Colorado Springs, vice chairman of the tv board, and William B. Quarton, WMT-TV Cedar Rapids, Iowa, chairman of the television board.
NAB votes top award to Bob Hope

IT'S A FIRST FOR NAB, BUT THE JILLIONTH FOR THE COMEDIAN

The NAB boards voted last week to give Bob Hope the association's Distinguished Service Award for 1963, the first time the organization has bestowed its highest honor on an entertainer. But the novelty is all on NAB's side. Accepting honors never before given to a performer is an old story to Mr. Hope.

In 1958 he received the Murray-Green AFL-CIO award for service benefiting community relations, whose other recipients include Eleanor Roosevelt, Herbert Lehman and Dr. Jonas Salk. The Screen Producers Guild honored him with its milestone award, the first to a performer. And in March, the International Radio & Television Society will make him the first performer to receive its Gold Medal award.

These awards and many others, including the Medal of Honor, pinned on him by General Eisenhower, the Oscar, the Peabody, the Military Order of the Purple Heart award, the Air Force Assn. award and innumerable plaques, scrolls and citations have been bestowed upon Bob Hope because, in addition to his active professional career, he has always found time to help any worthwhile cause. An associate once remarked that if Mr. Hope had been paid for all of his appearances for charity, his income would have been more than double the $25 million plus he is credited with having earned as a performer.

Funny Man • As a comedian whose appearances have spanned more than a third of a century, Mr. Hope has contributed much to the world's store of laughter. But his unique contribution is his series of annual Christmas tours to far-off military camps, ships and bases where American troops are stationed. To millions of boys serving their country far from home, Bob Hope is the living symbol of the yuletide season.

Bob's first Christmas tour, to Berlin in 1948, was an extension of his soldier shows at home, which had started May 6, 1941 (well before Pearl Harbor), at March Field, California. The reception of Bob and his pack of entertainers, always including a number of shapely beauties, by the GI's in Berlin was overwhelming. In 1949 his destination was Alaska; it was the Pacific in 1954, England and Iceland in 1955, Alaska again in 1956, the Orient in 1957, the Azores, North Africa, Iceland and Europe in 1958, Alaska in 1959, the Caribbean in 1960, Newfoundland and Greenland in 1961 and, for the Christmas season just past, a Far Eastern junket to Japan, Korea, Okinawa, Formosa, the Philippines and Guam. (The years 1951 and 1953 were exceptions.)

He Likes It • Why does he do it, leave home and family to follow a frantic schedule? Bob gave the answer a few months ago on the Purex special telecast, "The World of Bob Hope," on NBC-TV. "As long as I'm healthy," he said, "I've got to do the things I like to do. I like to play golf and I like to entertain and I get the chance to help a few people here and there and I love it...."

Bob Hope was born Leslie Townes Hope, May 29, 1903, in Eltham, England. He was the fifth of a family of seven boys, whose father, a stonemason, moved to Cleveland when Bob was only four. Bob considers Cleveland his home town. He went to school there and learned to play an exceptional game of pool, to box well enough to begin a ring career but not well enough to continue it for long, and to tap dance. When Fatty Arbuckle, one of the movies' first comedy stars, came to Cleveland on a personal appearance tour and needed another act to fill the bill, Bob and a pal, George Byrne, formed a song-and-dance team and got the job. Hope & Byrne stayed together through vaudeville, but when Bob, introducing the act to follow, tried a joke and found it brought more applause than his dancing, the team broke up.

Radio Regular • Bob's first broadcast was in 1933, as a guest on Rudy Vallee's Thursday night hour on NBC. By 1935, Bob was working regularly on radio in addition to his Broadway appearances. He was sponsored successively by Bromo Seltzer, Atlantic Refining, Woodbury Soap and American Tobacco until, in 1938, The Bob Hope Show for Pepsi started a 10-year run as a weekly half-hour on NBC. Then Lever Bros., which had acquired Pepsi, switched Bob to other products.

In June 1950, NBC bought into Hope Enterprises, paying Bob Hope $1 million in a capital gains deal that gave the network a firm five-year contract and blocked any ideas he might have had of following Jack Benny, Amos 'n' Andy and others to CBS. Five years later, NBC made another payment and Bob, still-owner of Hope Enterprises, which produces all of Bob's broadcasts and some of his movies. On his own, Mr. Hope has an assortment of investments including real estate (he recently sold Revue 37 acres of land adjoining their studios for over $1 million, property he'd bought in the late 30's for a 20th of that amount); banking (he is a director of the First Western Bank & Trust Co.) and broadcasting (he holds 4.5% of Metropolitan Television Co., licensee of KOA-TV Denver and KOAA-TV Pueblo, both Colorado and both primary affiliates of NBC-TV).

Tv Debut in 1950 • Bob made his
tv debut on Easter 1950 for 'Frigid- aire, which sponsored him in five other tv specials during the following 12 months. Chesterfield, which sponsored his weekly radio show during the 1950-51 and 1951-52 seasons, also picked up the tab for several of his telecasts, as did General Foods, which succeeded Chesterfield as his radio sponsor, American Dairy Assn. was his last radio sponsor, from the fall of 1953 through the spring of 1956.

Other sponsors for Bob's tv specials (he has refused all offers to do a weekly series and from the first confined himself to not more than six or eight shows a year) have been Chevrolet, Timex, Plymouth, Johnson Outboard Motors, Dutch Masters cigars, Buick, Revlon, Scripto, Chrysler, Beechnut Gum, Chemstrand, Sara Lee and (last Wednesday) Pepsodent once more. With a price tag of $275,000 apiece, the Hope specials are generally co-sponsored by two advertisers.

The Hope broadcasting format is essentially the same for his hour-long tv programs as it was for his half-hour radio shows: a topical monologue to open, comedy routine with the guest stars, a musical number or two and a chorus of "Thanks for the Memories" to close, all heavily sprinkled with rapid-fire gags.

Earthy Humor • Bob's humor is inclined to be of the barnyard or Chie Sale variety, especially when he's playing to a GI audience. "This is the only hot spot I've ever seen where you have to wear long johns," he told one group. But neither his political gibes nor his earthy humor bothers NBC's continuity acceptance department as much as Bob's persistent use of brand names. He insists that to mention a familiar product by name adds to the point of a joke and if the joke is a good one it should be left in the script, trade name and all.

Bob's listing in the program credits as executive producer is far from puffery, his associates aver. "He works hard," one said last week. "It may take only part of a day to tape a show, but at 2 the next morning you'll find Bob there still going over the tape."

Serious Golfer • When he's not working, he can usually be found at the nearest golf club. He takes his golf very seriously, too.

"You might not think it from the pace he goes, but Bob's family is very important to him," an associate stated. "Once or twice a week is family night at the Hope house, with no visitors, just the Hopes and the children, and a full evening to talk over family affairs and get problems straightened out." Dolores Reade was singing in a New York night club when Bob was playing in "Roberta." He heard her, invited her to see his show and, early in 1934, they were married. They have four children, all adopted: Linda, 23; Tony, 22; Kelly, 16; and Nora, also 16.

The NAB Award • When advised last week that he would be given the broadcasters' Distinguished Service Award, Mr. Hope said: "This is what happens if you hang around the business as long as I have. It's got to fall your way... I don't know how you picked on me, and I don't want you to change your mind."

The award will be presented at the opening session of the NAB's annual convention in Chicago, April 1.


- Voted, 7-4, to reaffirm its previous position that community antenna systems should be licensed and regulated, but ordered that the words "stringent" or "strict" be eliminated in its resolution. The board authorized appointment of a new six-man committee on caTV which also would look into its pay-tv implications. The special committee will be appointed by Messrs. Collins and Shurton.

- Vetted a proposal that the Televisions Information Office be merged into the NAB public relations department and authorized its continuance outside NAB, with a separate membership budget of about $500,000. Roy Danish, TIO director, was given a vote of confidence. Sydney H. Eigges, NBC vice president, was appointed to replace Lester Bernstein, former NBC vice president who resigned last month to join Newsweek, as a member of the nine-man TIO board. Mr. McCollough is chairman.

- Heard a report that tv station membership in NAB now is at all-time high, with 396 members. Another peak has been reached with 400 tv station code subscribers.

Radio Board Meets • The NAB radio board, convening Thursday, had a fairly quiescent meeting, winding up by lunch time; the television board met until late afternoon the preceding day.

Actions of the radio board included:
- Approval of code board recommendations on cigarette advertising, corres-
NAB’s Comstock levels blast against FCC harassment

Paul B. Comstock, NAB vice president for government relations, last Friday made the strongest attack on FCC policies that has come out of the NAB since LeRoy Collins took over as president two years ago.

In a speech before the combined NAB board of directors, Mr. Comstock, Florida attorney who assumed his NAB post last September, leveled a blistering assault on the FCC’s “campaign of harassment” and what he described as “government coercion on programming.” He also warned broadcasters against the “fairness and equal time trap.”

“The FCC,” Mr. Comstock said, “continues to issue a ceaseless stream of proposals for rules and legislation to control broadcasting, letters of inquiry to licensees, questionnaires, probes, investigations, hearings, and sensational public utterances.

“No one of these jabs will kill broadcasting, but there is a limit to the capacity of our hide to absorb these waves of Lilliputian arrows. Quite aside from the constitutional and philosophical considerations involved here, all this useless froth and fuss wastes valuable time, asperses the good name of the broadcaster and imposes a financial burden, particularly intolerable for the smaller stations. Means must be devised to bring this harassment to a halt.”

Disclaiming any intention of impugning the integrity of members or the staff of the FCC, he said the commission, nevertheless, “is pursuing a dangerous and unwarranted course.”

**Doctrine Questioned**

“We are seeing the liberal doctrine of public interest contorted to support an illiberal scheme of coercion against programming.” Mr. Comstock charged. “It is an ingenious effort to use freedom of expression to stifle freedom of expression. Knowing that Sec. 326 of the Communications Act denies them the power to censor or interfere with the exercise of free speech and that Congress never presumed to grant the commission power to regulate program content, the FCC now seeks to accomplish these ends by arousing segments of the public. . . . We must object to efforts by the government to manipulate and exploit expressions that are not spontaneous.”

Mr. Comstock said government-inspired letter writing campaigns, public hearings unconnected with license considerations and other efforts to enlist segments of the public are beyond the scope of the commission’s responsibility. “Publicity is not its objective,” he said. “Neither is the stimulation of local interest. Simply because some irresponsible official in Washington may think that the public is not aware of its responsibilities or of those of the broadcaster, he may not arrogate to himself the role of a latter-day Paul Revere. Congress has not authorized the FCC to conduct a program to arouse and inform the people and it has not appropriated funds for this purpose.”

**Broadcasters Beware**

“Let us beware, too, of long reports colored in innocence of pious words about free speech, free enterprise, and desires to preserve a communications industry which are inwardly ravening wolves of coercion upon programming.”

As to fairness and equal time, Mr. Comstock said that if broadcasters must be bound to “counterpose an equal and opposite to every position they take, we will soon become nothing but a sterile conduit.” He urged continuance of the policy to seek repeal of Sec. 315, but said he did not believe it would immediately solve all problems. “If we are to be saddled with some unworkable doctrine we will be worse off than before.”

During last November’s election, he said, so many local disputes were appealed to Washington that the arbiter became some civil servant “deep in the bowels of the commission.” Any substantial growth of this practice, he said, would sentence broadcast journalism to death by bureaucratic strangulation.

**BROADCASTING, January 21, 1963**

**Mr. Comstock**

An unwarranted course

- Reduction in code dues of stations that are not NAB members (in a move to stimulate new subscriptions) so they will be equal to those of member stations, or one-half of the highest published one-rate per month. The maximum was reduced from $360 per year to $216.

- Accepted with thanks the report of the special committee on radio population and terminated the committee which prepared the presentation to the FCC (BROADCASTING, Jan. 14).

- Reappointed four members of radio code committee, whose terms are about to expire: Elmo Ellis, WSB Atlanta; Dick Dunning, KHQ Spokane, Wash.; Robert Pratt, KGFF Coffeyville, Kan., and Herbert Kreuger, WTAG Worcester, Mass.

- Approved appointment of a liaison committee to meet periodically (perhaps twice a year) with an RAB committee to effect closer cooperation.

- Endorsed a report submitted by FM Director Strouse on fm development which, among other things, sees protection under grandfather clause against reduction of powers of existing fm stations under proposed new fm allocations. The association also endorsed strict adherence to mileage separation standards and cooperation with the National Assn. of Fm Broadcasters.

- Radio Vice President John F. Meagher reported that progress is being made in efforts to arrange for group libel-slander insurance for NAB member radio stations.

- Instructed the NAB public relations service to arrange for the presentation of suitable awards to veterans radio performers who are still active. Awards would be made part of the 1963 Radio Music Model Program.

- Robert T. Mason, WMRN Marion, Ohio, reported on activities of the All-Industry Radio Music License Committee, of which he is chairman.

The radio board was told that the NAB membership is at an all-time high, with 1,852 am members, 663 fm members and 1,681 code subscribers.

**Record Budget**

An all-time high budget of nearly $2 million for the 1963-64 fiscal year, which begins April 1, was drafted by the association’s finance committee on Monday and was expected to be ratified at Friday’s final
This is Atlanta! The cable stretched from two television sets in a studio at White Columns northward to an NBC studio in Rockefeller Center, New York.

For almost a half-hour, all 800 miles of that cable were reserved for the exclusive use of over 150 high school newspaper editors and correspondents, who had a question and answer session with NBC's Frank McGee.

This was only one of the stimulating experiences on a November afternoon, during WSB-TV's presentation at the station's Fourth Annual News Conference. Ray Moore, WSB-TV's News Director, and the South's number one news team again demonstrated to these aspiring journalists the importance of considering broadcast journalism in their future.

Atlanta's WSB-TV
WHERE THERE'S SMOKE, NO FIRE
continued

combined board session.

Anticipated income for the approaching fiscal year is $2,006,122, with estimated overall expenses of $1,884,378, but the latter figure is exclusive of $60,000 from existing surplus for operation of the research department created a year ago. For the 1962-63 fiscal year, which runs through March, total income was budgeted at $1,808,000, with a deficit of approximately $16,000. The estimated totals for 1962-63, regarded as fairly accurate with less than three months to go, were $1,879,000, with a surplus of $245,500.

The proposed 1963-64 budget was broken down to include general fund income of $1,024,000; radio fund income of $271,000; radio code fund of $127,000; tv fund of $255,000 and tv code fund of $328,000, for a total of $2,006,122. Expenses were calculated at $911,000 general fund; $271,000 radio fund; $127,000 radio code fund; $246,000 tv fund; $328,000 tv code fund, for the total of $1,884,378.

Collins Renewal • At a Thursday morning news conference at the Camelback Inn, Phoenix, portions of which were filmed by Phoenix tv stations, Clair R. McCollough formally announced that Gov. LeRoy Collins had agreed to accept a new three-year contract as NAB president. Gov. Collins responded with the observation that he looked forward to "a continued constructive relationship" with the NAB board and its membership.

Most of the questioning by local news reporters and wire service men centered around the cigarette advertising issue (see page 38). Gov. Collins said he spoke out against cigarette advertising in his Portland, Ore., address last November because "I felt that way."

Gov. Collins said the board had not exacted promises from him that his "scripts" be cleared in advance. Asked the perennial question about FCC Chairman Newton Minow’s "vast wasteland" speech of nearly two years ago, Gov. Collins said he disagreed that there had ever been a wasteland and that there had been vast improvements in programming during the past year and that there would be continued improvement.

Public Office • Asserting that he liked "tough" jobs, Gov. Collins described his NAB duties as being in that class. He said he had nothing definitely in mind about running for public office but that he could not rule out the possibility that some day he would.

Stating that broadcasters want to be "masters of their own house," Gov. Collins said that they would "resist with all their vigor" any effort by the FCC to enforce the voluntary codes as part of the FCC rules. "We say to government, 'you leave this area alone.'" He called the codes "the finest collective effort in self-disciplining in the world."

Collins contract: all this and $75,000 too

LeRoy Collins' new deal as NAB president, granted him last week by the association's directors, is intended to extend for three years the take-home pay and perquisites he's been getting under his original contract.

That contract has provided him with a base salary of $75,000 a year, a special living allowance for him and his wife of $12,500 a year, and the reimbursement of the expenses of Gov. Collins and his wife "incurred while promoting the affairs, performing the functions and executing the policies [of the association], including but not limited to items of travel, entertainment, attending conventions, board meetings, other trade meetings and [meetings of] government, legislative, regulatory or similar bodies." In addition the contract has required the association to provide a "new" automobile, replacing those of the previous years, of a type "suitable to maintain the prestige" of the NAB president. (A Cadillac has been at his personal disposal. Cadillacs were also provided for his predecessor.)

Under his new deal, Gov. Collins will continue to receive his $75,000 salary, but some change in his expense allowances may be required to provide him with net revenue equal to what he has been getting. His $12,500 living allowance has reportedly been exempt from personal taxes, a condition that may be changed by the tightening of personal tax rules and the extension of his residence in Washington.

The original contract under which Gov. Collins was hired became effective Jan. 1, 1961, and still had a year to run. That contract was scrapped last week when the new one was negotiated for a three-year term retroactive to Jan. 1, 1963. The new contract provides that at the end of the second year, it will be subject to a review by Gov. Collins and the association. That apparently means that his deal is firm for at least two years.

Ambitious Research • NAB will embark on an ambitious program of research during 1963, including five separate projects costing approximately $45,000. The projects were outlined last Friday at the combined NAB board meeting by Donald McGannon, president of Westinghouse Broadcasting Co. and chairman of the NAB's research committee, and Dr. Melvin Goldberg, NAB vice president for research.

The five studies are targeted for completion either this year or in 1964. Some will be undertaken by the NAB research staff and others will be done by outside groups. The projects, as outlined to the board:

- The Role of Entertainment in Society, by Dr. Harold Mendelsohn, professor and director of research, radio-tv-film department, U. of Denver. Designed for completion in the spring of 1964, this study will cost approximately $2,500. It is designed "to develop a comprehensive overview of 'entertainment' as a psychological and sociological concept as it relates to the functions of the mass media (particularly radio and tv) in our society." From this overview, researchable concepts will be developed.

- Research Methodology Implementation of Madow Report, by Professor Herbert Hyman, Columbia U., and the NAB research department. It will cost approximately $5,000 and is to be completed in the late fall of this year. Basis of this study is a March 1961 report to the House Commerce Committee on rating services prepared by an American Statistical Assn. committee headed by William G. Madow of the Stanford U. Research Institute. Objective of the NAB project would be to implement the Madow report positively to show how rating services, despite weaknesses, may properly be used to provide radio-television management with valuable information.

- Radio Methodology Research Primer, to be undertaken by the NAB research staff and/or a major university and to cost between $7,500 and $10,000. It will be completed in the spring of 1964 and is "to provide a research primer for radio and television stations that have no research available or have no qualified research personnel but wish to conduct research at a local level."

- "Holistic Approach to Media (a study of all media's part of daily life," by Dr. Philip Eisenberg of Motivation Analysis Inc. It will be completed next winter at a cost of $7,500 to $10,000. This study is designed to provide a base and pilot for future research and its goal is "(a) to find out how people use all media and especially radio and tv in their daily lives; (b) to determine the role of radio, tv, magazines, newspapers and books in the lives of individuals and families; (c) to isolate

36 (LEAD STORY) BROADCASTING, January 21, 1963
wsai, #1, and still

SOARING...

in the

country's

21st market

CINCINNATI

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

*CALL

robert e. eastman & co., inc.

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

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

BROADCASTING, January 21, 1963
No crackdown seen on tv cigarette ads

There will be no immediate crackdown on televised cigarette advertising by the NAB TV Code Review Board, despite the urgings of NAB President LeRoy Collins.

Meeting in Phoenix last Wednesday, the NAB TV Board accepted the recommendation of its code board that no position be taken on cigarette advertising pending the outcome of a U.S. Public Health Service study on the effect of smoking on health. The action was taken after Gov. Collins proposed that the code-authority director, Robert D. Swezey, be instructed to contact leading tobacco manufacturers and seek to obtain their voluntary agreement to avoid advertising of "special appeal to minors." This motion was tabled.

The next day, Gov. Collins announced that the NAB boards had approved a continued study of the relationship of cigarette advertising and minors to be undertaken by the code authority. "I feel quite encouraged about the progress being made in this matter," Gov. Collins told a Thursday news conference. "I am confident that this action is a sincere and good faith effort on the part of the broadcasters to deal with this subject constructively," he said.

William Pabst, executive vice president of KTVU (TV) Oakland-San Francisco and chairman of the tv code board told the tv board that the code group's study failed to substantiate charges that cigarette advertising is directed toward encouragement of smoking by minors. The code board, he said, stands on its announcement of last Dec. 12 that "tobacco advertising having special appeal to minors, express or by implication, should be avoided" (Broadcasting, Dec. 19, 1962).

Pleasure • Gov. Collins told the news conference that he was satisfied and "quite encouraged" over the tobacco advertising action of the board and that the NAB study would be related to independent studies, including one under the auspices of the surgeon general of the U. S. 

Asked when the code board might take action on cigarettes, Gov. Collins said this possibly could come at the next NAB board meeting in June. He said he assumed some action will be taken then if the surgeon general's report is ready. If not, he said, the code board will not be prepared to report to the full board on the subject.

The radio board at its meeting Thursday took similar action on cigarettes following a report by its code review board chairman, Cliff Gill, KEZY Anaheim, Calif., which recommended a continuing study of the problem.

Men in White • The television board also approved a series of code review board amendments adopted at last month's Washington meeting. One amendment prohibits the use of physicians, dentists, nurses or other practitioners, or actors representing them, in television commercials. Previously only actors representing these professionals had been banned. The code authority left it to various professional organizations to cope with the problem of actual practitioners who appeared in commercials.

The new provisions go into effect July 1. The time lag permits replacement of the old commercials with new ones.

The new restrictions prevent "men in white" from being used either directly or by implication, such as the draping of a sheet over the chair of an actor in a tv commercial. Exceptions are made for institutional announcements not intended to sell a specific product or service to the consumer and public service announcements by non-profit organizations. These may be presented by accredited physicians, dentists or nurses, subject to approval by the broadcaster.

The board also ratified the appointment by President Collins of Douglas Mansfield, WBRZ-TV Baton Rouge, La., and the reappointment of Lawrence H. Rogers, II, Taft Broadcasting Co., Cincinnati, to the television code review board. Mr. Mansfield succeeds Mrs. A. Scott Bullitt, KING-TV Seattle, who has served two terms and therefore is ineligible for reappointment.

Editorializing • Also approved was a new code amendment on editorializing which reads: "Broadcasts in which stations express their own opinions about issues of general public interest should be clearly identified as editorials. They should be unmistakably identified as statements of stations' opinion and should be appropriately distinguished from news and other program material."

The board approved a code amendment clarifying a provision which permits limited waivers from the code's commercial time standards for programs presenting women's services, features and talks to talk shows, demonstrations and similar material with genuine audience interest.

A new feature for the NAB convention

**FREEDOM IN BROADCASTING**

A new feature on "Broadcasting in a Free Society" will be added to the 1963 NAB convention agenda in Chicago's Conrad Hilton Hotel, March 31-April 3.

The convention committee made final plans for this year's program at the combined NAB board meetings in Phoenix last week and announced the addition of the panel on freedom in broadcasting. It will be held Monday, April 1, with Erwin D. Canham, radio commentator and editor of the Christian Science Monitor, as moderator.

Opposing viewpoints on government control of broadcasting will be explored, with Washington attorney Theodore Picson speaking for fewer federal restrictions and Dean Roscoe Barrow of the U. of Cincinnati Law School arguing in support of increased government regulation. Dean Barrow is the author of the FCC's 1957 report on network broadcasting which recommended sweeping changes in regulatory philosophies and which resulted in studies still underway by the commission.

Four additional members of the panel will be selected later, the NAB said.

**FCC Back Again •** A popular feature of past conventions—the panel at which members of the FCC answer questions—will be repeated again this year the afternoon of April 3, the convention committee announced from Phoenix. Comedian Bob Hope will receive the 11th NAB Distinguished Service Award from NAB President LeRoy Collins at the opening session April 1 (see story, page 32). Gov. Collins later will greet the convention's keynote address at the luncheon that same day.

**FCC Chairman Newton N. Minow again will speak at the second-day luncheon, as he has done the past two years, and a speaker for the April 3 lunch will be announced later, according to James D. Russell of KKTU (TV) Colorado Springs and Ben Strouse,
What cuts the cutting out of video tape editing?  

Don't cut your tape. Cut your cost. How? Simply turn the knob on an Ampex Electronic Editor. The old scene is erased, the new one added—all electronically. And both old and new sections of the tape can be viewed during actual production. The Ampex Electronic Editor inserts new scenes, new commercials, production changes, or corrects goofs—without splicing. You save time, save tape!

The Electronic Editor also lets you do stop-and-go recording, multi-camera effects with a single camera, and squeeze action—all without cutting the tape. Best news of all: no special training is needed. For more details write the only company providing tape and recorders for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Worldwide sales and service.
Retail sales up in N.Y. despite strike

TVB STUDY IS BASED ON FEDERAL RESERVE DECEMBER FIGURES

A study showing that retail sales had perked up rather than slackened off during the current newspaper blackout in New York is being released today (Jan. 21) by the Television Bureau of Advertising (CLOSED CIRCUIT, Jan. 14).

The study is based on Federal Reserve Board reports showing gains or losses in retail sales in each of the five weeks from Nov. 25 through Dec. 29. New York's nine major newspapers have been shut down since last Dec. 8 by a printers' strike against four of them (BROADCASTING, Dec. 17, 1962, et seq.). The five other papers closed voluntarily.

TVB's compilation showed that in each of the two weeks preceding the strike, retail sales in New York City had been trailing both the national average and the levels maintained in the city during the comparable weeks of 1961, when all the newspapers were operating (see table below).

During the first week of the newspaper shutdown, sales picked up to within a percentage point of the comparable 1961 period; during the second week they went ahead by 1%, and in the third week (Dec. 23-29) they rose 21% above the same week of 1961.

Retail sales throughout the U.S. were lagging behind their comparable 1961 levels during the two weeks before the strike, but by less than in New York City. The national figures showed a slightly higher rate of increase in the ensuing three weeks, reaching 34% in the week ended Dec. 29.

For the New York Federal Reserve District, which includes most of the rest of New York State as well as New York City, the increase was a little faster than the U.S. average.

New York City Gains * In the week ended Dec. 29, sales in the New York district were up 37% from the same period of 1961, as compared to the 34% gain for the U.S. as a whole.

Making this comparison, the TVB report said that, in relation to retail sales for the entire country, New York retailers "have been doing better than average, . . . far ahead of last year [1961] . . . in spite of the strike of the newspapers."

Harvey Spiegel, TVB research vice president, added: "If anyone wanted to be silly enough to attempt to directly relate the volume of newspaper advertising with the volume of retail sales, these charts would show that retailers are better off without newspaper advertising."

But, he added, comparisons of sales in New York City with those in nearby Newark, where newspapers were operating, showed that Newark retailers did even better, relatively, than their newspaperless counterparts across the river.

Post-Holiday Report * Since the TVB study was made, Mr. Spiegel noted, Federal Reserve figures for the week ended Jan. 5 have become available. For this post-holiday period, traditionally slow, the New York district's gain over the same period of 1962 tailed off to 4%, as compared to 11% nationally, while sales in New York City dropped 5% below the same week a year ago and Newark's eased off to a par with its total for the same week of 1962.

The TVB study did not report on Cleveland, where another newspaper shutdown has been in progress, but Mr. Spiegel said FRB figures for that area showed that, compared to the same weeks a year ago, sales were down 13% for the week ended Dec. 15 but up 15% for the next week and up 23% for the week ended Dec. 29. For the week ended Jan. 5 they were running 3% ahead of the total for the same week a year ago.

But, the TVB study concluded, "more important than Federal Reserve figures is the picture of what's been happening to the individual stores, and from here it's possible to draw a moral that can help other retailers in other cities. How the newspaper strike affects a retailer can be predicted by seeing the type and consistency of the retailer's advertising."

"In New York (and in other areas) the store which through consistent advertising has created an image for itself isn't hurt by the loss of its newspaper advertising compared to the store that has used only special item promotions to attract business. It doesn't seem to matter whether the image is one of quality, variety or economy, the store that has it has an investment in public awareness that can carry it through longer periods of no advertising than can the hot-item special promotion type store."

Radio and television stations were the chief beneficiaries of retail advertising budgets when the newspapers closed down, with many stores entering the broadcast media for the first time and many others adding to existing schedules. There have been no official figures on billings thus gained by broadcasters, but the Radio Advertising Bureau reported last week that it was undertaking studies in both New York and Cleveland to ascertain radio's share (see page 46).

The following table shows the FRB figures on which TVB based its New York analysis. The percentages denote the retail sales gains or (losses) as compared to the same weeks a year ago.

Federal Reserve Bank December sales figures

<table>
<thead>
<tr>
<th>Week ended</th>
<th>U. S.</th>
<th>N. Y. District</th>
<th>N. Y. City</th>
<th>Newark</th>
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<tbody>
<tr>
<td>Dec. 1</td>
<td>(2%)</td>
<td>(5%)</td>
<td>(8%)</td>
<td>(11%)</td>
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<tr>
<td>Dec. 8</td>
<td>(2%)</td>
<td>(5%)</td>
<td>(9%)</td>
<td>(12%)</td>
</tr>
<tr>
<td>Dec. 15 (first strike week)</td>
<td>3%</td>
<td>4%</td>
<td>(1%)</td>
<td>No change</td>
</tr>
<tr>
<td>Dec. 22</td>
<td>5%</td>
<td>7%</td>
<td>1%</td>
<td>6%</td>
</tr>
<tr>
<td>Dec. 29</td>
<td>34%</td>
<td>37%</td>
<td>21%</td>
<td>36%</td>
</tr>
</tbody>
</table>

BROADCASTING, January 21, 1963
THE LUCY SHOW
Music by
WILBUR HATCH and JULIAN DAVIDSON

JULIAN DAVIDSON played banjo and guitar for many great bandleaders, including Ben Bernie, for whom he wrote gags and special songs, even the first singing commercial. He served CBS for 14 years, joined the Desi Arnaz radio show and has been associated with the "Lucy" show since it went on the air.

WILBUR HATCH, a veteran of 40 years in broadcasting, has written dramatic music for and been musical director of many outstanding radio and television shows. Among his unusually long string of composing and conducting credits: Our Miss Brooks, December Bride, Gunsmoke, Pete and Gladys, Have Gun—Will Travel.

and there are 104 other regular network programs which use BMI music.

BROADCAST MUSIC, INC.
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NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

BROADCASTING, January 21, 1963
Short counts of the radio audience

SPOKESMEN CALL FOR MEASUREMENTS OF TRUE CIRCULATION

The cry for better radio rating methods continued to grow last week.

NBC Radio and its affiliates put new steam behind their drive for better measurements of the radio audience. Officials of the network have been vocal for some time in criticizing inadequate measurements of the full audience. Last week affiliates spoke up.

New radio audience rating techniques must be developed to adequately measure and “identify” the immense audience which listens to portable and automobile radios, insists Thomas S. Carr, secretary-treasurer of the NBC Radio Affiliates Committee.

Mr. Carr, who is vice president and general manager of WBAL, Baltimore, is exhorting NBC Radio affiliates to “speak out forcefully” on the “true dimensions” of radio.

In a letter he’s sending to the affiliates, Mr. Carr says existing ratings show that “plug-in” or in-home listening for the past three years has declined during the warm-weather months. Thus, the existing rating methods show a reduction in the radio audience during such periods, he says. What happens?

One Every Second • Well, he says, there are 29.5 million radio sets sold every year—nearly one per second. Of the 29.5 million, four out of five are self-powered portables or car radios, he says, producing set sales figures to show an upward trend in purchases of non-plug-in radios for the years 1957-61.

“Common sense tells us that these warm weather months are precisely the time when use of portables and car sets increases,” he says. “Clearly,” he adds, present ratings, “which are based on plug-in sets alone, are outmoded.”

Even though the total of radio sets has grown to 183 million (“the U. S. has nearly as many radios as people”), the growth is a mixed blessing to radio broadcasters as long as advertisers rely on ratings that do not accurately and adequately account for out-of-home listening, he says.

Thus, he continued, broadcasters need to know their “true circulation.” As long as the total radio audience is “under-measured,” he said, the medium will be under-priced.

Mr. Carr advised NBC Radio affiliates to be more aggressive in promoting radio’s “total” audience “through your promotion department, your sales staff, your national spot reps.”

30%-35% More Audience • At the NBC Radio Affiliates Committee meeting in Los Angeles a year ago, Mr. Carr said, the network revealed the results of a special C. E. Hooper Inc. pilot survey, commissioned by NBC and conducted in 15 metropolitan markets, which showed that an accurate measurement of out-of-home listening could add 30%-35% more to the present in-home audience figure reported by the ratings services.

Since then, A. C. Nielsen, too, has begun to explore out-of-home circulation, he said. He commended similar studies of listening to portable and car radios, now being planned by “several stations” in cooperation with colleges and universities.

NBC Radio affiliates together represent a “powerful voice,” he said. He asked the affiliates to “let your rating service know your dissatisfaction. If enough of us do, we’ll get action.”

Although he didn’t say it to NBC Radio affiliates, Mr. Carr had a grim warning for television stations who may be unsympathetic to the troubles radio is having with its uncounted audience.

“You can buy a little Japanese [portable] tv receiver today for not more than $135. Just wait until this summer and see how many of these receivers show up on the beach.”

McDaniel Talk • NBC Radio President William K. McDaniel said in a talk in Toronto the week before (Broadcasting, Jan. 14) that radio’s audience is growing “astronomically” but is virtually “invisible” to researchers; that the audiences of self-powered radios are not being measured satisfactorily.

There have been reports that the A. C. Nielsen Co., which inaugurated semi-
annual reports on battery-portable listening last spring (Broadcasting, May 28, 1962), may soon expand its activity in this area.

Nielsen and NBC authorities confirm that they have been "working together" on the problem and express belief that "something will come of it." They won't say what, however.

It was understood that part of the work involves a plan to install devices in portable transistor radio sets by which total listening hours could be measured through checking at specified times. The obvious shortcoming of the device at this point is that it will not measure shares of audience for each station.

The call for more complete listening measurement has been a recurrent one among broadcasters and has built into a crescendo during the past year.

Paulie Criticism • Robert Paulie, president of ABC Radio, has been one of the most outspoken critics of the old order, singling out the Nielsen Radio Service in charges that radio is being "short-changed" (Broadcasting, April 16, 1962).

He refused to go along with Nielsen's expanded service, and last September named Sindingler & Co. as market analyst for ABC Radio to provide detailed reports on both in-home and out-of-home listening and also on audience composition, attitudes and buying plans (Broadcasting, Sept. 17, 1962).

The other radio networks remained with Nielsen, but all in various ways have stressed the importance of transistor-battery-portable listening and the need to have it counted to give advertisers a true picture of radio's size.

They cooperated in the development of Nielsen's expanded service, which included the addition of special reports on listening to non-plug-in sets (so did ABC Radio, though it refused to go along with the result, claiming the new Nielsen service failed to correct shortcomings present in the old).

CBS Radio has underwritten at least two surveys whose results, released last March, indicated that more than 40% of all U. S. homes own at least one self-powered portable radio set— and hence that a substantial audience is being overlooked by conventional measurements (Broadcasting, March 12, 1962).

Hurleigh, Too • Mutual President Robert Hurleigh also has stressed the need to take transistor-set listening into account in measuring radio's audiences.

Nielsen's first special report on "battery-only-portable radio usage," issued last May, estimated that in wintertime portables add about 68% (Broadcasting, Oct. 8, 1962).

Pulse Inc. maintains that for the past dozen years its local radio reports have sought to measure all listening, no matter where it occurs or what kind of set is involved. Their interviewers, Pulse officials say, are constantly reminded to seek information of all listening.

In addition to its regular local reports, Pulse published last fall a special national study, "Dimension '62," which reported that listening to movable in-home sets amounts to 25% of total listening, while fixed-position in-home sets accounts for 54% (and out of home, 21%).

C. E. Hooper Inc. similarly says its regular local service measures all listening, and that it also has done special studies of listening to self-powered vs. plug-in sets.

NBC Radio sales are ahead of last year

NBC Radio last week reported it had scored at least one sale a day for the 13 business days preceding Jan. 16. According to William F. Fairbanks, vice president in charge of sales, radio network sales are over $3.2 million, and in the first quarter alone, net sales in new and renewed business are nearly $250,000 ahead of last year's mark.

Mr. Fairbanks added the network is averaging "well over $800,000 a week during the past four weeks and there doesn't seem to be any sign of sales activity falling off."

Merchandising stations listed in BBD0 guide

Radio and television stations which offer in-store display space to advertisers are listed in a revised study recently issued by BBD0's marketing department.

The 288-page, two-volume report lists alphabetically by city 396 radio stations and 85 television stations that make supermarket space available to advertisers. For most of these stations, the cooperating stores are named.

The report has been furnished to BBD0 clients but may be obtained at a cost of $5 by writing the agency's marketing department at 383 Madison Ave., New York 17.
METRO REP UNIT SPLITS TV, RADIO
Sias to head television sales; Neuwirth named for radio

Metro Broadcast Sales, New York, has split into radio and tv organizations effective today (Jan. 21), a move described by John W. Kluge, Metromedia president and board chairman, as "a blueprint of ... growth."

Metro Broadcast Sales is a station representative division of Metromedia Inc., which also is a station owner. The new organization will be known as Metro Broadcast Television Sales and Metro Broadcast Radio Sales.

In the expansion of the rep arm of Metropolitan Broadcasting-owned stations, two executives are involved. John Sias, who was national tv sales manager for Westinghouse Broadcasting Co., becomes vice president-director of the tv division, and H. D. (Bud) Neuwirth, who has headed the rep firm since its formation in February of last year, continues as vice president and director of Metro Broadcast Radio Sales (also see WEEK'S HEADLINERS, page 10).

The radio sales unit now will represent Metropolitan Broadcasting's stations WNEW New York, KMBC Kansas City, WIP Philadelphia, and WHK Cleveland. It also represents WCBM Baltimore.

The tv sales unit will represent Metropolitan Broadcasting's WNEW-TV New York, KMBC-TV Kansas City, WTTG (TV) Washington, D. C., KOVR (TV) Sacramento-Stockton, WTVH (TV) Peoria, and WTVP (TV) Decatur, Ill., and can be expected in time to add Metromedia's newly purchased KTTV (TV) Los Angeles (see story, page 72).

The rep firms have their headquarters in New York (at 3 East 54th St.), and operate regionally in Philadelphia, Chicago, Detroit, St. Louis, San Francisco and Los Angeles.

American Cyanamid is putting more consumer money into tv

A leading advertiser in trade and farm publications, American Cyanamid Co., Wayne, N. J., is making an increased effort to reach the general public via television.

The company, known primarily as a producer of chemicals, yesterday (Jan. 20) began sponsorship through Dancer-Fitzgerald-Sample, New York of a new tv program, Alumni Fun (Sundays, 4:30-5:00 p.m.), on ABC-TV. Although it is American Cyanamid's second venture into network tv, it is the company's first full sponsorship nationally of a weekly show. The firm was a co-sponsor of Eyewitness on CBS-TV last year.

American Cyanamid's continued moves toward network television are attributed to its growing emphasis on consumer products. Last year the company announced negotiations to acquire Dumas Milner Corp., a producer of cleaning and laundering products (Copper-Glo, Perma Starch, Pine Sol) and John H. Breck Inc., maker of hair preparations.

In the past few years, the company has added Formica decorative laminate and Creslan acrylic fiber to its list of products.

American Cyanamid, which had overall advertising billings of about $23 million in 1962, spent $630,367 in network tv and $32,370 for spot at gross rates, during the first three quarters of the year.

The company spends close to $1 million annually on corporate advertising-most of which is directed to the general public. There appears to be no call for a significant expansion of the current tv budget to accommodate sponsorship of the program series this year. The firm will drop some of its consumer magazine advertising.

Commercials on the new show will portray the company through products which are most familiar to the public. The commercials will illustrate how American Cyanamid's research leads to products which eventually reach the consumer.

As commercial is filmed (left) for American Cyanamid's new "Alumni Fun" show, announcer Bill Shipley describes company's Formica laminated plastic. Commercials on show will portray American Cyanamid through products which are best known to the public. At right, another of the tv commercials on "Alumni Fun," describes benefits of the company's Creslan acrylic fiber.
Why WTMJ-TV bought volumes 1, 2, 4 and 5 of Seven Arts' "Films of the 50's"

Says George Comte:
Vice President and General Manager, WTMJ-TV, Milwaukee, Wisc.

"We bought volumes 4 & 5 of Films of the 50's for the same reasons we bought Seven Arts' volumes 1 & 2. The films have been highly successful in our programming schedules. We select features by checking their ratings, stars, and type of story. This has PAID OFF IN AUDIENCE AND IN MARKETING RETURNS

If you'll check the rating books of the Milwaukee market you will find that WTMJ's Saturday Night Theatre has consistently been one of our top rated programs. Our audience is very pleased, very loyal, and very appreciative of this type of entertainment."

SEVEN ARTS ASSOCIATED CORP.
A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUron 6-7177
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. ESTATE 5-4770
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7333

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data) individual feature prices upon request.
WHO'S RESPONSIBLE FOR AD ETHICS?

Catholic-sponsored session provides some varying answers

Who bears the responsibility for advertising ethics and what are the limits of freedom in advertising?

There were widely varying responses from business, agency, media and government representatives at the first CARTA (Catholic Apostolate of Radio, Television and Advertising) conference in New York last week. The format for the one-day conference included morning and afternoon panel discussions followed by question periods and a luncheon address by Sen. Eugene J. McCarthy (D-Minn.).

The principal morning speaker, Clarence Walton, associate dean of the Graduate Business School of Columbia U., said there is "no reason for the advertiser to be morally defensive" and said that charges of materialism in advertising are oversimplified.

The first panelist, Henry Schachte of the management committee of Unilever Ltd., said the advertiser ought to have control not only over advertising but over broadcast programming as well. He cited an instance when Lever Bros. asked a TV network to change a program. Unable to budge the network, the company agreed to honor its weekly participation—some $70,000—but withdrew its name from the particular show. In the end the network let Lever off free.

Mr. Schachte said it is "ridiculous" for a company to put a large amount of money into programming over which it has no control. Clay Buckhout, vice president of Time Inc., countered that ethical problems in advertising are the responsibility of the various media and he advised media men to think of advertising in the public's terms instead of as of pages bought or minutes sold. He said double standards do and ought to exist in advertising and that the criteria for ethical advertising is the composition of the particular audience reached by a medium.

FCC Commissioner, Robert E. Lee, another panelist, speaking on broadcaster responsibility, held a licensee should be an "expert" in the needs of his community. He called the recently uncovered letter-writing campaign of some FCC staff members (BROADCASTING, Dec. 3, 1962) regrettable and said some letters were "poorly worded."

Sen. McCarthy in his luncheon address asked media people for "a more professional approach" and said there is a need for more agreement on political guidelines, a code of ethics and enforcement. He disagreed with the position of Arthur Sylvester, assistant secretary of defense for public affairs, that control of information by the government is a legitimate cold-war weapon.

James A. Stabile, vice president and associate general attorney of NBC, was principal afternoon speaker before a panel consisting of Peter W. Allport, president of Assn. of National Advertisers; James R. Schule, vice president and director of BBDO; the Rev. Thomas M. Garrett, S. J., ethics professor at the U. of Scranton; Martin Mayer, author of Madison Avenue, U.S.A.; and James V. O'Gara, executive editor of Advertising Age.

Mr. Stabile said it's inappropriate for the government to define even the broadest outlines of advertising ethics; that the advertiser of a product must take the primary responsibility for how he sells that product and that industry codes of ethics are the proper means of defining ethical responsibility.

Mr. Schule, the only agency member of the panel, criticized the description of agency people as those "with gray flannel consciences." The agency must accept responsibility for advertising copy, he said, but at the same time the advertising industry must be allowed to exercise self-control.

Also in Advertising...

Sealy kit - Sealy Inc., Chicago, (mattresses) has supplied its local plants and dealers with a new kit of tv-radio commercials to be used along with other media during its February-March 52nd anniversary sale promotion. Agency is Earle Ludgin & Co., Chicago.

Retail lingo - Radio Advertising Bureau has issued a glossary of expressions used in the retail business field for use by radio salesmen. The glossary is one section of a two-part report on retailing for stations. The second part lists and describes nine types of retailing. In addition, the report contains a list of major retail chains with their gross sales for 1960 and 1961.

Rep appointments...

- WAIT Chicago: Robert E. Eastman Inc. as national representative.
- WROZ Evansville, Ind.: Mid-West Time Sales, Kansas City, Mo., as regional representative.

Keep the record straight

Radio Advertising Bureau hopes to keep tabs on retail business on radio in New York and Cleveland during the newspaper blackouts in those cities.

RAB said last week it's urging stations in the paper-struck cities to fill out weekly reports on billings from major retailers. The stations were asked to send the information to J. K. Lasser & Co., nationally-known accounting firm.

The survey proposes to "keep the record straight" should the newspapers "try to make promotional capital" from the current shutdown.
"Champions" cover the champions

NBC calls WMTJ announcers to the biggest games of them all!

Wisconsin supplied the teams — our Green Bay Packers for the NFL play-off, and Big Ten champion Badgers for the Rose Bowl. WTMJ sent the radio network co-announcers — Ted Moore (above left) to New York, and Mike Walden to Pasadena.

NBC's choice of Moore and Walden was not based simply on geographic sentiment. WTMJ's sports staff is known throughout the network as one of the nation's largest and ablest — champions in their own right. This recognition is one example of the quality of sportscasts, as well as outstanding general news coverage and balanced programing, broadcast on WTMJ to Milwaukee and the surrounding area.

It's a big area, responsive to good entertainment and timely information. It's a big, responsive market, too — and WTMJ is the radio station that can help you reach it big. Write and ask us how.
FTC MOVES AGAINST BAYER ASPIRIN
Agency seeks injunction against tv, newspaper advertising

The Federal Trade Commission last week issued a complaint of false and misleading advertising against Sterling Drug Inc. and its advertising agency, Dancer - Fitzgerald - Sample Inc., for Sterling’s recent newspaper and tv campaign in behalf of Bayer Aspirin.

At issue is a report by two doctors and a city health officer in Baltimore on a test of five pain-killer preparations for quickness of relief, duration and side effects. The report was published in the Dec. 29 issue of the authoritative Journal of the American Medical Assn.

Not only did the FTC act with unaccustomed speed in issuing the complaint, but, in an unusual move the agency also set the date, April 1, for a hearing on the charges. Hearing dates normally are scheduled after a 30-day period during which the respondent may reply to the charges. The trade agency also instructed its staff to apply for a temporary restraining order to enjoin the company from continuing the challenged claims pending disposition of the complaint.

The FTC charged that contrary to Sterling’s newspaper advertisements and tv commercials:
- The findings and conclusions of the medical team are its own and have not been endorsed or approved by the federal government or by the American Medical Assn.
- The clinical investigators did not

state as a finding that Bayer Aspirin will not upset the stomach, nor that it is as gentle to the gastrointestinal region as a sugar pill.

In fact, the agency stated, the investigators reported there is no significant difference in the degree of relief from pain afforded by other products tested after 15 minutes of administration.

In the challenged advertisements, Sterling implied that “a government-supported medical team” compared Bayer Aspirin and four other popular pain killers and that the report published in “the highly authoritative Journal of the American Medical Assn.” showed that Bayer Aspirin “had a somewhat higher pain relief score than any of the other products,” that “higher-priced combination-of-ingredients products” upset the stomach with “significantly greater frequency” than any of the other products tested, and that Bayer Aspirin “is as gentle to the stomach as a plain sugar pill.”

Ironically, the study was supported by a grant from the FTC for the very purpose of testing the speed, efficacy and side effects of leading pain killer products. Last year the FTC issued complaints against the heavily advertised pain-killer products, challenging their claims of “fast-fast-fast relief.” These are still pending.

AFM signs contract for radio-tv spots

The American Federation of Musicians has signed a new three-year contract with producers of radio and television commercials, calling for an immediate basic wage increase of 5% and an additional 21/2% in the third year.

Currently, musicians are paid on this basis: $60 for a solo sideman; $33.50 each for groups of two to four; $30 each for group of five or more. Leaders are paid twice the scale of sidemen. Another provision of the new contract, which becomes effective on Jan. 31, is that residual payments become effective after 13 weeks instead of 26 weeks.

National Airlines to Papert, Koenig, Lois


The airline, which was recently purchased by L. B. Maytag Jr., is undergoing a major management realignment. Former agency was McCann-Marschalk Inc., Miami.

An estimated near $1 million of National’s billing has been in spot radio on the East Coast and across the southern tier of states to California. No television has been used in the past.

Tvb to take its Jericho wall to D.C.
Television Bureau of Advertising will show its presentation, “Jericho — The Wall Between Us,” to advertiser, agency, business association and government officials in Washington, D. C., Jan. 25 at 8:30 a.m.

In preparation for the tv promotional meeting are L to r, George C. Huntington, executive vice president; James C. Hirsch, vice president; Norman E. Cash, president; and Jack B. Weiner, director of public relations. These men will represent the bureau at the program.

The breakfast-presentation also has been timed to coincide with the U. S. Chamber of Commerce’s sponsored Public Affairs Conference “Jericho,” a color film, was first shown publicly in New York last Nov. 16.
We pushed this button over 2,000,000 times
(Nearly 20 years of actual station use)

And found no appreciable wear. The button's in the Collins 642A-1/216C-1 Tape Cartridge System. It activates a special heavy-duty solenoid that assures you positive, fast, smooth operation. This is but one of the features that will assure you tight, quality production. Others: hand wiring throughout, three-belt flywheel minimizing wow and flutter (less than 0.2 of 1% rms), easy accessibility, flat frequency response (±2 db, 50-12,000 cps), steady speed (99.6% accuracy). For more information about the best buy for your spots, themes, formats, promos, top 40, and automatic spot rotation, call or write your nearest Collins representative today.
FCC is planning for 650-700 new uhfs

The addition of 650-700 uhf channel assignments to the tv table of allocations is planned by the FCC in the immediate future. The proposed new nationwide assignments of chs. 14-82 will probably be released for comments in the next few weeks, FCC spokesmen indicated last week.

The new channel assignments, possible within the existing uhf spectrum, will disturb none of the present 1,550 uhf allocations. They are intended to provide for the expected growth of both commercial and educational television over the next 10-15 years.

FCC engineers disclosed that their plans to add substantially to the allocations table are nearly complete with the release last week of a computer-prepared study of uhf allocations by the National Assn. of Educational Broadcasters. NAEB proposed a "saturated" uhf table of 3,298 nationwide assignments, placing every available uhf channel in some U. S. city whether or not it ever will be needed there.

The NAEB report was described by a commission official as a "useful study which verifies what could be done," but one which does not take into consideration several necessary factors. The commission has been working for several months, through manual computations, on additional uhf assignments and does not intend to offer a "saturated" table—one in which all possible assignments have been made.

A number of plans have been prepared at the FCC and release of the

Nebraska broadcasters ask 'who, if anyone, complained?'

Nebraska broadcasters last week fired a blast at the FCC's scheduled Omaha inquiry without even waiting to see the whites of Commissioner E. William Henry's eyes.

The Nebraska Broadcasters Assn. called the hearing on the local programming of Omaha's three television stations, set to begin Jan. 28, a "grandstand" play on the part of the commission and "a fundamental and violent invasion of the rights and integrity of broadcasting."

The Nebraska association said the "transcending question" troubling Nebraska broadcasters is whether the viewing public is to make the final decision on what is broadcast, or whether this decision "is to be evoked and promoted by a seven-man bureau sitting in Washington, D. C."

The association said the Omaha hearing—which will involve KMTV (TV), WOW-TV and KETV (TV)—and the similar inquiry in Chicago last year (Broadcasting, April 16, March 26, 1962), "must be considered as an ill-advised experiment."

The association called on the commission "to detail any and all recent complaints not engineered by the commission or its staff that have been received concerning Omaha's local tv programming." The statement said the "defendant" should know the charges.

Commissioner Henry, who will preside at the hearing, denied its purpose is to dictate programming. "This will be only a fact-finding inquiry" into the efforts being made to determine and meet the local programming needs, he said.

Furthermore, he said, "a large majority of the public witnesses" who intend to testify "are not those with complaints, but those who think the stations did a good job."

Governor Backs Stations • Among the favorable comments received were statements from Nebraska Gov. Frank B. Morrison, Sen. Jack Miller (R-Iowa) and Rep. Glenn Cunningham (R-Neb.), whose district includes Omaha. None of these will appear at the hearing. All told, the commission has received over 100 statements from witnesses who want to testify. Another dozen were submitted for the record.

This heavy volume of scheduled testimony was expected to require the hearing to extend into the week of Feb. 4. Originally, two days were to be given to the public witnesses and three days to the stations. But it appeared that at least three days would be required to hear the public witnesses.

As part of his preparations for the hearing, Commissioner Henry met on Thursday with the Washington counsel for the three stations. FCC Chairman Newton N. Minow also sat in on the meeting, which was held, Commissioner Henry said, to discuss procedures to be followed at the hearing.

The commissioner will have an opportunity to tell the Omaha viewing public the commission's side of the inquiry story on Jan. 31. He has accepted an invitation to appear that morning on WOW-TV's live Breakfast at the Plaza program. Bill McBride, the program's host, has been in charge of preparing WOW-TV's reply to the commission's inquiries.

Mr. Henry will be assisted at the hearing by four FCC staff members—James Juntilla, assistant chief of the Broadcast Bureau; Thomas Fitzpatrick, assistant chief of the hearing division; Martin Firestone, an attorney in the renewals branch, and Lonnie Emerson, the commissioner's legal assistant.
final draft for comments is being held up by (1) coordination with Canada, which also is planning new uhf assignments; and (2) efforts to place additional channels in densely-populated areas where none are presently available. The new FCC table will bring to approximately 2,200 the total of uhf assignments and would leave several hundred possibilities for later use.

Electronic Study • The NAEB study was undertaken through a $55,000 federal grant for the Office of Education of the Department of Health, Education & Welfare. Although the study makes several recommendations for future FCC actions, it has not been officially presented to the agency. It is titled "A Report of a Study of Nationwide Assignments of VHF Channels for Maximum Service & Efficiency by the Use of Electronic Digital Computer Methods."

Last week's report was a follow-up to an earlier report last summer which found that educational tv will need 1,200 channels in the next 10-15 years to meet expected needs (BROADCASTING, Aug. 27, 1962). That study also was compiled by NAEB for the Office of Education.

NAEB's suggested uhf table was prepared completely by electronic computations and did not take into account obvious faults which an engineer would spot or border agreements with Canada and Mexico. These were the two main criticisms FCC engineers made of the study. The NAEB-proposed table does not distinguish between commercial and educational assignments and makes no attempt to reserve any channels. However, it sets "priorities" for the number of channels a city should be allocated based on population and educational institutions.

Major Finding • "Probably the most significant result of the study is that over twice the number of usable channels has been added to the FCC table of assignments," the NAEB report concludes. "Most of these channels have been placed where they are needed, either now or in the future ... without disturbing any of the presently active or near active stations and adhering strictly to the established rules and standards of the FCC."

The report recommended that the FCC use the table derived from the computer as a basis for a reallocation proceeding and for expansion to meet the present and future needs of educational and commercial broadcasting. Vernon Bronson and James A. Fellows of NAEB were the project's director and associate director, respectively. The computer phase was written and processed by Jansky & Bailey, consulting engineers. FCC engineers cooperated in the study.

The Office of Education commissioned the allocations paper following last summer's report on the future needs of tv which "made it clear that the tv channel assignment structure presently in existence will not satisfy the growing needs of educational broadcasting." The latest report concluded that the present and potential needs be met to the fullest extent possible "by a precise determination of the most adequate and efficient system for distributing the channels in the tv spectrum."

Ignores vhf • The computer ignored vhf and observed all existing uhf allocations and mileage separations. The study established a table of priorities which provided 9 channels for all cities over 1 million (16 such cities); 8 channels for cities of 500,000 to 1 million population, (22 such cities); 7 channels
for cities of 250,000 to 500,000, (31 cities); 4 channels for cities of 100,000 to 250,000, (90 cities); 3 channels for cities of 50,000 to 100,000, (68 cities); 2 channels for cities of 25,000 to 50,000, (182 cities), and 1 channel for cities of less than 25,000 (1,008). This totaled 2,473 desired channel locations.

The total of 3,298 possible assignments was reached by assigning additional channels to cities of less than 250,000 without regard to priorities. Similar computer techniques could be applied to vhf, fm and microwave allocations, NAEB said.

NAEB concluded that the study "demonstrated conclusively the efficiency and effectiveness of using computer methods in solving the many complex problems of frequency assignment. The proposed table of assignments that has been developed appears to be one of the best arrangements possible. . . .

New York, Los Angeles, Chicago and other major cities do not gain additional uhf allocations in the computer's table. However, such cities as Ajo, Ariz., and Key West, Fla., were assigned 10 channels, and Craig and Lamar, both Colorado, got 8.

THAT POLITICAL QUIZ

FCC staff reviewing answers by broadcasters on elections

FCC staff members last week began reviewing and analyzing several thousand questionnaires returned by broadcasters on the political broadcasting they did in 1962.

A staff member estimated that as of the Jan. 14 deadline, 4,500 of the nation's 5,300 am, fm and tv stations had returned the questionnaires, which cover both the Nov. 6 general elections and the state primaries.

The questionnaires were mailed last November at the request of Sen. John O. Pastore (D-R. 1), chairman of the Senate Communications Subcommittee (Broadcasting, Nov. 26). He wants the information as background for hearings he plans to hold on proposals to liberalize the equal-time section of the Communications Act.

A report based on the questionnaires is not expected for "at least several months, probably the end of April."

Stations that editorialized in the primary and general election campaigns may be asked some follow-up questions by the commission.

The original questionnaire asked only whether a station editorialized. A staff member said the commission will probably want to know the number of editorials carried and whether the station provided air time for opposing views.

He said the questions were not included originally because of the belief that only a small percentage of stations editorialized. The number that actually did probably won't be determined for several weeks.

All licensees may get another political broadcasting questionnaire in the next few months. The Senate Watchdog Subcommittee, which has been investigating the fairness of broadcasters in political broadcasting, will decide whether it will query broadcasters after reviewing the information to be turned over to Sen. Pastore.

PERMANENT AIRBORNE ETV PLAN

Midwest project seeks six uhf assignments for six states

After a two-year experimental run, the midwest airborne educational television project is ready to be placed on a permanent basis and expanded.

This was the word conveyed to the FCC last week by Midwest Program on Airborne Television Instruction Inc. in a request for a rulemaking to:

1. Regularize the use of uhf channels for airborne etv in six midwest states.
2. Modify commission rules governing airborne etv.
3. Allocate six uhf channels for MPATI. Two channels are currently being used in the project.

The application doesn't specify the desired six channels, but MPATI said it will designate them in a supplemental filing. The group, which was directed by the commission last month to file its application by Jan. 15, said it wasn't able to complete the necessary engineering studies in the intervening period.

MPATI was organized early last year by midwest educators and civic leaders as the successor to the Midwest Council on Airborne Television Instruction. The council, established in 1959, launched the airborne etv project in cooperation with Purdue U. and the Purdue Research Foundation.

The licenses for the experimental stations—KS2XGA, operating on ch. 72, and KS2XGD, operating on ch. 76—are now held by Purdue U. But the FCC is being asked to transfer these licenses to MPATI.

Coverage Area. MPATI serves 1,160 schools and colleges in a 140,000-square-mile area that includes portions of Illinois, Indiana, Kentucky, Ohio, Michigan and Wisconsin. Some 26 million people live within the 200-mile range of the airborne stations, including 6.5 million children enrolled in 15,000 elementary schools and 700,000 students in 300 colleges and universities.

The two experimental stations have an effective radiated power of about 50 kw visual and 5 kw aural, from an airplane flying at 23,000 feet above sea level. The plane flies in a 10-mile circle, with an orbit reference point near Montpelier, Ind.

The proposed system, according to MPATI, would provide six educational services simultaneously, using six uhf channels "near the upper end" of the uhf band, with an effective radiated power of 100 kw visual and 10 kw aural.

MPATI says its six DC-6-carried stations could be operating in time for the opening of classes of the 1965-66 school year.

In requesting the rulemaking, MPATI asserts the experimental etv program has demonstrated the potential for meeting the rapidly growing needs of an expanding school population for improved education at practically no increase in per-pupil cost.

Greater Flexibility Needed. If six channels were available, MPATI says, the program's flexibility could be increased to the point where it could "provide a six-hour service offering some 72 courses—enough to supply a substantial portion of the needs not only of the 12 grades through high school, but at the college level, too."

But before the airborne etv can become a permanent service, MPATI says, existing rules will have to be revised to provide for the integration of such a system in an uhf allocation plan designed for ground-based facilities.

The engineering exhibit said the experimental program demonstrates that an aircraft-based uhf station can send a clear signal 200 miles, far in excess of that predicted by the usual propagation curves.

The exhibit recommends that the minimum co-channel mileage separation requirement of 155 miles for zone 1 and 175 miles for zone 2 be increased to 290 miles when applied to the orbit reference point of an airborne facility. It says that the adjacent-channel separation requirement should be increased from 55 miles to 200 miles.

But it also says that experience gained from the project indicates that there is no need for a number of other mileage taboos. MPATI recommends the discarding of taboos relating to intermediate frequency beat, intermodulation, local oscillator, sound image and picture image.

Airborne Advantages Claims. The MPATI application, consisting of two bulky documents, contains statements likely to draw rebuttal from advocates of ground-based etv. MPATI contends,
Sound Control with Sony

Sony CR-4 Wireless Microphone — The perfect transistorized microphone and pocket-size transmitter for active singer/dancers and TV performers to give complete freedom from entangling cables and obstructing mike stands. Mike and transmitter together weigh only 13 1/2 ounces. Complete with transmitter, receiver and carrying case: $250.

Sony EM-1 Newscaster Portable — A full track, all transistorized portable recorder designed for rugged service and dependable performance in remote locations. Meeting NARTB specifications, the EM-1 is ideal for on-the-spot interviews and sound recording.

- Governor controlled, constant speed spring wound motor
- Rewind while recording
- 13 1/4 pound weight.

Complete with microphone and accessories: $495.

Sony MX-777 Stereo Mixer — A six channel all transistorized self powered stereo/monophonic mixer featuring: 4 balanced microphone inputs, 2 balanced hi-level inputs and 2 balanced recorder outputs.

- Other features include individual level controls and channel 1 or 2 selector switches, cannon XL receptacles and switch for bridging of center staging solo mike.

Complete with carrying case: $175.

Sony C-37A Condenser Microphone — Remarkably smooth and uncolored natural response through the full range of recorded frequencies has earned the C-37A the title of "world's most perfect microphone." • Adjustable for omni-directional or uni-directional • Frequency response ±2 db 20-18,000 cps • Signal to noise — more than 55 db for signal of 1 micro-bar at 1000 cps.

Complete with CP-3 Power Supply, carrying case and 30 feet of cable: $295.

Sony C-17B Condenser Microphone — A miniaturized, uni-directional companion to the famous Sony C-37A Microphone. With outstanding background isolation characteristics, the uni-directional cardioid pattern is ideal for TV, night club and solo voice stereo recording application. The slim 1 1/16" diameter size minimizes visual problems.

Complete with CP-3 Power Supply, carrying case and 30 feet of cable: $350.

Sony CP-3 Power Supply — For the C-37A and the C-17B microphones, the CP-3 features: Switch for 3 positions of low frequency attenuation; special high cut filter switch for all frequencies above 10,000 cps.

For more complete specifications and name of nearest dealer, write Superscope, Inc., Dept. 3, Sun Valley, California.

In New York, visit the Sony Fifth Avenue Salon, 585 Fifth Avenue.

All Sony Stererecorders are Multiplex Ready!

SUPERSCOPE The Topway to Stereo

BROADCASTING, January 21, 1963
for instance, that an airborne system permits more efficient use of the spectrum and costs less money than ground-based etv.

The question of which type is a more efficient user of the spectrum has been a point of contention among etv groups and a matter of concern to the FCC. The MPATI engineering exhibit proposes the use of six alternate uhf channels, says such an airborne system would be about 50% more efficient, in terms of spectrum use, than a ground-based service.

In claiming financial advantages, the MPATI application estimates the capital cost of the airborne facility at $6,318,000 and the cost of a comparable ground-based service at $20,195,000. The annual operating costs were estimated at $2,650,000 for the airborne technical facility and $3,615,000 for a ground system.

MPATI estimates that the total annual expense budget of the airborne program will be $4 million—an amount the group says can be raised if 8,000 schools, or half the number estimated for the region by 1966, register as members and contribute $1 per pupil for each of the 4,000,000 expected students.

The price of $1 per pupil has already been approved by the present member schools, which have contributed $340,000 in the first year of MPATI's operation. This sum is called the first step to putting the system on a self-supporting basis.

The original funds were provided by private foundations and industry. The Ford Foundation alone contributed $7.2 million in 1959, and last April contributed another $7.5 million. This latter contribution will be allocated in decreasing amounts over the next three years to finance the system, with the increasing difference to be made up by contributions from a growing membership. MPATI says 8,000 members, as opposed to the present 1,160, will be needed by the start of the 1966-67 school year for the system to self-sustaining.

NAB asks more time for 'loudness' filings

The National Assn. of Broadcasters asked the FCC last week to extend its Jan. 18 deadline for comments on the commission's investigation of the "so-called 'loudness'" of commercials broadcast on am, fm and tv stations to March 18.

The NAB said that the problem "transcends questions of engineering technology ... [and that] physiological and psychological effects of noise on the individual" also should be considered. The association said several stations have indicated they would like to participate in a study of such subjective considerations.

Not only could the commission benefit, the NAB said, but additional time is of "urgent necessity" in this case and "no prejudice or harm" would occur if the proceedings are delayed.

'Material' change plan draws ABC objection

The difficulty of forming a rule requiring applicants to keep the FCC informed of all "material" changes in applications or station operation (Broadcasting, Dec. 3, 1962) may outweigh any advantages from such a rule, ABC told the commission last week.

ABC said the commission gave no clear definition of material change, and the area cannot be readily defined.

To keep financial data up-to-date, for instance, may be difficult since there is no established formula to evaluate an applicant's financial qualifications, ABC said.

The time required for the renewal of licenses is often drawn out, ABC noted, and the program percentages required by renewal applications may change because of some news break or other fluctuations.

"Under the emphasis of the proposed rule, there would be constant uncertainty on the part of the applicant concerning the matters required to be covered by an amendment." There would be further complications in comparative hearings, where the applicant is expected to serve notice of any change to all parties involved and where any change affecting the application could be of decisional significance, ABC claimed.

ABC asked the commission if the proposed rule would allow for the addition of changes after an application had been designated for hearing. Rules now require that it may be done only if good cause is shown.

ABC said that if the rule is adopted it may be ignored by many "because of its vagueness and ambiguity," while cautious applicants may feel that they must submit minute detail.

WLUC-TV protests translator invasion

WLUC-TV Marquette, Mich., asked the FCC last week to protect the station from severe financial injury that it said would arise from the operation of four translator stations proposed by K&M Electronic.

K&M has applied to the commission for four new translators—two in Calumet and two in Houghton, both Michigan. They would carry the programming of KDAL-TV and WDSM-TV both Duluth, Minn.

WLUC-TV is a primary CBS network affiliate and also carries some 15 hours weekly of ABC programs. Some of the network programs are broadcast on a delayed basis so that WLUC-TV can present local programming. If KDAL-TV, which is a CBS primary and carries ABC, and WDSM-TV, an NBC affiliate which also carries ABC, are brought into WLUC-TV's service area, the station's programming policy would be seriously jeopardized, it told the commission.

The Marquette station claimed that this programming plan bears much of the cost of its local productions which would be forced to compete with regularly scheduled network programs—brought in from an outside area—for audience attention. WLUC-TV said that the Calumet and Houghton areas account for about 25% of the station's advertising revenue. This represents income that it could not afford to lose if it is to continue its public service programs, WLUC-TV added.

Long Beach—WLUC-TV noted that the K&M plan would increase the coverage area of KDAL-TV and WDSM-TV by 165 miles.

WLUC-TV urged that the commission determine if the establishment of the translators is in truth non-profit, or an attempt to greatly increase the Duluth stations' coverage by "outside interests."

WLUC-TV also questioned the feasibility of K&M's engineering proposal. The station charged that a picking up signals from other translators in Grand Portage rather than directly from Duluth, an inferior service would be brought to area viewers.
Beneath it all... sales. The three most populated television counties in the country. A major test market. The kind of market that reflects the future of your product. A million plus market that responds most to the reach of WJAR-TV. TV 10... exciting television. PROVIDENCE... a market for any season.

ARB TV Homes

WJAR-TV

NBC — REPRESENTED BY EDWARD PETRY & COMPANY, INCORPORATED OUTLET COMPANY STATIONS IN PROVIDENCE — WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND — WJAR RADIO IN ITS 40th YEAR
Another FM Station goes FULLY AUTOMATIC!

WHBF-FM, Rock Island, Ill. selects ATC automated system

WHBF Chief Engineer, Robert J. Sinnett, is shown checking out the ATC system that will put WHBF-FM on a fully automated programming basis. The components selected will provide music, news, commercials, production aids, and program logging automatically. The system was selected by WHBF because the flexibility enables them to change programming structure as easily as dialing a phone. Broadcast personnel may be released from control operation for more profitable activities.

FREE BOOKLET ON AUTOMATED BROADCASTING
This 38-pg. booklet explains how ATC equipment can be adapted as an efficient programming system tailor-made to your station's needs. Write, wire or phone now for complete information.
JFK nominates Cox to part, full terms

President Kennedy last week nominated FCC Broadcast Bureau Chief Kenneth A. Cox to fill both the unexpired term on the FCC to be vacated by T.A.M. Craven and the succeeding seven-year term.

Earlier the President had indicated only that he intended to submit Mr. Cox's name to fill the five-month period left in the term of Commissioner Craven, who reaches the maximum retirement age of 70 Jan. 31.

Sen. Warren G. Magnuson, chairman of the Senate Commerce Committee, said Jan. 10 he hoped the President would send Mr. Cox's nomination to the Senate for both the short and long terms—as he had FCC Chairman Newton N. Minow's. A White House aide indicated the President might follow that course when Mr. Cox's name was announced late last year.

Mr. Kennedy nominated Chairman Minow in a similar way almost two years ago. The Senate approved Mr. Minow's nomination in March 1961 for both a four-month period, which remained from an expired interim appointment then held by his predecessor, and a regular term of seven years.

A filibuster on Senate rules which held up organizing activities last week also prevented scheduling of a hearing on Mr. Cox's nomination.

House Democrats get committee assignments

Organization of congressional committees proceeded on schedule in the House last week but a filibuster on rules in the Senate held up all efforts to assign senators to committees.

Freshman Rep. Lionel Van Deerlin (D-Calif.), a former radio and television news director (KOGO-AM-FM-TV San Diego, XETV [TV] Tijuana) and newspaperman, was named to the House Commerce Committee, which handles most legislation affecting broadcasting. New Rep. Gillis W. Long (D-La.) and Rep. W. R. Hull Jr. (D-Mo.) also were named to the committee.

The new members filled two committee vacancies left by the defeat of former Illinois Democrat Peter Mack and the retirement of Morgan M. Moulder, former Missouri Democrat (BROADCASTING, Nov. 12, 1962). Rep. Oren Harris (D-Ark.) remained chairman.

House Republicans had not announced committee assignments by Friday (Jan. 18).


FCC orders hearing on am economic issue

Whether Wauchula, Fla. (population, 3,411), can support more than one am station is among the questions to be determined at a hearing ordered by the FCC last week.

The commission acted thus on an application by Georgia M. and Jerald Brush for a daytime am station on 1600 kc at 500 w after WAUC Wauchula opposed the grant.

WAUC held that revenue in the town is not adequate to support two am stations and that the public interest would suffer as a result of the impair-

ment to both stations. The FCC feels the courts have held that it must hold a hearing to consider such charges.

Initial decision would grant am station to Falt

An application by J. B. Falt Jr., for a new am station in Sheffield, Ala., moved a step closer to realization last week when FCC Hearing Examiner Jay Kyle issued a supplemental initial decision advocating the grant.

Application of Mr. Falt, who already has controlling interest in three am's in Alabama, was denied in both 1961 and 1962 in favor of a competing application by Iralee W. Benne. After two reconsiderations by the commission Mrs. Benns withdrew her application because the FCC had granted a permit for a second station which would serve the Sheffield area. She also cited Sheffield's economy, which she felt would not support a second station.

Mr. Kyle, in his report, said that since Mrs. Benne had withdrawn, the
Bills introduced affecting radio and tv

The biennial convening of a new Congress brings with it a flood of legislative proposals of which only a small portion affect broadcasting. A summary of such bills and resolutions which had been processed through Jan. 17 follows (* indicates the measure has been introduced in similar form in other Congresses).


**Tax deductions for lobbying**: H.R. 69, Rep. Thomas M. Pelly (R-Wash.): to amend the Internal Revenue Code of 1954 and provide that expenses for legislative purposes (lobbying) may be allowed as deductions from gross income.

**Components definition for tax purposes**: H.R. 195, Rep. Thomas P. O'Neill Jr. (D-Mass.) and others: to amend the Internal Revenue Act of 1954 as it relates to a definition of radio and television components. The bill would restrict the tax to replacement parts, not original equipment ("radio and television components" would mean cabinets, tubes, power supply units and built-in antenna).


**National institute of arts and humanities**: H.R. 324, Rep. John E. Fogarty (D-R.I.); H.R. 1155, Rep. Frank Thompson Jr. (D-N.J.): to develop the nation's cultural resources; establish a National Institute of Arts & Humanities and a Federal Advisory Council on Arts and Humanities under the Dept. of Health, Education & Welfare; to commission works; to award fellowships and scholarships.


**Ad curbs on East German goods**: H.R. 414, Rep. Samuel S. Stratton (D-N.Y.): to prohibit advertising articles produced in the Soviet Zone of Germany unless products are identified by origin.

**Obscenity commission**: H.R. 470, Rep. Glenn Cunningham (R-Ohio); S. 180, Sen. Karl E. Mundt (R-S.Dak.): to create a Commission on Noxious & Obscene Matters & Materials, having subpoena power, composed of 17 members, including one from broadcasting media.

**Ban on boxing broadcasts**: H.R. 578, Rep. Multer: to amend the Communications Act to prohibit radio or television broadcasts of amateur or professional boxing matches.

**Unauthorized deletion ban**: H.R. 579, Rep. Multer: to amend the Communications Act to make it unlawful to make "unauthorized deletions" from certain matter submitted for broadcasting. This would apply when contracts specify matter included for broadcast and would prohibit deletions without permission.


only determination left was whether Mr. Falt had too much concentration of ownership. Mr. Falt owns WAFJ Decatur and is majority owner of WFIX Huntsville and WRAB Arab.

Examiner Kyle found, however, that Mr. Falt's stations are "operated entirely independent of each other" with little overlap of coverage, and that each is in competition with several other stations. In light of this, Mr. Kyle said in looking toward the grant, "It is apparent that the joint ownership and control does not give the stations any advantage over their competitors."

**Pastore heads joint unit**

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, was elected chairman of the Joint Committee on Atomic Energy Jan. 15, succeeding Rep. Chet Holifield (D-Calif.). Rep. Holifield now becomes vice chairman. The top two posts rotate between ranking House and Senate members of the joint committee.

**Hill hearing held on false cure ads**

Print advertising in particular and broadcast advertising generally were criticized during a Senate hearing on problems of the aging last week for not doing enough to protect the elderly from fraud and deception.

Doctors, businessmen and congressmen took turns testifying against advertising of fraudulent cures for painful diseases in broadcast and print media and against "irresponsible journalism" concerning cures in magazines and on radio and tv. They testified for three days before the Senate Special Committee on Aging on "Frauds and Quackery Affecting the Elderly Citizen."

"Television and radio bring the glib, persuasive 'pitchman' with his often exorbitant, misleading claims into every room," declared Sen. Pat McNamara (D-Mich.), chairman. "We live in the 'Era of Hard Sell,'" Sen. McNamara said. "The senior citizen is particularly vulnerable to the spiel of the pitchman."

Dr. Ronald W. Lamont-Havers, national medical director of the Arthritis & Rheumatism Foundation, struck at "irresponsible journalism" in several consumer magazines and said false and misleading information on alleged cures also comes from television and radio, although he cited no specific examples.

"Cure's the thing * Jerry J. Walsh, executive director of the foundation, said Food and Drug Administration warnings about fraudulent claims and dangerous drugs do not seem to get into newspapers "as much as a new cure or a new thing on the horizon."

Dr. Robert E. Shank, chairman of the American Medical Assn. council on foods and nutrition, cited the association's efforts to keep the public informed about quackery, and said "The Medical Man," an educational film produced by the AMA, has been televised 926 times since it was released in 1956 and has had more than 12,000 showings before special groups.

Two recommendations on false and
to amend the Federal Trade Commission Act to provide for the issuance of temporary cease-and-desist orders to prevent certain practices pending commission action.


Municipal arts council: H.R. 685, Rep. Multer: to establish a municipal arts council in Washington, D.C., which would be representative of persons engaging in the arts (including radio and television): to provide funds from a municipal tax to defray expense of nonprofit art programs in the District.

Federal inventions administration: H.R. 701, Rep. Multer: to insure that inventions created through expenditure of public funds remain in the control of the U.S. through the establishment of a Federal Inventions Administration. This would apply to inventions developed by contractors with the federal government and by federal employees (when created in line with their authorized work).

Licenses for foreign hams: H.R. 750, Rep. Elford A. Cederberg (R-Mich.): to amend the Communications Act to allow aliens to obtain three-year licenses to operate amateur stations if the FCC finds the national security would not be endangered.

Too low prices*: H.R. 800, Rep. Wright Patman (D-Tex.): fair practices amendments to the Federal Trade Commission Act which would prohibit sellers from advertising below-cost prices in areas where they seek to drive out competition.

Fees for federal agency services*: H.R. 834, Rep. J. Arthur Younger (R-Calif.): to provide for the assessment and collection of fees to cover the cost of operation of certain regulatory agencies, including the FCC and FTC.

Reduce set manufacturing tax: H.R. 872, Rep. Silvio O. Conte (R-Mass.): to reduce from 10% to 5% the manufacturing tax on television sets, radios and some other entertainment equipment.


Transportation and communications department: H.R. 967, Rep. Younger: to create a Department of Transportation & Communications.


Satellite law amendments: S. 223, Sen. John Sparkman (D-Ala.): for himself and Sens. Mike Mansfield (D-Mont.), John O. Pastore (D-R.I.) and Leverett Saltonstall (R-Mass.): to amend the Communications Satellite Act of 1962 for the participation by small business organizations in the procurement activities of the Satellite Communications Corp.

Equal time suspension, 1964*: S. 251, Sen. Pastore: to suspend for the 1964 campaign Sec. 315 of the Communications Act as it applies to the President and Vice President (see story this page).

Equal time suspension, permanent*: S. 252, Sen. Pastore: to exempt from Sec. 315 political campaigns for the offices of President, Vice President, all congressmen and governors (see story this page).

deceptive ads were noted by Kenneth B. Williamson, president, National Better Business Bureau Inc.: 1. "That advertisers accept responsibility to present competent proof of claims when questioned, and 2. "That advertising media accept responsibility for requiring competent proof of claims prior to publication when copy is considered questionable or if it is subsequently questioned by any responsible source."

Pastore bills would limit Sec. 315

The first effort in the 88th Congress to change the "equal time" provision of the Communications Act was made Wednesday (Jan. 16) when Sen. John O. Pastore (D-R.I.) introduced two measures intended to limit that section.

Sen. Pastore, chairman of the Communications Subcommittee, offered bills to: suspend "the equal opportunities requirements . . . for nominees for the offices of President and Vice President" for 1964; permanently exempt from the requirements for equal opportunity campaigns for the offices of President, Vice President, the House of Representatives, the Senate and governors of all states.

The bills were referred to the Commerce Committee.

The senator told a reporter that these bills represented what he personally thought was as far as restrictions ought to be lifted. He favored removing the limitations "down to governor." "From feeling the pulses of the subcommittee," he said, he thought this was the consensus of its members.

However, if the FCC, when it concludes its review of political questionnaires on experience in the 1962 campaign, should ask for a further liberalization of Sec. 315, he would introduce such legislation for the agency.

But, he added, "Congress feels strongly about preservation of equal opportunity."

Nevertheless, the Rhode Island senator was quick to say, "I think broadcasters have come of age."

House group wants more tv ad hearings

A final report by the House Select Small Business Committee supports its subcommittee's recommendations for further hearings to determine whether small businessmen are getting "adequate opportunities to promote their products by television advertising" (Broadcasting, Dec. 10, 1962).

"The committee believes that a comprehensive survey of current time selling practices by individual stations, independent as well as affiliated, should be made," said the final report, released last week.

Although the six Republican members submitted minority views to the overall committee report, which covered the committee's full range of activities, they made no comments on the recommendation for more hearings on broadcast time sales.

No date had been set last week for future hearings.
President Kennedy last week asked Congress to appropriate $16.5 million for the FCC in the fiscal year beginning July 1, 1963. This is $2 million more than the $14,427,000 Congress appropriated for the commission for the previous fiscal year. Still to be requested from Congress, however, is $489,000 for fiscal 1963 to take care of pay increases voted by the last Congress.

Overall the President asked for an appropriation of $98.8 billion to run the United States in the 1964 fiscal year. He estimated that there would be an $11.9 billion deficit in the year. The 1964 request is $4.5 billion more than was asked for in 1963 fiscal year.

The major portion of the FCC increase is allocated to Field Engineering & Monitoring to add more personnel and to acquire technical equipment.

For broadcasting, the FCC budget includes $3,756,000—$612,000 more than was requested last year. This is not only for salary increases, but also provides for the addition of 20 new employees. Under broadcasting activities, the budget indicates that the FCC regulated 7,513 stations (of all types) in fiscal 1961, 8,552 in 1962, 9,053 estimated in 1963 and 9,386 estimated for 1964. The budget notes that the FCC expects to receive 350 applications for new tv stations, 300 for new am stations and 500 for new fms in fiscal 1964. The broadcast bureau also expects to handle 425 applications for new translators, the budget indicates.

TV Service Doubled • For the United States Information Agency, the President asked $146.5 million for fiscal 1964, an increase of almost $26 million over the 1963 request of $120,436,000.

The USIA budget indicates almost a 100% increase for the television service. In last week’s appropriation request, $7,102,000 is allocated to the tv service, compared to $3,920,000 for 1963 and actual appropriation of $2,144,000 in 1962.

For the Voice of America, the amount sought is $27,642,000—$4.3 million more than in 1963 when $23,349,000 was asked, and almost $8 million more than the $19,812,000 actually appropriated in 1962. In the broadcasting service the increase is expected to go for expanding foreign language broadcasts from 38 to 40, to take care of new overseas transmitters planned in Monrovia, Liberia, and on the Isle of Rhodes in the Mediterranean. “Significant” increases in programming for the VOA are planned, the budget message says, especially for Latin America.

Requests for other agencies:
• Federal Trade Commission—Requested was $13,028,000 for the FTC, up from $11,278,000 appropriated for 1963 fiscal year. The budget indicates that $3,253,000 is to be spent on investigation and litigation of deceptive practices. This includes false and misleading advertising. This compares to $2,976,000 requested for this activity last year.

• National Aeronautics & Space Administration—For NASA the President asked almost $5 billion, about $2 billion above the sum requested for the 1963 fiscal year.

For communications research and development, the NASA budget includes $55,407,000, compared to $49,747,000 for 1963 and $34,114,000 actually appropriated in 1962.

In 1964, the section reports, NASA intends to complete its work on the Echo project (reflection of radio signals from passive satellites). It will continue to work on Relay, the low altitude active satellite and on Syncom, the 24-hour orbit satellite. It will, it says, place major emphasis on technology for Syncom; the Dept. of Defense will pursue the development of the Relay type satellite.

NAB wants ‘expressway’ radio to be licensed

Expressway radio service should be licensed under an interpretation of the FCC rules, the NAB told the FCC last week.

The NAB said that while promoters of the proposed new service claim that it is exempt from licensing because of its limited radiation signal, it does not mean that “extensive communication systems could be installed and operated without specific justification or authorization.”

The highway radio broadcasts, as proposed, would consist of a wire over the center of the road that would radiate a signal which would cover only the width of the roadway. The system would carry commercial music programs, weather reports and road condition notices.

The NAB said that if the commission did not find an interpretation of its rules to cover the new system, it should then establish a new service under its rules, requiring licensing.
The only logical way you can see where you're going is to look ahead. This wisdom is just as profound for people in the business of broadcast advertising as for skippers of submarines.

Radio and television are entering 1963 after tracking a turbulent course through 1962. What's ahead in 1963? Where will broadcasting run into heavy weather; where will the sailing be smooth?

Will radio and television, in 1963, increase their share of the advertising dollar? What changes are in store in audience patterns and ways of evaluating them, in marketing techniques, in radio and television facilities? How do the experts in broadcast advertising look at the new year; what do they say and why do they say it?

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

And that is exactly what a special issue of Broadcasting Magazine, scheduled for publication next February 18, will be called . . . "Perspective '63." Its many pages of special reports will add up to a chartered course for the year ahead.

Among all publications, only Broadcasting is equipped by skills, by staff and by the experience of years of growing up with radio and television to attempt so comprehensive an analysis. Each of the special Perspective issues that Broadcasting has published in past years has become a standard source work for the important decision-makers in broadcast advertising. Perspective '63, like its predecessors, will be kept, studied and re-read for months after its issue date.

Within the framework of such a basic working tool for advertising men, your message takes on special value. Through Broadcasting—in any issue—you command a guaranteed circulation of over 27,000. But in Perspective '63, your advertisement will command extra pass-along and re-readership that will make this the best buy of your year.

If you haven't reserved space yet in Perspective '63, we suggest you up-periscope and sound your klaxon. It will be heard (on your behalf) in all the most important and profitable places.

Deadline for advertising: Final deadline February 9.

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

Reservations: No time like now. Wire or phone us collect to make sure you'll be represented the way you want, with good position.
FCC asks GE for more corporate data

FITNESS TO BE A BROADCAST LICENSEE AT ISSUE

The FCC has asked General Electric for more information the agency hopes will help end a problem of more than two years—whether GE is qualified to be a broadcast licensee.

The commission wants to know what changes GE has made or intends to make in its corporate structure to "assure proper discharge of the responsibility of top management for operation of the broadcast stations in the public interest."

GE's applications for renewal of its licenses for WGY, WRGB (TV) and WGFN (FM) Schenectady, N. Y., have been held up since 1960 as a result of the company's pleas of guilty and no contest to charges of price-rigging in electrical equipment.

The commission, on Nov. 1, 1961, asked the company for information, "in the most detailed form," about its corporate structure and broadcast operations. A similar letter went to Westinghouse Broadcasting Company, whose parent, Westinghouse Electric Co., also pleaded guilty in the antitrust case.


But the answers the commission received from GE in a series of letters and documents have failed to satisfy the agency. "Our study of these materials has left unresolved a number of questions," the commission said, in a letter dated Jan. 9 and released last week.

The commission said it still was not satisfied that the company's "policies, procedures and organizational structure are such" as to assure operation of the stations in the public interest.

GE was requested to submit a statement within 30 days "as to what revisions you have made or propose to make in [the company's organizational] structure, or whether you have determined to continue the present arrangement."

FCC gets applications for etv reservations

The FCC has been requested by educational groups to make channel reservations for non-commercial educational use, has received an application for an etv station, and has granted the reservation of a uhf channel in place of a uhf channel. The following is a round-up:

- Commission granted a request by the U. of Idaho in Moscow, and shifted the reservation for noncommercial educational use to ch. 12 from ch. 15. The ch. 15 allocation will be retained in that city for commercial use.
- Cabrillo College, Aptos, Calif., asked the commission to reserve uhf ch. 22 in Watsonville for noncommercial use. The U. of California has proposed that an etv network for the Monterey Bay area be established and Cabrillo College wishes to operate a station as part of the network.
- Western Washington State College, Bellingham, Wash., requests that ch. 18 in Bellingham be reserved for educational use, on which it plans to operate an etv station.

- Commission has received an application for a new non-commercial educational tv station from the South Carolina Educational Tv Commission. The proposed station is for vhf ch. 7 in Charleston, with a power of 29.4 kw.

Initial decision gives ch. 3 to Cape Fear Tv

FCC Hearing Examiner Isadore A. Honig last week in an initial decision called for the granting of a new tv station on ch. 3 in Wilmington, N. C., to Cape Fear Telecasting Inc. Cape Fear is owned equally by William G. Broadfoot Jr., Elvin L. White and Percy R. Smith Jr.

Cape Fear was in a comparative hearing for the channel with WKLM-TV Inc., but the latter on Jan. 7 asked that its application be dismissed. This request was granted two days later. WKLM-TV received no consideration for withdrawing.

Applicant drops name of indicted principal

An applicant for a new am station in Blauvelt, N. Y., was permitted to amend its application last week to drop a principal who used the protection of the Fifth Amendment last summer in an FCC comparative hearing.

Hearing Examiner Herbert Sharfman permitted Rockland Broadcasting Co. to drop Sidney Fox as one of its principals, leaving George Dacre and Harry Edelstein as parties to the application. Mr. Fox was indicted last fall by a federal grand jury in New York on a charge of conspiracy and transportation of stolen goods (trade secrets of American Cyanamid Co., for which Mr. Fox formerly was a chemist).

Comments on a proposed rule to require licensees to make copies of all FCC applications available for public inspection (BROADCASTING, Nov. 26, 1962) were few but fiery last week.

Rockford Broadcasters Inc., Rock Island Broadcasting Co. and the Fetzer Broadcasting Co. jointly told the commission that the agency's function is to answer questions from the public.

The three licensees said if the rule is adopted the only other possible obstructions the FCC can perpetrate are (1) a rule requiring stations to help parties prepare complaints; and (2) make available a form the petitioner need only sign and mail.

WCST Berkeley Springs, W. Va., said the rule would benefit the interest of only a few "crack-pots" and competitors; that the commission would do better to alleviate some of the red-tape, not add to it.

WDEC Americus, Ga., charged that no other competitive private enterprise is required to open its records to the public, especially to competitors. The station said broadcasters must be as commercially skilled as other businessmen, WDEC felt the public is not particularly interested in program percentages and technical data, but only in program content and adequate reception.

WORZ Inc. asks okay to file ch. 9 reply

WORZ Inc., has asked the U. S. Circuit Court of Appeals in Washington for permission to reply to the FCC's recommendation that the Orlando ch. 9 case be remanded to the commission for reconsideration.

WORZ Inc., losing applicant in competition with Mid-Florida Television Corp., noted that the commission concluded that nothing in the record of the case reflects adversely on Mid-Florida's qualifications as licensee.

Remand of the case as recommended by the commission, WORZ Inc. said, "would place an advance stamp of approval upon the mere reissuance of . . . original decision."

WORZ Inc. said it should have the chance to be heard before the court considers its recommendation.

Comments are tart on record inspection plan

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WCST Berkeley Springs, W. Va., said the rule would benefit the interest of only a few "crack-pots" and competitors; that the commission would do better to alleviate some of the red-tape, not add to it.

WDEC Americus, Ga., charged that no other competitive private enterprise is required to open its records to the public, especially to competitors. The station said broadcasters must be as commercially skilled as other businessmen, WDEC felt the public is not particularly interested in program percentages and technical data, but only in program content and adequate reception.
This is the highest rating in history for any single motion picture presentation on the New York station. "Hercules" overwhelmed all competition with 46.1% of the viewing audience according to Nielsen Station Index. The 35.1 average quarter hour rating exceeded that of the three major networks combined in the same time slot 7:30 to 9:30 P.M. Friday, January 4th.

This is the first of the thirty-three motion pictures purchased by WOR-TV, Channel 9 from Embassy Pictures.
SUPREME COURT Rejects ASCAP Case

Says it lacks jurisdiction to rule on TV music rates

The U.S. Supreme Court ruled without explanation last week that it lacked jurisdiction to hear the appeal of television stations on their bid for a new kind of ASCAP music license.

Officials of the all-industry TV stations music license committee, representing the stations, noted that the court's dismissal was based on jurisdictional grounds and said they would seek to transfer the appeal to a lower court.

They reasoned that the Supreme Court may have dismissed the appeal on grounds that it should have been taken to the lower court first. The committee had appealed directly to the Supreme Court under an expediting act which apparently is subject to conflicting interpretations.

The committee, headed by Hamilton Shea of WSVA-TV Harrisonburg, Va., plans to file with the Supreme Court within the next ten days a motion to transfer the appeal to the Second Circuit Court of Appeals in New York. This step was decided upon in consultation with the committee counsel, the New York law firm of Donovan, Leisure, Newton & Irvine.

If the appeal is transferred, the decision of the Second Circuit Court may still be taken to the Supreme Court by whichever side loses in the circuit court.

At-the-Source Clearance • The committee, representing some 370 TV stations, is seeking a so-called "at-the-source" license under which ASCAP music used in future syndicated and feature films would be licensed not by broadcasters but by the program producers at the time of production.

Thus stations would have to pay directly to ASCAP only for whatever ASCAP music they use in locally originated programs. They currently pay, on a blanket or per-program license basis, on all ASCAP music used in non-network programs (network music is covered in separate contracts between ASCAP and the networks).

The appeal to the Supreme Court was from a ruling by Chief Judge Sylvester J. Ryan, of the U.S. Southern District Court in New York, that ASCAP could not be compelled to grant the at-the-source licenses sought by the committee (BROADCASTING, Sept. 17, 1962).

In dismissing the appeal, the Supreme Court noted merely that it lacked jurisdiction. Justice Hugo Black said he thought the court should hear the case and at the same time rule on the issue of jurisdiction.

Committee leaders were disappointed but not disheartened.

Disappointed But Pleased • "As chairman of the committee," Mr. Shea said, "I am disappointed that the Supreme Court did not agree to hear our appeal. However, I am pleased that the turn-down was made on a jurisdictional basis rather than on the merits of the case.

"We plan to file a motion with the court asking transfer of the case to the circuit court and are hopeful the Supreme Court will act favorably on this motion."

"The committee never expected that we would have an easy road in getting fair treatment for television broadcasters. I am confident that in one way or another we shall eventually be successful."

Three Choices • The committee had several alternatives after last week's Supreme Court ruling.

One would have been to try—again—to negotiate a settlement with ASCAP. Apparently this course did not look especially promising at this time.

Another would have been to file a civil antitrust suit against ASCAP in an effort to get source-clearance. A third would have been to abandon the quest for source clearance and go directly into a hearing before Judge Ryan to fix fair and equitable rates under the same type of license now in use.

In electing to apply for transfer of the appeal to the circuit court, the committee obviously felt that, having gone this far in its bid for source clearance, it should go the rest of the way.

It was not felt that the circuit court approach would be unduly costly in either time or money. If the transfer is granted, it was thought a circuit court decision might be expected no later than the end of summer and possibly earlier. If the committee succeeds in upsetting Judge Ryan's decision, the case would then—barring a settlement—go back to him for further hearings on whether ASCAP should be required to grant source-clearance licenses, and on what terms.

While the case is in the courts, stations are operating under the terms of the old contracts, which expired Dec. 31, 1961. Any changes in the new contracts, when finally set, will be retroactive to that date.

UAA reports increased sales volume in '62

United Artists Assoc. announced last week that dollar volume on sales on its feature films and cartoon properties increased by more than 100% in 1962 over 1961.

UAA does not disclose dollar figures since it is a subsidiary of United Artists Corp. to which it reports its earnings, a spokesman said. He noted that 1962 was a "record year," achieved mainly through sales on post-'50 films but assisted by contracts made for pre-1948 properties.

Sales on "United Artists Showcase for the Sixties," consisting of 33 post-'50 feature films, continues "brisk," the spokesman said, with new contracts signed with KHI-TV Los Angeles; WTN (TV) Albany, N. Y.; WDAM-TV Scranton, Pa.; WTOL-TV Toledo; KROC-TV Rochester, Minn.; WOWL-TV Florence, Ala., and KMID-TV Midland, Tex.

UAA's record sales in 1962 received support, he said, from 2,000 pre-'48 features from the Warner Bros. and RKO libraries, and 570 theatrically-produced "Popeye" and "Bugs Bunny" cartoons.

Film on taxes offered free

A 28-minute film, The Great Tax Debate, is available free to television stations from the U. S. Chamber of Commerce. The film, which presents the pros and cons of federal tax-cut proposals, includes excerpts from President Kennedy's New York speech to the Economics Club, and statements by labor leader Walter Reuther, Sen. Harry F. Byrd (D-Va.), and Prof. Walter Hallstein, head of the European Common Market.

Requests for the film should be addressed to News Dept., U. S. Chamber of Commerce, 1615 H St., N. W., Washington 6, D. C.

BROADCASTING, January 21, 1963
Screen Gems makes big sale to KTVT

KTVT (TV) Dallas-Fort Worth signed an agreement with Screen Gems Inc. last week, calling for the payment of $1 million for the acquisition of three feature film packages and a cartoon package.

James R. Terrell, general manager of the station, said the agreement represented the largest program investment made by the new management of KTVT. He noted that the independent station plans to schedule feature films in prime time at least four evenings a week. (Station was purchased by WKY Television System [WKY-AM-TV Oklahoma City, WTVT (TV) Tampa, Fla.] last year for $800,000 [BROADCASTING, Aug. 6, 1962].)

Heading the list of programming acquired is the 73-title Columbia Pictures post-'50 package, which includes "From Here to Eternity." As part of the agreement, KTVT was given the world television premiere right to "Eternity," and will present the film on Feb. 15, 7:30-9 p.m.

The other packages in the KTVT purchase are the 210-title post-'48 Columbia features; the 65-title "Best of Universal" features, and a group of 156 five-minute cartoons made by Hanna-Barbera, consisting of "Touchie Turtle, Wally Gator and Lippy the Lion."

Robert Seidelman, vice president in charge of syndication, reported that in addition to KTVT, SG has made sales of the new 73-title Columbia group to WRGB (TV) Schenectady, N. Y.; WBAY-TV Green Bay, Wis.; WALB-TV Albany, Ga.; KSHO-TV Las Vegas; KGBM-TV Honolulu; KGW-TV Portland, Ore.; KHSJ-TV Chico, Calif.; and WJHG-TV Panama City, Fla.

Mark Century to provide radio program service

Formation of Mark Century Inc., a new firm specializing in radio programming services, has been announced in New York by Milton Herson, president.

Mark Century's creative arm is assisted by an agreement with Music Makers Inc., New York, a firm that specializes in commercial music. Dave Manber is the copy chief for Mark Century.

The new radio service carries the theme "radio a la carte" on the theory that the material provides a selected menu for stations which are in need of "quality, custom-tailored packages of the best in music, lead-ins, promotion ideas and special material." The material, provided on tapes or on disks and available in stereo or monaural, has been put together with the station program director in mind.

In an interview last week, Mr. Her-
A ‘scientific approach’ to radio music

The job of music selection has been taken out of the hands of DJ’s and turned over to the scientists in a new music programming service for radio stations.

Following a six-month experiment on WPOP Hartford, Conn., Irving Schwartz, creator of the service and president of Central Broadcast Corp., Kansas City, said his new “Centronic System” now is being offered for sale on an exclusive basis to a limited number of stations in major markets.

Mr. Schwartz’s “scientific approach” to music programming has been adopted by WPOP, where he is program consultant.

Under Mr. Schwartz’s formula records played are selected from categories of current hits, futures, standards, name artists and special releases. The composition for each hour is calculated as to sequence and balance, and the frequency of exposure of each tune is related to its popularity and trend. A track record is developed for each tune and artist aired. The weekly music lists, which are prepared in the Central Broadcast headquarters in Kansas City, are composed on special forms for each hour of the day and every day of the week.

Computer’s Choice • The first step in the formula, which is designed for widest possible range of acceptance in a particular market, is to conduct local research on listeners’ tastes and preferences. These results are compared with data on a national level, and the formula is “weighted” for the local area to correct differences between the two sets of statistics. Computer projections, based on charts, polls and all other available information, indicate when a record will be dropped from the “Centronic” list or when a new tune can be showcased.

Mr. Schwartz said station subscribers of the service will be charged according to market size, starting at about $640 a month.

son, who is also general counsel at Music Makers, specified his new firm has placed emphasis on originality and freshness in the music (all of it newly prepared).

A Six-Month Survey • Mark Century maintains it conducted a six-month survey of more than 200 radio stations now using similar “devices” and found there was dissatisfaction with the material being offered. Mr. Herson notes, his firm intends to supply quality material as contrasted to “quantity.”

Mark Century, Mr. Herson explains, is not packaging station-break jingles for sale to advertisers though the firm will package “commercially successful” material for building client relationships.

A typical “radio a la carte” package might contain new, original music; contest and new promotional aids; subtle aids for local advertisers; series of sound effect bands to blend with the other material; especially edited classical music for use as segues, and specialties for weather reports, identifications, commercials and stylized local programs and even public service themes.

Mark Century is located at 6 W. 57th Street. Telephone Circle 5-3741.

Ray Anthony to syndicate weekly TV music program

Band leader Ray Anthony whose new TV show is scheduled to start on KTLA (TV) Los Angeles next Saturday (Jan. 26) as a weekly half-hour (10-10:30 p.m.), is taping the program for syndication despite warnings that first-run syndication is no longer feasible.

“All this negative talk about the so-called softness of the syndicated television market is purely bunk,” Mr. Anthony said Thursday at a news conference in Hollywood. “After months of thorough research, we feel we are definitely on the right track and that a new trend is about to start in telecasting.”

The viewers are fed up with summer reruns all year long, and unhappily that’s exactly what the stations have been giving them. After all, what is a syndicated show ‘off network’ but a fancy name for a re-run?”

Mr. Anthony said he believes so much in the no-rerun plan that he is going to sell his own series only once.

“We’ve geared our financial thinking and budgets to recouping our investment on a once only basis,” he said. His own organization, Ray Anthony Enterprises, 9155 Sunset Blvd., Los Angeles 69, is handling the distribution of the programs.

ASCAP suing eight Washington state am’s

The American Society of Composers, Authors & Publishers announced last week that its members have instituted copyright infringement suits against eight radio stations in the state of Washington, claiming copyrighted songs were performed without authorization. The defendants are: KGMI Bellingham, KFKF Bellevue, KAPY Port Angeles, KARY Prosser, KUTI Yakima, KIXI Seattle, KGY Olympia and KALE Richland.

The plaintiffs are asking various federal courts in Washington to restrain the defendants from broadcasting the songs in the future and to award damages of not less than $250 for each unauthorized performance, plus attorneys’ fees and court costs.

New MGM features sold to 12 stations

License agreements with television stations for MGM-TV’s 30/63 offering of post-1948 feature films have approached 25 million, according to Richard A. Harper, director of feature and syndicated sales.

The package is being made available with each film priced individually in each television market (BROADCASTING, Dec. 17, 1962).


MGM-TV has signed licensed with 12 stations: WBNC-TV New York; WGN-TV Chicago; WFIL-TV Philadelphia; KSD-TV St. Louis; WTVJ (TV) Miami, Fla.; KENS-TV San Antonio, Texas; KOMO-TV Seattle; KTVK (TV) Phoenix, Ariz.; KATU (TV) Portland, Ore.; WTEV (TV) New Bedford-Providence, Rh. I.; KONO-TV Honolulu; and WLKJ-TV Green Bay, Wis.

Edison awards for science programs

NBC programs won five Thomas A. Edison Foundation national mass media awards presented last week at the foundation’s annual awards banquet. Stations cited were WLOF-TV Orlando, WSB Atlanta and WNDT (TV) New York. The Edison awards are given for contributions in the specialized field of science education, especially for efforts directed towards youth.

ABC-TV was honored for its Discovery 62 series which was named the “best science program for youth,” and in conjunction with Bell & Howell Co. for “furthering the understanding of education” in the presentation of the “Meet Comrade Student,” telecast which examined education in the USSR. It was one of the Close-Up! series.

NBC programs winning awards and their categories: Exploring, best children’s TV program; David Brinkley’s Journal, TV series best portraying America; U. S. #1 American Profile, TV program best portraying America; Why They Do What They Do, radio program best portraying America and How Will

BROADCASTING, January 21, 1963
**Man Shape Man's Future**, best science radio program for youth.

Individual station awards were presented to WSB for its practice of devoting a number of broadcast days during the year to educational subjects, to WLOF-TV for its weekly presentation of two scientific space-age reports and its Spanish language educational programming and to WNMTTV (TV), for “furthering educational television.”

A special citation, presented by the Edison Foundation's honorary president, Charles Edison, was made to AT&T for furthering world communications through Telstar.

**Sales of 'Supercar' hit $1.9 million**

Sales of Independent Television Corp.'s *Supercar* have reached $1.9 million, the distributor said last week. The syndicated series of 39 half-hours has been sold in 140 U.S. and 49 foreign markets to date.

ITC is planning a second year of production for *Supercar*, which made its TV debut on WPX (TV) New York in January, 1962. At the same time, ITC announced another series, *Fireball XLS*, a series consisting of 39 half-hours of science-fiction adventures in the 21st Century.

**Film Sales . . .**

*Seven Arts’ Volumes 1, 2 and 3* (Seven Arts Assoc.): Sold to WNF-BTV Binghamton, N. Y. Volumes 1, 2 and 3 now in 133, 108 and 88 markets respectively.

*Seven Arts’ Volumes 4 and 5* (Seven Arts Assoc.): Sold to WCKT (TV) Miami, Fla.; KPTV (TV) Portland, Ore.; KCBV-TV Lubbock, Tex.; KVIO-TV Tulsa, Okla.; WMAR-TV Baltimore and WNF-BTV Binghamton, N. Y. Now in 50 markets.

*Bachelor Father* (MCA TV): Sold to Louis Shanks Furniture Co. and Nash Philip-Copus Co. for use on KTBC-TV Austin and to Collins & Ryan for WBOV-TV Salisbury, Md.; also sold to WXYZ-TV Detroit; KXLY-TV Spokane, and KIRO-TV Seattle, Now in 18 markets.


**44% of U.S. tv homes saw 'Conversation with JFK'**

A. C. Nielsen Co. estimated last week that 21,960,000 homes, or 44% of all U. S. homes with tv sets, saw the three-network telecast of *Conversation with the President* last month (Dec. 17, 1962).

Nielsen said the average home viewing the program tuned in to an estimated 42 minutes of the one-hour show. The program was carried by 401 network affiliates.

Other figures of homes reached by combined network television coverage of major events during 1962, reported by the research firm: election night, Nov. 6—39,290,000; tour of White House, March 14—28,300,000, and the Glenn orbit, Feb. 20—39,900,000 homes.

**YOU'RE ONLY HALF-COVERED IN NEBRASKA IF YOU DON'T USE KOLN-TV/KGIN-TV!**

A good turn . . . in fact, the best turn in Nebraska these days is to the state's other big TV market, now rated among the most important in the nation.

Lincoln-Land is now the 76th largest market in the nation*, based on the average number of homes per quarter hour delivered by all stations in the market. And the Lincoln-Land coverage you get with KOLN-TV/KGIN-TV (206,000 homes) is a must for any sales program directed to the major markets.

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

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*ABR Rating

**AVERAGE HOMES DELIVERED PER QUARTER HOUR**

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<td>53,300</td>
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<td>49,700</td>
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**KOLN-TV/KGIN-TV**

**Covering a bigger, better Lincoln-Land**

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*Broadcasting, January 21, 1963*
Hartford revisited: will pay tv work?

AFTER HALF YEAR 1,800 SUBSCRIBERS SPEND $8-10 MONTHLY ON SHOWS

After seven months of operation, pay television in Hartford, Conn., has 1,800 customers who are almost overwhelmingly "pleased," spend $8 to $10 a piece on it each month but don't find it cutting into their free-television viewing or movie-going.

Will it succeed? Nobody knows.

That was the consensus a Broadcasting editor brought back last week after an on-the-scene investigation. He had made a similar one last July, shortly after the experiment commenced (Broadcasting, July 9, 1962).

Although he found no statistical evidence that the test is moving toward success or failure, he did gain some impressions based on talks with subscribers, with RKO Phonevision officials who are conducting the experiment, with Hartford businessmen and Hartford people in general:

- Most of the individuals who have subscribed are "pleased" with the service.
- Non-subscribers believe pay tv either is too costly or doesn't offer enough in programming to warrant paying for it.
- The rate of subscription and installation will be more modest than originally envisioned by RKO Phonevision, though the company claims this is partly by design.
- Though progress has been made in acquiring additional feature films and special programs in the past six months, the Hartford system has not been able to schedule outstanding programs on a regular basis, a circumstance considered a pre-requisite for a successful pay television operation.
- Pay tv has made no dent in theatre attendance or in free television viewing and does not shape up as a threat for the next few years at least.

It cannot even be said definitely whether progress actually has or has not been made in Hartford over the past six months. It depends on the perspective from which developments in the city are viewed.

Detractors point out that RKO Phonevision officials were proclaiming last summer that the system would have 4,000 subscribers by the end of 1962. They stress that the figure now reported by the company itself is 1,800 after six months. Critics also noted that RKO Phonevision had indicated it would present Broadway plays, opera and ballet, but, outside of feature films, has presented some special programming of a variety act nature only.

RKO Phonevision's top officials—Vice President John Pinto, who operates from New York, and Charles Wood, general manager, who is on the scene in Hartford—have answers for the scoffers. They acknowledge that the 4,000 figure may have been an overestimation, but contend that over the past four months, RKO Phonevision, by design, has controlled the installation of the necessary decoding equipment. They insist they are "highly pleased" with progress to date.

"We have always said that we expect to lose money during the three years of the experiment," Mr. Pinto said. "We could have grown very rapidly in the first six months if we had so decided, but we found that for our purposes it is better to grow slowly and purposefully."

A Pilot Project—"This is a pilot installation, and we hope to learn all we can about all the ramifications of pay television. It is easier to learn more if the system grows gradually. Our research becomes simpler. Some of the things we want to learn are: how long a subscriber stays with pay tv, what types of shows he enjoys, how much he spends before he decides it's the cut-off point, how families of different sizes and different income levels arrange for the buying of our programs. These are only a few of the factors we are exploring."

Mr. Wood noted that an investment of more than $1 million has been made.
Sports programs are among the more popular offerings on pay television in Hartford. Football, basketball and hockey contests from New York and Boston are featured. Families like that of Richard Van Ausdall (r), of West Hartford, spend an average of some $8 to $10 monthly to watch the programs which include some name talent but lean heavily toward movie feature film which has already appeared in downtown Hartford theatres.

for decoding equipment alone and a speeding up of installation would lead only to a larger deficit at this time. Both Messrs. Pinto and Wood stress that RKO Phonevision, a subsidiary of RKO General Inc., expects to lose “considerable money” on the experiment, but believes that an orderly expansion of its audience and facilities suits the purposes of the test.

As to the charge that programming had not approached advanced billing, Messrs. Pinto and Wood insist that the entertainment it has provided has been satisfactory. They point out that in addition to so-called “subsequent-run features” (current films that become available shortly after the first run in downtown Hartford theatres), subscription tv in Hartford has carried a group of special entertainment programs not available on free tv or in motion picture theatres.

“We have had special shows produced for us that run from 75 minutes to two hours long,” Mr. Pinto said. “These have included the Kingston Trio as they appeared before a tent show; Hildegarde in an appearance at the Persian Room in New York; Betty Comden and Adolph Green in their presentation of ‘A Party;’ the Bolshoi Ballet, the Bayanihan Philippine Dancers, Carlos Montoya and a schedule of football, basketball and hockey contests from New York and Boston.

“We have on our schedule for the immediate future special programs spotlighting the McGuire Sisters and Bill Dana (Jose Jiminez), taped at top supper clubs throughout the country; a production of Gian-Carlo Monotti’s ‘The Consul,’ which we bought from International Telemeter Co., and a production of Chekov’s ‘A Country Scandal,’ which stars Franchot Tone. And we are planning others.”

As the number of subscribers expand, RKO Phonevision will plow back funds for additional special programming. Mr. Pinto agreed that it is difficult at this time to arrange for the telecasting of Broadway plays, remarking without elaboration that there are “some complexities” involved in putting together such a project. But he added: “That will come, too, sometime in the future.”

Backbone Fare • Insofar as the backbone of pay tv programming is concerned—feature films—Mr. Pinto feels RKO Phonevision has made “considerable progress.” At the outset of pay tv in Hartford, he said, only Paramount and Warner Bros. were willing to supply films. Both features on a subsequent-run basis and those produced within the last few years but not released to Hartford free tv are available to the Hartford system from United Artists, Columbia, Metro-Goldwyn-Mayer and Buena Vista (Walt Disney’s production company). Only 20th Century-Fox and Universal are “holdouts.”

“And we are hopeful that we can make deals too with Universal and Fox,” Mr. Pinto remarked.

The RKO Phonevision executive realizes that the success of subscription tv in Hartford will depend on two key factors: the number of subscribers and the number of times they watch the system.

“I must stress that the number of subscribers we are going to attain is a goal which we hope to build up to steadily and gradually,” Mr. Pinto observed. “We have a strong feeling that the figure in Hartford must be in excess of 10,000 homes. How much in excess we are not prepared to say.

“As for the number of times they watch this week, that is another important factor, certainly. We cannot say right now what that figure should be, but our research convinces us that it need only be a minority audience. We have always said that subscription tv should be a supplemental medium. Remember our main business is owning and operating commercial tv and radio stations.” (RKO General owns 13 radio-stations, wholly or in part.)

A Sampling • Mr. Pinto was asked to confirm the findings of a random
The Hartford system is being thoroughly researched, according to Mr. Pinto. The company itself periodically solicits the opinions of subscribers and "gets a remarkably high return," Mr. Pinto said. In addition, John J. Henderson & Assoc., New York, has been conducting a continuous research program in Hartford since the start of the project last July.

Mr. Pinto noted that information obtained by the Henderson organization is for the "internal use" of RKO Phonevision and RKO General and for the FCC. (The experiment required the approval of the FCC and at the end of the three-year test period in 1965, the Commission must decide whether to continue the subscription TV program in Hartford. The commission's go-ahead is required because Hartford, unlike the pay TV system in Etobicoke, in Toronto, Canada, is an over-the-air installation, utilizing WHCT [TV], an RKO General station.)

Mr. Pinto emphasized that RKO Phonevision was reluctant to divulge "too much of what we have learned in our research because we use it to guide our moves and also we feel an obligation to the company which is spending so much money on this undertaking which is really one big research project." He noted that a number of companies interested in pay TV have visited Hartford and New York to learn as much as possible about the Hartford test, and added:

$10 Million Investment • "At this stage, we are not about to tell them all the things we have learned. It is only reasonable that our company, which is footing the bill, should reserve this information for itself—at least for the time being. You can never tell when a competitor may crop up in a market in which RKO General may be interested some time in the future."

Mr. Pinto estimates that RKO General and Zenith, which is supplying equipment at a minimal cost, will have spent $10 million by 1965.

The contention of Messrs. Pinto and Wood that subscribers generally are "pleased" with pay TV was borne out by a sampling of 30 homes in Hartford by Broadcasting. The result: 27 subscribers said they were "pleased" with subscription TV; three said they were "displeased," and of the three, one reported he had cancelled his subscription. (RKO Phonevision states it has received 21 cancellations out of 1,800 subscribers over the past six-and-a-half months.)

The sampling, which was conducted among pay TV homes that had been receiving the service three months or more, showed:

• They were pleased with the programming generally, though several mentioned they hoped that Broadway plays would be forthcoming soon.

• The monthly fees mentioned invariably by respondents were $8, $9, $10.

• The reasons they cited for subscribing: "no commercials," "convenience of seeing movies and other attractions within the comfort of home," reasonable cost (entire family can view for one admission and no fees for parking, baby sitting)."

• They believed pay TV had lived up to expectations; they were spending as much money as they had anticipated; it had not "eaten into" the time they would be spending with either free TV or the movies.

The three individuals who were "not pleased" with subscription TV gave one main reason: the programming wasn't "good enough" to justify the expense.

Hartford businessmen, including operators of TV stations and motion picture theatres, told Broadcasting they are watching the pay TV development with interest. Operators of several downtown theatres said they could see no threat to their business for the foreseeable future and doubted that pay TV ever would appeal to a broad segment of the population. TV station officials reported pay TV had had no discernible effect on their operations but said they were following the Hartford experiment with interest.

Non-subscribers questioned by Broadcasting remarked generally they had no intention of paying for TV or said they might consider it if it offered programs they regarded as "a lot better" than commercial TV.

Though conclusive answers to pay TV in Hartford will not emerge until the conclusion of the three-year test in 1965, Mr. Pinto ventured, the next six months should be "noteworthy."

"We think by the end of this first year certain patterns will emerge," he stated. "Our installations are running about 50 a week. We will have a broader base to evaluate, and we will have subscribers with us for a longer period. This will give us, we hope, a better insight into the viewers' preferences and buying habits."

$1.11 an hour STAFFS YOUR STATION with IGM SIMPLIMATION

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder, "The Sound of Money." IGM SIMPLIMATION, P. O. Box 645, Bellingham, Washington.
WIP helps strike-bound riders meet drivers

WIP is helping the City of Brotherly Love live up to its name. The Philadelphia station was afforded this opportunity last week when a local transit strike partially paralyzed the city.

When the strike was called at 12:05 a.m. last Monday (Jan. 14), WIP started a driver-meets-rider service on its early morning show. Announcements solicited phone calls from those in either category. A master chart of the city divided into five parts was utilized. Callers offering or seeking rides were immediately given names and phone numbers of others in the same general locality.

The WIP service was restricted to the morning show with the riders being sought for daylight hours only. Station spokesman said that the campaign started last Tuesday morning and despite use of all available phones at WIP, the station has been unable to keep up with the flood of calls.

WLW-AM-TV fund drive brings in $381,000

Ruth Lyons, WLW-AM-TV Cincinnati personality, raised $381,656.71 during her 1962 Christmas Fund Drive, it was announced last week. A tally of contributions shows that 271,540 people donated to the fund for an average donation of $1.40 per person.

Proceeds of the fund are given to aid hospitalized children in 59 hospitals in Ohio, Indiana and Kentucky, and are used to provide needed equipment, as well as entertainment (such as toys and games, tv and radio sets, libraries, indoor and outdoor play equipment and special gifts upon release).

The Christmas Fund, which began in 1939 (when Miss Lyons raised $1,000) has distributed $2,256,749.69 since 1952. The appeal for funds—which are cash donations, not pledges—is made on Miss Lyons’ daily WLW-AM-TV program 50-50 Club, and runs from Oct. 4 (her birthday) until Dec. 25. The program is also carried on Crosley’s WLWD (TV) Dayton and WLWC (TV) Columbus, both Ohio, and WLWI (TV) Indianapolis.

Drumbeats...

Change in the weather (men) • Bud Kraehling, WCCO-TV Minneapolis with Arthurman and Art Brock, his counterpart at KPHO-TV Phoenix, Ariz., will switch stations the week of Jan. 27. There will be a daily exchange of film clips showing each man’s regular audience what he is doing and the sights he is seeing. The switch coincides with the annual St. Paul Winter Carnival.

You are my sunshine • WXYZ Detroit listeners are being asked to predict the total number of hours of sunshine for the Detroit area between Jan. 14 and Feb. 16. The winning entry receives an all-expense-paid week’s vacation in Florida. The contest period coincides with a five-week ad campaign for Sunshine Biscuit Co.

10 cents a step • Tom Durand, program director, WTTM Trenton, N. J., and two companions, went on a 3.3 mile “march” for the March of Dimes. The three hikers “marched” one step for each 10 cent contribution made by WTTM listeners. It took them 3 1/2 hours to complete their trip.

Mutual sales winners

Winners of a nine-week contest among the 502 MBS affiliates, to see which could sign the largest volume of advertising from local Homelite Co. (power equipment) dealers, have been announced by the network.

Receiving $100 cash prizes are: Walter Stamper, commercial manager, WAPO Chattanooga, Tenn.; Samuel Searfoss, sales representative, WSJM St. Joseph, Mich., and Frank Donnelly, account executive, KVFD Fort Dodge, Iowa. Homelite Co. is one of Mutual’s leading advertisers.

WTKO personality goes a long way with a dime

Andy Andrews, air personality at WTKO Ithaca, N. Y., is trying to build a dime into $1,000 for the March of Dimes. On Jan. 2, Mr. Andrews asked listeners to bid for the dime. At the end of his morning program, the highest bidder, a teenaged boy, received the dime in exchange for $8.20, a knapsack and signal flags.

As the first week of his effort ended Mr. Andrews had built his original dime into $101.50 in cash, one snow blower and four puppies.

Among items which changed hands during the first week: 30 dozen donuts, two pure bred German puppies, a television set and a kitchen range. Other items bid included a Shetland pony, and two automobiles.

The bidding and trading will continue until the end of January, by which time Mr. Andrews hopes to have reached his $1,000 goal.

Stations DO Have Personality

IDENTIFICATION--Nine times out of ten, if a man says (anywhere in Michigan) "I'm from Paul Bunyan Network," the response is: "How is Les these days, say hello from me." Man after man, time after time, the immediate identification is with Les Biederman—an identification that personalizes the Paul Bunyan stations—that sells their products.
Improved emergency setup for California

BROADCASTERS, OFFICIALS MEET IN PLANNING SESSION

A plan to improve the emergency broadcasting setup in California for use in case of a nuclear attack is being drafted by the California Disaster Office following a meeting of broadcasters with federal, state and local officials in Sacramento. Allan K. Jonas, director of the CDO, who called the meeting, said that he expects a draft of the plan to be ready about Feb. 1. "The public needs shelters and an improved communications link that can only be provided by radio broadcasting," Mr. Jonas said.

The meeting discussed a plan to provide the use of fallout-protected broadcasting facilities, emergency power for these stations and arrangements to develop a state-wide network linking city, county, state and federal emergency operating centers. Such a hookup would enable the President and the governor to speak directly to the people in the event of such an emergency. John Upsher Smith, acting regional director of Office of Civil Defense-Dep.

defense Region 7, headquartered in Santa Rosa, Calif., said that federal funds could be available for the emergency broadcasting facilities and urged the California Disaster Office to develop plans in conjunction with the state industry advisory committee headed by W. H. Hartman, chief engineer of KCRA-TV Sacramento. Mr. Hartman promised full cooperation in developing such a plan. Mr. Smith said that when the California plan is completed and approved it will be submitted to the National Industry Advisory Committee in Washington. Several other procedural questions will be referred to Washington, he said.

Other broadcast executives at the meeting were Philip Lasky, vice president, Westinghouse Broadcasting Co.; Louis Simon, general manager, KPIX (TV) San Francisco; H. L. Blatterman, chief engineer, KFI Los Angeles; Thomas Mullahey, public service program director, KRON-TV San Francisco.

we give the facts a thorough airing

Media transactions present a risk as well as an opportunity to both buyer and seller. But the risks are considerably narrowed when all of the facts are available through our penetrating knowledge of the ever-changing market.

BLACKBURN & Company, Inc.

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333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6660

Clifford B. Marshall
Stanley Whitaker
W. C. Williams
Gerard F. Hurley
1102 Healey Bldg.
Jackson 5-1576

Collin M. Selph
G. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
Crestron 4-8151

NAB planners

Four state broadcasting associations were represented in a committee named by the NAB last week to plan the 8th Annual Conference of State Presidents in Washington Feb. 26-27. Members of the program committee for the conference, conducted by the NAB, are:

Joseph Goodfellow, president of the Maryland-D. C. Broadcasters Assn., and vice president-general manager of WRC-AM-TV Washington; Robert R. Williams, WHLM Bloomsburg, Pa., and president of the Pennsylvania Assn. of Broadcasters; E. L. Rankin, executive secretary of the North Carolina Assn. of Broadcasters, and Jack Williams, executive secretary of the Georgia Assn. of Broadcasters.

The two-day conference will be held in the Shoreham Hotel.

Changing hands...

ANNUED • The following sales of station interests were reported last week subject to FCC approval:

- KTTV (TV) Los Angeles, Calif.: Sold by the Times Mirror Co. to Metromedia Inc. for a price in excess of $10 million (At Deadline, Jan. 14). The transaction includes the acquisition of all stock of the Times Mirror Broadcasting Co., licensee of the ch. 11 independent. Robert W. Breckner, president and general manager of the station, will remain in charge. Metromedia stations are: WNEW-AM-TV New York, WTTG (TV) Washington, KVOV (TV) Stockton, (Calif.), KMBC-AM-FM-TV Kansas City, all vhf tv outlets; WTVH (TV) Peoria and WTVP (TV) Decatur, both Illinois and both uhf stations. MM also owns WHK-AM-FM Cleveland and WIP-AM-FM Philadelphia, and the outdoor advertising firm of Foster & Kleiser. KTTV was founded in 1949.
- WPDX Clarksburg, W. Va.: Sold by Raymond C. Warden, Robert D. Hough and associates to George L. Kallam and Charles and Matthew Tierney for approximately $200,000. Mr. Kallam is treasurer of the Tierney Co. which owned WCHS-AM-TV Charleston, W. Va., until it was sold in 1960 to Rolfin's Broadcasting Co. for over $2.5 million. No change in management or personnel is contemplated, it was said. James T. Fawcett is general manager of the sta-
tion. WPDX is a 1 kw daytimer on 750 kc. Broker was Hamilton-Landis & Assoc.

- KTWN St. Paul, Minn.: Sold by Franklin Broadcasting Corp. to Gene Posner for $125,000. Mr. Posner owns WMIL-AM-FM Milwaukee. This is the first step in an expansion program to acquire the full quota of radio and tv stations. Mr. Posner said, Franklin Broadcasting also owns WED St. Louis, WWOM New Orleans, KOME Tulsa and WLOD Pompano Beach, Fla.

KTWN operates on 1400 kc with 1 kw daytime and 250 w nighttime. Broker was Hamilton-Landis & Assoc.

**APPROVED** • The following transfers of station interests were among those approved by the F.C.C. last week (for other commission activities see For The Record, page 82).

- WCAX Burlington, Vt.: Sold by C. P. Hasbrook and associates to James Broadcasting Co. for $300,000. James Broadcasting, which is headed by Simon Goldman, owns WJTN-AM-FM Jamestown, WOGO Salamanca, WDOE Dunkirk, all in New York and WWYN and WERC-FM Erie, Pa. Mr. Goldman has a personal 16 1/2% interest in WCUM Cumberland, Md. WCAX is a fulltime station on 620 kc with 5 kw.

- KASE Austin, Tex.: Sold by Austin Radio Co. to W. D. (Dub) Rogers Jr. for $225,000. Mr. Rogers formerly was principal owner of KDUB-AM-TV Lubbock and KEDY (TV) Big Spring, both Texas, which he sold for $3.8 million to Grayson Enterprises Inc. in 1961. KASE operates on 970 kc with 1 kw daytime.

- KASK-AM-FM Ontario, Calif.: Sold by Daily Report Co. (Ontario Daily Report) to J. William O'connor and wife, 50% and Frank H. Babcock Jr. 50% for $150,000. Approval was conditioned that assignment not be consummated until Mr. O'connor disposes of his interest in one of the following am stations: WBOW Terre Haute and WHUT Anderson, both Indiana; WGSB Geneva and WJRL Rockford, and 80% of WCVS Springfield, all Illinois. Messrs. O'Connor and Babcock own WPPO Peoria, III. KASK is 1 kw full-time on 1510 kc. KASK-AM-FM operates on 93.5 mc with 1 kw.

Eastman opens Boston office

Robert E. Eastman Co., New York radio station representative, last Monday (Jan. 14) announced the opening of its 10th office, in Boston, to serve New England and upper New York State. Raymond A. Gardella, sales promotion manager in the New York office, has been named manager of the Boston branch.

**CBS-TV REPORTS**

Network was 90% sold out for most of night schedule

CBS-TV has maintained nighttime sales to advertisers at the 90% or better level through most of 1962, the network notes in a year-end report.

The report emphasizes advertiser and program strength, including additions to its talent roster.

Highlights of the report follow:
- CBS-TV for the ninth straight year retained a position as the "world largest advertising medium," continued to emphasize "straight program sale" as compared to participations, marked 90% or better showing at night and nearly continuously maintained an SRO status in the daytime.
- A total of 177 different advertisers, of which 13 were new to network tv, were represented, and CBS-TV's "morning minute plan" (rotating spots) built to a high sales percentage and in the last three months of 1962 was SRO.
- Affiliates Total • At the year's end, CBS-TV had 202 stations in the U.S. as affiliates along with affiliates in Puerto Rico, Guam, Bermuda, Virgin Islands, and Mexico City (and in Canada via Canadian Broadcasting Corp. and its 48 affiliated stations).
- In programming: Dany Kaye, Judy Garland and Carol Burnett have been signed for next fall.
- A new hour series of dramas of American history and a 30-minute evening news broadcast on a Monday-Friday basis are planned.
- News and public affairs programming was up, the network estimating 34.5% additional time devoted to this fare in 1962 over 1961.
- CBS-TV said it devoted a record 292 hours to sports coverage. This figure represents 42% of the total sports programming on all the networks, according to the report.

**CBS owned tv stations show 6% sales increase**

CBS Television Stations Div. last year had a net sales increase of 6% over 1961, Merle S. Jones, president, said last week in a yearend review that describes 1962 as "the most successful year" in the division's history.

The division is responsible for non-network tv activities at CBS including the five owned tv stations, CBS Films, CBS Television Stations National Sales and international tv investments.

The CBS stations groups, according to the division, had an 11% net sales increase with sales at their highest point. Stations are WCBS-TV New York, KNXT (TV) Los Angeles,

**ATTRACTIVE STATION BUYS!**

**SOUTHWEST**—Daytime-only radio station grossing approximately $65,000.00 annually and capable of doing better under owner-operator. Good, stable market. Priced at $85,000.00 on ten years terms.

**MIDWEST**—Daytime serving area of 50,000-plus population. Excellent equipped, Land and building included in sale. Priced at $90,000.00 with $25,000.00 down and balance over seven years.
WBMM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.

Cited in the review also are group programming projects, including "Reper- toire Workshop," a program to encourage new tv talent.

Other business increases: CBS Films, 10% rise in overseas gross billings; CTNSN reported gain of 15% in net sales from the owned stations. Trinidad- Tobago's first tv station, in which CBS owns an interest, went on the air in November, and Proartel, Argentinian production company partly CBS-owned, reported it produced 26 out of the 30 top programs seen regularly on ch. 13 in Buenos Aires.

**NBC CITES NEWS**

Year-end report says 25% of schedule was news shows

NBC cites increased news programming, a continuing emphasis on color, the owned stations' strength and NBC Radio's optimistic status in a year-end report released today (Jan. 21).

Some of the highlights:

- NBC News contributed a record 25% of NBC-TV's overall program schedule. The network reported a new high of 50 special news and information programs in prime time on NBC-TV in the 1962-63 season. NBC Radio devoted four-fifths of its broadcasting to news and public affairs programming.

- Color tv on NBC attained record levels in programming hours: the nearly 2,000 hours programmed in color in 1962 were estimated to be more than the total of U. S. motion pictures produced in color in the last eight years. More than 68% of NBC-TV's total 1962-63 nighttime schedule in the current season has been in color, and a total of 188 NBC-TV affiliates carried the network's color programming.

- NBC Radio's profits were the highest since 1950, claiming 43% of total sponsored hours on the three major networks and could record a total of 75 advertisers.

- NBC claimed record sales and profits for its owned-and-operated stations and record gross revenues for its two main NBC Enterprises divisions, international and domestic.

- NBC-TV had 262 advertisers represented in 26 product categories on its schedule.

- NBC reported that the radio network now devotes about 80% of its programming to news and information, and as much as 50 additional hours per month of special programming on current affairs. NBC News, moreover, reported its coverage of major world events included 180 special tv programs. Also during the year, two news series were added, enlarging NBC-TV's sched-

**Stanton in N.D.**

Dr. Frank Stanton, CBS president, is scheduled to address a joint session of the houses of the North Dakota legislature at Bismarck on Wednesday (Jan. 23) as the highlight of the legislature's third biennial "broadcasting day." He is expected to urge repeal of the Federal Communications Act's equal-time provision (Sec. 315) and removal of barriers to radio-television cooperation and legislative and court proceedings.

North Dakota radio and tv stations plan to carry the address.

NBC's Bunker wants 'credo for selling'

A voluntary "credo for professional selling" and an end to cutthroat radio competition are being urged by RAB President-elect Edmund C. Bunker.

His exhortations toward that objective were given last week at the South Carolina Broadcasters Assn. meeting in Columbia. These, he noted, are among his plans when he takes office as president of RAB on March 1.

RAB, Mr. Bunker said, must provide the leadership to lift radio selling standards and thus it is RAB that should develop the "credo"—not as a code but as a "voluntary conviction of station owners" evolved through discussions by a committee of broadcasters representing all parts of the U. S.

Said Mr. Bunker: "You can tell me by your support for this credo, or your comments on it, whether this plan can succeed. "If this makes me a visionary, that's what I am—and I hope to show that it is possible to be a visionary all the way to the bank."

Mr. Bunker suggested the "credo" include such points as these:

- A reaffirmation of the belief in the power of all advertising in general and radio specifically and in the loyalty of every responsible salesman to his own station.

In addition, it should decry negative selling.

Mr. Bunker felt that once accepted, the credo should be published and publicized, made available to all member stations, referred to periodically in RAB promotional material and stations surveyed for their support.

Bud Collyer, host of To Tell The Truth on CBS-TV, was recipient of the first annual Professional Broadcasters Award from SCBA. It was presented at the broadcasters' banquet.

**Fm group sets up N.Y. promotion office**

The National Assn. of Fm Broadcasters is establishing a New York office to promote fm radio among advertising agencies and their national and regional clients. The hiring of an executive director to head the office was authorized by the association's board of directors at a meeting in New York, Jan. 10-11.

T. Mitchell Hastings Jr., president of the association, heads a committee which includes Abe Voron, WQAL (TV) Philadelphia, and Lynn Christian, KODA (FM) Houston, and which is screening applicants for the executive director's position. Interested applicants may submit resumes to Mr. Hastings at WNCN (FM), 11 E. 47th St., New York.

The New York office will serve as a clearing house of information for advertisers, agencies and broadcasters "in selling and in obtaining maximum benefit from the use of fm radio advertising," according to Mr. Hastings.

The present plans call for introducing the new executive director to the membership during the association's annual convention and sales seminar, March 30-31 in Chicago.

**Keene, N.H., catv sold**

A community antenna system serving 2,300 subscribers in Keene, N. H., has been sold by Al Ricci to New England Video Inc. New England Video is owned by Narragansett Capital Corp., Providence, R. I., small business investment company, which has controlling interests in catv systems in Barstow and Laguna Beach, Calif.; and owns systems in Graham and Palestine, Tex.

Price for the Keene property was not disclosed. Mr. Ricci also owns a catv system in Bennington, Vt.
COLOR FOR CANADA URGED
Networks, CAB ask Broadcast Board for study; propose industry-wide committee on tint plans

Canada's two television networks and the Canadian Assn. of Broadcasters last week proposed the establishment of an industry-wide committee to study and plan for the introduction of color television in Canada.

The proposal was made to the Board of Broadcast Governors by Alphonse Ouimet, president of the Canadian Broadcasting Corp., and was endorsed by Spence W. Caldwell, president of the CTV Network, and Don Jamieson, CAB president. Messrs. Caldwell and Ouimet asked that the board withhold approval of color standards and licensing of stations to colorcast for the time being; Mr. Jamieson said stations should be allowed to telecast in color if they desire.

The proposed color TV committee should include representatives of the BBG, CBC, CAB, the Dept. of Transport and color set manufacturers, Mr. Ouimet said. Mr. Caldwell said he thought advertisers and Bell Telephone, which provides network TV microwave facilities, also should be represented on the committee.

A CAB resolution presented before the BBG said, "There appears to be no element of the public interest demanding any restraint upon new developments in full service in broadcasting and specifically the offering of broadcasts in color television to the Canadian public."

The CAB statement said stations should be "permitted to broadcast in color if they desire, each station being allowed to select its own starting time and procedure, and develop its pattern of color broadcasting in the light of experience gained from the initial experimental procedures."

The Station Representatives Assn. of Canada told the BBG "that any station, or group of stations, that prefer to provide color television to viewers should be given permission to do so, and at times and days of their own choice."

The association added that "the introduction of color television in Canada would add a dimension and excitement to broadcast advertising that would attract more advertisers to support the medium of television especially, and indirectly the radio medium. Obviously all these advertisers will not be able to afford color TV but will be sufficiently attracted to the broadcast medium that they will use TV or radio, or both."

"TV set manufacturers have been campaigning for the quick introduction of color TV in Canada.

BBC-Equity agreement to cost $5.6 million

An estimated $5,600,000 annual increase in BBC-TV costs will result from a pay increase just negotiated with Equity, the British actors' union. The new agreement sets up a pay structure which divides actors' work into three categories. The first, for engagements of six days or less, gives an $82.40 minimum. The second, for 11 days work has a minimum of $164.70 and the third, for up to 17 days' work, $247.

Before the agreement, an artist re-

Off-colour's on

The traveling salesman story is no longer taboo on the British Broadcasting Corp.'s light entertainment programs in peak viewing (evening) hours.

The BBC last Tuesday (Jan. 15) lifted a 15-year-old ban against humorous remarks about honeymoon couples, fig leaves, prostitution, lavatories, immorality, women's underwear, effeminacy, animal habits, chambermaids, etc.

The scrapping of the code also lifted a prohibition against jokes about the royal family, abuse of political figures, acts of Parliament and references to religious sects.

received a minimum fee of $16.50 plus $5.90 for each rehearsal day.

The increases bring actors' fees on BBC-TV up to the level of those established for the commercial companies last year.

The new agreement also makes changes in fees paid for programs sold

Return to Elegance with Hernando Courtright

The discriminating traveler will find at the newly cosmopolitan Beverly Wilshire Hotel all the concepts of gracious hospitality for which Hernando Courtright is famous: impeccable, personalized service, splendid surroundings, and above all, cuisine par excellence. "Classic elegance is the heart of the Beverly Wilshire-amplified by subtle luxury and unparalleled attention to your comfort and privacy. "Make your next visit to Los Angeles verify a return to elegance at the Beverly Wilshire — in the heart of fashionable Beverly Hills, where every conceivable convenience is at hand or in strolling distance.

Hernando Courtright's Beverly Wilshire Hotel

BEVERLY HILLS, CALIFORNIA
overseas. In the past overseas rights have been divided into groups for America, the Commonwealth, and the rest of the world. Now BBC-TV can negotiate for the rights to sell programs in individual countries and in some cases, individual cities.

$2 million offered for Montreal station

Jack Tietolman, CKVL-AM-FM Verdun, Que., has offered to buy CFDCF-AM-FM Montreal, Que., for $2 million. CFDCF, which started in 1919, is Canada's oldest radio station.

Purchase will be subject to approval of Board of Broadcast Governors, Ottawa.

Canadian Marconi Co., owners of CFDCF-AM-FM-TV Montreal, announced that the radio stations, but not the TV station, had been put up for sale. Mr. Tietolman has been operating CKVL-AM-FM with the highest amount of live talent programs in French and English of any Canadian station for some years. He is an independent operator, not being a member of the Canadian Assn. of Broadcasters, the national organization to which most Canadian stations belong.

CFDCF is on 600 kc with 5 kw. CFDCF-FM is on 106.5 mc with 7.7 kw. CFDCF-AM-FM are affiliated with CBC and ABC.

**Abroad in brief...**

Herr Dr. Kildare • Two NBC-TV series, Dr. Kildare and The Dick Powell Theatre have been sold to West Germany's new second television network. The sales are the first made by NBC International to the new network, which currently is under construction and will begin operations on April 1.

**MGM's Television Revenue Slides**

Company has $2.3 million loss in fiscal quarter

Television revenues slid off for Metro-Goldwyn-Mayer Inc. for the first quarter of the fiscal year ended Nov. 22, 1962, the company reported Jan. 7. TV gross revenue for the 1962 period was $5,386,000 compared to $5,630,000 for the same 12 weeks in 1961. Net TV income reached $1,470,000 for the 1962 period, compared to $2,030,000 for the same 1961 period.

The 1962 gross TV income breaks down to: $1,714,000 from licensing of feature films and shorts to TV stations, $3,672,000 from syndicated TV series and commercials produced for TV.

Overall, MGM had gross revenues of $27,310,000 and a net loss of $2,366,000 after taxes (92 cents a share) for the first 12 weeks of 1962. This compares to a gross of $29,362,000 and a net income of $2,173,000 (85 cents a share) for the same period in 1961.

**Repulic Corp. earns $1.7 million for year**

Republic Corp. earned a net income of $1,764,314 during the fiscal year ended Oct. 27, 1962, equal to 56 cents a share of outstanding common stock after payment of $400,000 in preferred stock dividends.

Comparable 1961 earnings were $1,977,629 or 74 cents a share, Victor M. Carter, president and chairman, reported Wednesday (Jan. 16). Gross revenues for 1962 totaled $43,285,706, compared to $31,729,670 for the previous year.

Mr. Carter reported highly favorable prospects for 1963, noting that contracts for the 850-film library being released through the company's Hollywood Television Service division are running ahead of schedule. The North Hollywood lot of Republic Studios, now operating at peak capacity, will be leased to CBS for five years starting May 1, which should add substantially to earnings this year, he said.

Abnormally cool weather last summer and California construction strikes adversely affected the profits of Republic's subsidiary Utility Appliance Corp. (ranges, air conditioners and other household appliances), Mr. Carter said. Another factor in trimming net income was the expense incurred in connection with the proposed acquisition of America Corp., New York holding company, which has been called off following Dept. of Justice objections that the resultant combination of Republic's Consolidated Film Industries with America's Pathé Labs would produce a monopolistic position in the film processing industry.

**Financial notes...**

Quarterly dividend • Directors of Gross Telecasting Inc. have declared a regular quarterly dividend of 40 cents a share on common stock and 7 1/2 cents a share on Class B common, both payable Feb. 12 to stockholders of record Jan. 25. Gross Telecasting owns WJIM-AM-FM-TV Lansing, Mich.

Paramount dividend • A quarterly dividend of 50 cents per share, on common stock payable March 11, 1963 to holders of record Feb. 25, 1963 was declared last Monday (Jan. 14) by the board of directors of Paramount Pictures Corp., New York.

**Disney announcement reveals officers' pay**

The annual meeting of Walt Disney Productions Inc. will be held at the company's home office in Burbank, Calif., on Feb. 5. Purpose is to elect directors, with the following nominated by management:


In a proxy solicitation sent to stockholders Jan. 11, aggregate remuneration of top officers for the fiscal year ended Sept. 29, 1962 was listed as follows:

Walter E. Disney, executive producer, $182,000; William H. Anderson, vice president (studio operations), $91,000; E. Cardon Walker, vice president (advertising and sales), $78,000, and Roy O. Disney, president, $52,000. The Messrs. Disney also have deferred com-
FATES & FORTUNES

New York, joins The Manchester Organizations, Washington, D. C.-based advertising agency, as vp in charge of radio-television for firm's Washington and New York offices,

Donald E. Putzier, assistant media supervisor at Needham, Louis & Brooby, Chicago, promoted to media supervisor.

Thomas Hatch, formerly with Sullivan, Steiner, Colewell & Bayles and Young & Rubicam, both New York, joins agency as merchandising supervisor.

Joseph L. Berner, formerly with Wade Ad., joins NL&B as iv director.

David W. Hart, former executive assistant to chairman of U. S. Broadcasters Committee for United Nations, joins Advertising Council, New York, as campaigns manager.

Paul Belanger, account executive at Enyart & Rose Inc., Los Angeles, joins KSV&R, advertising agency, that city, as account supervisor.

Patrick J. Devlin, account executive with Television Advertising Representatives (TVAR), Chicago, moves to firm's New York office, effective Jan. 28.

Joel B. Harris joins Hartgenia Adv. Co., St. Louis, as account executive. He will also aid with marketing surveys.

Sidney J. Shulins, former director of marketing services for American Metal Market Co., joins Assn. of National Advertisers, New York, as staff executive for committee operations.

Stan Ross, former producer of on-the-air promotions for ABC-TV, named...

Dorothy M. Cantrell named time-buyer at Rogers & Smith Adv. Agents, Dallas, Tex.

Ernest W. Whitney, for past two years vp of Potts-Woodbury Inc., Kansas City, joins creative staff of Bruce B. Brewer & Co., advertising agency, that city.

Edward L. Traxler, copywriter in Chicago office of McCann-Erickson, joins Howard H. Monk & Assoc., Rockford, Ill., advertising agency, as creative director. Before joining M-E, Mr. Traxler was creative group supervisor at N. W. Ayer & Son, Chicago.

Dr. J. N. Peterman, former research director of Buchen Adv., Chicago, joins Minneapolis office of Campbell-Mithun as director of psychological research.

Edward Herrmann, designer and artist, joins creative staff of Lincoln J. Carter Adv. Agency, 1200 Tower Bldg., South Bend 1, Ind., Telephone: CE 2-3391

Ralph A. Carola named radio-tv director of Harold Cabot & Co., Boston advertising agency.

Angelo Antonucci, film director at Wilding Studios, Chicago, joins Erwin Wasey, Ruthrauff & Ryan, that city, as radio-tv producer. Mike Cammuso, formerly with BBDO, Chicago, joins EWR&R as art director.


Perry Mohlar named account executive for Miles Bactine at Wade Adv., Chicago.

Mrs. Georgia Duke, former copy supervisor at Reach, McClintock & Co., New York, joins Mogul, Williams & Saylor, that city, in similar capacity.

Gus A. Palazzolo named art director in St. Louis for Winitus-Brandon Co., St. Louis and Kansas City advertising agency. Mr. Palazzolo joined firm as artist in 1951 and was promoted to assistant art director in 1959.


CFAC elects Hanlon chief


Joseph B. Benge, Robert J. Elenz and John C. Olney join creative department of Needham, Louis & Brorby, Chicago, as writers. Mr. Benge returns to NL&B after year with Botsford, Constantine & Gardner, Seattle. Mr. Elenz was formerly with Compton Adv., Chicago; Mr. Olney, Lawrence C. Gumbinner Adv., New York.

THE MEDIA

Jack Frazier, director of corporate advertising and sales promotion for Crosley Broadcasting Corp., Cincinnati, assumes added responsibilities at corporate level for merchandising and publicity functions. Mr. Frazier joined Crosley organization in 1952 after serving as sales manager in Jello and Post Cereal divisions of General Foods Corp. Andy Niedenthall appointed director of merchandising, and William J. McCluskey named to newly created post of director of client services. Crosley Stations are WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio, and WLWV (TV) Indianapolis, Ind.

Edward J. Peters, assistant manager, promoted to manager of WMBD-AM-FM Peoria, Ill.

Edmund Waller, WTOR Torrington, elected president of Connecticut Network. Charles Bell Jr., WHAY New Haven, elected vp. Directors are: Samuel Elman, WATR Waterbury; Julian Schwartz, WSTC Stamford; Robert Dooley, WNHC New Haven; Richard Reed, WICH Norwich; Al Lenoce, WNAB Bridgeport.

Frank Browne, head of Chicago office of KTTV (TV) Los Angeles, transfers to station’s New York office, succeeding Jack Duffield, as eastern sales and marketing manager.

George Swearingen returns to CBS Radio Spot Sales as Atlanta sales manager. He succeeds George Cumbley, who resigned to form his own advertising agency. Mr. Swearingen operated his own regional rep firm in South since January 1962. He held his previous post at CBS Radio Spot Sales from 1955-59.

J. W. (Bill) Knodel, president of Avery-Knodel, New York, elected to board of directors of Station Representatives Assn., that city. Mr. Knodel was elected president of New York-based station rep firm in 1962 after serving as executive vp of company. He fills vacancy created last August when Lewis H. Avery resigned presidency of Avery-Knodel and membership on SRA board to devote time to station consulting services and to be general sales manager of KYA-AM-FM San Francisco, of which he is part owner.

William J. Gallagher Jr., general manager of WACE Chicopee, Mass., joins WPIK Alexandria, Va., as sales manager.

Hollis Francis, sales manager of WJAG Norfolk, Neb., promoted to assistant manager. Mr. Francis will continue to supervise station’s sales.

Ira I. Hewey, manager of WENY Elmira, N. Y., named assistant manager of WHAI Greenfield, Mass.


Hugh G. O’Gara appointed local sales manager of WJRT (TV) Flint, Mich.

Kenneth Hatch, national account executive for KSL-TV Salt Lake City, promoted to national sales manager. Mr. Hatch joined station in May 1958.

Richard Sinclair resigns as advertising and promotion manager of KJTV TV Los Angeles.

Stanley Feinblatt, former director of radio research for Adam Young Inc.,
New York, joins Broadcast Time Sales, that city, as account executive. Robert Prater, account executive in Philadelphia office, joins New York staff in similar capacity.


George Patrick, manager of daytime program services at ABC-TV, New York, appointed program and commercial production manager, Mr. Patrick joined ABC-TV in 1954 as associate director, Edward Andrey, supervisor of presentation art, promoted to art manager.

Robert Kovaloff, formerly with WJJD-AM-FM Chicago, joins sales staff of WLS, that city.

M. J. Vosse, one-time merchandising and promotion manager of WMPS Memphis, Tenn., and more recently director of Vosse & Bick advertising agency, joins Ideas Inc., Memphis, as vp and member of plans committee.

Joe Tucker and Robert McLaughlin named account executives at WLW Cincinnati. Frederick M. Espy appointed account executive at WLWT (TV) Cincinnati. Both stations are owned by Crosley Broadcasting Corp.

Jeanne Maxey, traffic manager of KGFJ Los Angeles, joins KABC-AM-FM, that city, as sales coordinator.

Douglas Campbell, KABC’s national sales manager, promoted to sales manager of ABC-owned outlet, Mr. Campbell joined station as account executive in November 1959 and became national sales manager in February 1962.

Burke Ormsby, program director of KOGO-TV San Diego, elected president of board of directors of San Diego Employers Assn., organization founded in 1939 to assist members in better employee relationships and to keep them advised of new legislation affecting employer-employee relations.

Robert Hilker, WCGC Belmont, elected president of North Carolina AP Broadcasters Assn., succeeding Bud Abbott, WWGP Sanford. John Thomas, WCKB Dunn, was elected vp, and Tim Parker, Charlotte AP bureau chief, re-elected secretary.


James Landry joins WBOK New Orleans as operations manager.

Robert L. Link, production manager of WBBM-TV Chicago, promoted to assistant program director.

James Hawthorne, vp and program manager of Crowell-Collier Broadcasting Corp., with headquarters at CCBC’s Los Angeles station, KFWB, is candidate for Los Angeles City Council for Second District. For past nine years, Mr. Hawthorne has been honorary mayor of Studio City, section in which he and his family reside.

Johnny Blowers, bandleader, joins staff of WLIR-FM Garden City, N. Y., to head new variety show.

Richard Schaller, sales representative, promoted to local sales manager of WGR-TV Buffalo, N. Y. Before joining outlet in September 1960, Mr. Schaller was associated with WBEN-AM-FM, that city, for two years.

Charles L. Aronson, for past three years writer-producer with KGO-TV and KPIX (TV), both San Francisco, joins publicity staff of Matson Navigation Co., that city.

Art Schreiber appointed news director of KYW-AM-FM Cleveland. Donald Young Jr. and Ted Wygant named day and night news editors, respectively.

Lloyd Perrin, reporter-newscaster and foreign correspondent for KMPC Los Angeles, resigns after six years with station.

Richard Biddick and Joseph della Malva join news staff of WTCN-AM-FM Minneapolis.

Dave Schoumacher, former news director of KTIV (TV) Sioux City, Iowa, joins news staff of WKY-TV Oklahoma City.

William B. Hull, assistant chief engineer of WJW-TV Cleveland, named to newly created post of special services manager.

William R. Horine named producer in charge of public affairs for WHAS Louisville, Ky., replacing Dorcas Ruthenberg, who recently retired.

David Byrn, Don Day and Joe Robins join announcing staff of KXOL-AM-FM Fort Worth, Tex.

John Sweeney appointed music director of WDTM (FM) Detroit.

Lloyd Oliver appointed farm director of KAYS-AM-TV Hays, Kan.

Frank Benny joins KISN Vancouver, Wash.-Portland, Ore., as air personality.

Thomas O. Reed Jr. joins announcing staff of KPRS-AM-FM Kansas City.

Bill Calder and Mort Crowley join announcing staff of KHJ-AM-FM Los Angeles.

Frank Forrester, professional meteorologist at WRC-AM-FM-TV Washington, D. C., appointed public information officer of U.S. Geological Survey, that city, Mr. Forrester will continue his evening radio-tv weather reports.

Arnold C. Johnson returns to WGEE Indianapolis as general manager. Mr. Johnson is former station manager when outlet went on the air in 1956.

Kenneth L. Ross named local sales manager of KSDO San Diego, Calif.

Clair D. Miller, former news director and air personality at WFCJ (FM) Miamisburg, Ohio, joins WEEC (FM) Springfield, Ohio, as staff announcer.

“[Image] You can count the great restaurants in America on the fingers of one hand.”

“[Image] Restaurant Volein is one of them. Open every day for lunch, cocktails and dinner. 30 East 65th St. For reservations: Michel, LE 5-3400”

CEREBRAL PALSY
PATIENT CARE
JOIN THE
53 MINUTE MARCH

BROADCASTING, January 21, 1963
Paul Bragg, former account executive and air personality at KSSX Salt Lake City, joins KUPI Idaho Falls, Idaho, as general manager and air personality. Larry Wilmot appointed KUPI sales manager.

Joe Kelly, formerly with WKYE Bristol, Va., joins WLS Chicago as disc jockey.

Rommie Loud, formerly with CKWX Vancouver, B. C., joins staff of WILD Boston in public relations and sales capacity.

Chester S. Miller, general manager and treasurer of Pocono Broadcasting (WVPO Stroudsburg, Pa.), elected president of Kiwanis Club of Stroudsburg.

Paul Miller, president of Gannett group of newspapers and broadcasting stations, has been selected as recipient of 1963 William Allen White Foundation award for journalistic merit. Presentation will be made at U. of Kansas, where Mr. Miller will deliver 14th annual William Allen White lecture on Feb. 11.

Joe Cell and Robert B. Frolicher appointed directors of promotion and publicity, respectively, for WLWT (TV) and WLW, both Cincinnati. Both stations are owned by Crosley Broadcasting Corp.

J. Dudley Saumenig, director of administrative services for WIS-AM-TV Columbia, S. C., retires after 30 years service with Broadcasting Company of the South, licensee of stations.

GOVERNMENT

Rep. Bob Wilson, of California, re-elected chairman of Republican Congressional Committee. Mr. Wilson was elected to post on June 29, 1961, succeeding Rep. William E. Miller, of New York, who resigned to accept chairmanship of Republican National Committee. Mr. Wilson entered advertising business in 1936 and since his election to Congress in 1952 has been an active partner of Champ, Wilson & Scolum, San Diego, Calif.

PROGRAMMING

Claude Akins, Benjie Bancroft and Dolly Jarvis elected to board of directors of Screen Actors Guild, replacing Marshall Thompson, James Gonzales and Louise Lareau, who resigned for personal reasons. New appointees will serve until Guild's annual election next November.

Stan Jones, for seven years director of radio, tv and theatre-screen advertising for Walt Disney Productions, resigns to move his family to another climate for health reasons.

Dorothy Seitz, public relations head for Mutual Broadcasting System, New York, has moved to Los Angeles to assume new duties as director of promotion and publicity for Mutual.

Ex-staffers form new firm

Three former WPAT-AM-FM Paterson, N. J., have joined Dickens J. Wright, owner of station until its sales to Capital Cities Broadcasting Co. 15 months ago, in new firm, Dickens J. Wright Assoc., New York.

New firm, which recently announced purchase of KRE-AM-FM Berkeley, Calif., subject to FCC approval, plans to buy other radio stations in U.S.

The three former WPAT staff members are William J. Calvert, vp and director of operations of Paterson station, who will be general manager of new Wright firm; David Gordon, WPAT music director, and John Burt, advertising, publicity and promotion director. Messrs. Gordon and Burt will assume same duties at Wright Assoc.

Harry P. Bailey, former radio-tv creative group head at McCann-Erickson and for past two years an independent creative consultant, appointed New York representative for Keitz & Herndon Inc., Dallas-based tv commercial producer. Prior to joining M-E, Mr. Bailey was creative account executive at Cunningham & Walsh from 1951-56 and creative radio-tv supervisor at Ellington & Co. for three years.

Ben Abbene, tv writer and off-Broadway producer-director, joins Henry Jaffe Enterprises, Los Angeles. Jaffe organization, in major expansion move, has created additional division of company devoted to development of new projects for tv, motion pictures and legitimate stage.

Lynn Heinzerling, assistant chief of London bureau of Associated Press, named chief of AP's Columbus, Ohio, bureau. He succeeds Burdette T. Johns, who was appointed administrative assistant to deputy general manager in New York office.

James N. Manilla, former senior producer at McCann-Erickson, New York, joins Filmex, that city, as producer-director. Prior to joining M-E, Mr. Manilla served as director of film production for Geyer, Morey, Ballard.

Mrs. Cavin


David E. Rubin, manager of purchasing department at Blonder Tongue Labs, Newark, N. J., elected vp in charge of purchasing.

Richard J. Goldberg, special projects director for Technicolor Inc., elected vp for research and development.

Don Cinalia appointed manager of industrial products division of Jerrold Electronics Corp., Philadelphia. He has been division's assistant sales manager since joining Jerrol last May.

Frank Parrish, advertising supervisor of Gates Radio Co., subsidiary of Harris-Intertype Corp., Quincy, Ill., promoted to sales promotion manager. Mr. Parrish assumes duties formerly handled by John R. Price, now vp for marketing at Sander Rodkin Adv., Chicago.

Charles H. Miller, plant manager in Ottawa, Canada, for Sylvania Electric Products, New York, named manager of Sylvania's receiving tube plant in Burlington, Iowa.

Sumner S. Averett, chief engineer for special projects at University Loudspeakers, White Plains, N. Y., promoted to manager of engineering. Victor Brociner, director of engineering, named manager of research.
ALLIED FIELDS

Eugene H. Levy, vp for sales and national director of advertising and promotion for Camera Equipment Co. (photographic equipment), New York, elected president succeeding Frank C. Zucker, who retires to become president of Local 644 (International Photographers of the Motion Picture Industry). Mr. Levy, who has been associated with Camera Equipment Co. since its founding in 1936, was elected to fill the board of directors in 1961 when company was purchased by CECO Industries.

Gerald Reiner, assistant project director at R. H. Bruskim Associates, New Brunswick, N. J., joins Audits & Surveys Co., New York, as senior project director. Lester Krueger, former research staff member at Aubrey, Finlay, Marley & Hodgson, Chicago, joins firm as assistant project director.

INTERNATIONAL

G. J. Bridgland, chief radio engineer of Canadian National Telegraphs, elected president of Canadian Radio Technical Planning Board, non-profit organization sponsored by 23 individual non-profit associations concerned with development of Canadian electronic communication services and conservation of radio frequency spectrum space. R. C. Poulter, Radio College of Canada, Toronto, elected vp and director of public relations.

J. R. DeBow, manager of Caldwell Television Film Sales, Toronto, named general sales manager of Caldwell A/V Equipment Co., Ltd., that city.

Dr. E. Eastwood appointed director of engineering and research for Marconi’s Wireless Telegraph Co. Ltd., Chelmsford, Essex, England. Dr. Eastwood joined Marconi's in 1948 as deputy chief of research from Nelson Research Labs of English Electric Co. In 1954 he became chief of research and in 1962 he was appointed to new post of director of research. R. J. Kemp, former deputy engineer-in-chief, named deputy director of engineering and research for Marconi Co.


Cyril Bennet, currently editor of documentary program This Week, named director of features for Associated-Rediffusion Ltd., one of Great Britain's four large tv production companies. Effective March 1, he replaces Lord Win-dlesham, who becomes specialist producer for company. Mr. Bennet, former newspaperman and parliamentary correspondent, has written many outstanding tv documentaries including "United They Stand," and "Two Faces of Japan."

Gordon G. Roth-rock, vp in charge of client services at Leo Burnett Co., Chicago, named director of client services of foreign subsidiary, Burnett, Nickolson & Partners Ltd., London. Burnett acquired control of English agency last year.

Jean Lenoir named publicity and promotion director of CFCM-TV and CKMI-TV Quebec City. Both stations are licensed to Television de Quebec (Canada) Ltd.

Frank Gillard, western region controller for British Broadcasting Corp., named director of BBC sound broadcast, effective Aug. 10, succeeding Lindsay Wellington, 61, who is retiring. John Johnson, former staff reporter in Southampton, England, for tv news magazine South at Six, joins BBC, that city, in similar capacity. James Dewar, former Bristol newspaperman and in recent years script writer for current affairs and documentary programs, joins BBC-TV as producer.

Bryan Hall, formerly of CHUM Edmonton, Alta., to sports director of CHUM Toronto.

Clarke Tait, tv cameraman and former actor at Glasgow Citizen's Theatre, appointed trainee floor manager for Scottish Television Ltd. in Glasgow.

DEATHS

David Donovan, 50, vp and account supervisor at Benton & Bowles, New York, died Jan. 13 at St. Francis Hospital, Manhasset, N. Y., following brief illness. Mr. Donovan joined Benton & Bowles as group head in copy department in 1946. Prior to joining agency, he served as assistant advertising manager for Interchemical Corp., and member of industrial advertising department of General Electric Co.


John Collingwood Read, 58, news analyst of CFRB Toronto since 1936, died Jan. 13 in that city. Mr. Read had also appeared in recent years on CFTO-TV Toronto and CHCH-TV Hamilton, Ont., as news commentator.

Noel Corbett, 56, Hollywood publicist, died Jan. 11 at his home in Los Angeles following brief illness. Mr. Corbett joined NBC publicity department in San Francisco in early 1930's and was transferred by network to Hollywood in 1933. He left NBC Blue Network (now ABC) staff in 1941 to enter business for himself. Later he worked for Bob Hope, Young & Rubicam, N. W. Ayer and Foote, Cone & Belding advertising agencies and Ben Sonnenberg. While with NBC, Mr. Corbett wrote radio column for Valley Times in North Hollywood. In recent years he was associated with William E. Doud real estate firm in Los Angeles.

Dorothy Mungar Skaithe, 52, Toronto radio commentator for Canadian Broadcasting Corp. network and commentator for CFTO-TV Toronto, died Jan. 13 in automobile accident on New York Thruway near Schenectady.

Marvin Murphy, 65, retired vp and pr director of N. W. Ayer & Son, Philadelphia, died Jan. 8 at his home in Bronxville, N. Y.
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Jan. 10 through Jan. 16 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna, cp—construction permit, ERP—effective radiated power, VHF—very high frequency, uhf—ultra high frequency, ant—antenna, aur—aural, vis—visual, kw—kilowatts, w-watts, mc—megacycles, D—day, N—night, LS—lack of station, mod—modification, trans—transmitter, unl—unlimited hours, kc—kilocycles, SCA—subsidiary communications authorization, STA—special temporary authorization, SEI—specified hours, ——educational Ann. Announced.

New tv station

APPLICATION


New am station

APPLICATION

Montpelier, Idaho—Glacies G. Merrill. 1540 kc, 1 kw-D, 250 kw-w. unl. P. O. address Box 1289, Clarksville, W. Va. Estimated construction cost $13,000; first year operating cost $21,000; revenue $21,000. Mr. Merrill, sole owner, is applicant for am in Keyser, W. Va. Ann. Jan. 14.

Existing am stations

ACTIONS by FCC

*Commission gives notice that Nov. 15 initial decision which looked toward granting application of Gastonia Best. Service to increase power of WLTC Gastonia, N. C., on 1570 kc, D, from 1 kw to 5 kw; conditions and pre-sunrise operation with day-time facilities precluded pending final decision in Case 1448 before effective Jan. 4, 1963, pursuant to Sec. 1153 of rules. Action Jan. 16.

WBUY Lexington, N. C.—Granted change on 1440 kc from D to unl., time operation with day-time conditions and pre-sunrise operation with day-time conditions with 5 kw; conditions Action Jan. 16.

New fm station

APPLICATION


Existing fm stations

APPLICATIONS

*KSPC (FM)—Claremont, Calif.—To change frequency from 88.9 mc, ch. 261, to 88.8 mc, ch. 261; increase ERP from 10 kw to 1 kw. Transmitter output 8 kw; install new trans. Ann. Jan. 14.

WJCN-FM Johnson City, Tenn.—To change frequency from 90.7 mc, ch. 268, to 90.6 mc, ch. 268; increase ERP from 1 kw to 1 kw. Transmitter output 1 kw; install new trans., and ant, make changes in ant. system and operate trans. by remote control from studio. Ann. Jan. 11.

Ownership changes

ACTIONS by FCC

KAIL (TV) Fresno, Calif.—Granted assignment of cp from B. L. Golden, Elbert H. Dean and L. W. Fawls (each 33.3%) to Mr. Golden (66.6%) and Mr. Fawns (33.3%). Consideration: $9,000. Action Jan. 9.


APPLICATION

Aug.—To transfer of control of licensee corporation, WCCX Radio Inc., and assignment of licenses from Harry F. Valentine to Broadcasters, Inc. (100%), a wholly owned subsidiary of James G. Tull, licensee of WCCX Radio Inc. (100%), owned by Simon Goldman & Reginald A. Lenna (each 53.2%) and others. Consideration: $30,000. Ann. Jan. 16.


WLJ-FM Roanoke, Va.—Granted assignment of license and SCA from Lee Hartman (100%), d/b a Lee Hartman & Son, to WJOT-FM, Inc. (100%); no assignment of license or SCA considered involved, as assignment is for business purposes. Action Jan. 9.

APPLICATIONS

WMAZ-AM-FM-TV Macon, Ga.—Seeks transfer of control of licensee corporation, Southeastern Best. Co., from George P. Rankin Jr. (71%), Wilton E. Cobb (22%) and Mr. & Mrs. Wallace Miller (9%) to Greenville News and Piedmont (48.9), a corporation, and Mr. & Mrs. Glorius Lee (2.1%); trust as William Sulzer Inc., and William Sulzer, Jr. assignment. Consideration: $1,042,750. Action Jan. 9.

KLTR-AM Tupelo, Miss.—Conditioned that R. W. B. Balk and C. S. Faver (49%), owners of WORX (51%), as owner-assign. Consideration: $15,000. Action Jan. 14.

KAAS-AM Knoxville, Tenn.—Granted new license to WORX, as owner-assign. Consideration: $300,000. Action Jan. 9.

The Radio Markets are in Flux

Editor's Note: The radio market is in a period of change. In many cases, the changes are being driven by the need for stations to adjust to the growing competition from other forms of media, such as television and the internet. In other cases, the changes are being driven by the desire of station owners to expand their reach and influence. Whatever the reason, the changes are having a significant impact on the industry, and it will be interesting to see how they will unfold in the coming years.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 74242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

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BROADCASTING, January 21, 1963
PROFESSIONAL CARDS

JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. Federal 3-4800
Member AFOCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D.C.
Telephone District 7-1205
Member AFOCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Neck, N. J.
Member AFOCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
Sterling 3-0111
Washington 4, D.C.
Member AFOCE

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Con. Mgr.
Edward F. Loretz, Chief Engr.
INTERNATIONAL BLDG.
DI 7-1319
WASHINGTON 4, D.C.
Member AFOCE

A. D. Ring & Associates
41 Years’ Experience in Radio Engineering
1710 H St., N.W. 298-6850
WASHINGTON 6, D.C.
Member AFOCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D.C.
Member AFOCE

RUSSELL P. MAY
711 14th St., N.W. Sheraton Bldg.
Washington 5, D.C.
Republic 7-3944
Member AFOCE

L. H. Carr & Associates
Consulting Radio & Television Engineers
Washington 6, D.C. Fort Evans
1000 Conn. Ave., Leesburg, Va.
Member AFOCE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D.C.
Member AFOCE

GUY C. HUTCHESON
P.O. Box 32
Restview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & KOWALSKI
1405 C St., N.W.
Republic 7-6646
Washington 5, D.C.
Member AFOCE

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television Communications-Electronics
901 20th St., N. W.
Washington, D.C.
Federal 3-1116
Member AFOCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
George M. Sklom
19 E. Quincy St. Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFOCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member AFOCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

JULES COHEN
& ASSOCIATES
9th Floor, Securities Bldg.
729 15th St., N.W., 393-4616
Washington 5, D.C.
Member AFOCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4386
Member AFOCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 56, Texas
Glendale 2-3073

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
223 S. Jasmine St.
Phone: (Area Code 303) 333-5562
DENVER 22, COLORADO
Member AFOCE

JOHN H. MULLANEY
and ASSOCIATES
A Division of Multronics, Inc.
2000 P St., N.W.
Washington 6, D.C.
Columbia 5-4666
Member AFOCE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
Neptune 4-4242 Neptune 4-9558

WHILLIAM B. CARR
Consulting Engineer
AM—FM—TV
Microwave
P. O. Box 12287
Fort Worth 18, Texas
Buller 1-1521

RAYMOND E. ROHRER
& Associates
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D.C.
Phone: 347-9061
Member AFOCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan
Phone: Broadway 8-6733

COMMERICAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM—FM—TV
103 S. Market St., Loe’s Summit, Mo.
Phone Kansas City, Laclocde 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM—FM—TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone Trowbridge 6-2810
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, Jan. 16

ON AIR  CPS  TOTAL APPLICATIONS
Lic.  AM  FM  TV  On air  not on air for new stations

AM  3,746  64  1,050  865  1,133  450
FM  1,050  31  76  32  12  76
TV  513  66  21  3  3  21

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING, Jan. 16

VHF  UHF  TOTAL TV
Commercial  486  93  579
Non-commercial  47  21

COMMERCIAL STATION BOXSCORE
Compiled by FCC Dec. 31

AM  FM  TV
Licensed (all on air)  3,746  1,050  513
Cps on air (new stations)  64  31  66
Cps not on air (new stations)  113  44  76
Total applications (not in hearing)  3,924  1,218  552
Applications for new stations (not in hearing)
Applications for new stations (in hearing)
Total applications for new stations  295  18  44
Applications for major changes (not in hearing)
Applications for major changes (in hearing)
Total applications for major changes  57  3  9
Licenses deleted  338  100  52
Cps denied  5  2  0

Includes 3 stations operating on unreserved channels.
Includes all figures on applications for new stations and major changes in hearing and not in hearing from November.

Hearing cases

INITIAL DECISIONS

Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Cape Fear Telecasting Inc. for new TV on ch. 3 in Wilmington, N. C. Action Jan. 16.
Hearing Examiner Forest L. Mc Clemmang issued initial decision looking toward granting application of Pender Best Co. for new am on 1470 kc. 1 kw. D. in Burgaw, N. C. conditioned and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Jan. 14.
Hearing Examiner Forest L. Mc Clemmang issued supplemental initial decision looking toward hearing upon Nov. 28, 1961, initial decision which would (1) grant application of Suburban Best Co. for new am on 540 kc. 250 w. D. A. D. in Jackson, Wis. with interference condition and added condition precluding pre-sunrise operation pending resolution of proceeding in Doc. 14419, and (2) deny application of Beacon Best Sytem. Though initial decision would deny Beacon application on other grounds, supplemental initial decision also concluded that Beacon lacks requisite character qualifications to become licensee. Action Jan. 11.

Hearing Examiner Arthur A. Gladstone issued initial decision looking toward granting application of Outdoor Broadcasting, Inc. for new station to increase daytime power of WJPA Washington, Pa. from 250 to 1 kw. continued operation at 1500 kc with 250 w.-n. conditions. Action Jan. 10.
Hearing Examiner Herbert Shurman issued initial decision looking toward granting application of Hayward F. Spinks for new daytime operation at 1600 kc. 500 w. in Hartford, Ky. conditioned that pre-sunrise operation with daytime facilities is precluded pending decision in Doc. 14119, and (2) denying application of Green ville Broadcasting Co., Inc. facilities in Greenville, Ky. Action Jan. 10.

DESERGATION FOR HEARING

By memorandum opinion & order, commission designated for hearing application of Georgia M. and Jerald Brush, d/b as Brush Best Co. for new daytime am to operate on 1600 kc. 500 w. in Wauchula, Fla. issues include determination as to whether there are adequate revenues to support more than one am in area without loss or degradation of service, applicant's financial qualifications and its efforts made to ascertain programming needs and interests of area; made WAUC Wauchula, which opposed grant, and WKG Key West, parties to proceeding. Action Jan. 16.

OTHER ACTIONS

By order, commission granted motion by WEXC Inc. to extend time to file exceptions to initial decision in consolidated proceeding on its application for new am in Depew, N. Y., et al., in Docs. 14631 et al. Action Jan. 16.
By order, granted petition by KWK Radio Inc. and extended time to Jan. 17 to file reply to exceptions and supporting brief of Broadcast Bureau, Inc. in proceeding on revocation of license of KWK St. Louis, Mo. Action Jan. 10.

By memorandum opinion & order, commission granted applications of Claremont TV Inc. for new tv translator stations on chs. 2, 6, 10 and 12 in Claremont, N. H., to rebroadcast *WENH-TV (ch. 11) Durham; N. H.; (ch. 32) Greenfield, Mass.; WCAX-TV (ch. 3) Burlington, Vt.; WJAC-TV (ch. 4) Johnstown, Pa., respectively, and (2) dismissed opposing arguments by Robert Bellows Falls Cable Corp., which provides cable service in Platt, Commrs. Lee and Ford dismissed, latter issue, hearing. Action Jan. 11.

Routine roundup

ACTIONS BY REVIEW BOARD

Denied as moot motion by Carroll Music Inc. for immediate stay in proceeding on revocation of license of WCLM (FM) Chicago, Ill. Action Jan. 15.
By memorandum opinion & order, commission granted application of WCLM Inc. and Al-Or Best Co. for new am stations in Ashboro and Mebane, respectively, both North Car. Inc. in hearing, denied Al-Or's petition to reopen record and enlarge issues for further hearing. Action Jan. 14.
In proceeding on applications of Olney Best Co., and John K. Williams Station Co. for new am stations in Olney, Tex., and Andarko, Okla., respectively, denied their joint request for temporary operation in proceeding for dismissal of Olney's application. Action Jan. 11.
Granted petition by Denver Area Bestrs. (KDBA), Arvada, Colo., and extended to Jan. 21, to file exceptions to initial decision in proceeding on applications of KACL, Lakewood Service, Inc. (KLAK), Lakewood, Colo., in proceeding on applications of KACL, et al. Actions Jan. 11.

Denied motion by 1540 Radio Inc. to proceed with oral argument in proceeding on its application for new am in Rich mond, and another for new tv in broadcast area for station in Hopewell, both Virginia, and directed that oral argument will proceed at scheduled time.

In proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13957 et al., to file exceptions to initial consideration joint request filed by Philco Corp. and National Broadcasting Co. for extension and withdrawal of Philco application for new tv on ch. 3 in Philadelphia, Pa. Action Jan. 9.

84 (FOR THE RECORD)

BROADCASTING, January 21, 1963
ACTIONS ON MOTIONS

By Chief Hearing Examiner George E. Taylor

Scheduled prehearing conference for Feb. 3 and hearing for March 13 in promulgation of Section 73.120 of the Rules of the Federal Communications Commission.

By Hearing Examiner Millard F. French


By Hearing Examiner Arthur A. Gladstone


In consolidated proceeding on applications of Redding-Chico TV Inc. and Northern California Educational TV Assn. Inc. for new TV station to operate on ch. 9 in Redding, Calif. (Northern California to operate noncommercially) in Docs. 140267-7, granted petitions by Northern California to leave its application to delete as member of board of directors Mrs. June Elaine Garlington who has resigned. Action Jan. 9.

By Hearing Examiner Forest L. McLenning


Continued Jan. 22 hearing to date to be scheduled for further prehearing conference to be held on Jan. 29 in proceeding on application of Dr. Charles H. Haggard and Kenneth W. Claxton for new station in Crystal City, Tex. Action Jan. 7.

By Hearing Examiner Chester F. McMillen

Granted request by Broadcast Bureau and extended from Jan. 10 to Jan. 21 time to file proposed findings and from Feb. 11 to Feb. 25 for replies in proceeding on applications of WJZ, Inc. for renewal of license of WZL, Lorain, Ohio, etc. Action Jan. 11.

By Hearing Examiner Herbert Shafman

Granted request by La Fiesta Bestg. Co. and extended from Jan. 18 to Feb. 8 time to file proposed findings and from Feb. 1 to Feb. 25 for replies in proceeding on its application and that of Mid-States Bestg. Corp. for new stations in Lubbock, Tex. Action Jan. 16.

Issued statement & order after Jan. 10 prehearing conference in proceeding on application of Coastal Bestg. Inc., Hernando, Fla., in Docs. 14473 et al., scheduled certain procedural dates and rescheduled hearing for March 6. Action Jan. 16.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Jan. 14

WBAL-FM Baltimore, Md.—Granted mod. of SCA to conduct background music service.
CLASSIFIED ADVERTISEMENTS

(Relayable in advance. Checks and money orders only.) (FINAL DEADLINES -- Monday preceding publication date.)

- SITUATIONS WANTED. 25¢ per word; $2.00 minimum.
- DISPLAY ADS $20.00 per inch. STATIONS FOR SALE and WANTED TO BUY STATIONS advertising require display space.
- All other classifications, including Employment Agencies, etc., 30¢ per word; $4.00 minimum.
- No charge for blind box number. Send replies to BROADCASTING, 1735 DeSales St., N.W., Washington 6, D. C.

ANNOUNCERS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (forward remittance or purchase order please). All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. BROADCASTING expressly repudiates any liability for their custody or return.

RADIO

Help Wanted — Management

Detroit ... sales management, with proven results, desired. Excellent opportunity with top independent. Complete resume please. Box 589H, BROADCASTING.

California daytimer needs experienced small station manager who knows full operation as well as sales. Good profit with excellent potential. Right man can buy in. Box 150A, BROADCASTING.

General manager needed for Texas medium market station. Good profit with excellent potential. Right man can buy in. Box 130A, BROADCASTING.

Experienced announcer-salesman, 3 years market experience, excellent news, commercial, C & W pop no R & R. Past record thoroughly speaking, band, announce, creative. Call or write Box A-1, we’ll check! Excellent opportunity for right man with strong management and sales requirements, resume first letter. Middle Atlantic kw daytimer. Box 292A, BROADCASTING.

Man wanted, by corporation with 3 stations to supervise completion of new station in midwest market of 8,000; and then assume management of 2 other stations. Excellent opportunity to become a part owner. Send photo and complete qualifications. Box 217A, BROADCASTING.

Manager unusual opportunity to manage station in one of ten leading markets. Must have previous experience as manager or sales manager of negro programmed station. Box 221A, BROADCASTING.

Expanding into two top markets. Currently looking for two top sales managers. If you have done a job, send your story to Post Office Box 4194, Station A, Albuquerque, N. M.

Sales

The two men we are looking for to join a combined sales and radio engineering team. Both very experienced sales staff are now working in a smaller market and are looking for advancement to larger market. Prefer experience in entering television sales. Immediate opening. Send full resume, $25 guarantee. Box 65A, BROADCASTING.

Doesn’t anybody want to sell? If you like to sell, and can work a 32 hour week on the board, here’s your chance to live in the fastest growing, friendliest town in wonderful Wyoming. Send tape and references. Box 159A, BROADCASTING.

America’s top (ratings vs. market size) country-folk station on safari for trophy salesman. Experienced sales fang necessary. We’re armed with latest sales aids, home recording equipment, law-incentive com- bination. Game for struggles and rewards of million market jungle on central east coast! Stalk to post box; insert complete story and requirements. No rabbits please. Box 106A, BROADCASTING.

Announcer-newscaster with smooth delivery. Experienced, New York state radio. Send tape and resume. $100 weekly. Box 320B, BROADCASTING.

California, KCBX, 5000 watts. Experienced sales engineer, 25% commission. Delane, California.

Help Wanted — (Cont’d)

Top notch salesman wanted for 1,000 watt daytimer in Greenville, N. C. WKTQ. Salary open. Only top notch man need apply. No collect phone calls. Desire personal interview with applicant.

Outstanding opportunity ... KLO, Ogden. Utah associated in ownership with IMN. Large national group. Disc jockey, salesman. Traffic air shift plus sales. Must have first class license, be capable of doing light production and air work, and have the desire to sell and grow with the station. Will pay $10,000 per year. Contact: Cidel Heffel or G. C. Ogden, Telephone Export 4-5721.

Vermont — experienced local salesman. Steady position. All replies confidential. Box 104A, BROADCASTING.

FM ... Sales manager, with proven abilities. Good base and inviting commission scale. Prefer presently in FM sales. Medium market full time stations. Backround in music. Must be mature creative, and like a challenge. Send resume, salaries and records, and photo mail. WNGO-FM, 2565 Park Ave., West, Mansfield, Ohio.

Professional placement. Many good opportunities. Write, Broadcast Employment Service, 415 E. 58th Avenue, South Minneapolis, 17, Minnesota.

ANNOUNCERS

D.J. wanted. Top modern station in moderate market. Send tape to Box 113A, BROADCASTING.

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sound daytimer, $100 weekly. Box 328B, BROADCASTING.

Experience, ability, with morning man po- tential. Needs self starter to advance. Stable position, good compensation. Send picture, resume, tape, salary desired. Reply to Box 108B, BROADCASTING.

Announcer-newswoman. New Jersey. Must have local news experience. Box 54A, BROADCASTING.

Help wanted: Central Florida market looking for combination announcer-salesman or engineer-salesman who is willing to work. Well established operation. Want a man whose roaming days are done. Box 204A, BROADCASTING.

Ohio daytimer going directional needs an- nouncer for top position. Excellent engineering and experienced air work necessary. Box 168A, BROADCASTING.

Immediate opening for announcer with first phone ticket; no maintenance required. Unusual opportunity for young man with engineering background. Must like music, have bright and cheerful and alive an- nouncing personality. Have no competition. Must maintain a tight format operation on 5,000 watt top rated station in 160,000 population. Salary depends on seniority. Send resume and photograph to Box 124A, BROADCASTING.

Wanted combo staff announcer and first phone engineer for daytimer in southwest Virginia. $100 per week starting salary plus lunch and housing. Must have some sales fringe bene- fits. Only those with commercial radio experience need apply. Box 166A, BROADCASTING.

Help Wanted — (Cont’d)

Announcers

Announcer with experience and drive Friday nights. Must be able to handle production. Box 197A, BROADCAST- ING.

Will trade $135 per week for a top an- nouncer. Send tape first letter. Box 225A, BROADCASTING.

Expanding staff! Established Illinois station, located in small market, has rate opening for fully experienced, cheerful-voiced announcer. Capable of meaningful commercials and news delivery plus tape production skill. Attractive starting salary for talented man. All necessary benefits, accident insurance, health insurance, and job security. Send resume, photos, and references. Box 221A, BROADCASTING.

$650.00 per month for top flight commercial announcer. Midwestern station. Good music and local news format. Established mid-west station. Send tape, resume, and photo. Box 288A, BROADCASTING.

Immediate opening for announcer-salesman — smooth paced pop-music-news opera- tion. Must send photo, tape, resume, salary requirements to. . . KCLU Radio, P.O.B. 225, Rolla, Mo.

Newsmnan wanted to drive one of our 4 old time musical motor shows. His personal & business usage. Experience & ability equally important. Important as delivery. Contact J. A. Shepard, KNCM, Moberly, Missouri.

Arizona daytimer needs combo man, news, good voice. Must be available 8 days per week. No maintenance. KPTN Radio, Casa Grande, Arizona.

Announcer with 1st phone. $2.00 per hour. Morning shift. Also able to help service some accounts, etc. No equipment mainten- ance. Good music. Fine chance to ad- vance. Right man can make $5,000 or more per year. E. H. Whitehead, KTGL, Rus, Texas.

Outstanding opportunity ... KLO, Ogden, Utah associated in ownership with IMN network and seven radio stations. Unique opportunity. Disc Jockey, salesman. Traffic air shift plus sales. Must have experience. (Cont’d)
Help Wanted—(Cont’d)

Announcers

KBRQ Bremerton, Washington, needs live morning man. Must be pleasant and bright, not afraid to be funny. College graduate with excellent working conditions. Congratulate potential applicants. Write Box 3114, BROADCASTING.

Wanted—expanding operation. Needs talent to man for news and air shift. Send tape, resume, air to Box 3566, Daytona Beach, Fla.

Top rated modern format radio station in Peoria, Illinois, is constantly on the alert for bright, sound-minded personalities and aggressive newswoman. Please send tape and resume to Program Director of WIRL.

DJ, 1st phone, St. Louis area. $112 week to start. Contact: Tommy Norman, WGN Radio, Granite City, Illinois.


Broadcast Employment Service may have the job you want. Write same. 4820 10th Ave. So., Minneapolis 17, Minnesota.

Technical

Daytimer, 5 kw in upper great plains, will pay top salary to chief engineer-announcer with experience in maintenance and transmitter maintenance and some broadcasting. Must handle high power. Send photo, tape, resume and references. Box 1212A, BROADCASTING.

Expanding group need chief. Good salary and opportunity. Box 889A, BROADCASTING.

Immediate opening for chief engineer at 5,000 watt am-fm station. Must be able to handle maintenance. Engineer with ability to maintain and install Multiple Background music equipment. Will be given position with no guarantee but doesn’t hinge on no investment. For full information contact Greeley N. Hilton, Mgr. Owner, WBUX, Lexington, N. C.

Move up—be selective. Broadcast Employment Service, 4625 10th Avenue So., Minneapolis 17, Minnesota, invites your application.

Engineer, FM experience preferred. Technical duties only. WQAL, Phil. 19, Pa.

Production—Programming, Others

News Director for radio-television operation. Must be able to write deliver news plus ability to head full news staff. Excellent opportunities with multiple ownership operation. Send resume, picture, and tape to Box 1210A, BROADCASTING.

Accountant. Radio chain seeks accountant experienced in radio-television accounting. Must be 33-45, married, 2 years college or equivalent and practical, to operate daily operation with employees. Excellent salary, working conditions, fringe benefits. Write Box 1610A, BROADCASTING.

Somewhere there is a competent radio newswoman who is looking for us as avidly as we are looking for him. This man is good. He looks after himself. We want to check how much time he has before the next local newscast. He can capably supervise the complete news operation, including the action. It’s the kind of man who can do the same way he does. They both like working for a management which is local-news-minded and which doesn’t hesitate to supply them with what it takes: mobile units, high-mileage portables. They will cherish a chance to work for management which presently owns two stations and expects to own more. If you are this man, write to us immediately! Box 114A, BROADCASTING.

Help Wanted—(Cont’d)

Production—Programming, Others

Wanted program director-aggressive station with quality production seeks program director. Must be experienced, able to direct staff with a bright, up beat format of the best in current Top 10s. Growing progressive kilowatt full time in down state Illinois, metropolitan area, is willing to pay above average salary, but expects to get chole man. Write Box 188A, BROADCASTING.

Top rated Illinois station seeking experienced program director. Good voice, strong production ability to direct staff, capable of putting morning show. Prefer above salary. Send complete details, experience, training, additional salary requirements. No floaters. Box 250A, BROADCASTING.

Electronics instructors. To train as FCC licensed technicians. Experience not essential. Must relocate. Openings in nation’s top 25 stations. Apply by mail only. Elkins Institute of Radio and Electronics, Inc., 2063 Irwind Road, Dallas 35, Texas.

Combination. Girl Friday—copy girl and traffic manager: with above salary. Warnings Kfns-Fm, Los Alamos, New Mexico.

Radio production supervisor for WNEF, early in the morning, on new station. Must have production, music, etc. essential. Send resume, salary requirement, along with photo to: WNEF-Radio, 50 Front St., Binghamton, N. Y.

Director wanted. Dramatic, tv, radio school and summer time on commercial. Open to anyone. Adirondack-Florida Players. Box 567, Clearwater, Florida.

Newsmen—have immediate opening for qualified newswoman, must be able to gather, write and air news in factual manner. To work mixed days, to be flexible—west independent which has earned reputation, and desire to work in position. Resume, photo, tape and references first letter to WMIX, Mt. Vernon, Illinois.

RADIO

Situations Wanted—Management

Wanted to manage, buy into, strong sales, experienced, employed. Box 185A, BROADCASTING.

Interested in positions with all phases of broadcast sales management, including national, regional network and local. Present station sells, local market, salary, excellent opportunity. Write: Sales manager or sales management job in top market. Resume now in middle five figures. Box 201A, BROADCASTING.

Manager with successful sales-management record in small market stations, play-by-play talent, ability to handle growing management which presently owns two stations and expects to own more. If you are this man, write to us immediately! Box 211A, BROADCASTING.

Situations Wanted—Management

Capable, mature and extremely versatile General Manager seeking change of climate, location, and possibility of good profit station. Five figures plus override. Box 218A, BROADCASTING.

Young aggressive Pennsylvania manager seeks manager interested in making changes in the world of broadcasting. Thorough knowledge of broadcasting. Top quality large market. Prefer Eastern U. S. Box 231A, BROADCASTING.

Sales

Radio time salesman, experienced, knowledgable, to handle key account for excellent opportunity. Need right-hand man potential for multiple station-owner. Good salary, plus commission for self-starter pro. If you are a young man going places, this is your opportunity. Box 112A, BROADCASTING.

Announcers

Minor league baseball announcer or sports director. Four years experience in basketball, track, and football. Must handle complete sports coverage in country. College grad. Box 68A, BROADCASTING.

DJ—news, 21, single, 21/2 years, some college, experience with combo. Box 96A, BROADCASTING.

Attention San Francisco & L.A. Talented DJ-personality-plus, in another major market, wants to come home. Dynamic air salesman & natural wit. Versatile pro. (Storz-Sweet) Will consider all. Box 51A, BROADCASTING.

Radio tv announcer seeks position in east. Must be one child. Box 150A, BROADCASTING.

Anner—prod.—prom.—sales combo. 15 years experience in top 100 markets. Box 51A, BROADCASTING.

For southwest swingers only—one year’s experience, creativity, first phone. Box 19A, BROADCASTING.

Disc jockey-announcer-top 40. Will travel, available immediately. Interested in technical work, inexperienced, willing to learn, 3rd phone. Box 186A, BROADCASTING.

Announcer, 23, experienced, A.B. Radio network desired. Desires management with advancement opportunity with ambitious, sound organization. Currently full time, but desire to work full time independent which has earned reputation, and desire to work in position. Resume, photo, tape and references first letter to WMYX, Mt. Vernon, Illinois.

Public Relations—Ad

Situations Available—Public Relations

Southern stations: Top quality, adult, morning show, 4 cities, 3 years, all phases of broadcasting. Manager or sales management job in market. Salary above average, excellent opportunity. Box 519A, BROADCASTING.

D.J. announcer, strong news delivery, tight board, Graduate School of Announcing and Speech, 3 years Post Grad. Valid production license. Negro. Box 351A, BROADCASTING.

Announcer, dj with seven years experience currently program director in medium market desires to work in major market. Married, college grad. Box 185A, BROADCASTING.

Announcer—dj with network affiliate background. Any format. Tops in tight production, A-1 editing. 3rd phone. Box 188A, BROADCASTING.
**Situations Wanted—(Cont’d)**

**Announcers**

**Experienced, happy sound. College man available Miami, Hollywood area. Tight board, production, writing, authorization news, TV; Box 199A, BROADCASTING.**

Young, experienced announcer desires full-time employment. Will travel anywhere. Two year college major in speech and English. Salary commensurate. Box 219A, BROADCASTING.

Five years experience, 30, college, married, located in Midwest market. Currently at $88, will take less for right position. Loves music. Box 222A, BROADCASTING.

Good morning—Good morning—what's so good about it? If your reaction listening to—(WX, XX) that you? Then, little with this married, morning man who puts time in at Pt or Sales Mgr. Veteran (Not just service!) Box 221A, BROADCASTING.

**Newsmen**

Announcer—5 years experience wants spot on large south or southwest station. Minimum $125 wk. Box 235A, BROADCASTING.

Top 40 PD/combo man. Graduate of top broadcasting school with 1 1/2 years experience. Experienced on radio. Box 235A, BROADCASTING.


**Anouncer—Copywriter-trailer.** $100, 3 1/2 years experience. Box 232A, BROADCASTING.

**Newsmen**

Announcer—15 years experience. Desiring change to lead in top TV or large leading radio operation. Box 233A, BROADCASTING.

**D.J. newscaster** authoritative news, middle of the road d.j. Box 244A, BROADCASTING.

**Anouncer, d.j.** Experienced lively news, top 40 format, good music. Box 245A, BROADCASTING.

**Newscaster-dj authoritative personable.** Experience, Box 251A, BROADCASTING.

Two good men interested in helping you! Good experience, ten years in advertising, presently employed but seeking more satisfactory position. Available now! Prefer to work as experienced personality. Management. Contact Box 252A, BROADCASTING.

**West Texas.** Top 40, first phone announ-
cer. Have to return to homeland; son has allergy. Experienced, announcer, engineering, selling. George Whitaker, Haynesville, La. Phone 729.

Jack with production experience. Four years in radio including top 30 market. Veteran. Sick of small market losses. I want a winner. Do you? Glenn Duncan, 214 Ridge Road, Cheyenne, WY 628-1649.

Bob Christensen: Bright pop music personality available. Number one with sponsors and on air. Contact Box 253A, BROADCASTING.


Veteran-country & western d.j. Twelve years in radio and television. Formerly with WCKY in Cincinnati, Ohio. Dependable, has the sound. Authoritative news, plus play-by-play. Sportscasting. Contact Tom Mirahzak, 1200 North Avenue, Rockford, Ill.

**Situations Needed—(Cont’d)**

**Announcers**

**Florida** only, experienced, unattended, directional, construction, maintenance and announcing. Minimum $100.00, Box 140A, BROADCASTING.

**Engineer, announcer, experienced, first phone.** Knows Gates equipment. Write Box 297A, Jackson Heights, N. Quincy, Ill.

Have 1st phone. Grantham graduate, shy on experience. Eleven years radio-television experience. Box 216A, BROADCASTING.


Family man, age 31, 19 years engineering—news, sales and audio installation. Good signal a specialty. Contact D. L. Dodd at Manan, North Dakota, 3039.

**Production—Programming, Others**

Children's comedian interested in developing top children's show in major tv market, highest professional and character reference, with major network available. Box 15A, BROADCASTING.

Mr. Manager: Personable twenty five year old family man to assume air shift and production or/and program duties in small to medium market. Four years experience; knows Gates equipment. Excellent writer and copy. Gets along well with others. Prefers small town situations. Personal interview preferred. Immediate availability. Telephone 316-Walnut 2-3345 or write Box 247A, BROADCASTING.

Program director seeks immediate relocation. Highligly skilled all phases, 13 years in radio and television broadcasting. College. Family. Blue chip references. Air-truck included. Let's talk, Box 112A, BROADCASTING.

**News editor.** Currently employed; emphasis on writing-gathering ability. Journalism background—college degree. Distinctive air style. Mature, family man. Box 200A, BROADCASTING.

**FM program director, ready for major market.** Creators, producers, ability to foster group operation. MA degree plus 6 years experience am-fm-tv. Box 203A, BROADCASTING.

Newman, college training, political science background, authoritative delivery, well developed writing skills. Five years experience, especially interested in small to medium market. We will find competitive position for you. Contact Box 270A, BROADCASTING.

Male writer. Eleven years station, agency experience. Top professional. East. Box 207A, BROADCASTING.

**Continuity Dept. giving you headaches?** For fast, fast relief write. Box 215A, BROADCASTING.

If you seek aggressive, 20 year old, married man, sales Mgr. & Pd experience and you can offer medium market, better than $150 weekly. Then, we should get together, presently employed. Box 222A, BROADCASTING.

**Production—Programming, Others**

**Newsmen-Authoritative, effective, literate delivery, and writing.** Looking for just a few, rather than $1 1/2 million up, $600 mo. min. Box 82A, BROADCASTING.

**TELEVISION**

**Help Wanted—Sales**

VHF in good midwest market needs experienced salesman. Good salary plus incentive. Fine insurance and pension plan, for family man. Must have resume and photo to Box 279A, BROADCASTING.

**Engineer** with first class license. Quality tv-am operation. Experience not required, but must be capable of doing job. Guaranteed draw plus commission. Send resume to Box 239A, BROADCASTING.

**Technical**

**Maintenance supervisor.** Technician to head up studio maintenance shift. Practical experience with supervisory capabilities required. Radio-TV engineering experience. Salary to $10,000, Box 78A, BROADCASTING.

**Engineering supervisor.** Competent, hard working engineer for major market multistation, unionized tv operation. Must take charge of studio matter day to day technical operations. Salary to $14,000. Box 77A, BROADCASTING.

**Chief engineer job open.** Are you qualified to maintain transmitter and studio video and audio equipment? Prefer engineer with media experience. Immediate opening available. Write to chief engineer job. Apply by letter to M. Bostick, KWTW Broadcasting Company, P. O. Box 7128, Waco, Texas.

**Production—Programming, Others**

Promotion manager for moderate size UHF market, New England area. Starting salary $6500. Send resume to Box 12A, BROADCASTING.

**Program assistant with eastern medium market station, group owned.** Some radio experience. Must have military affiliation. Must be in confidence. Box 22A, BROADCASTING.

Chief or female with tv experience to manage traffic department in south Florida NBC-TVP. Send resume to Box 55A, BROADCASTING.

**Producer/director wanted, major market.** Experienced man with good production know how. Must be capable of picking charge. Excellent benefits salary, advancement opportunity. Box 92A, BROADCASTING.

**Program director for medium sized southwest market television station.** Major network affiliation. Negotiable. Competitive situation demands aggressive, imaginative professional with a proven record. Must be available. Experience or radio-tv background to Box 17A, BROADCASTING.

**Wanted reporter photographer for upper Midwest city. Must have experience necessary. 15mm experience not necessary. Will train. Emphasis on writing required.** Experience required. Any major market or future opportunity. Write to Box 12A, BROADCASTING.
Help Wanted—(Cont’d)

Production—Programming, Others

At least four years in the Carhi, required for versatile creative, wishing to work in a mature and innovative atmosphere. Must have thoroughly experienced in all phases of production, to fill director position in major eastern market. Send complete resume. Box 241A, BROADCASTING.

TV director for Midwest medium market. Send resume, photo and salary. Box 194A, BROADCASTING.

Our news department competes with newspapers, radio, tv stations in our market. Need another reporter capable of thinking, digging, writing and occasional airing of his material. Must have tv experience with 16mm silent and sound equipment, but can train right man otherwise qualified. Car furnished. In letter give experience, salary picture and salary required. Frank Sullivan, KGRT-AM-TV, P. O. Box 711, Harlingen, Texas.

Graduate assistant for teaching and radio television station production. School of Speech, Ohio University, Athens, Ohio.

Copywriter with directing, producing potential. Excellent opportunity for advancement. Send complete resume to WICA-TV, Champaign, Illinois.

TV producer-director for WNBF-TV, Heavy schedule of live programming requires experience. Location, a college town. Film experience helpful. Send resume, salary requirements and date available to Program Director, WNBF-TV, 50 Front St., Binghamton, N. Y.

TELEVISION

Situations Wanted—Management

4 years network film experience, 3 years medium market film experience. Film manager, from a position on network level. Will do this for 2 years, age 31—Married, to change back to east coast and move immediately. Box 184A, BROADCASTING.

General manager. 6 years successful small market TV management. Desire larger market and better climate. Mature, strong sales, creative, employed. Box 293A, BROADCASTING.

Announcers

Mature, personable tv staffer, university experience and preferably in a major market, must relocate immediately. Box 508A, BROADCASTING.

Versatile TV Announcer employed. Excellent background, nine years broadcasting. Married, relocate. Box 235A, BROADCASTING.

Personality tv staffer, bandstand show, top ratings, excellent references, relocate major markets. Box 28A, BROADCASTING.

Community respected, three years top tv children’s encores. Personal appearance and promotion conscious. Video tape on request. Box 268A, BROADCASTING.

Celebrity endorsed, rising television personality now doing interview variety strip desires larger market. Program photos, brochure available. Box 284A, BROADCASTING.


Technical

31/2 years experience am, fm, tv, looking in the west. Box 181A, BROADCASTING.

Chief Engineer for WVOS, Liberty, New York. Good salary.

Situations Wanted—(Cont’d)

Production—Programming, Others

Program manager. Available immediately. Fourteen years continuous experience in the three largest tv networks, three major corporations. Box 51A, BROADCASTING.

Outstandingly creative tv broadcaster seeking position as operations manager with major station. Over 20 years experience in the industry. Needs administrative and creative background. Presently manager small market radio and television station. Box 258A, BROADCASTING.

Have political science background from city planning to Soviet foreign policy; News background with writing, editing, assigning, producing specials; Want position or documentary position with some production experience that cares about news. Box 14A, BROADCASTING.

Children’s comedian interested in developing tv career. Send photo, resume, material, or writing samples. Box 250A, BROADCASTING.

Network live and tape commercial producer. Currently employed by top TV and radio cast. Production experience helpful. Send resume, salary requirements and dates available to Box 250A, BROADCASTING.

Newsmen, Timesales, married, community minded, high school education. Available now. Radio or TV. Box 225A, BROADCASTING.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 265A, BROADCASTING.

WANTED TO BUY

Want color camera chain, UhF transmitter, assistance, Late Model, 251B, 301B for sale, bargain prices. Box 248A, BROADCASTING.

Recent model 3,000 watt transmitter in good condition. Will prefer Gates or RCA. Give price and conditions to Martin Mar- times, Selected Radio Mill Insurgentes Sur, 1670 Mexico City.

Used professional tape recorder, send condition, make and price to KDMD, Box 30, Carrington, N. D.

Wanted: One 750A and one 728B Western Electric speakers. Ted Bryan, KNET, Palestine, Texas.

Used good 5 or 10 kw am transmitter, complete. Like new, good condition. Leon Brown, Friendswood, Texas.

Used or 3 or 5 kw fm transmitter, RCA pref. No junk! Full details to KPLX, 920 Culebras, Hillsborough, California.

Need all necessary equipment for 1 kw fm station. Late Model. Send complete details, model numbers, and prices. Box 254A, BROADCASTING.

MISCELLANEOUS

Comedy! “Days, Dates and Data” is a collection of material, ideas, programs, etc. Current sample $3.00. Show-By-Cable, 1935 B 35 Park- way Court, Brooklyn 33, New York.

Antenna space available for communications, microwave, etc., 375' above sea level. 150' tower space atop 15th St. bldg.; also 10' x 12' transmitter bldg. Power circuits and ventilation. Call MA-5-1641, Mr. Austin, 540 S. Hope St., Los Angeles 17, California.

30,000 Professional Comedy Lines! Topical laugh service featuring cleat hypnosis, introductions, free catalog, Orben Comedy Books, Atlantic Beach, N. Y.

Religious time now available—special rates. KDKX, Box 3623, Little Rock, Ark.

“Dyke” file.” Quotes, kickers, liners, record info, hints. Complete program package for debuts only. P. O. Box 61, Corona Del Mar, California.

Add-a-phone to your staff. 5 Philadelphia announcers will tape for your market. Commercials and news weather spots intro. Weekly service optional. Box 193A, BROADCASTING.

One line gang drop ins. 50 voice tracks. Send your list. $5. With program format, we supply Taylor-made gags or one-liners for your or your sponsors. Box 171A, BROADCASTING.

For Sale

Equipment

Am, fm, tv equipment including transmitters, antennas,uniclones, audo, moni-
tors, cameras. Electrofoid, 440 Avenue Ave., N.Y.C.

Xmission Line: Teflon insulated, 1/4” rigid, 513 Ohio flanged wire and all hardware. New—used. 20 foot length for $45.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 26, California, Temple 6-6127.

Electronic test equipment bought and sold. A-OK Electronics, P. O. Box 38250, Holly- wood, California, Hollywood 3-8774.

RCA UHF TV Antenna, State channel, type number, condition and cash price paid. Box 175A, BROADCASTING.

RCA 12 Bay fm antenna, less than 6 months old, license in transfer. Will relocate. Type K antenna, will return between 100 and 108 Mc. Make offer. Jampio Antenna Company, 750 E. 14th Avenue, Sacramento, California.


For Sale: RCA BTA-1MX kilowatt transmitter like new, complete with Concriland crystal oscillator. Available for $1500 watt cutback. $4,000.00. WSLM, Salem, Indiana.

Neumann 41A mike, power unit, shock absorber, 25c. ft. cable. Perfect condition, $250. Steve Blair Ionosonics, 50 Ovedale Court, Pacifica, California.

Gates 230C-1 transmitter in operating condition with xtal for 1240 kc. $300.00. KIMBY, Monterey, California.

Telephoto lenses, 13 inch. RCA type MI 3600-14, brand new in original cartons, at $250 each. Send purchase order to: Hy- ness Company, 210 Gruger Avenue, New York 62, New York.

G.E. BT-27A 5-1 kw am transmitter, remote control circuits installed, good condition, $5000. M. N. Barwick, 761 41st Street, Miami Beach, Florida.

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, N. Western Ave. Hollywood 27, California.

FCC license in 6 weeks. Waldo Brazil In- struction offers lowest tuition, with guaranteed results. It’s Space City’s best buy. Institute of Electronics and Broadcasting, 1610 2nd Ave., Dallas, Texas.

INSTRUCTIONS—(Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training in FM. Also modern and comprehensive Approxi-
ations available. G. I. approved. Elkins School of Broadcasting, 1653 Inwood Road, Dallas 33, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and labora-

Be prepared, First class F.C.C. license in six weeks. Top quality theory and labora-
tory training. Elkins Radio License School of Atlanta, 1159 Spring St., N.W., Atlanta. Georgi.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting April 21st. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Since 1937 Hollywood's oldest school de-
voted exclusively to Radio and Telecommu-
nications. Graduates on more than 1000 stations. Raw of jobs to graduates approxi-
mately six to one. Day and night classes. Write for 10 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1553 North Cherokee St., Hollywood, California.

― "Are you Cold?" Do you need first phone? Sunny Florida. Gulf Beaches. an FCC first phone in five (5) weeks—

San Francisco's Chris Borden School of Modern Radio Technique. Graduates all over the country. 1st telephone, DJ instructions, placement. Free illustrated brochure. 200 Geary St.

Jobs waiting for first phone men. Six weeks gets trained; sets up school with operating 5 kw station. One price includes everything, opera-
in an beautiful, roofed and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.


RADIO

Help Wanted—Sales

OPENINGS

SIX SALES MEN

Radio, Television and/or
Ad Agency Experience
A Necessity

High-caliber men, free to travel, with ac-
customed earnings to $25,000 yearly. 
Travel and entertainment allowance plus commissions.
Call Main Office, HA 6-9266, Boston,
Mass., or New York City Office, EL 
4-9411, for appointment. Interviews will be held in accessible area.
"Call only if you are a salesmen"

COMMERCIAL PRODUCERS, INC.,
405 Park Square Building
Boston, Massachusetts

Help Wanted—Technical

PROJECT ENGINEER
for NETWORK BROADCASTING

We have an opening in our Engineering Dept. for a professional engineer experienced in RF systems design. Candidate should possess an Electrical Engineering degree, have several years experience in broadcast engineering, be familiar with FCC procedures and have an interest in performing systems design work in NEW YORK CITY.

We Offer: Good starting salary, comprehensive benefits program including stock purchase plan, and an excellent opportunity to advance in this expanding operation.

Please submit resume in complete confidence to:
J. M. Carter, Personnel Dept.
CBS
485 Madison Avenue
New York 22, New York

Production—Programming, Others

AVP

ADMINISTRATIVE V.P.

Radio Chain operating 6 metro stations in South looking for Administrative Vice President with the following unique qualifications:
Under 47, married, college degree or equivalent, military service, 7 years broadcast experience with understanding of sales, promotion, accounting, engineering, FCC, clerical, programing, personnel.
A tough detail-minded administrator and decision maker who follows through and possesses imagination, common sense, courage and smooth personality. Willing to make sacrifices necessary for success and accomplishment.
If you are this man, we will pay you well and give you fringe benefits while you work 65 to 70 hours a week in pleasant surroundings with wonderful people.
Send all information in complete confidence. We will call you.
BOX 208A, BROADCASTING

TELEVISION

Help Wanted—Announcers

NEED TV ANNOUNCER

ROOM TO GROW IN NASHVILLE

THE MAN WE'VE LOOKING FOR IS UNDER 30 AND LOOKS IT. HE'S A PERSONALITY, A PROFESSIONAL, AND ACTS IT, AND HE CAN SELL. HE'LL BE WORKING FOR THE OLDEST STATION IN THE MARKET, A STATION STRONG ON LIVE PROGRAMMING—NEWS, WEATHER, FEATURES, REMOTES, SALARY AND FEES—PLENTY OF ELBOW ROOM—TODAY AND
TOMORROW. GOOD RETIREMENT PLAN PLUS FRINGE BENEFITS. SOUND LIKE YOU? SEND A BRIEF RESUME—EXPERI-
ENCE, EDUCATION, FAMILY, ETC.—PLUS RECENT PHOTOGRAPH AND AUDIO TAPE.

BOX 180A, BROADCASTING

KTRH HOUSTON TEXAS

Expanding our programming, if you are a bright personality we need you. Contact
Buddy McGregor
KTRH
CA 7-4361

RADIO

Help Wanted—Announcers

TIRED OF AMATEURS?

LOOKING FOR A PROFESSIONAL?

I have 13 years background in non-automated radio. Arizona, Join strong competitive sta-
tion in top 20 Market, one of Nation's "Top 100 D.J.'s." Only 50 others can make this statement.

BOX 210A, BROADCASTING

ENGINEERS

Opening for Supervisor, Studio and Transmitter, Salary open. Full company paid insurance plan and other benefits. Send full Resume to WAIM, WACD AND WAID-TV, Anderson, South Carolina.

FOR SALE

Equipment

UPDATING
OUR STUDIO EQUIPMENT

Selling complete camera chains, pedestals, sync generator, various amplifiers and power sup-
plies, monitors, and related equipment; all in good condition. Contact
Continued from page 85

ice and st-reeing service on subcarrier frequency of 67 kc.

WEMF Milwaukee, Wis., granted a modified license to increase antenna height to 500 ft. and make changes in antenna system (new tower) conditions.

KDWC (FM) West Covina, Calif.—Granted extension of authority to remain silent for period ending March 31.

Meefer Area Television Assn., Upper West River Valley & Belford, both Col.—Granted extension of authority to remain silent for period ending March 15.

Actions of Jan. 11

- Granted renewal of license for following stations: KACI The Dalles, KJJO Grants Pass, KZH Eugene, KKKR Baker, KZTV Salem, KKEF Springfield-Eugene, all Ore.-

Applications of Jan. 10

KWBE-FM Beatrice, Neb.—Granted license to operate on sub-carrier frequency of 67 kc.

WABF Winston-Salem, N.C.—Granted increased daytime power on 1350 kc. from 220 kw to 2 kw for daytime, and installation of new trans.; conditions.

KNOTY-LP Aztec, Ariz.—Granted increased daytime power on 1340 kc. from 220 kw to 3 kw. continued nighttime operation with 220 kw., and installation of new trans.; remote control permitted conditions.

KFMU (FM) Los Angeles, Calif.—Granted extension of authority to remain silent for period ending March 1.

Rulemakings

PROPOSED

- Commission invited comments to notice of proposed rulemakings on removal of restrictions on shifting noncommercial educational reservations. Applications of Feb. 17, 1971, for Galesburg, Utah. Shift was suggested by Commission on Sep. 25, 1972, when it approved assignment of license of KQW-AM-FM (now KEBY-AM-FM) to KQW-FM. Action pending on March 31. Tentative approval for period ending March 31.

KLYK Spokane, Wash.—Granted extension of authority to remain silent for period ending March 31.

KPGE Page, Ariz.—Granted extension of authority to remain silent for period ending June 30, 1971.

WITU Tupelo, Miss.—Granted to move for trans. at approx. 700 ft. southeast condition.

WCRZ-FM Birmingham, Ala.—Granted a modified license to change sub-carrier frequency from 61 kc. and make changes in antenna system (new tower) conditions.

Hampton TV Assn. Inc., Hampton, Ore.—Granted extension of authority to remain silent for period ending March 31. Tentative approval for period ending March 31.

WWRD White River Junction, V.T.—Granted extension of authority to remain silent for period ending March 31.

WERT Ocean City, Md.—Granted extension of authority to remain silent for period ending Feb. 1.

KTPM (FM) Sun City, Ariz.—Granted extension of authority to remain silent for period ending Feb. 1.


Rulemakings

PROPOSED

- Commission invited comments to notice of proposed rulemakings on removal of restrictions on shifting noncommercial educational reservations. Applications of Feb. 17, 1971, for Galesburg, Utah. Shift was suggested by Commission on Sep. 25, 1972, when it approved assignment of license of KQW-AM-FM (now KEBY-AM-FM) to KQW-FM. Action pending on March 31. Tentative approval for period ending March 31.

KLYK Spokane, Wash.—Granted extension of authority to remain silent for period ending March 31.

Action of Jan. 7

Spencer Area Television Inc., Spencer, Iowa.—Granted to new uhf tv translator station, on ch. 11, to translate programs of WTVI (AM). Application pending.

Rulemakings

PROPOSED

- Commission invited comments to notice of proposed rulemakings on removal of restrictions on shifting noncommercial educational reservations. Applications of Feb. 17, 1971, for Galesburg, Utah. Shift was suggested by Commission on Sep. 25, 1972, when it approved assignment of license of KQW-AM-FM (now KEBY-AM-FM) to KQW-FM. Action pending on March 31. Tentative approval for period ending March 31.

KLYK Spokane, Wash.—Granted extension of authority to remain silent for period ending March 31.

Action of Jan. 16

WICH Inc., Greensburg, Pa.—Granted to new uhf tv translator station, on ch. 3, to translate programs of WTVI (AM). Application pending.

Rulemakings

PROPOSED

- Commission invited comments to notice of proposed rulemakings on removal of restrictions on shifting noncommercial educational reservations. Applications of Feb. 17, 1971, for Galesburg, Utah. Shift was suggested by Commission on Sep. 25, 1972, when it approved assignment of license of KQW-AM-FM (now KEBY-AM-FM) to KQW-FM. Action pending on March 31. Tentative approval for period ending March 31.

KLYK Spokane, Wash.—Granted extension of authority to remain silent for period ending March 31.

PETITIONS FOR RULEMAKING FILED

Bellingham, Wash.—Western Washington State College. Requests amendment of rules to as to reserve ch. 18, Bellingham, for educational broadcasting purposes on a permanent basis.

Apex, Calif.—Cabrillo College. Requests amendment of rules to as to reserve ch. 18, Watsonville, Calif., for educational use. Received Jan. 9.
..just like any 3 peas in a pod?

You'll agree it's hard to tell one pea from the other two... but imagine one in green.

THERE IS A DIFFERENCE. Give your television commercials the PLUS OF COLOR and see the difference! Straightaway your product stands out. Customers see it as you see it—a colorful reality... identify it the instant they see it on dealers' shelves, in friends' homes.

Whatever you do—be sure to film your commercials in color. Your black-and-white prints will be much, much better. Shades and subtleties will stand out as never before.

For more information on this subject, write or phone: Motion Picture Film Department, EASTMAN KODAK COMPANY, Rochester 4, N.Y. Or—for the purchase of film: W. J. German, Inc., Agents for the sale and distribution of EASTMAN Professional Film for Motion Pictures and Television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.
Our Respects to Harold Heath Thurber

Spending other people's money well is serious business

There really isn't anything at all unusual in the fact that Hal Thurber, president of Wade Adv., Chicago, was once a pioneer broadcaster and later a pioneer in the buying of both radio and television advertising. Pioneering has been a family tradition ever since ancestor John Thurber ventured from England to the New World and settled in Salem, Mass., back in 1643.

This spirit of innovation and inquisitiveness is still very much a part of Hal Thurber today. It is a subtle quality, however. Just like the tinge of wry humor that often punctuates his conversation with others, tingles them a bit with surprise at first but then lingers on to reveal the depth and warmth of his human perception and understanding.

They seem to provide just the right temper to the firm, serious devotion which Mr. Thurber demands of himself as well as of his associates to the chief business of Wade Adv.: the investing of more than $30 million worth of other people's money in advertising that is both effective and efficient in winning customers.

Heavy in TV-Radio • Of Wade's total annual billing, more than 80% or nearly $22 million is spent by the agency in the broadcast media, mostly TV.

Wade Adv.'s principal broadcast accounts include Miles Products Div. of Miles Labs. (Alka-Seltzer, One-A-Day Brand Vitamins and other products), on which Mr. Thurber is account executive, and Toni Co. division of Gillette Co. (Deep Magic Dry Skin Conditioner, Deep Magic Facial Cleansing Lotion and Casual Hair Color). Among others on the list are International Milling Co. (Robin Hood flour and Velvet cake flour); Barbara Ann Baking Co.; Bond Stores (Southern California) and Seven-Up Bottling Co. of Los Angeles.

Wade Adv. itself is a TV sponsor. In the Thurber tradition of doing things unique, the agency presents a weekly half-hour program on WGN-TV Chicago, Mid-America Marketing on the March. It is a public-service forum (Wade tactfully omits commercials) from which the top business leaders of the area may speak.

Mr. Thurber usually doesn't like to skate on the thin ice of future predictions, but he does feel "there is going to be more regulation of advertising brought on by the bad boys of the business." He thinks it is unfortunate but a fact that self-policing by the "good guys" doesn't necessarily of itself correct those knowingly off base.

"There aren't many pressures you can bring to bear against the bad performers who bring the business into disrepute," he observes. "I'll say this, the American Ass'n. of Advertising Agencies is trying. They have put some teeth into their rules. But suppose you do throw an agency out? It just goes on and does as it pleases."

Early Writer • Born July 7, 1905, at Terre Haute, Ind., Harold Heath Thurber gained an early interest in the field of mass communication from his father, a veteran newspaperman who became city editor of the Indianapolis Star by the time young Hal was ready for school. Mr. Thurber recalls he had a keen interest in English and writing during his years in public grade and high school at Indianapolis.

His high school boasted a daily newspaper and he worked on it for a couple of years until the economic necessity of his after-school jobs forced him to give up his school reporting. One of these jobs was managing a small movie house and it gave him the chance to discover the power of advertising.

Once when the owner was in Europe, he ran a full page ad in his father's paper to promote a good film and drew long lines of people to his box office, shattering local precedent as well as the "gentlemen's agreement" among the local operators not to run big ads, of which he was not aware. After repeats of this successful method of promotion, he joined forces with a film seller to lease a vacant theatre and "had them on the sidewalk waiting to get in" until his boss came home. Anger soon became approval when the profit figures were reviewed.

Company Man • Mr. Thurber did not go on to college after high school. He felt working for the "tough" city editor at the Star would be more than a good education. After a year with the paper he became public relations man for an Insul utility, Interstate Public Service Co., and from there he moved to another Insul interest, Central Indiana Power Co., as public relations and advertising manager.

While with the latter utility he supervised the construction of its radio station, WFBM Indianapolis, which took the air in late 1924. Mr. Thurber became WFBM's first manager and quickly learned the impact of broadcasting as WFBM's activities drew "tons of mail." (WFBM now is a Time-Life station.)

In 1926 Mr. Thurber went to Chicago with McJunkin Adv., then the agency for Insul utility advertising. He didn't like the job.

Within a few months he was in Texas working for the Houston Chronicle. In early 1927 he joined Sweeney & James Adv., Cleveland, as copywriter on the Jordan and Peerless auto accounts. The next year he was back in Texas working for Tracy-Locke-Dawson Adv., Dallas.

Apart from gaining more basic radio advertising experience, his chief accomplishment there was to marry the president's secretary, Marie Gilliam. Mr. Thurber joined D'Arcy Adv., St. Louis, as account executive in 1934, an association he prides because of the friendship and inspiration of founder William C. D'Arcy.

On His Own • Mr. Thurber left D'Arcy in 1945 as vice president and chairman of the operating committee to become managing partner of Ewelly & Thurber Assoc., Toledo, Ohio. He signed Willys Motors as first sponsor of Omnibus on CBS-TV, one of many early TV ventures.

Mr. Thurber retired in late 1955 and went to San Francisco, but soon he was consulting for local agencies there and back in the business, Wade Adv. elected him vice president and a member of the board in 1957 and he became president in 1960 when Jeff Wade moved up to become board chairman.

The Thurbers live in the Chicago North Shore community of Winnetka where he enjoys his hobbies of photography and woodworking. The family pride and joy now centers on his grandson, named Timothy for the Thurbers' married son who is a TV technician. One hobby sadly gone: snapping satire at the Algonquin Bar in New York with his late cousin, James Thurber.
Collins and the future

No worthwhile purpose can be served in attempting to second-guess the action of the NAB board of directors in Phoenix last week in extending the contract of its controversial president, LeRoy Collins.

All 41 of the board members present were persuaded that the desirable and expedient action in the best interest of American broadcasting was to continue the Collins administration in office and give the former Florida governor a new and extended opportunity to prove that he can stem the tide of government encroachment upon the rights of broadcasters. It was a victory for the chairman of the joint NAB boards, Clair R. McCollough, president of the Steinman stations, whose philosophy prevailed not only with his five-man negotiating committee but also with the full board.

Militant and formidable opposition is promised in resisting the FCC in its hell-bent drive toward control of programming and business operations. It will be needed because broadcasters have never been in deeper trouble with the regulatory authorities.

We, along with all broadcasters, must hope that Gov. Collins has seen the light and that he will act as the advocate of the nation’s broadcasters against those inside government and out who would destroy broadcasting’s free estate. All too often in the past two years the NAB has been cast in the role of prosecutor instead of defender of the rights of its membership.

Table stakes

Another congressional investigation of television will be held if the House Select Committee on Small Business has its way. Last week the committee approved a report of a special subcommittee recommending a “comprehensive” hearing on time-selling practices that the subcommittee said are squeezing small businesses out of television.

The details of the subcommittee report were covered in Broadcasting, Dec. 10. What it charges is that option-time and discount practices work to the advantage of big national advertisers and to the disadvantage of smaller firms. What it asks is an investigation to determine whether new laws or tougher regulation are needed.

The subcommittee held hearings late in 1961, but was unable to dig into the subject as deeply as it wanted to. According to its report, however, it learned enough to justify its belief that “there is substance” to complaints of “growing monopoly of the airwaves by large national advertisers” and that further investigation is needed.

Now that the subcommittee’s report has been approved by the parent committee, there is a chance that the subcommittee will get its wish. That chance ought to be diminished if the parent committee stops to consider whether the investigation is really necessary.

No investigation is needed to prove that on a great many television stations in a great many markets prime time is largely occupied by national advertising. There are many reasons for this: The rates that can be charged in prime time are beyond the means of most local advertisers. The programming that occupies prime time is more expensive than small advertisers can afford.

Would the Small Business Subcommittee suggest that stations reduce their prime time rates and the quality of their prime time programming? If so, how would the public be served in those hours when it is convenient for the most people to view television?

As to option time and network-affiliate relations, two subjects that the subcommittee says are in need of special investigation, both have been exhaustively studied by the FCC. A new investigation can do no more than retrace the FCC records.

At this stage of television development it is an unhappy fact that the chips are too thin for thousands of advertisers to get into the game. It is unlikely, however, that the game would be improved by being changed to penny ante.

Lesson for retailers

An official gauge of retail sales during the current New York newspaper blackout is now available, and it promises little encouragement for newspaper space salesmen when they begin soliciting the stores again.

Federal Reserve Board figures, according to a study by TVB, indicate that instead of drying up, the Christmas buying season in New York turned into a shopping orgy after the newspapers closed down. Before the blackout, retail sales in New York City had been lagging behind both the national average and their own 1961 levels. A week later they had begun to pick up, and at the end of the annual shopping spree, the week of Dec. 23-29, they were 21% ahead of the same week of 1961.

Counting the entire New York Federal Reserve District, which includes most of New York State as well as New York City, sales for the Dec. 23-29 period exceeded the comparable 1961 week by 37%. This was even better than the national average, which was up 34%. In Cleveland, scene of another newspaper shutdown, FRB figures show that retail sales, after lagging in mid-December, picked up noticeably in the last half.

The figures bespeak much credit for television and radio, which have been drafted in both New York and Cleveland to handle a much bigger share of retail advertising than is normally entrusted to them. It would be foolish, however, to take the figures at face value and conclude that sales are as good without newspapers as with. TVB, noting this, pointed out that the FRB figures show that sales across the river in Newark, where there was no strike, were relatively better than those in struck New York.

We do not suggest that a community can do without newspapers, but it seems fair to say that retailers can do with less newspaper space than they’ve been buying. These strikes have shown that broadcast advertising can build sales. Retailers in all markets would be smart to study this evidence and adjust their advertising budgets accordingly.

---

"Man, what a deodorant commercial we could build around her!"

Drawn for Broadcasting by Sid Hix

Broadcasting, January 21, 1963
KPRC-TV SELLS SO MANY HOUSTONIANS, A BLOODHOUND COULDN'T FIND THE ONES IT DOESN'T!

No "ifs" about KPRC-TV. KPRC-TV keeps Houstonians tuned to Channel 2 up to 27 hours a day! And not just by tricking them with hoopla and gimmicks. KPRC-TV helps persuade all Houston—all day and night. That's selling power! KPRC-TV is the neatest, fastest, easiest-to-use salesman you ever laid hands on. Try great new KPRC-TV selling!

Represented nationally by EDWARD PETRY and COMPANY
ADVERTISERS GO FOR NBC RADIO

... CONSISTENTLY THE LEADER IN SPONSORED HOURS
Radio business sets blistering pace in first month of new year .................. 27

Country & western music: how the Nashville sound became the hottest thing .......... 67

Suggested a rewrite of Communications Act, new agency to replace FCC .......... 44

CBS-TV has solution to 'apples and oranges' problem in comparing media .......... 30

 Keep close to your customers
with Spot Radio

Selling toothpaste? What better time to talk to her than now? Reach your customers while they’re using the product. Put Spot Radio’s unique timeliness to work for your brand on these outstanding stations.

EDWARD PETRY & CO., INC.
THE ORIGINAL STATION REPRESENTATIVE
NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

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Intermountain Network
Welcome to the Dan Ryan Expressway

JOIN OUR AUDIENCE ON WHEELS. Listen to Flying Officer Irv Hayden’s award-winning rush-hour traffic reports on WGN when driving on the new Dan Ryan Expressway. Presented in cooperation with the Safety Education Section, Traffic Division, Chicago Police Department.

Direct, exclusive air-to-ground communications between the WGN Trafficcopter and Chicago Police Communications Center will help make your trip more enjoyable.

Seven reports are presented in the morning starting at 6:55 a.m. during the Eddie Hubbard Show. Seven reports are presented in the peak evening driving hours starting at 4:30 p.m. during the Brickhouse-Hubbard Show and the Wally Phillips Show.

Keep tuned to WGN-Radio/720 for that something extra!

Another community service of WGN RADIO Dial 720

Another important plus!

An eye for what’s news in Chicago!

This salute appeared in 14 Chicago community newspapers—welcoming thousands of new expressway drivers to WGN Radio’s exclusive morning and early-evening rush hour Trafficcopter reports. Another important WGN Radio plus—more listeners for advertisers!

WGN RADIO on its toes and in the air in Chicago!

Join the Broadcast Pioneers—wear your pin with pride.
These are the serious citizens. They're building a home to fit the demands of their growing family. They're investing in the future. They do not make snap-decisions. They must weigh ... plan ... save. It is important that they know what to buy ... when to buy! They are the people you must reach in order to sell your product or service. Reach them ... sell them, and thousands of adults like them ... in the Baltimore metropolitan area every day on WCBM Radio. Serious citizens prefer WCBM's adult-level radio programming — the news — the music — the personalities — the programs! No doubt about it—WCBM Radio best delivers your message to the adult listeners ... the people with spending power in this rapidly-expanding mass market ... the 13th largest in the United States!
WGAL-TV delivers a loyal, responsive audience. This unequaled viewer following results from fourteen years of pioneering, finest facilities, and the most complete and modern equipment in the area. Channel 8 is the only single medium in this entire region that assures full sales power for your advertising dollars.

WGAL-TV
Channel 8
Lancaster, Pa.
STEINMAN STATION • Clair McColough, Pres.

Multi-City TV Market

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco
While spot radio is enjoying stepped-up activity (page 27), there’s no apparent let-up in spot tv. One tabulation by Broadcast Advertisers Reports from its new 10-market clock-around tv monitoring service shows that in just one product category—drug and pain relievers—42 different brand names were on air with 1,411 announcements in those markets in one four-day span. Bufferin was way out front in number of messages, followed by (in order) Contac, Alka-Seltzer, St. Joseph Aspirin, Bromo-Seltzer, Four-Way Cold Tablets, Thoroxin, Anacin, Isodet and Romilar CF Cough Syrup. Markets getting biggest shares of this business, all placed via national spot, were (also in order) New York, Chicago, Philadelphia, San Francisco and Washington.

Minow into space?

Report was making rounds in Washington last week that FCC Chairman Newton N. Minow may wind up on new Space Communications Corp., but confirmation was lacking. One of top posts—presumably presidency, according to well-founded reports—is slated for Air Force Undersecretary Joseph V. Charyk and reportedly will pay $125,000. Two other top jobs—chairmanship and vice-chairmanship—presumably would pay in same area. Another broadcast personage who had been under consideration for one of top posts is National Association of Broadcasters President LeRoy Collins (Broadcasting, Jan. 14).

Late, later, latest

Insomniac agency people (and other New Yorkers) may soon be able to watch television all night long. CBS-owned WCBS-TV, whose granddaddy “Late Show” reaches its 20th anniversary next month, just may celebrate occasion by announcing plans for 24-hour-a-day operation. If it works out, extra three to four hours per day, starting after existing Late Late Show, would be programmed with movies (Late Late Late Show and Late Late Late Late Show?).

The price of a strike

Not calculated to reassure agency and advertiser executives, either as readers or as media buyers, was report in New York last week that some newspapers there have drafted severe economy moves to go into effect when current newspaper strike is finally over. Obvious reason for economies: to help balance off wage and other cost rises resulting from strike settlement. There’s long been talk that some papers may not re-open after strike, or won’t last long if they do, but last week’s report anticipated probably substantial curtailments in news coverage of at least some papers whose survival has never been questioned.

The popular vote

NAB radio board members running for re-election are eyeing with interest nominations for new two-year terms currently being submitted by membership (see story page 87). Nominations, it’s felt, will reflect reaction of rank and file membership to reapportionment of President Roy Collins for three years (two years beyond existing contract) at joint board meeting in Phoenix Jan. 15.

If majority of candidates are re-elected, it’s deduced this would indicate vote of confidence in board’s bal- lot (41-0) in favor of Gov. Collins’ re-appointment. Fact that Gov. Collins last Monday in Los Angeles said at news conference that it was still his “deep and personal” conviction that tobacco advertising should be controlled may have bearing on elections.

Quiz for Cox

Memo to Kenneth Cox: Be ready to discuss FCC’s need for new quarters at your FCC confirmation hearing Thursday (Jan. 31). Your old boss, Sen. Warren Magnuson (D-Wash.), chairman of Senate Commerce Committee, has promised special all-industry committee dedicated to securing building for FCC that he will discuss subject. Harold Mott, Washington attorney and chairman of special committee, reported at group meeting last week on earlier discussions with Sen. Magnuson (Broadcasting, Jan. 21). Senator plans prompt action to secure FCC adequate housing, probably in building with other agencies, and Mott committee is soliciting general support to keep “dire” needs of FCC before Congress.

Cork buys Kaye

Armstrong Cork Co., through BBDO, New York, reportedly has decided to pick up first-refusal right on Danny Kaye Show that’ll be slated Wednesday, 10-11 p.m., in CBS-TV’s schedule next season (Closed Circuit, Jan. 21). Armstrong is keen on alternate-hour sponsorship of new series, but purchase has not yet been made firm. U. S. Steel, also BBDO client and other advertiser holding first-refusal on show, has not made decision on whether it wants tie with Kaye series.

Fitzpatrick next

Next appointment in current re-shuffling of FCC staff may be promotion of Thomas Fitzpatrick, assistant chief of Hearing Division, to chief. Decision on Mr. Fitzpatrick isn’t as firm as that on four other appointments, still to be announced officially (see story page 92). But Mr. Fitzpatrick is leading candidate to succeed Robert Rawson when latter moves over to chief of Renewal and Transfer post. Mr. Fitzpatrick, currently participating in Omaha local programming inquiry, joined FCC staff in 1950 after graduating cum laude from New York U. Law School and practicing in New York. He was assigned to Hearing Division in 1954, and named its assistant chief in January 1960.

Sports minded

Texaco has decided that sports programming on both radio and television is vehicle it wants and will buy for its advertising messages. Company has actively been seeking radio sports shows for its spot campaign in that medium (also see story, page 27), and currently is on lookout for sports programming on tv networks. Television purchase would be for next season. Benton & Bowles, New York, is company’s agency.

Regional group

New association of regional radio stations will take definite shape Feb. 8 at Mayflower Hotel meeting in Washington. It’ll be called Assn. on Broadcast Standards and will open Washington headquarters to protect regional members’ interests in clear-channel, daytimer and other proceedings that may affect them.

End in sight?

FCC’s latest letter to General Electric asking for more detailed information on company’s corporate structure may only be darkness before dawn in company’s long-pending effort to get licenses renewed for three stations (Broadcasting, Jan. 21). One reason commission has been unable to reach decision in case is conflict between Broadcast Bureau and General Counsel’s office on how to proceed. Broadcast Bureau would approve renewals without requiring hearing. Counsel’s office has been urging commission to hold hearing because of antitrust conviction of GE. However, source close to intramural battle indicated last week tide was beginning to run in favor of Broadcast Bureau.
WE'VE GOT A WAY WITH WOMEN

Specially the Big-Buying 18-to-39 Year Olds!

They love us in the years when they're buying most! Get in on this happy marriage of Detroit's No. 1 station and Detroit's No. 1 spenders. Call STS to get your clients' products on more 5th market shopping lists.

WOMEN VIEWERS
18 to 39 YEARS OLD

WJBK-TV 42,800
STATION "B" 28,600
STATION "C" 11,400
STATION "D" 10,900

STORER TELEVISION SALES, INC.
Representatives for all Storer television stations.
WEEK IN BRIEF

It's been a good January for radio. Business is the best in years, spurred by increased spending by national spot advertisers. The results of a survey of advertisers, agencies and radio reps. See lead story...

RADIO SALES UP IN 1963... 27

The men closest to federal regulation of communications and the FCC, the lawyers who live in that environment, have taken first steps looking toward a possible overhaul of the commission, the law and the rules. See...

CLEAN SWEEP OF REGULATIONS... 44

Have the apple and orange finally married? A major research breakthrough is claimed by CBS-TV, which now has a way of comparing the incomparable on the basis of total advertising effectiveness of media. See...

COMPARING APPLES, ORANGES... 30

Last week was a big one all around for those who criticize the way the FCC does business. Even a commissioner (Ford) joined LeRoy Collins and others in charging the commission with inequities and inefficiencies. See...

IT WASN'T RAIN AT FCC... 38

SPECIAL REPORT: NASHVILLE

A cultural revolution—a very commercial one—is under way in American music, with Nashville, Tenn., as the focal point. This recording-composing-performing center has now become the world's No. 2 musical city. See...

BIG, NEW MUSICAL SOUND... 67

People buy and sell the year round. Therefore, says Leonard Lavin, Alberto-Culver president, they ought to advertise all year. An interesting look into the views of one of television's newer, important clients. See...

ADS SHOULD RUN ALL YEAR... 34

Two new developments on the liquor-beer-wine front. An advertising agency is surveying stations and Sen. Pastore has issued a warning that he may introduce a bill to prohibit liquor ads on the air. See...

KEEP THE HOUSE CLEAN... 56

This is the 20th Century and 20th Century news media should be given equal access with older media in covering the news, according to CBS' Frank Stanton. He said public agencies and proceedings should be open. See...

STANTON: 'END LIMITATIONS'... 83

Chairman Minow of the FCC has revived an oft-proposed plan for creation of a citizens advisory board. This group would be created to appraise broadcast programs and report to the FCC every year. See...

CITIZENS BOARD URGED... 85

The Tennessee city is rising to the top as a recording center as the misnomer "country music" is now applied to a score of musical types. An on-the-scene account of a business miracle triggered by radio. See...

THE NASHVILLE STORY... 67

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

The lady cannot see. Still, she knows our station and wanted to visit us. We are told that she "sees" WTIC-TV programs, as do many who are sightless. Their vivid imaginations supplement the audio with a video of their own. And, of course, WTIC Radio has been her friend and companion for many years.

But this lady had to "see" with her hands the statue of "The Broadcaster" which stands in Broadcast House.

Surveys, such as A. C. Nielsen and ARB, clearly define WTIC-TV's outstanding audience leadership in southern New England. The latest Politz survey of our area has proved that WTIC Radio is also without peer.

But somehow, a blind lady who came to visit us tells of another kind of leadership which cannot be measured in sheer numbers ... and reminds us anew of the awesome trust which our viewers and listeners repose in our station.

WTIC TV3/AM/FM

Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Righter & Parsons, Inc. WTIC AM-FM is represented by the Henry I. Christal Company
Lawyers delay move on regulatory revamp

Federal Communications Bar Assn. held annual membership meeting Friday (Jan. 25) without taking action on recommendations of special committee for far-reaching changes in government regulation of broadcasting (see story on page 44).

Leonard Marks, chairman of committee, reported to membership on recommendations. Official status of controversial report will be determined later, according to incoming FCBA President Donald Beelar. Report itself has not been circulated among lawyers in bar association but Mr. Beelar said new executive committee would meet this week to chart future course.

He will recommend report (which is summarized in detail beginning on page 44) be sent to FCBA members with special committee to be named to accept lawyers’ comments and recommend that association accept or reject all or portion of recommendations. He stressed report of Marks committee currently has no official status as views of FCBA but said work of planned new committee will be “a very important undertaking.” If executive committee approves, report will be sent to FCBA members early in February.

FCB was rebuffed by lawyers, it is understood, in agency request for copies of Marks report. Agency officials also were denied admission to Friday’s FCBA meeting. The report was not discussed by general membership at meeting beyond Mr. Marks’ verbal presentation, as lawyers hadn’t seen report.

Harold Mott, whose term as FCBA president expired Friday, said of report that “quite a good deal of thought went into its preparation. It deserves the serious consideration of all the bar.”

Student Loans • FCBA established a program of student loans to be made to advanced law school students attending universities in Washington area. Maximum loan under program will be $1,000 for scholastic year.

Students would be required to repay loan, plus 5% interest per year on unpaid balance. Requests for loans may be made to dean of law school attended by applicant.

Annual banquet of FCBA Friday evening followed membership meeting: entertainment was furnished by singer Hildegarde and drummer Gene Krupa.

Tele-Broadcasters buys Colorado outlets

Purchase of KTV (TV), KFMH (FM) Colorado Springs and KGHF Pueblo, Colo., by Tele-Broadcasters Corp. (H. Scott Kilgore, president) for $1 million was announced Friday, subject to FCC approval. Sellers of Colorado stations are James D. Russell and wife, Gifford Phillips and Robert D. Ellis. Mr. Russell is member of NAB TV Board of Directors.

Tele-Broadcasters now owns KALI San Gabriel (Los Angeles), KOFY San Mateo (San Francisco), WPOM Hartford, Conn., and KUDL Kansas City, Mo. Transaction was handled by Blackburn & Co. KTV is on ch. 11 with 85.1 kw; KGHF is on 1350 kc with 5 kw, day, and 1 kw, night; KFMH is assigned 96.5 me with 23 kw.

Also announced Friday was sale of WMFT Terre Haute, Ind., for $125,000 by Thomas Land and associates to George A. Foulkes. Mr. Foulkes is former vice president in charge of sales for WTHI-AM-FM-TV Terre Haute. Thomas group owns WFIW Fairfield, Ill. WMFT (1300 kc, 500 w, daytime only) sale was handled by Hamilton-Lands & Assoc.

Sunshine spot radio drive

Sunshine Biscuits, New York, through Cunningham & Walsh, that city, is using spot radio on large scale for first time in recent history. Company, which did not use radio last year, is spending major part of its advertising budget during first quarter for 50-market national spot campaign.

Former KPFK head admits Red period

Mrs. Catherine Cory Gumpertz, former manager of KPFK (FM) Los Angeles (1960-62), told Senate investigators Friday (Jan. 25) she had been communist “for a very few months” during “a foolish, short period” of her life in 1944, just after she graduated from college at Berkeley, Calif.

Latest witness to face Senate Internal Security Subcommittee behind closed doors, Mrs. Gumpertz said she answered all subcommittee questions, most of which centered on station’s programming, which includes appearances of communist spokesman among group of 14 regularly scheduled political commentators (earlier storyBroadcasting, Jan. 14). KPFK and other Pacifica Foundation non-commercial, listener-supported stations are being probed for alleged “communist infiltration” by Senate unit (see page 54).

Mrs. Gumpertz was complimented for her cooperative attitude, her lawyers said. She was excused from her subpoena and not asked to return, they added.

Foundation initially asked that sessions be made public, but subcommittee says it has no requests from witnesses for return to be heard in open sessions.

None of three senators present at Friday session would comment on meeting or on Mrs. Gumpertz’s statements.

KPFK (FM) won Du Pont and Peabody awards while Mrs. Gumpertz was manager, foundation reported.

Emerson reports jump in 1962 color sales


Mr. Abrams said that although color sales are still small compared to black and white, Emerson expects color tv “will gradually become a significant addition to sales and profits.”

Total tv sales by Emerson increased 20% and profits on those sales rose 30% over previous year, Mr. Abrams added.

Emerson reported consolidated net income for year ended Oct. 31 rose to $2,278,159 or $1 share from $1,851,684 or 81 cents share in like 1961 period. Sales for current fiscal year increased to $80,371,180, from $70,063,466 year ago.
WEEK'S HEADLINERS

Ken McAllister, vp in charge of advertising for Thomas J. Lipton Inc., Hoboken, N. J., since June 1961, elected to newly created post of executive vp. McAllister, who was elected to tea and food company's board of directors in December 1961, will supervise all marketing functions including advertising and market research, and will continue to direct Lipton's advertising, sales promotion and brand management. Prior to joining Lipton, he was senior vp, director and management supervisor of Benton & Bowles, New York.

Donald C. Beelar was elected president of Federal Communications Bar Assn. at its annual meeting, held Jan. 25 in Washington. He succeeds Harold E. Mott. Others elected: Thomas W. Wilson, first vp; Maurice M. Jansky, second vp; Phil Bergen, secretary; Herbert Schulting, assistant secretary; Ernest W. Jennies, treasurer. Elected to executive committee were Warren Baker and Marcus Cohn, for three-year terms, and W. Theodore Pierson, two-year term.

James B. Sheridan, special assistant to FCC Chairman Newton N. Minow and 22-year veteran with commission, was named Broadcast Bureau chief, succeeding Kenneth Cox, who has been nominated to commission membership. For other FCC appointments, see story page 92.

Dr. E. L. Deckinger, vp and media director of Grey Adv., New York, named vp in charge of media and network relations. He is succeeded by Harold Miller, vp and associate media director. Dr. Deckinger joined Grey Adv. in 1956 from former Biow Agency where he served as vp, director of research and acting director of media. Mr. Miller joined Grey also in 1956 from Benton & Bowles, New York, where he was vp and media manager.

For other personnel changes of the week see FATES & FORTUNES

Honors for Harry

Radio - Newsreel - Television Working Press Assn. announced Friday (Jan. 25) that former President Harry S. Truman will be given its freedom of information award at organization's annual dinner in New York April 22. Award to Mr. Truman will be for his recognition of "vital importance" of visual and radio journalism.

WLBW-TV notes costs of ch. 10 station

WLBW-TV indicated Friday part of its case for renewal of its license for ch. 10 Miami will be based on large expenditures for establishing facility. (See story page 52.)

Robert Marmet, counsel for station, said significance of evidence is that old Federal Radio Commission, FCC and courts have held that station's investment shouldn't be jeopardized "except for compelling reasons."

Charles H. Topmiller, president of WLBW-TV, said $722,462 was spent on facility. He also said L. B. Wilson Co., owner of WLBW-TV, spent $573,304 to keep station on stand-by basis between July 14, 1961, when it received temporary license, and Nov. 20 that year, when it finally went on air. W. Theodore Pierson, counsel for South Florida, one of three other applicants for channel, said issue will be raised to "full commission level." He said issue involves whether we're prejudiced" by station's expenditure of funds. He also noted proposals by two of L. B. Wilson's competitors for channel to "indemnify" L. B. Wilson if either of them gets grant.

Toward end of session Friday, Mr. Pierson raised question of "validity" of voting stock and trust agreement under which shares in L. B. Wilson are voted. He noted that company is Kentucky corporation with shareholders in Ohio and doing business in Florida. He indicated laws of three states involved might be in conflict. He asked Mr. Topmiller to provide information on where agreement was signed. "Relevancy," he said, "is that agreement through which L. B. Wilson established "substantial form of local ownership and control" might be invalid.

Agency president dies in New York

Sam M. Ballard, 61, president of Geyer, Morey, Ballard, New York, died last Friday (Jan. 25) of as yet unknown cause while lunching at The Forum of the Twelve Caesars restaurant in that city. Mr. Ballard joined New York agency (then known as Geyer Adv. Inc.) in 1953 as vp and chairman of account policy committee. He was elected president in May 1956. Prior to joining Geyer, Mr. Ballard was with Gardner Adv., St. Louis, for 16 years. He left Gardner from post of executive vp, director and chairman of management committee.

Long-range planning recommended for USIA

U. S. Advisory Commission on Information report released today (Monday) urges creation of special forward planning unit in USIA to handle long range information efforts.

Group of newsmen also said agency should give "highest priority" to role in space communication systems.

Advisory group, headed by J. Leonard Reinsch, executive director of Cox stations, commended 10 U. S. commercial stations which bolstered Voice of America programming during crisis.

Other recommendations: regular review of USIA radio, print output by "outside experts in radio and print," expansion of agency in new countries; elimination of unneeded publications; construction of one building for agency which now occupies 11 in Washington.

Gale to set up etv for Peace Corps

Robert Gale, vice president of Carleton College, Northfield, Minn., was named Peace Corps director of special projects Friday (Jan. 25) to set up Corps' etv projects overseas.

Corps is almost ready to go on Columbia project (Closed Circuit, April 23, 1962). Request has been approved by Agency for International Development. Ford Foundation, contributor to development of U. S. etv, is sending two assistants to Columbia.
December 7, 1962

Mr. Robert Newgard
West Coast Sales Manager
Screen Gems, Inc.
1334 Beachwood Drive
Hollywood 28, California

Dear Bob:

In the everyday course of business, we sometimes fail to extend credit where credit is due. In this instance, the greater portion of credit is due Hanna-Barbera for their superb cartoon productions.

I want you to know that we are exceptionally pleased with the package and feel that the cartoons have been highly successful in this market, as the ratings indicate.

Viewer acclaim! High ratings! Excellent sales response! Who could ask for anything more?

With best wishes for a successful 1963.

Sincerely,

Bob Guy
IN MEMPHIS

DATEBOOK

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

*Indicates first or revised listing

JANUARY

Jan. 28—FCC hearing on availability of local television programming at the Old Post Office Building in Omaha, Neb. Commissioner E. William Henry presiding.


Jan. 30—March 3—Award winning examples of western editorial and advertising art, selected by Art Directors Club of Los Angeles in 18th annual competition, on exhibit at Museum of Science & Industry, Exposition Park, Los Angeles.


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

Jan. 31—Minnesota AP Broadcasters Assn. annual meeting, Minnesota Press Club, Minneapolis. Chairman of Minnesota Democratic-Republican party will speak on the 1962 gubernatorial election and its news coverage, and will answer questions in an open forum.

FEBRUARY

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


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

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

Feb. 5-6—Fifth annual midwinter conference sponsored by Advertising Federation of America and Advertising Assn. of the West, Shattler-Hilton, Washington. Legislative round-up will include speakers from government and business. Speakers include: E. W. Nixon, postmaster general; James P. Mahoney, Jr. (Bell & Howell), Chicago; Donald H. McCannon, president of Westinghouse Broadcasting Co.; P. W. H. Atchison, chairman of Time Inc.; Palmer Hoye, publisher of Denver Post; Paul Rand Dixon, chairman of FTC; Newton, Minn., chairman of FCC; and Ralston R. Collins, vp of RCA.

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

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

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

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

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

Feb. 11—FCC continues NBC-Philo hearings.

Feb. 11-13—Electronic Sales-Marketing Assn. first annual convention, Americana Hotel, New York City. A. D. Adams, vice president and general manager of New York office of Burton Brown Adv., will be convention chairman. For convention applications and more details, address the American Sales Executives of America, c/o Executive Director, P.O. Box 1, Bellrose, L. I., N. Y.

Feb. 11-15—British Columbia Assn. of Broadcasters annual convention, Empress Hotel, Victoria, B.C.


Feb. 15-16—Comments are due on FCC's proposed fm allocations table.

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

Feb. 15—Academy of Television Arts & Sciences annual ball, Coconut Grove, Hotel Ambassador, Los Angeles.
The Bell System will put more than
3 Billion Dollars into New Facilities this year
...to serve you and the nation better

We are moving full steam ahead with this big construction program because the country needs more and more communication service.

We are doing it because of our faith and confidence in the future of business and the nation. Surely, the course of America is upward.

We can see it and feel it in our own business. There is an aliveness in the day's work and in the research and the planning. The welcome necessities of growth are upon us and spur us on.

We have added 26,000,000 Bell telephones in the last ten years to meet the public's needs; a tremendous job in so short a time. The total is now 66,000,000. Some day, as population grows, it will be 100,000,000 and even more.

More service...More employment

The 1963 program will not only bring benefits to all who use the telephone but will provide thousands of jobs both inside and outside the Bell System. We'll be buying from tens of thousands of other businesses.

Many exciting new things are here or on the way, from the just begun to the nearly done.

The Telstar satellite and the new ocean cables are just parts of a new era in world-wide communications in which the Bell System has a leadership role.

Telstar is a first for our country, and has won world-wide admiration and respect. It has gone around the earth many hundreds of times, with two-way transmission of telephone calls, TV and radio programs, movies, etc.

A few months ago it relayed business-machine-type data across the Atlantic at nearly 1,500,000 words a minute. This is an example of the almost incredible speeds that new developments are putting into many forms of telephonic communication.

New buried cable for defense

A project of special importance at this time is a new underground cable system from coast to coast. It is being built to supplement present networks and withstand any nuclear blast except a direct hit. It's already over one-third completed.

We aren't sitting back or resting on our oars. You wouldn't think much of us if we did. And we wouldn't think much of ourselves. We know what is needed and we're going right to it.

Of course there will be ups and downs in the business cycle, but we aren't going to let temporary things scare us. This business isn't put together that way.

We're backing our faith in the near months and the far years with the biggest construction outlay in our history.

The money for the job

It can hardly be said too often that a well-balanced, forward-looking program of this kind depends on our ability to maintain good earnings.

It is only by reason of such earnings that we can go out and raise the necessary capital to do the job.

By building for the future, we are making an important contribution to the country's over-all economic welfare right now.

We go forward in this new year with a renewed resolve to serve the public and the nation in every possible way.

FREDERICK R. KAPPEL, CHAIRMAN OF THE BOARD
AMERICAN TELEPHONE AND TELEGRAPH COMPANY
Owned by more than two million Americans
THE MACE, emblem of authority of the South Carolina House of Representatives, borne ahead of the Speaker to open every session. Made in London, in 1766, of solid silver with gold burnishing, standing almost man-high, it is the only mace in use in the United States that antedates the Revolutionary War.
highest commendation the performance of WIS-TV"

unanimous resolution of the South Carolina General Assembly

"We evaluate with highest commendation the performance of WIS-TV, Channel 10, particularly for its alert, fair, and comprehensive news coverage of the affairs of our State government, its initiative in bringing thought-provoking discussion to enlighten our citizens on the problems of our State," says a recent resolution, unanimously adopted by the State legislature. The resolution adds that "there is urgent and compelling public need for the continuation of this praiseworthy performance by WIS-TV and its highly-trained personnel."

Need we add that our constant effort is not only to continue but to improve the performance our legislature has found praiseworthy? This has been our unending task in over 30 years of operating broadcasting facilities in South Carolina.

WIS TELEVISION

NBC / Columbia, South Carolina

Charles A. Batson, Managing Director

a station of

The Broadcasting Company of the South

G. Richard Shafto, Executive Vice President

WIS television: Channel 10, Columbia, S.C.
WIS radio: 560, Columbia, S.C.
WSFA-TV: Channel 12, Montgomery, Ala.

All represented by Peters, Griffin, Woodward, Inc.
GOING UP!
Daytona Beach
Orlando

NOW FLORIDA'S THIRD MARKET
AND SPACE AGE CENTER OF THE WORLD

Ray Sol Broadcasting advertising. The Television David p.m., commercial H. D. Television (DATEBOOK)

Irving 16—THIRD GOING CENTER THE WORLD UP!

Beach Beach

Robert advertising, presence over seas March posed March West in national group. plans to March New York.


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

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

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

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

Feb. 25—Third annual Mike Award banquet of Broadcast Pioneers, Imperial Ballroom, Americana Hotel, New York City. Cocktails at 6:30 p.m. in the Versailles Ballroom; dinner at 7:30 p.m. in the Imperial Ballroom.


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

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

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

MARCH


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

March 13-15—Audio Engineering Society's West Coast spring convention, Hollywood Roosevelt Hotel, Los Angeles. Fm stereo broadcasting, disc recording and reproduction, microphones and earphones and audio applications in the space age are among topics to be dealt with in technical papers.

March 15—Spring meeting of Louisiana Assn. of Broadcasters. Place to be announced.

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

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

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

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


NO SPROUT
...and still growing!

Already with more viewers than any other Kansas TV, KTVH...a pioneer in the heart of mid-America prosperity, has intensified its coverage area by constructing a new 1,503-foot transmitting tower. Now it provides the ultimate in television reception for viewers in industrial Wichita, Hutchinson, and all other important central Kansas communities. Mature in experience and stability...KTVH continues to increase its capacity for profit-producing presentations to a flourishing, rapidly-expanding audience. KTVH...with the tallest transmitting structure in Kansas...is your most effective sales route to the heart of this rich, mid-America market.

KTVH
HUTCHINSON / WICHITA

BLAIR TELEVISION
National Representatives

KTVH IS KANSAS TELEVISION WITH TALL TOWER POWER!
THE EFFICIENT WAY

RCA 25 KW Transmitter...

This is the new TT25DH designed with compact walk-in cabinet using half the usual floor area. Diplexed circuits plus air-cooled tubes and transformers assure the ultimate in reliability and trouble-free performance.
This "Traveling Wave" antenna design based on slot radiators results in improved signal effectiveness, excellent circularity, low VSWR, high power handling capacity and low wind load. Simplicity of construction means virtually no maintenance and it is resistant to lightning damage.

This RCA "package" provides the most efficient and most economical combination of antenna gain and transmitter power. The 25 KW transmitter, with an antenna gain of 15-18, provides an ERP (Effective Radiated Power) of 316 KW. A carefully designed vertical radiation pattern satisfies requirements for close-in as well as far-out coverage. It's the "easiest way to get 316 KW." Compared to other transmitter-antenna combinations this one (a) uses only half the transmitter power; (b) requires only a fraction of the usual floor space; (c) cuts operating costs in half; (d) requires lower capital investment. RCA offers single-source supply, undivided responsibility, and matched equipment. RCA supplies all hardware—arranges for installation, if desired. And RCA is on call for service 24 hours a day.

Your RCA Broadcast Representative is ready to help you work out the best proposition to fit your requirements. Call him, or write RCA, Broadcast and Television Equipment, Dept. RD-22, Building 15-5, Camden, N. J.
Equal space package

EDITOR: Congratulations on your "Equal space" editorial [EDITORIALS, Dec. 31, 1962]. This is an excellent presentation of a very fundamental fact and the whole matter is neatly tied up, indeed, in your closing paragraph. . .—T. J. Allard, executive vice president, Canadian Assn. of Broadcasters, Ottawa.

The 1963 Yearbook

EDITOR: We just received our 1963 Broadcasting Yearbook. Congratulations on a fine job. The expanded information will be most useful.—Fred J. Archibald, General Motors Corp., Washington.

EDITOR: . . . We have used the Broadcasting Yearbooks in the past, and I know that this one will get a workout, too.—R. E. Hunter, administrative assistant to Sen. Russell B. Long, Washington.

New directions

EDITOR: I am sure you know there has been an argument going on for centuries as to whether it is easier for man to read from left to right or from right to left. The Chinese resolved the problem by devising a system where one reads vertically, from the top down. Broadcasting Yearbook solved this centuries-old problem by printing . . . from the bottom up.

Those little identification words on the margins save all of us who use the Yearbook as a bible a great deal of time, aggravation and irritation. Whoever thought of it deserves a new 750-kw clear channel station in New York.—Marcus Cohn, Cohn & Marks, Washington.

[Mr. Cohn refers to the marginal headings on each page which tie in with the six thumb-index tabs separating the major business areas of broadcasting—all of which facilitate fingertip location of desired information in this 632-page, one-book library of television and radio.]

Challenge to Collins

EDITOR: A tip of the hat to Joe Klas of KYA San Francisco, whose letter [OPEN MIKE, Jan. 14] is recommended reading for all who would advocate or impose further ridiculous controls on an already "caged" industry.

The broadcasting industry is currently in a financial plight, caused in part by poor management, inferior programming and rigid regulations. Only a competitive industry can possibly hope to survive and prosper.

I would urge NAB President Collins to undertake a survey of arrests for under-age drinking in the metropolitan New York area and compare the results with others compiled before the news-
EXCITING...ENTERTAINING...TOPICAL

BRITISH CALENDAR

A Timely TV Series

A series of up-to-date quarter-hour programs featuring a variety of events in Britain and the Commonwealth is available every two weeks on a continuous basis or for programming on a weekly basis using 13 or 26 issues.

16 mm Black & White SOF

JANUARY
International Boat Show

MAY
First Jet Flight, 1941
Coventry Cathedral Anniversary
Football Association Cup Final
Preview Fall Fashions
The Epsom Derby

SEPTEMBER
Farnborough Air Display

OCTOBER
State Opening of Parliament
International Motor Show, London
Horse of the Year Show
United Nations Day
Conservative and Labour Party Conferences

FEBRUARY
Monte Carlo Rally

JUNE
Queen's Official Birthday - Trooping the Colour

JULY
First Anniversary Telstar launching
Golf Open Championship
Royal Tournament
Royal Air Force founded 1912
Henley Royal Regatta

NOVEMBER
Veterans Day
Lord Mayor's Show
Preview Spring Fashions
Veteran Car Run, London to Brighton
Hereford Bull Show and Sale

MARCH
Royal Visit to Australia
Oxford and Cambridge Boat Race
"Ideal Home" Exhibition
St. David's Day
Grand National Steeplechase

AUGUST
Yacht racing at Cowes

APRIL
The Budget
"Ariel", first Anglo-American satellite launched
NATO Anniversary
Shakespeare's birthday
Badminton Horse Trials

DECEMBER

AVAILABLE FOR BOOKING NOW.

BRITISH INFORMATION SERVICES
45 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.
CI 6-5100
FREE EXCEPT FOR TRANSPORTATION CHARGES

BROADCASTING, January 28, 1963
paper strike. It should prove there is negligible difference in spite of the fact that a main source of hard liquor advertising has been cut off.—Thomas E. Lague, WGHQ Kingston, N.Y.

**Adult education on tv**

**EDITOR:** . . . One of your articles, “NEA says educators neglect etv in-the-home,” arrested my attention.

The National Education Assn.’s plan to instruct adults through television has many advantages. . . . It would be a mistake to limit this program to only educational tv stations, for the commercial stations offer an excellent opportunity to reach a larger and more diversified audience at one time. . . . —Ray L. Cox, engineering student, Duke Universiity, Durham, N.C.

**Completing the list**

**EDITOR:** In your article, “Specialists sell most programs” [LEAD STORY, Jan. 7], you list Goodson-Todman as sales representatives for To Tell the Truth and Password. We also currently have What’s My Line and I’ve Got a Secret on CBS, and The Price Is Right, Play Your Hand, Say When, The Match Game and the new Richard Boone-Cif ford Odets one-hour anthology series on NBC. . . . —Harris L. Katleman, executive vice president, Goodson-Todman Productions, Beverly Hills, Calif.

**Awards-naming contest**

**EDITOR:** I noticed your article about naming the award sponsored by the Hollywood Ad Club [BROADCAST ADVERTISING, Dec. 31, 1962]. Why don’t you call the award “ADDY” or “AD-DIE”? It is an abbreviation for the word advertisement, which a commercial is in the strictest sense. . . . —Rada Vargas, Logan Sales Co., San Francisco.

**Medicine show?**

**EDITOR:** WINR recently featured some “Music to Have an Operation By”—for a few minutes, anyway.

WINR personality John Bartholomew Tucker was on the air when one of his listeners called from Binghamton’s Lourdes Hospital to request a record—or rather, a nurse called for her patient. The woman listener was ready for surgery.

Mr. Tucker played the request, “But Beautiful,” by Nat King Cole, for the listener’s pre-operative mood. Next morning he called the hospital and found that the listener-patient was doing well, perhaps aided by the WINR music from her transistor set.—D. F. Snyder, program director, WINR Binghamton, N.Y.

**Experience does count**

**EDITOR:** In your report of my ANA speech [BROADCAST ADVERTISING, Dec. 31, 1962], just one thing might be misunderstood because it seems to be taken slightly out of context.

You paraphrase me as saying: “Age, experience and training were not found ‘critical’ factors, although undoubtedly influential.” It was in the relation between test scores and performance ratings where we discovered poor correlation with age, experience and training of salesmen. Although age may have little to do with it, there is certainly much to be gained in sales success if the individual is well trained and thoroughly experienced.

Since creative aptitudes are inherent, a person of any age can indicate his degree of potential through the tests we use. As to experience, the tests are so designed that they call for the everyday experiences of life rather than experience in selling, advertising or any other field. Again, since the aptitudes are inherent, they obviously cannot depend upon specialized training in any field. The tests are based upon our common experiences.

The basis for establishing our norms in the fields of public relations, advertising and selling, was the known performance of successful individuals, and we do find the standards are somewhat different from field to field. . . . While we have general population norms, they are of no value for distinguishing between the more and less creative people in the live business world in a given field of successful practitioners.—John D. Dale, Ph.D., Dale, Elliott & Co., New York.

**Wrong impression**

**EDITOR:** May I call your attention to an article which implies a situation regarding our Claremont, N.H., station, WTSV-FM, that is not true [GOVERNMENT, Jan. 7].

The article regards station WWHM and its request to go off the air because of financial considerations. In the last paragraph the implication is made that our station also is silent because of financial difficulties. This is not the case. WTSV-FM went off the air because of a serious and total fire, making it impossible to operate till repairs were made and equipment replaced.

Because readership of BROADCASTING is so great you can understand our desire to have the proper situation brought to your readers. . . .—Shirley I. Roy, director of planning and development, Knight Management Corp. (Knight Quality Stations), Boston.

[Boomerangs refer to the unintended implication that WTSV-FM may be in financial difficulty. An FCC staff official stated that the stations listed in the Jan. 7 article had requested permission to go off the air for financial reasons.]
Jim Uebelhart is news in Toledo

Jim gets radio ratings comparable to TV's top shows. One of America's highest rated and most respected newscasters, his daily WSPD news programs gain audiences as high as 16.8 (a 51% share) at noon, 14.2 at 8 a.m.!

Newscasters like Toledo's Jim Uebelhart (a 25-year Storer veteran) are the rule, not the exception, on Storer stations. Spencer Danes in Miami, Doug Adair and Mike Prelee in Cleveland, Jac Le Goff in Detroit, Milwaukee's Carl Zimmerman (and many more) — all top newsmen in key time segments — provide Storer audiences with the most thorough and authoritative news coverage in their markets, as well as Storer's famed daily editorials. Outstanding news facilities are just one more reason why all the Storer stations... television and radio... are IMPORTANT STATIONS IN IMPORTANT MARKETS.
Restrain: secret salesman of today's tv or radio commercial

The time was when a minute was so much sand in an hour-glass, and two minutes worth was a swell measure to boil a good egg for breakfast. Now something remarkable has happened to the minute. It's enough time to move mankindise all over the country—thanks to television—and very often you need only one minute's worth.

Never before have so many millions and man-dollars been spent preparing advertising that moves, talks, sings, cajoles, threatens and advises. These minutes—and their shorter brothers—run the gamut: from the quick-cut "home-movie" style of the film opening for an off-Broadway play to the awesome luxury of one 60-second continuous shot from a helicopter under, over and around a bridge across the Colorado River—and a Chevrolet the only salable product in view.

Let's examine any trends and portents that may be emerging.

There seem to be just as many commercials to draw angry criticism, but several approaches are emerging that I believe will make 60 seconds mean more than just a minute of air.

Simplicity • To counter-balance the overwhelming amounts of time and money being spent on television productions, I believe there is a wonderful underwhelming fact: good ideas are becoming simpler and more graphic. Research and creative forces within the advertising agencies are reaching a common conclusion: a direct idea, simply and graphically stated, is worth a lot of sales.

Let's examine the various applications of this trend towards directness in television advertising.

Example: Pillsbury decided to spend a minute talking about its frosting. For a full minute, the camera saltivated over the beaters, the spatula icing the cake, and finally showed the package with a screen full of icing as a background. Just icing. Unforgettable.

Example: Johnson & Johnson decided to invest lots of money in air time on a minute concerned with selling baby powder. J&J showed a baby, the baby being powdered, and the can of baby powder. That's all.

Example on radio: American Airlines decided to invite people to fly to San Francisco. In what amounts to a tone poem in sound, American recreated the foreground sounds of a street musician against the background sounds of ships way down there in San Francisco Bay. A picture for your mind's eye from sightless radio.

Example on television: Procter & Gamble decided to use a different approach in selling Camay soap. So P&G showed a girl washing her face, rinsing her face and drying her face. You left her face only twice—to follow her hand and her glance down to the bar of Camay—covered with sud.

Warmth • So much for directness. What else is new in 60 seconds? Well, for one thing, warmth seems to be on the way in. And the strangest things can be warm. Like aluminum. And corn flakes. And cars.

Let's talk about warm corn flakes.

What could be more simple, direct and warm than to show a six-year-old boy at the breakfast table trying to read the back of a Kellogg package while his older and slightly exasperated sister urges him to eat, not read. Overdone, it could be disastrous. Underplayed as it was, it was the personification of warmth—and good selling.

There are fewer cold pitchmen holding up packages, and more warm people emptying them. There are fewer competitive claims and more factual statements.

With these underlying trends towards directness and warmth, let's examine the production techniques employed.

Example: In discussing the "workability" of aluminum, Alcoa used a total of 39 scenes, each separate and distinct from the other. The editing was skillfully done, building to a climax of eye-catching versatility. And, as a parallel for the same product, when the quality of aluminum in another commercial was "beauty," one long travel shot lasted a full minute. Same product. Two completely opposite filmatic techniques, but each served its purpose. The vigor of 39 scenes made "workability" dramatic. The simplicity of one probing, pausing scene made "beauty" restful.

So, as television advertising becomes more sophisticated, and the television viewer more satiated, certain forces seem to be cutting through. Originality must now have a reason, for the audience has seen all the tricks. Words are not enough, because the television air is full of noise. Silence within the commercial minute can be meaningful, even startling. This should not be too unusual a thought, when you think of the wonderful ads in magazines that have used "white space"—and that's really what silence is.

Brevity • As television advertising becomes more direct, warmer and more graphic, it also is becoming obvious that sometimes you don't need a whole minute to suggest a purchase. More and more effective use is being made of 30-second or 20-second commercials.

To sum up television commercials are learning to:

1. Tell it straight—arrows don't turn corners.
2. Tell it simply—you have an audience only as long as you are interesting or informative.
3. Say LESS than more—a commercial is not a one-breath talkathon through the advertiser's whole plant.
5. Be warm. You would like your product to be wanted again.
6. Sell. That's what it's all about.

A closing thought, quoted from a Leo Burnett house ad: "Whistler once said it took two men to produce a good picture—one to paint it, and another to beat him over the head and make him quit."

Hooper White is manager of tv and radio commercial production for the Leo Burnett Co. in New York. He started as an announcer, writer and program director at radio stations in East St. Louis and Kalamazoo, and spent eight years as a producer-director at WBBM Chicago, before joining Earl Ludgin in Chicago. He produced and directed the first on-location tv commercials in Europe for Helene Curtis in 1954. He worked with J. Walter Thompson before joining Burnett 3½ years ago.
More Sales Power per minute!

The RPM, sales-action station in Connecticut. Big-buy WELI! Reach this Powerful Market . . . our 1,115,200* “interference-free population served!”

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

WELI

The Sound of New Haven 5000 Watts / 960 KC

*Source: Lohnes and Culver, Consulting Radio Engineers, Washington, D.C.—in accordance with the service standards shown in the FCC Rules.
Outside viewing in the South Bend - Elkhart market is now "below minimum reporting standards," according to the November 1962 Nielsen Station Index. Nobody reaches this locally loyal market from the outside—only from a TV station inside the marketplace. Inside Tip: you will find the choicest availabilities on WSJV-TV, ABC. Call Advertising Time Sales, and see!

WSJV-TV

SOUTH BEND-ELKHART 28 ABC

A MEMBER STATION OF THE COMMUNICANA GROUP • JOHN F. DILLE, JR., PRESIDENT
Now a push for a modern law to govern broadcasting

A major effort was begun last week to update the aging Communications Act and to replace the FCC with a new agency equipped to regulate modern radio and television. The start was made by influential lawyers in Washington. In four monographs the members of a special committee of the Federal Communications Bar Assn. urged sweeping revisions in the concept and practice of federal regulation of broadcasting.

A wholly new kind of regulatory agency was proposed. The functions now performed by the seven-member FCC would be divided among an administrator, a communications court and a five-member policy-making body. Among the objectives this proposal is designed to achieve:

- A swifter processing of cases that now get clogged in the tangled pipelines of the FCC.
- A more orderly planning for long-range uses and development of broadcasting.
- A tidier system of establishing criteria in the issuance of station grants.
- A surer way of keeping political influence from determining the outcome of contested cases.

In addition, the Communications Act would be revised to tighten the prohibitions against government interference in programming and to clarify the government's power to assess penalties for violations of regulations.

Authors of the monographs were Leonard H. Marks, W. Theodore Pierson, Philip G. Loucks and Reed T. Rollo. Their proposals were submitted to the bar association by last week and are expected to precipitate demands for prompt congressional action.

Full report on the move to modernize the law: page 44

RADIO SELLING LIKE TV IN 1963?
At least that's how some advertisers are buying, rep reports

Radio business is getting off to its briskest January pace in years. The new stimulant being provided by this increased spending level of national radio spot advertisers has station reps optimistic.

Network radio business also appears to be gathering momentum this year on the basis of orders received and on first-quarter estimates.

A canvass last week of advertisers, agencies and reps active in radio brought estimates of spot radio business gains from a low of 3% to a high of 15% in the January-March period compared to last years first quarter. One representative reported some advertisers were spending money in radio as though it were television.

The news of a quickened pace for radio coming during a period traditionally sluggish is especially heartening for radio sales executives in view of the drop in time sales reported by FCC for 1961.

There was indication last week, moreover, that the level of national spot volume in 1962 is above that of 1961 (see box, page 28) and of further gains that may be expected this year.

Several national advertisers are singled out as giving radio its stepped-up business trust in 1963. Among those most frequently mentioned are such advertisers as Sunshine Biscuits, Texaco, Campbell Soup, R. J. Reynolds Tobacco, Pontiac Cars, Sealtest Co., Nestle, American Tobacco (Montclaire Mentholated Cigarettes), a newly expanding General Motors division called Harrison Radiator, Sinclair Refining, and Ford Cars.

Also Philip Morris, Chevrolet, Union Carbide, Equitable Life Assurance Society, and Mennen.

Network Reports • All four radio networks report business on the rise. ABC Radio estimated volume may be up 22% this quarter and credited such advertisers as R. J. Reynolds, P. Lorillard (Spring cigarettes), United Motors, Kraft Foods, Parkay Margarine, Philip Morris and William Wrigley as leading the business climb.

CBS Radio sees this first quarter as much as 20% ahead of the period last year if the current "trend" continues upward. In the past few weeks alone, the network took in new business representing some $2.5 million in billings. Among the top spenders on the network: Chevrolet, Oldsmobile and Ford cars; Philip Morris, Campbell Soup, Bristol-Myers, Kellogg's and Kraft Foods.

NBC Radio, from early reports, has increased its business in the first quarter this year some $250,000 ahead of last year's period (BROADCASTING, Jan. 21). The network said it picked up at least a sale a day in a 14-business-day period, with no sign of any leveling off.

Mutual is projecting a "slight increase" in business for the first quarter over the comparable period last year. This is based on present renewals and new business signed recently by Ford Motor Co. and Bristol-Myers. In recent weeks renewals of 52-week contracts have come from Liggett & Myers, Mennen, Monroe Auto Equipment Co., Philip Morris and Reynolds Tobacco.

Spot Reports • Among the spot reports from station reps:

Ben H. Holmes, vice president of the radio division, Edward Petry & Co., said he was "certainly bullish" about
Business is getting better and better, radio pitchmen agree

Optimism laces the statements of three radio executives in searching out this year’s business prospects in radio.

Kevin Sweeney, president of Radio Advertising Bureau, predicted in a speech before the Advertising Club of Richmond last week, that: “1963 will not only be the radio’s largest volume year in history, but its most profitable year in the past 10 years, too.”

Mr. Sweeney’s talk was predicated on a belief that radio has found formulas for effectively competing both with newspapers and television and in the process assuring itself of millions of dollars in new advertising volume. Reason: radio now has documentation as to why advertisers should use the medium in place of print or TV.

Principal “advertising problem” remaining for radio, says Mr. Sweeney, who retires as president of RAB at the end of February, is to cut through “caked-on layers of prejudice, half-facts, habit and opinion that surround so many decisions.”

He feels radio’s strength will come from its coverage of adults, particularly in the June-September period, and from its access to a greater share of retail dollars now being spent in newspapers.

Major Climb • In an announcement last week of a planned meeting of company executives in Chicago on Feb. 1 and 2, Arthur H. McCoy, president of Blair Radio, a division of John Blair & Co., said that 1963 had taken on the look of a year that could mark the beginning of a major “upsurge” in national spot radio.

Mr. McCoy, in measuring the first-quarter business. His impression was that business is ahead of last year at this time, though precise accounting figures are not yet available.

Mr. Holes said West Coast business has been especially brisk and that farm advertisers continue active. He cited as encouraging signs spot radio contracts made recently by Equitable Life Assurance Society, Nestle, Ford Motor and Bayuk Cigars, among others, but pointed to one setback—the decision of Hill Bros. Coffee to cut back on the number of spot radio markets.

Arthur McCoy, president of Blair radio, said he was optimistic about the first quarter, based on business sold and sales pending. At Blair, he said, 1962 was better than 1961, and he believes that this year will surpass 1962 levels.

Spot radio, he conceded, is a “spotty business” subject to change. At present, Mr. McCoy said, stations in the East and the West are doing well generally, in contrast to outlets in other sections. But the situation is fluid and can change, he added.

He detected some improved interest in spot radio among advertisers and credited Radio Advertising Bureau and some of the station representatives with sparking this interest. But he acknowledged that it is “a hard fight and you have to work hard to keep business up.”

He singled out as “bright spots” Colgate’s test of spot radio and recent spot investments by Nestle and Sunshine Biscuit.

Mitch DeGroot, vice president in charge of radio, Paul H. Raymer Co., was enthusiastic about first-quarter business. Preliminary estimates indicate, he said, that Raymer volume is at least 5% above the 1962 quarter.

Top Markets Best • The top 50 market stations, in his opinion, are doing well, but he added: “Of course, most of the business is going to the major stations in the major markets and we are fortunate to be represented in some of them.”

Bright spots at Raymer have been the West Coast generally and farm business, but the company has done “mighty well” with newcasts in some markets, according to Mr. DeGroot.

Ralph Guild, executive vice president, McGavren-Guild, reported the first-quarter business outlook “fine.” But he said it was too early to project an increase over first-quarter of 1962. He said there are some soft spots, generally but not universally, in the South and Midwest and that the trend toward spending more and more money in the top 50 markets continues.

Mr. Guild was not sure he could pinpoint the reasons for the healthier business prospects but said that at his company the upgrading of the station list was a contributing factor. He voiced belief that many reps are selling “more creatively” than in the past and that this is a sales stimulant.

James Alsopough, vice president of H-R Representatives, commented that business for the first quarter “looks extremely good.” In recent weeks, he said, H-R has signed campaigns for such clients as TWA, Rambler, Robert Hall Clothes, Skippy Peanut Butter, Ford, Equitable Life, My-T-Fine desserts and Mystic Tape.

Lengths of the campaigns vary, Mr. Alsopough noted, with a few 52-week efforts but the large number averaging four to eight weeks. Similarly, the number of stations ordered varies, and he conceded that large campaign lists are rare (Equitable, he remarked, is in well over 100 markets).

Mr. Alsopough thought spot radio generally is in for a “brighter year.” At H-R, he said, “business in 1962 was up 19% over 1961. We hope to double the increase this year.”

Never So Good • Another radio representative said he’d never seen business so good as now, and predicted 1963 will be excellent.

Another executive estimated his firm’s business is running 5-10% ahead of last January, depending on the market. He pointed to an increasing tend-
year ahead, felt that the breakthrough would come from station groundwork already accomplished and from future selling and development.

Lawrence Webb, managing director of Station Representatives Assn., told Broadcasting:

"While the gain shown in national spot radio for 1962 may not be substantial, there is every reason to believe that the total dollar-volume figure for the year will be over $200 million and more likely will be in the neighborhood of $205 million, as compared to $197 million in 1961.

"The year 1963 will show even larger gains. The overall picture in radio is much brighter for a number of reasons. Foremost among these reasons is the renewed selling efforts on the part of the entire industry, coupled with far greater emphasis by the stations on good, solid programming."

"The first quarter of 1963 has gotten off to a good start by an increase in the month of January over the same period of 1962. I feel sure that the first quarter of 1963 will show a substantial increase over the same period of last year."

ency for smaller advertisers to spread their budgets to two or more stations in a market in order to attract different segments of the audience.

He listed Reynolds Tobacco, Sunoco, Thomas Leeming Co., Equitable Life, Union Carbide, Sealtest, and Texaco as currently among the more active clients.

Billings for first quarter are definitely on the rise, with activity in New York picking up considerably for February and March starts and all 14 out-of-town offices reflecting large increases from the like period a year ago, according to Richard G. Koenig, vice president, radio, Bolling, New York.

In markets below the top 50, increases are sporadic, Mr. Koenig said, but nevertheless on an overall basis, gains are healthy.

With the exception of additional revenues in New York resulting from the newspaper strike, CBS Radio spot sales business during the first quarter of 1963 is at about the same level as a year ago, Maurice Webster, vice president and general manager, said.

Mr. Webster noted that interest in spot radio by several major national advertisers which CBS expects to turn into new business in 1963 is not reflected in these figures.

Joseph J. Weed, vice president of Weed Radio Corp., said his firm's January business would probably be 4-5% ahead of January 1962, and he noted this year probably would be good because of a reactivation of previously dormant radio accounts.

Mr. Weed said most radio advertisers in the past have been buying "numbers" rather than a particular type of radio station, but he pointed out that many clients are becoming selective and in fact are "beginning to look seriously at fm."

Clifford J. Barborka, vice president in charge of radio, Adam Young Inc., said more concentrated business for the first quarter would be about 2-3% ahead of the same period last year and perhaps even better in the second quarter.

John S. Stewart, radio sales manager at Avery Knodel indicated that his firm's spot radio business was holding steady but spoke of growing competition from network sales particularly in morning and afternoon traffic time.

Another Increase Mogul, Williams & Saylor, an agency which has moved several radio-active clients, reported there would be a marked increase in its spot radio activity especially in the second and third quarters. That agency also noted a trend to shorter campaigns with a much higher frequency of exposures. It reported Rayco, for example, would increase its national spot budget 15 to 20% over last year, this surge coming mostly in the middle of the year with exposures as high as 250 times per week in some markets. Another MW&S account, Renzoni Macaroni plans a 10% increase in its use of spot radio for the first half of the year.

Henry Fownes, senior vp and general manager of tv-radio division at McManus, John & Adams said that Pontiac was increasing its spot radio budget to about a half million dollars.

Other clients, Cadillac and Dow Chemical—expect to stay with the same levels.

Among the various radio advertiser reports:

It is estimated that American Tobacco co will spend 5% more this year in spot radio in the first quarter as compared to that period last year in connection with its new Monticello cigarette.

Campbell Soup Co., through BBDO, which is winding up its winter spot radio campaign, will begin another flight in March. Details of the buy were not disclosed.

Sealtest Co. this year is beginning a radio spot campaign concentrated in states east of the Mississippi River.

Much of the budget for the new radio work is coming from Sealtest's former network tv expenditures of last season.

Although market plans were not disclosed, the dairy products firm will use top rated morning air personalities and afternoon spots, along with a few scattered evening exposures, in its markets. The campaign's emphasis will be in certain markets of "greatest potential."

A spokesman at N. W. Ayer & Son, New York, Sealtest's agency, cited spot radio's efficiency, flexibility and reach as reasons for using the medium.

The Harrison Radiator Div. of General Motors Corp., which first used spot radio three years ago in the south for its car air-conditioning units, this year will use spot radio nationally.

D. P. Brothet, Harrison's agency, has scheduled a campaign from January to July on radio stations in 126 markets, to introduce the firm's new four-season car climate control sys-

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Spot specials in advance

Advertisers can now become spot radio sponsors of special news bulletins before they go on the air.

The radio div. of the Katz Agency, New York, is offering spot radio advertisers the opportunity to sign up in advance as sponsors of news bulletins broadcast by 37 Katz-represented stations. The new plan is known as "Radio News Alert."

The advertiser may choose the stations he needs, and he becomes 'owner' of up to 18 bulletins in any 24-hour period until he uses up his 'bank'—60 one-minute announcements. If events demand more than the basic buy of 60 bulletins, the sponsor has first right to buy additional messages.

Cost to the advertiser (if he buys all 37 participating stations), based on the highest one-time minute rate, would be about $72-000.
A major breakthrough in advertising research—a way to compare the supposedly incomparable "apples and oranges" typified by different media—is being reported today (Jan. 28) by the CBS-TV network.

The new technique was disclosed in a presentation that showed television with a strong advantage over magazines when both were measured by the common yardstick of "total advertising effectiveness."

Four years in conception, development and execution, the study put television and magazines to the same tests and came out with these findings:

- Television had a 83% greater impact than magazines in increasing the average respondent's awareness of advertised brand.
- Television had a 109% greater impact than magazines in making the average respondent more certain of a brand's advertised values.
- Television had a 196% greater impact than magazines in increasing the average respondent's evaluation of an advertised brand.
- Television had a 197% greater impact than magazines in making the average respondent more eager to buy an advertised brand.

Translated into terms of cost efficiency, these findings meant that for each advertising dollar spent:

- Television made 25% more people more aware of an advertised brand than magazines did (tv, an increase of 122 persons per dollar; magazines, 97.9 persons per dollar).
- Television made 42% more people more certain of a brand's advertised values than did magazines (tv, 33.6 persons per dollar made more certain; magazines, 23.6 persons).
- Television made twice as many people increase their evaluation of an advertised brand as did magazines (tv, 40.3 persons per dollar increased their evaluation; magazines, 20 persons).
- Television made twice as many people more eager to buy an advertised brand as did magazines (tv, 78.1 persons per dollar made more eager to buy; magazines, 38.6 persons per dollar).

Three Waves - The new approach was developed by CBS-TV research department under the direction of Jay Ellasberg, and the studies—in three waves in 1960 and 1961—were conducted for CBS-TV by Audits & Surveys Co. and Eugene Gilbert & Co.

The techniques and findings have been highlighted in a 14-minute color film which CBS-TV plans to start showing to advertising agencies in New York next week and to those in about 10 other major cities in the near future.

Historically, the audiences of different media have been regarded as "apples" and "oranges"—impossible to compare—because different media define their audiences by different standards. The CBS-TV study points out, for example, that a magazine or newspaper does not equate with a television set, nor an issue-reader with an average-minute viewer.

The new approach goes beyond "audiences" and deals with "total advertising effectiveness." Here, the CBS-TV presentation asserts, it becomes possible to apply the same tests to different media and get comparable results. Thus "we can, for the first time, fairly compare magazines and television."

(Actually, CBS-TV officials say, the principle applies to other media as well as magazines. However, certain basic data for newspapers is missing, so that a newspapers-tv comparison probably would have to rely in some degree on estimates and to that extent might be challenged as less precise.)

Comparability - In its study CBS-TV used brand advertising that (1) was running on television and in magazines at the same time and (2) was making

**COMMERCIAL PREVIEW: Schaefer beer**

Shooting of this new Schaefer beer commercial involved first commercial usage of "Gemini," MGM Telestudio's new tape-film system eliminating the need of kinescope for film prints of video-tape commercials (Broadcasting, Jan. 14).

The commercial, third in a series by Schaefer, pictures a billiards match, in which a variety of trick shots are performed. It is scheduled to be seen sometime next month.

Beer is served to players to the tune of the regular Schaefer jingle. Commercial was shot in MGM Telestudios New York studio. It will be telecast in key northeastern markets through BBDO, New York, agency for Schaefer.


What's Discretionary Income?

Are you kidding?

One man's Porsche is another man's patio. But all kidding aside, however they spend it, there's 27% more discretionary income in Ohio's Third Market than the national average, and no medium—but none—covers it as thoroughly as WHIO-TV, AM, FM. Ask George P. Hollingbery.

Additional morsel for thought:

*Dayton continues to lead the state's eight major cities with the highest weekly gross earnings.*

*(Dayton Daily News—8/12/62).*

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

DAYTON, OHIO • WHIO • AM • FM • TV
Big kick for Secure

Helene Curtis Industries, Chicago, has announced that it will spend $2 million in television and print media during the next three months to introduce a new pressed powder deodorant and anti-perspirant product for women. Neither the kickoff date nor the exact media budget split are set.

Using the brand name Secure, the new product will be packaged in a dainty white hinged compact which can be carried in the purse as well as displayed on the vanity. Curtis considers its powder puff Secure to be the most significant innovation in the over $100 million deodorant field since the firm’s Stoppette “pouff” deodorant of the early 1950’s. Agency is McCann-Erickson, Chicago.

the same copy points in both media. The study included all product categories—and virtually all brands—that met those requirements.

In all, 22 magazine ads and 30 tv commercials for 13 products were tested. These represented all the advertising done by these products in nighttime network television (15 commercials on CBS-TV, 10 on ABC-TV and 5 on NBC-TV) and in four leading national magazines during the periods when the study was in the field. The magazines: Life, Look, Reader’s Digest and Saturday Evening Post.

Approximately 6,000 interviewers, selected from 30,000 specially trained and tested for this study, conducted a total of 8,779 interviews with more than 6,000 adults—in all cases members of their own households.

So that the interviews could be conducted under comparable circumstances—immediately after exposure to the advertising, whether in magazines or on television—husbands interviewed their wives in some cases, wives interview their husbands in other cases, and high school and college students interviewed one of their parents in yet other cases.

Those finally chosen to do the interviewing were schooled and then given written exams before being allowed to take part in the study. The wives, husbands and parents they interviewed did not know they were going to be questioned—until the questioning started.

Matched Samples • The respondents, all adults and divided about 50-50 between the sexes, were first separated randomly into two matched samples.

One group, designated the “before” group, was interviewed on the day before the advertising appeared. This established a base against which to compare the results that would be found after the advertising appeared.

(In order to eliminate the influence of people who may not watch television or read magazines and thus would be unlike those tested after seeing the commercials or ads, the tabulators did not include in the final figures the answers of any “before”—group members who were not later observed to be exposed to the advertising.)

The second, or “after” group of respondents was interviewed, in each case, immediately after exposure to the ad or commercial. Exposure was determined by the interviewers observation.

In the case of magazine ads, the interviewer knew when the ad he was to check would appear. He then noted the location of the ad in the magazine—and waited. As soon as he observed that the wife—or husband or parent—had been exposed to that particular page, he conducted his interview, asking prescribed questions.

Same Questions • In the case of tv, the interviewer knew what program would carry the commercial he was to investigate. When the respondent was watching (or listening, without watching) that program, the interviewer waited for five minutes and then, as soon as the commercial had been presented (whether the respondent saw it or not), asked the same prescribed questions.

For all interviews the questions were:

“What brand comes to your mind first when you think of (product)?”

“If you yourself were to buy (product) today, which one brand would you most likely buy?”

“Now I’d like to ask you some questions about one brand of (product)—(brand). Even if you may not use (brand) yourself, you probably have some ideas about it. How would you rate it on each of the following? Would you say it is excellent, good, just fair or poor? (at this point interviewer read a list of statements consisting of attributes which were claimed for the brand in both the magazine ads and tv commercials that were being tested.)

“From whatever you know or may have heard about (brand), how would you rate it overall? Would you say it is excellent, good, just fair or poor?”

For each ad, the study determined the difference between the “before” attitude percentage and the “after” attitude percentage. Using standard sources on audience, these percentages were then translated into terms of people, or “total effect.”

The “total effect” figures of all the tested magazine ads were then added to get a “total advertising effect” figure for the magazine ads under investigation.

Averages • The same procedure was followed for the commercials. The fact that the study covered eight more commercials than magazine ads, CBS-TV’s report asserted, “in no way affects the findings” because the comparisons are made on the basis of averages.

The “total advertising effect” figure for magazines was then divided by the total cost of the magazine advertising involved (using standard sources on costs). So was the “total advertising effect” figure for television (using known costs or estimates from standard sources). This arithmetic, the researchers noted, produced “advertising effect per dollar” figures which “could be directly compared,” television versus magazines.

The attitude changes produced by the average magazine exposure and by the television exposure were reported as follows:

<table>
<thead>
<tr>
<th>Magazines</th>
<th>Attitude Level Before</th>
<th>After</th>
<th>Change (Impact)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand awareness</td>
<td>36.40</td>
<td>47.94</td>
<td>+11.54</td>
</tr>
<tr>
<td>Belief in brand’s advertised attributes</td>
<td>34.43</td>
<td>37.21</td>
<td>+2.78</td>
</tr>
<tr>
<td>Brand evaluation</td>
<td>38.09</td>
<td>40.45</td>
<td>+2.36</td>
</tr>
<tr>
<td>Desire to buy brand</td>
<td>39.28</td>
<td>39.83</td>
<td>+0.55</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Television</th>
<th>Attitude Level Before</th>
<th>After</th>
<th>Change (Impact)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand awareness</td>
<td>32.25</td>
<td>53.36</td>
<td>+21.11</td>
</tr>
<tr>
<td>Belief in brand’s advertised attributes</td>
<td>33.40</td>
<td>39.21</td>
<td>+5.81</td>
</tr>
<tr>
<td>Brand evaluation</td>
<td>32.79</td>
<td>39.77</td>
<td>+6.98</td>
</tr>
<tr>
<td>Desire to buy brand</td>
<td>27.76</td>
<td>41.28</td>
<td>+13.52</td>
</tr>
</tbody>
</table>

CBS-TV authorities said no “after” respondent was interviewed more than once on any given brand. Some were interviewed after exposure to a message in each medium, but not for the same brand. Nor, according to the researchers, did interviewers try in any way to induce respondents to look at the magazine or program in which test ads were to appear.

To calculate tv audiences, the study used Nielsen total-audience homes figures, multiplied by American Research Bureau data on audience composition (adults only). For magazines it used an ad-page-exposure report compiled for the Reader’s Digest and Saturday Evening Post in 1959, covering all four of the magazines involved in the studies.

Cost Data • Cost figures were based on Standard Rate & Data space rates information adjusted for estimated earned discounts. Television cost data came from the CBS-TV controller’s office in the case of advertising on CBS-TV, with estimates from Nielsen and other sources in the case of advertising on the other networks.

CBS-TV authorities said that, if anything, the basic information they used over-stated the case for magazines and 32 (BROADCAST ADVERTISING)
announcing
three pieces
of Pulse research
that say
not how many
but who

Next one due 2/63
Pulse National
TV PROFILES
a national study
answering 60 qualitative
questions...about people
and products
Book I—Tobacco
Book II—Drugs
Book III—Automotive
Book IV—Cosmetics
Book V—Soaps & Detergents
Book VI—Demographic
Factors

175 subscribers so far
Pulse Market-by-Market
LQR-100
Local Qualitative Radio
in 100 leading markets
—by station, by time
period, showing
—Age —Occupation
—Sex —Size of Family
First syndicated material
of its kind bringing
qualitative radio research
within reach of every
budget.

Expanding to 25 top markets
Pulse Local
Tv-PDQ
marriage of face-to-face
research with a diary
Examines in depth audiences
for every tv program shown
in measured locality.
P—for personal
D—for diary and daily
Q—for qualitative
Diary placement and pickup
made each day, same day.
Produces 82% response.
(How’s that compared with
returns from absentee diaries?)

NOW AVAILABLE FROM PULSE: Answers to thousands of marketing questions, (product use as well
as demographic) now on file in our Electronic Memory. For moderate cost of special tabulations,
contact: Mr. Laurence Roslow, v.p.

THE PULSE, INC.
When data in depth is involved, Pulse is well qualified • 730 Fifth Ave., New York 19, New York • Telephone: JUdson 6-3316
under-stated television's.

The products covered in the survey were as follows (but no breakdown by product category or brand is available, officials reported): Bayer aspirin, Campbell soups, Dial soap, Ford Falcon, General Electric refrigerators, Goodyear tires, Kellogg's corn flakes, Kraft barbecue sauce, Marlboro cigarettes, Pal blades, Sanka instant coffee, 7-Up and Sunbeam electric shavers.

The film presentation summarizing the study and its results was produced and directed by Louis Dorfman, creative director, and George Bristol, operations director, of the CBS-TV network advertising and sales promotion department. Design was by Saul Bass & Assoc. in collaboration with the CBS-TV network; film production was by Format Films Inc.

Details of the study, its mechanics and findings are contained in a 47-page booklet, "Taking the Measure of Two Media."

Business briefly...

Wilson Sporting Goods Co., River Grove, Ill., through Campbell-Mithun, Chicago, and Goodyear Tire & Rubber Co., New York, through Young & Rubi-cam, that city, will sponsor NBC-TV's coverage of the final three holes of the Palm Springs Golf Classic on Sunday, Feb. 3 (5-6 p.m. EST).

Pontiac Motor Div. of General Motors Corp., through MacManus, John & Adams, will sponsor the Victor Borge Show, first tv variety-entertainment program to originate from Philharmonic Hall of New York's new Lincoln Center. Show will be telecast on ABC-TV, Monday, Feb. 25 (9-10 p.m. EST).


Ten national advertisers in the past three weeks signed with ABC-TV for prime-time participations which the network said represented $4 million billing in new business. Advertisers included Bristol-Myers (Young & Rubicam), Brown & Williamson (Ted Bates), Block Drug (Grey Adv.), Carter Products (Sullivan, Stauffer, Colwell & Bayles), Dodge (BBDO), General Foods (Benton & Bowles), Gulf American Land Corp. (Paul Venze Assoc.), Helene Curtis (McCann-Erickson), Plymouth (N. W. Ayer), and Toni Div. of Gillette (North Adv.).

Georgia-Pacific Corp., Portland, Ore., has bought into ABC-TV's Wide World of Sports, beginning in April. It is G-P's first buy on ABC-TV. Agency: McCann-Erickson Inc., Portland.

Leonard Lavin (c), president of Alberto-Culver, discusses his company's tv success story with Donald G. Gannon (l), president, Westinghouse Broadcasting Co., and Larry Israel, president, TVAR.

34 (BROADCAST ADVERTISING)

ADS SHOULD RUN ALL YEAR
Alberto-Culver's Lavin says buying and selling done year-around and advertising should be too

Tv advertising ought to be all-year round for companies which use the medium. Neither the business of selling nor of buying takes the summer off.

This was stressed by television booster Leonard H. Lavin, president of Alberto-Culver Co., Melrose Park, Ill., in recounting the advertiser's success with the medium at a management meeting of a station representative firm in New York last week.

Mr. Lavin was featured at Television Advertising Representatives' second annual management meeting on Jan. 23. Sessions included seminars for general and sales managers of the eight TVAR-repped stations, for Westinghouse Broadcasting Co. executives and top-level media client executives, TVAR officers and sales managers.

Another highlight on the program was a panel discussion on computers. Panelists included Robert Liddle, a Compton Adv. vice president; Michael J. Donovan, vice president and associate media director at BBDO, and Joseph St. Georges, vice president and manager of media department at Young & Rubicam.

Mr. Lavin said:

"We are fully aware that advertisers cut back expenditures and take hiatuses during the summer. This philosophy is not shared by Alberto-Culver. The business of selling goes on all year round. The business of buying goes on all year round.

"And the business of advertising and influencing likewise go on all year round, including the summer. Because spot television has been instrumental in our growth, it is a day in, day out proposition as far as we're concerned."

Alberto Culver Co.'s use of television has been a major—and continuing—success story. The company conservatively expects to boost its advertising budget this year to more than $30 million from an estimated $23 million in 1962. About 98% of the budget is in network and spot tv (BROADCASTING, Dec. 17, 1962).

Mr. Lavin discussed his company's use of spot television in new product introduction, in making initial impressions in large markets, as a method of shoring up sagging sales within specific market areas, in "blitzing" (where a particular product needs an added edge against competition in a market), in exploiting markets which have the greatest potential and in market testing products.

A Cost Warning • In his talk, Mr. Lavin warned of a rising cost per thousand as "one dark cloud in the spot-television horizon." He said the cost hikes he referred to were those which are made without comparable increases in tv homes "and by the fact that audiences are more evenly divided today among stations."

Mr. Lavin said that A-C's cost per thousand for spot in 1960 was $1.66 per minute commercial but is now over $2.25.

He acknowledged that Alberto-Culver was finding ways to lighten a higher cost effect. Among the weapons used, he said, is the bridged commercial that permits two low-budget brands to share the cost of a minute announcement and giving each the frequency desired. Broadcasters can benefit, according to Mr. Lavin, because bridging allows for a greater number of brands to use the medium.

Larry H. Israel, president of TVAR, predicted that this year would top the 1962 levels of record billings for the
Have you ever heard of our "Party Line"?

We don't want to spoil it by trying to compress the whole story of our "Party Line" program into this brief space.

Suffice it to say here that "Party Line" is a participating program on the most popular TV station anywhere near the great Red River Valley. It is producing big results for some big advertisers. For example, we recently offered a Party Line Pattern Book, at $1 a throw. Result: 14,928 copies!

Ask PGW, will you? They have the whole story of this spectacular program.

WDAY-TV
AFFILIATED WITH NBC • CHANNEL 6
FARGO, N. D.
eight stations represented by the firm.

Mr. Israel cited a growing awareness among advertisers of a "composite of many individual markets" as contrasted to "a broad national market" and an increase in new product introduction and market testing in tv.

He noted that magazines and networks have attempted to follow the spot formula but without spot's success. Network scatter plans and spot carriers and magazines with regional editions "cannot hope to approach the fast-breaking flexibility and individual marketing aspects of spot tv," Mr. Israel said.

**PULSE DATA ON RADIO**

*Average home said to listen 6.4 hours daily*

In the course of a day, between 6 a.m. and midnight, 67% of all homes spend time listening to radio, Dr. Sydney Roslow, director of The Pulse Inc., said last week in a report on a national study undertaken by Pulse last year.

In a speech to the Detroit chapter of Station Representatives Assn. on Monday (Jan. 21), he said the national study of the radio audience also found:

- Listening of all persons in the average home totals 6.4 hours per day.
- Teenagers listen much less than adults. He split up the daily 6.4-hour per-home total as follows: adult women 3.3 hours; adult men 2.0 hours; teenagers 0.7 hours and children 0.4 hours.
- Auto listening contributes 10% to 20% of the total radio audience daily.
- All out-of-home listening contributes 15% to 30%.
- By income groups, 87% of the homes with incomes of less than $5,000 were found to have listened during a day; 80% of those in the $5,000-$7,499 bracket listened, and 88% of those with incomes $7,500 and over.
- Radio listeners are "good customers": 35% of the "heaviest listening clientele" includes homes with incomes from $7,500 and up, while 34% of this heavy-listening group are in the lowest income level. Among the "heavy listeners," 54% have no children—but 34% have five children or more.

Dr. Roslow also reported that Pulse plans to go ahead, starting in 25 markets, with its "TelePulse PDQ," a form of "cross-breeding of the face-to-face personal interview and the one-day diary." Tests in Los Angeles, he said, produced an 82% return as compared to "perhaps half of that in conventional diary systems," and also "got answers to important qualitative product questions about every local tv program."

He said another new Pulse service, "LQR-100," a qualitative study of local radio in 100 markets, already has been ordered by 160 stations.

Dr. Roslow predicted that "in the late 1960s and 70s we'll see a lot less irresponsible nit-picking at ratings, and a lot greater appreciation of their true role and limitations." The "first big revolution" of the next ten to fifteen years, he said, will be the bringing of qualitative research within financial reach of all stations.

The emphasis in audience measurement, he predicted, will be "on persons rather than homes," while the "out-of-home and out-of-the-living-room audience, just now being generally discovered, will become increasingly the object of attention."

Dr. Roslow went into detail on Pulse's measurement techniques, particularly in light of the Federal Trade Commission consent decrees signed by Pulse, A. C. Nielsen Co. and American Research Bureau (BROADCASTING, Jan. 7).

He said that although the FTC made no announcement until a few weeks ago, Pulse signed its consent order last August—and that even "long before" then, "we had already done everything necessary to comply with the detailed changes involved."
HOW AUTOMATION HELPED BOOST WBFM BILLINGS 250% IN 7 MONTHS

New York City FM Station Moves From 4th to 1st in Pulse Rating

Monthly billings up from only $2000 to $7000 in the period May-Nov. '62! Pulse rating up from 4th to 1st among independent FM Stations, Oct.-Nov. '62 study! A growing list of sponsors and renewals! That’s the success story of FM station WBFM, operating in the intensely competitive New York City market. And only the beginning!

Automated O-Vation Music Programming

Much of WBFM’s success is attributed to the benefits derived from automated programming. The station uses automated equipment and O-Vation Music supplied by Programatic Broadcasting Service. This has resulted in substantial savings on personnel, music and programming time. These savings in turn have enabled WBFM to program live and live-on-tape to a degree otherwise impossible.

Station Personality Attracts Sponsors, Audience

By astute scheduling of automated and live programs, WBFM has built a bright, adult station “personality” for itself, attracting more listeners and a growing roster of diversified sponsors, which includes: Merrill Lynch, Pierce, Fenner & Smith; Norel Electronics; Staten Island Savings and Schaefer Brewing Company.

Sponsors Get Direct Dollar Results

Concourse Travel Bureau, for example, sold nearly $4000 worth of vacation tours in the first six weeks of a 13-week advertising campaign over WBFM.

Why WBFM Uses Programatic O-Vation

Automated for economy and unequalled programming flexibility, O-Vation Music features 8-hour tapes of new and exciting instrumental and vocal arrangements, programmed to today’s adult audiences, performed by top talent and reproduced in true tonal quality. Programatic start-stop automation provides for pre-selected news breaks, commercials, local broadcasts, allowing creative broadcasters to build their own format, tailored to the specific needs of each individual market. O-Vation Music is available to only one station per market. Make it yours.

PHONE, WRITE OR WIRE TELESYND TODAY!

Telesynd
136 East 57th Street, New York 22, New York
I would like to have the full story on how Programatic’s O-Vation Music will benefit me.

NAME_____________________________
ADDRESS_____________________________
CITY_________________ STATE________

TELESYND AND PROGRAMATIC INTERNATIONAL SERVICES OF WRATHER CORPORATION

BROADCASTING, January 28, 1963
Network tv planned for new Polident size

A 33% increase in sales of economy-size Polident denture cleanser after recent test marketing of the product has resulted in plans for its heavy exposure on network television.

Block Drug Co., manufacturer of Polident, now plans to advertise the large size cleanser during all "billboard" used for Polident commercials which will include exposures of 15, 10, 5, and 3 seconds on these network shows: Going My Way, Naked City, Sunday Night Movies, 77 Sunset Strip and Laramie. The campaign is scheduled definitely for February and March and tentatively for April. Block Drug's agency is Grey Advertising.

Agency appointments...

- Chesbrough-Pond's Inc., New York, to J. Walter Thompson Co. in Japan, to handle advertising in that country, starting March 1.
- Moore Co., Newark, N. J., has appointed Venet Adv. Agency, Union, N. J., to handle advertising, marketing and public relations for its Bon Vivant soups. Initial radio campaign for 13-weeks with five one-minute spots per week will begin April 15 on two stations in New York and is expected to expand into other major markets.
- Wait & Bond Inc., Newton Highlands, Mass., has appointed Chirurg & Cairns Inc., Boston, as its advertising agency for four brands of cigars. Account, which currently uses spot radio and tv, has a total advertising budget estimated at $250,000.
- Whitehall Labs Div. of American Home Products Corp. has appointed Donahue & Coe, New York, as agency for its Hill's cold tablets, effective Feb. 1. Former agency was Cunningham & Walsh, New York.
- Campbell Soup Co. is transferring its frozen soups account to BBDO, New York, from Leo Burnett Co., New York, effective July 29. Account bills estimated $700,000 of which 50% is in tv.

Isodine appoints Kenyon & Eckhardt

The appointment of Kenyon & Eckhardt, New York, as agency for five products of the Isodine Pharmacal Corp., New York, was announced last week by Edward W. Dooley, vice president and general manager of the company. Billing for the products are estimated at $1.5 million, of which approximately $1 million is in spot tv.

The products, which have been assigned from Reach, McClinton & Co., New York, effective immediately, are Isodine antiseptic, Isodine gargle, Isodine mouthwash, Isodine throat spray and Isodettes antibiotic throat lozenges. Isodine Pharmacal is a division of the International Latex Corp.

Rep appointments...

- KSAY San Francisco: Avery-Knodel, New York, as exclusive national representative.
- WLEC Sandusky, Ohio: Weed Radio Corp., New York, as exclusive national representative.
- WSEE (TV) Erie, Pa.: Ohio Station Reps., Cleveland, and Penn Stations Reps, Pittsburgh, as representatives in those areas.
- KETO-AM-FM Seattle and KPAM Portland: Broadcast Time Sales, New York, as exclusive national representative.
- WVNO-FM Mansfield, Ohio: Frederick W. Smith, New York, as national representative.
- WWOK Charlotte, N. C.; Adam Young Inc., New York, as national representative.
- KLIN Lincoln, Neb.: Mid-West Time Sales, Kansas City, Mo., as regional sales representative.
- KUDL Kansas City, Mo.: McGaven-Guild Co., New York, as national representative. Mid-West Time Sales, Kansas City, is regional representative.

GOVERNMENT

It wasn't raining rain at FCC

WIDESPREAD CRITICISM DIRECTED AT TODAY'S OMAHA TV HEARING

It rained brickbats on the FCC last week.

All scored bullseyes on the commission's inquiry into local tv programs offered by the three Omaha, Neb., tv stations beginning today (Monday) and some were thrown by former FCC chairman and present commissioner Frederick W. Ford in an address to the National Religious Broadcasters (see story, page 87).

Without mentioning Omaha by name, Commissioner Ford said there is "great danger" that the FCC is stepping out of bounds in such hearings by taking over the programming functions which properly belong to the broadcasters.

Other attacks on the Omaha hearing took these forms:

- NAB President LeRoy Collins, speaking to the Nebraska Assn. of Broadcasters last Wednesday (Jan. 23) in Lincoln, used the strongest anti-FCC words he has uttered since becoming NAB president two years ago in blast-

ing the Omaha hearing. He demanded the FCC cease such hearings, which he labeled "efforts to govern by harrassment, by needling, by nibbling."

- The next day, the Nebraska state legislature (unicameral) unanimously adopted a resolution charging the Omaha hearing is "an unwarranted intrusion by the federal government into the freedom of broadcasting and the affairs of this sovereign state." The resolution, introduced by Sen. William Moulton of Omaha, was passed 39-0.

The legislature resolution said the hearing was scheduled by the FCC "without just cause or reason." Copies were sent to President Kennedy, the attorney general, all members of the Nebraska congressional delegation and the FCC.

- Meeting in Athens Wednesday, the Georgia Assn. of Broadcasters said it is "unalterably opposed to the FCC investigation of qualitative services of local television in Omaha or in any other city unless there are compelling and spontaneous demands emanating from the general public." GAB said that such hearings constitute an "automatic indictment" against the stations involved and presupposes the stations are guilty of not performing in the public interest.

The attendant publicity, particularly in competing media, creates the impression of wrongdoing and far outweighs any positive results, the Georgia broadcasters charged.

- At the same GAB meeting (see story, page 86) Stephen Labunski, vice president-general manager of WMCA New York, said the FCC has prepared for the "broadcaster fry in Omaha" by soliciting testimony from "vigilante committees" of unrepresentative witnesses for hearings on local programming.

Some Difficulty - Commissioner Ford said the FCC has held [in Chicago] and proposes to hold [in Omaha] hearings
BY A KNOCKOUT!

KLZ-TV in Denver

The list of victories by KLZ-TV always has been impressive, but nothing compares with its most recent defense!

The November ARB showed KLZ-TV is in first place—ahead of all competition in every “Broad Day Part” time bracket from sign-on to sign-off, seven days a week. Never before has a Denver television station received such a large share of the total television viewers.

KLZ-TV has 17 of the top 20 programs in Denver! These include the highest rated news—morning, afternoon and night; the highest rated weather and sports; the highest rated network program; the highest rated syndicated program!

The winner, and still champion as the best television buy in Denver—KLZ-TV!
THEY'RE HAVING A GREAT TIME
(so is all of Cleveland)

WBZ - WBZ-TV BOSTON • WINS NEW YORK • WJZ-TV BALTIMORE • KYW • KYW-TV CLEVELAND
KDKA • KDKA-TV PITTSBURGH • WIND CHICAGO • WOWO FORT WAYNE • KPIX SAN FRANCISCO

They’re only some of the nationally known participants appearing on *The Mike Douglas Show*, a Cleveland daytime television program seen live Monday through Friday for 90 minutes on KYW-TV. Some of them have done week-long co-host shots. All have had a chance to take part in discussions, to interview other guests and studio audiences, to express their own opinions.

Cleveland really has something to be excited about! *The Mike Douglas Show* is big on entertainment. It’s big on public information. It’s big on current, topical, and provocative content. And it’s locally produced.

What KYW-TV is doing in Cleveland reflects the WBC group as a whole. Westinghouse stations are encouraged to create exciting, local television programs to supplement their network schedules. Like the unique pantomime of *Lorenzo and His Friends* in Baltimore. *The John Reed King Show* every morning in Pittsburgh. The crime documentary series, *Works of Darkness*, in San Francisco. Live telecasts of Cleveland Symphony and Cleveland Play House performances. *Boomtown*, from Rex Trailer’s “ranch” in Boston.

Such programs arouse community interest. They demonstrate daily the fact that community responsibility evokes community response.
FCC plans parties for departing T.A.M. Craven

Commissioner T. A. M. Craven, who is due to step down from the commission Thursday when he reaches the retirement age of 70, will be honored by his colleagues at two affairs this week.

He will be the guest of honor Tuesday (Jan. 29) at a luncheon given by the commission’s engineers. On Thursday (Jan. 31) he will be feted at a reception given by the commission for the entire staff, in the reception room at the FCC.

The commissioner, who is five months short of completing his second seven-year term (his first was 1937-1944), will be succeeded by Kenneth Cox, now head of the Broadcast Bureau. But he will stay on beyond Thursday if the Senate doesn’t confirm Mr. Cox by then (see story page 61).

Although he is leaving office as a commissioner, the veteran official will continue to serve the commission as a consultant on space communications and will attend the Geneva conference on allocation of communications satellite frequencies.

Two of his assistants will also remain with the commission. Fred Heister, his engineering assistant, is moving into the new Office of Satellite Communications. Robert Koteen, his legal aide, has been assigned to the general counsel’s office.

in local areas, not on specific renewal applications, but more in the nature of an inquiry to give citizens an opportunity to testify concerning their likes and dislikes concerning local tv stations. Now, if we conduct hearings of this kind without any specific object in mind we run into some difficulty,” he said.

“In our program policy we charged the station with the specific responsibility of conducting a continuous survey of the needs of the community. We specifically refrained from telling him how to do it. For us now to go into an area and conduct a hearing in which we develop on our own the needs of that community would seem to require us to exercise a judgment on ... what should or should not have been broadcast.”

Commissioner Ford said that then the FCC has taken over the functions of the licensee “and is doing what he should do, ... By this course, I fear there is great danger of us stepping out of bounds in an excursion into areas properly reserved to the broadcaster himself.”

He said the FCC should not impose its evaluation of programming needs and facts on the local broadcaster. Commissioner Ford, a Republican whose term on the FCC expires in June 1964, was one of three commissioners to vote against holding the Omaha hearing (Broadcasting, Nov. 26, 1962). He did not participate in the 5-1 decision to hold the first local tv programming hearing in Chicago last spring.

Commissioner Ford made his comments on the local tv hearings in an address last week before the National Religious Broadcasters convention in Washington. He also hit the proposal to adopt the NAB code into the FCC rules and promised official clarification of the staff’s role in questioning renewal applications (see page 87).

Basic Grievance • In a speech telecast live by KMTV (TV) Omaha, Gov. Collins told the Nebraska association that he has a “basic grievance I wish to express ... against the FCC.” The hearing in Omaha “is not in the best interests of broadcasting, is not in the best interests of the public, is not good government,” he charged.

The Omaha stations do not require a government-sponsored hearing to tell them what the people of Omaha want or need, he said. “With no importuning from any known source, the FCC decided to put these stations on the mat by holding this hearing ... ” the NAB president continued. “The effect, of course, has been to suggest failure where there has been success, to impugn the motives and efficiency of the management of these stations where there has been full confidence, to create doubt where there has been faith, to divert the personnel and resources of these stations from their broadcast duties to the development of defenses against unknown charges and implied wrongs.”

He charged this is irresponsible and meddling government. “It is government pouching on lands properly dedicated to free enterprise, hoping to flush some unknown bird it can shoot down, but feeling that whether it finds any bird or not it can reap public favor just by openly hunting for one.” Gov. Collins made these demands:

“We demand that the FCC cease its efforts to govern by harrassment—by needling, by nibbling—indicted discriminatorily against all broadcasters.

“We demand that the FCC ... stop impugning, and embarrassing and handicapping the mass of good broadcasters for what may be the sins of a few.”

He said he is greatly concerned about the indirect consequences of the Omaha-Chicago hearings—the overall effect on freedom of communications.

Labuski Views • Mr. Labuski said the FCC gives distinction to the narrow and almost universally critical views about popular media by its apparent inability to distinguish between the people and spokesmen. The latter are “pugnacious and unyielding” and in attacking radio and tv, “march forward into battle unversed, uninformed, unsophisticated and undaunted.”

He charged the “FCC encourages the proliferation of these flying squads by staging public hearings and inviting groups to gather up their complaints and come forth.” This policy, he said, is contrary to frequent FCC announcements that its role is to protect the public interest against imbalance and turmoil which result from the activities of special interest groups.

“When it comes to something like the upcoming broadcaster fry in Omaha, what does the FCC do?” Mr. Labuski asked. “It calls letters to groups urging them to catalogue their gripes and, presumably, to bespeak the interests of the community as though the views expressed by officials of the Camp Fire Girls or Alcoholics Anonymous [two organizations the FCC contacted about the Omaha hearing] could be readily equated with the broad public interest.”

Just 10 days ago, the Nebraska Assn. of Broadcasters adopted a strong resolution of its own condemning the Omaha hearing (Broadcasting, Jan. 21).

Hearing Preparations • The hearing starts at 10 a.m. this morning with the FCC’s newest member, E. William Henry, presiding. Walter Daniels of the Omaha Area Council of Churches is the first of 135 public witnesses scheduled to testify.

WOW-TV will present its case ahead of the other two Omaha stations with KETV (TV) and KMTV (TV), following in that order. Four WOW-TV witnesses will begin testifying either late this week or early next week. They are Payson Hall, president of licensee Meredith Publishing Co.; Frank Fogarty, vice president-general manager; Al Larson, WOW-TV manager, and Bill McBride, program director.

KMTV said that Commissioner Henry has accepted an offer of “equal time” to reply to Gov. Collins attack and that the commissioner will devote his opening statement this morning to outline the purpose of the hearing and to answer the NAB president. This, too, will be carried live by KMTV.

WOW-TV will tape the entire hearing and will teletascast up to 90-minute excerpts each day. KETV and KMTV plan to cover the proceedings in regular newscasts.
5 million families just like yours

C. J. Grayson, plantation owner, banker, ginner, and cattleman, in Fort Necessity, Louisiana, is president of the Northeast Louisiana Power Cooperative at Winnboro.

Mrs. Robert Rengel, farmer's wife and mother of three, has been a director of Corn Belt Electric Cooperative, Inc., Bloomington, Illinois, for the past six years.

Dr. B. W. Gibbs, a dentist in Star City, Arkansas, finds time to be a member of the board of locally owned C & L Rural Electric Cooperative Corporation at Star City.

Fred Schones operates his own barber shop in Selfridge, North Dakota. He also serves on the board of Mor-Gran-Sou Electric Cooperative, Inc., with headquarters at Flasher.

Milton B. Scott, partner in a general store in Pinetops, North Carolina, is also president of the board of Edgecombe-Martin County Electric Membership Corporation at Tarboro.

Jack Zavadil, editor of the weekly newspaper at Humphrey, Nebraska, is a member of the board and treasurer of the Cornhusker Public Power District at Columbus.

These six consumers are the kind of people who own and operate America's Rural Electric Systems. They are typical of the rural people who found it necessary to join with their neighbors, borrow money from the Rural Electrification Administration, and build their own electric power systems to get electricity.

The REA doesn't own or operate a mile of line. It acts only as a banker whose job it is to make and collect loans and interest. Ownership of America's 1,000 rural electric systems rests solidly with the five million families—the 20 million people they serve. They're as local as your newspaper and as private as your signature.

AMERICA'S RURAL ELECTRIC SYSTEMS

Owned and operated by people they serve
CLEAN SWEEP OF RULES, REFEREES?

Top lawyers start a drive to rewrite Communications Act, scrap FCC, create new agency to regulate tv and radio

The FCC and the Communications Act under which it lives are overdue for a thorough overhaul, according to a series of four monographs prepared under auspices of the Federal Communications Bar Assn.

It's time to make drastic changes in the commission's structure and to bring the communications law in line with industry and technological progress, the monographs recommended in perhaps the most thorough and sweeping indictment of federal regulatory processes within memory.

Recommendations were made by a nine-man committee named June 26, 1962, to investigate all aspects of the commission's performance. Heading the committee is Leonard H. Marks, long active in FCBA affairs.

Experienced Critics - Other members of the committee are longtime practitioners before the FCC who know its problems and what is needed to resolve the confusion, delays, censorship, incongruities, inconsistencies and inequities said in the monographs to characterize the commission's history. They are Fred W. Albertson, Philip G. Loucks, Edward P. Morgan, W. Theodore Pierson, Harry Plotkin, William Porter, Reed T. Rollo and J. Roger Wollenberg.

The committee's report had not been acted on by the FCBA's executive committee prior to the Friday (Jan. 25) annual meeting of the association. The executive committee at a mid-January session is understood to have defeated a motion to submit the monographs to the FCBA membership prior to a proposed two-day membership meeting at which the proposals could be reviewed.

At the Friday afternoon meeting it was expected the study committee's monographs would be discussed though there was no assurance that it would be placed on the official agenda (see story in At Deadline, page 9).

No matter what happened Friday there was a feeling in FCBA's membership that it had on its hands the hottest and most provocative FCC scolding in the association's history plus a set of significant recommendations meriting serious study on Capitol Hill, at the commission, around the industry and among communications attorneys.

Summed up, the monographs recommend:
- A regulatory structure replacing the FCC and based on horizontal segments consisting of an administrator, a communications court resembling the tax court and a five-man policy-making commission. This monograph was written by Mr. Marks.
- Removal of Sec. 315 (equal-time and political rules) from the law. Written by Mr. Loucks.
- Amendment of Sec. 326 (program control-censorship) to ban FCC evaluation or judgment as to the public interest in the composition, nature or character of programs transmitted by broadcast stations. Written by Mr. Pierson.
- Complete modernization of common carrier regulation, now based on interstate commerce policies of past decades. Written by Mr. Rollo.

The Marks committee's report and monographs were based on FCBA's call for a study of FCC rules and the law "to determine whether or not it might be appropriate either (1) to draft new legislation relative to the regulation of the communications industries by a federal agency; (2) to amend the present law and the rules and regulations pursuant thereto; or (3) to recommend that nothing be done with respect to this matter."

The committee reported it also felt "consideration should be given to the theory of comparative hearings or alternative methods of determining conflicting claims on applications for frequency assignments; for the enforcement of the provisions of the law, and for the concept of the administration of the law by the executive branch as compared to its administration by a commission as an extension of congressional authority."

Monographs were prepared by individual committee members, it was emphasized in an introductory statement, which added, "The committee decided that its functions could best be carried out by calling attention to the shortcomings of the Communications Act and by stimulating discussions on these vital topics."

"These reports are merely the first step in a process of careful and deliberate consideration and discussion by members of the bar and other interested parties on the subjects outlined. All interested parties, private and public, are invited to give these monographs careful attention and to submit their viewpoints."

The committee's recommendation, not acted on by the FCBA executive committee, proposed that at some future date an open meeting be held for members of the federal communications bar.

An important beginning based on serious study has been made, the Marks committee believes. Now members are awaiting reaction.

Following are resumes of the four monographs, containing the reasoning behind the separate reports and presenting detailed recommendations.

The Marks recommendations recalled the report of James M. Landis to then President elect Kennedy in December, 1960. This report called the FCC "a somewhat extraordinary spectacle," noting that while the FCC had "considerable technical excellence," it has "drifted, vacillated and stalled in almost every major area." Dean Landis said it seemed "incapable of policy planning, of disposing within a reasonable period of time the business before it, of fashioning effective procedures . . . ."

The report recalled that most students of commission history would agree at least in part with the Landis
conclusions though they are in agreement as to cause or cure.

Weak Processes • After reciting efforts of the last three decades to reform administrative processes, the Marks report noted the weaknesses of these processes and the FCC’s recognition of its own problems when it retained the Booz-Allen & Hamilton management survey organization. This agency recommended that the FCC use its powers to delegate additional functions to a review board as a way to save time involved in routine procedures.

While some start was made by the FCC in implementing the recommendations, including addition of an executive director, the Marks report suggested partial structural reform “will not eliminate the basic causes of the commission’s inability to function effectively.”

The commission’s most important duty, the report continued, “is to create broad standards and policy for communications media by radio and wire. ... Clearly defined policy is necessary, therefore, for the rational development of service to the public and for the administrative implementation of the act in particular licensing or adjudicatory proceedings.”

At this point the Marks report observed bluntly, “In the am field, the commission has floundered interminably.” In support it referred to the decade-long clear channel proceeding and the fact that “no final steps have as yet been taken to effectuate it.”

On top of that, the report said, “Even as the commission is about to embark on the implementation of the clear channel decision, it has now established a new freeze on am grants. Like the clear channel proceeding, the new freeze is an attempt to repair conditions which have been permitted to grow because of the inability of the commission to decide upon standards and policies before the evils were created or became difficult to remedy. The Booz-Allen report makes clear that it is in areas such as this that the commission has been deficient.”

Not only does the FCC lack time and organizational support to develop national communications policy and carry out long-range planning in a fully effective manner, Mr. Marks said, but “this is true not only in the am field but also in television as well.

Uhf ‘Debacle’ • And the report recited in sharp terms the FCC’s uhf actions, which the Landis report had called a “debacle.” The Marks report explained:

“Poor planning by the commission resulted in the establishment of television in the uhf even though it was clear to all that these frequencies would be inadequate for a nationwide television system. By the time steps were taken to use the uhf, the problem of incompatibility had become too severe to permit either a transition from vhf to uhf or a complementary establishment of the uhf portion of the spectrum alongside the vhf.

“The commission still vacillated and took no steps to remedy the situation. The proposal for mandatory all-channel television receiver legislation was not made until recently although it was clearly essential to any chance of success of intermix of uhf and vhf.

“The ‘on again-off again’ policy with respect to deintermix was a continuation of the same incapacity to create and adhere to policy. There are many other examples of inability to act in a forceful and prudent manner which need not be recited here.”

The Marks report cited congressional pressures “which, while always vigorous and vocal, are not always consistent. One committee would belabor the commission for its failure to deintermix uhf and vhf, while another would press the commission into agreeing to stop deintermix. The commission has been investigated for discriminating against newspaper owners, while it now faces investigation because newspaper owners are allowed to be station licensees.”

Congress, it was suggested, expressed itself through many divergent individual voices instead of through enactment of laws.

Yet the basic problem is not one of congressional interference, individuals or political philosophies, the Marks report suggested. He put the problem this way:

W. Theodore Pierson
Censorship language must be revised to limit FCC’s program controls.

Philip G. Loucks
The equal-time and political clause should be taken out of the law.

Reed T. Rollo
Common carrier regulation is out of date and must be completely revised.

No Policy Staff • “The prime cause of the failure of the commission to perform well in the field of policy making is that the commission does not have the time or the staff to create sound, broad policy while it administers the act (Communications Act) at the same time. The Landis report, the Hector report (Problems of the Civil Aeronautics Bureau and Independent Legislative Commissions by Louis J. Hector, Sept. 10, 1959, Memorandum to the President) and the Booz-Allen report, among others, all make clear that the largest portion of the time of an agency such as the FCC is taken up with deciding administrative, prosecutory and executive matters.

“The detailed Booz-Allen report
makes clear that the greatest part of the agenda of the commission's business is taken up with such matters. When there are added to this work the adjudicatory functions the agency now has, it is fully understandable why the policy making and rulemaking functions of the commission have broken down and why the commission cannot adequately dispose of pending problems, let alone forecast and explore solutions to problems on the horizon.

Of the three administrative studies, the Booz-Allen and Landis reports would keep the existing framework and delegate administrative and executive authority to subordinates of the commission; the Hemon memo would abolish many agencies and transfer their functions to the executive and to courts.

But the Marks report stated, "The committee is of the view that the commission should be retained as a policy making body but that its administrative and enforcement functions should be transferred to an independent administrator and its adjudicatory functions should be transferred to a special administrative court."

To do this, it was explained, would require "carefully drafted amendments to the organic statute."

Following are the texts of the Marks report comments on its concept of a communications administrator, communications court:

The Communications Administrator

"Many of the commission's administrative and enforcement activities would be much more efficiently handled under the supervision of a single executive. As a matter of political theory and pragmatic experience, multiple-party executives are inefficient and constitute basically devices for obtaining inaction rather than action. The task force of the first Hoover commission said:

'The common experience is that groups are better fitted for judgment and decision than for the execution of large-scale operations.

'The very qualities which make these agencies more suitable for regulation, especially group deliberation and discussion, make them unsuited for executive and operating activities. The work of day-to-day regulation and decision and the related supervision of staff fully occupies most of the commissions and overtaxes the capacity of some of them.

'ordinarily, we believe, such operating functions should be placed in the regular departments where they may be carried out under the direct executive supervision and responsibility. This is compatible with the departments and with the position of the President as chief executive.'


"The committee believes that the communications administrator must have a position of independent stature,

'He should be appointed by the President with the advice and consent of the Senate but be subject to removal by the President at pleasure.

'The communications administrator would take over the myriad of individually day-to-day functions of licensing and enforcement which do not involve adjudicatory hearings on the one hand, or the adoption of general rules or policies on the other. In short, it would be the administrator's duty to carry out the provisions of the Communications Act. He would have much of the discretionary authority now exercised by the commission but he would be bound to carry out all commission policies and rules adopted under the act. Since the commission's policies and rules would be administered by an administrator independent of the commission, the commission's role should be encouraged to be comprehensive and articulate in its rule-making pronouncements.

The Communications Court

"The adjudicatory functions now exercised by the commission would be conferred upon a new administrative court patterned after the tax court. The judges would be appointed by the President with the advice and consent of the Senate and would have long terms (at least 12 years) to assure their judicial independence. They would sit individually but review by the entire court might be provided in matters of unusual importance. Appeal would lie to the court of appeals as is now the case with FCC cases.

'The idea for an administrative court is not a new one. The 1955 Hoover commission and Mr. Hector, among others, have both recommended the establishment of such a court. Three main reasons exist for the establishment of such a court. The first is that it would meet some of the objections of those who feel that the combination of administrative and prosecutorial functions in an agency is objectionable. It is unnecessary to repeat here the argument over this question that has gone on for over two decades. A student of the administrative process recently said:

'It bears emphasizing that there is nothing sacrosanct about the union of prosecuting and adjudicatory functions in one agency. The union was not received on Mount Sinai; it is merely an experiment in government, and a comparatively recent departure at that.'


"Where other advantages will flow from such action as well, the separation of adjudicatory and rulemaking and prosecutory functions is clearly desirable. Congress has attempted to meet this separation of functions problem but has compromised and satisfied no one because all of its attempts have been within the framework of the existing structure of the commission. Once a true separation by reason of a change in structure is adopted, the temporizing and compromise may be abandoned. The new communications court, made up of jurists, would function and act like a court, consulting with no one but its own employees involved solely in judicial functions. The problem of improper ex parte contacts would be as exceptional as it is with other Federal courts.

"The second reason for transferring the adjudicatory functions of the commission to a court is to improve the nature of the institutional decision by which decisions are made. This is a matter of the commission. Because it lacks the time, professional background, and perhaps the inclination, the commission has never been able to decide cases as judges, but has insisted on the institutional approach which places study of the record and the opinion writing in a staff which necessarily rationalize results previously arrived at by the commissioners, . . . Dean Landis states in his report (pp. 19-20):

'Generalizations as to the organization of agencies are agencies not only difficult but dangerous to make. One generalization, however, can safely be made. Unlike the judges of the federal judiciary, members of administrative commissions do not do their own work. The fact is that they simply cannot do it. In adjudicatory matters, the drafting of opinions is delegated to opinion writing sections or assistants so that the rationalization upon which a purportedly informed decision rests is not truly their own . . . But worse than this, it is a general belief, founded on considerable evidence, that briefs of counsel, findings of hearing examiners, relevant portions of the basic records, are rarely read by the individuals theoretically responsible for the ultimate decision. It is difficult for them to do otherwise, for as the analysis of the work load of one commissioner indicated, he had to make a decision during his work-day every five minutes, or as another commissioner recently testified, he made 18,000 decisions in five years. The fact is that delegation on a large scale, not patently recognized by the law, characterizes the work of substantially all the regulatory agencies and certainly all the major ones. Absent such delegation, the work of these agencies
cies would grind to a stop."

"There is no doubt that these observ-
vations properly describe the Federal Communications Commission.

"A concomitant of the institutional decision is the failure of the Federal Communications Commission to estab-
lish adequate standards or criteria for reaching decisions in quasi-judicial pro-
ceedings. This is not a new failing, but has existed throughout the life of the
commission. See Final Report of the Attorney General's Committee on Ad-
ministrative Procedure 469 (1941)."

Unfortunately, the situation still exists and there does not appear to be any
reason to assume it will end. Despite the multitude of cases in the broadcast
field, Dean Landis said in his 1960 re-
port (p. 53):

"In broadcast license cases no criteria for
decision have evolved. True, criteria of
various different kinds are articulated
but they are patently not the grounds
motivating decisions. No firm decisional
policy has evolved from these case-by-
case dispositions. Instead the anony-

ous opinion writers for the commis-

sion pick from a collection of standards
those that will support whatever de-
cision the commission chooses to make.

"Other leading critics have agreed
that the commission's comparative pro-
cesses have become an elaborate ritual
in which the criteria used obscure rather
than serve the decisional process. Fre-

dy, The Federal Administrative Agen-
cies: The Need for Better Defini-
tion of Standards, 75 Harvard Law Re-
view 1055, 1964 (1962); Jaffe, The
Second Stage of Licensing, Harpers Mag-
zine, September 1957.

The establishment of an administr-
ative court made up exclusively of law-
yers should be a step toward a solution
to the problems created by the failure of
the present commission to establish ade-
quate decisional criteria. While con-
cededly the questions presented in a
comparative licensing proceeding may
involve the exercise of more discretion
than may sometimes be presented to
courts of law, they are not so different
from the problems presented in equity,
in patent and trademark law, in sur-
gates court, in the divorce court, or in
the children's court so as to make it
impossible for adequately defined cri-
eria to be established for the disposi-
tion of comparative licensing proceed-
ings. If the Commission were deprived
of the power and relieved of the bur-
den of deciding individual cases, it
could devote itself to establishing mean-

ingful criteria on an objective basis.
And it would be reasonable to expect
the court to apply the criteria in a man-
ner which would make precedents
meaningful.

"It is the hope of the committee that
the communications court would be

given a mandate to make full use of
modern pretrial procedures, including
discovery, depositions, interrogatories,
and motions for summary judgment or
to dismiss, which have contributed
greatly to the efficiency of the Federal
courts.

"The unconscionably lengthy pr-

"The decisions which would have to
be made by such a commission have
many political aspects, if not overtones.
The adoption of rules allocating fre-
quencies, governing political broad-
casts under Sec. 315 of the Communications
Act, establishing criteria for preference in
comparative proceedings and estab-
lishing eligibility of carriers to hold
stock in the new communications satel-
lie corporation are illustrative. In the
common carrier field, ratemaking stan-
dards and policies would be laid down
by the commission and the lawfulness
of particular rates would be adjudicated
by the communications court on the
administrative record."

"The Congress and the public have
more confidence in the policies which
are formulated if it is felt that these
policies are being created only after
views of those with differing philoso-
phies are considered. Congress has
shown itself in the past more willing to
confer policy making powers on such
a bipartisan agency than upon the ex-
cutive.

"It is hoped that the role of the com-
mission as an agency independent of
both the Congress and the executive can
be strengthened. The commission
would, however, continue to be the respon-
sive to popular will through appoint-
ment of its members by the President
with the advice and consent of the Sen-
ate on staggered terms (although such
terms might well be lengthened to ten
years if a five man commission is util-
ized), and through the power of Con-
gress to override commission policy de-
cisions by legislative enactments.

"Most of the vexing problem of in-
proper ex parte communications would
be eliminated with the transfer of ad-
judicatory functions to an administra-
tive court. There will remain the prob-
lem of borderline rulemaking proceed-
ings like that involved in the Sangamon
case (Sangamon Valley Television
D. C. 30, 269 F. 2d 841). Also re-
mainig is the more general question
as to the extent to which, as a matter of
policy, it is desired to conduct rule-
making proceedings generally in a man-
ner which will permit maximum expo-
sure of opposing viewpoints through
making all communications to the com-
mision or its members part of a public
record. See Note, 73 Harvard Law Review 1178. It is believed that no rigid statutory determination of this question should be attempted at this time. It should be left to commission determination on an ad hoc basis."

Summation

"This committee believes that the adjudicatory and administrative functions of the Federal Communications Commission should be reassigned to a communications court, and a communications administrator, respectively, and that a bipartisan commission of at least five members should be retained for policy-making and rulemaking functions."

The Loucks report listed three divergent problems involved in Sec. 315 (political) in urging that it be abolished:

1. The public interest in an informed electorate;
2. The private interest of a political candidate in obtaining public exposure as an important aid to campaigning, and
3. The public interest in freedom for mass communicators.

Those who examine the problem often say Sec. 315 is essential to protect the first two interests from the assumed danger of an irresponsible exercise of freedom by the broadcaster, the report said. But it added that such persons should be aware of the absence of underlying historical facts to support a conclusion that such a danger exists to an extent which should override all other considerations.

(Sec. 315 is summarized this way in the Loucks report: "In substance Sec. 315 requires a broadcast licensee who permits a legally qualified candidate for any public office to use his facilities to afford equal opportunities to all other such candidates for that office and further provides that the licensee shall have no power of censorship over the material so broadcast.")

The report points to a tendency toward blind acceptance of Sec. 315 as "a valid definition of public interest upon the strength of a major premise that an informed electorate is essential to our system of government. While we would be the last to challenge the validity of this major premise, there is a propensity to ignore the historical accumulation of circumstances destroying the remainder of the sometimes assumed syllogism."

"History demonstrates that Sec. 315 has been restrictively rather than expansively: its effect is neither to expand free speech nor to increase the flow of political information to the public. Rather, as a matter of practical necessity, it has served to restrict and suppress the flow of information which might otherwise have been made available to the public."

On the Contrary • The opposite effect is noted in the report, which said the section has restricted and supressed the flow of information which might otherwise have been made available to the public.

Roundtable discussions and debates are often impossible during an election year because there are a number of candidates for the same office since they would be unwieldy if too many were involved, the Loucks report explained, and stations often have been unable to present discussions of leading political issues by candidates because one hour granted one or two candidates "may proliferate into a total of 10 or 20 hours granted to obscure candidates."

The recent Cuban crisis, it was added, confronted stations with a Sec. 315 problem in interviewing incumbent Congressional leaders about the situation. Such interviews in an election year would have opened the door for demands for equal time from opposing candidates.

And this problem was recited in the report: "While the 1960 amendments to Sec. 315 were intended to give greater scope and flexibility to broadcast stations by exempting bona fide newscasts, documentaries, on-the-spot coverage of news events, panel shows, etc., recent interpretations by the commission of these exemptions have indicated a marked tendency to construe them against the station and in favor of the right of the complaining political candidate to equal time. Thus, licensees who thought they were clearly within these exemptions, while broadcasting information concerning important political issues of the day, have found themselves suddenly in the position of having to supply substantial additional time to obscure fringe candidates."

The net result is that attorneys hesitate to recommend to stations that they may rely upon the exemptions. Of course, this is restricting the flow of information to the public which the stations might otherwise make available to the public."

Narrow View • Here's an anomaly pointed out in the report—a licensee's main duty is to the public under the Communications Act, yet this Sec. 315 responsibility is not to the public but solely to the candidate, resembling the duties of a common carrier. A candidate thus has a personal private right to use broadcast facilities and the candidate's remarks are "the only material which may be broadcast over which the licensee is not required to assume responsibility for content."

The Loucks report finds little basis in fact or logic for such treatment of candidates. The broadcaster as a license holder, however, is considered qualified to select and reject messages of non-candidates. "The candidate may force his message upon the public whether or not, in the broadcaster's judgment, the public needs or wants to hear or view the candidate's particular message," the report said. "On the other hand, the non-candidate is entirely dependent upon the broadcaster's judgment as to the needs or desires of the public for the non-candidate's message."

Another anomaly is seen in the ban on censorship of a candidate's broadcast material. The report explained this way: "Once a political candidate is entitled to equal time, he may then use the station's facilities and time for any purpose whatsoever, including his own personal private business interests, singing folk music with a family hillbilly band or reading the funny papers. Neither calumnny, ribaldry, scandal nor adjudicated criminality may be restrained by the licensee if the speaker is a legally qualified candidate."

Responsibilities • A broadcaster's duty in respect to controversial public issues, it is stated, is to his audience, so he owes it to his audience to present all significant sides of the controversy. However, the broadcaster may choose those who speak with no obligation to those rejected. The public, through the FCC, can enforce its right to be able to receive all sides but it's up to the broadcaster to determine the manner of presentation, according to the report.

This argument is advanced: "We can find no logical explanation for the existence of the benefits conferred by Sec. 315 upon political candidates except that it is a unique, discriminatory and unusual privilege sought by a class of persons who had the power as legislators to obtain the privilege. In sum, we believe that the unique private privilege that Sec. 315 vests in the political candidate adversely affects the public's interest in an informed electorate, is a highly discriminatory provision and is inconsistent with the principle of free communicators striving in competition to serve the public."

Constitutional issues warrant a reexamination of Sec. 315, the report holds, denouncing the argument that no freedom of speech restraints exist because the licensee has discretion to refuse all candidates the use of his broadcasting facilities and Sec. 315 merely requires equal time to other candidates if one is granted time. After all, the
report said, the commission has often indicated it would consider a policy of arbitrary refusal by licensees to allow candidates to use their facilities as being against the public interest.

Mr. Pierson's Views — In submitting a change in Sec. 326 Mr. Pierson, expressing his own views as did Mr. Marks and Mr. Loucks in their reports, proposed the section be amended "in a manner that would retain its present provisions and, in addition, provide that the commission has no power, duty or function to directly or indirectly evaluate or make judgments as to the public interest in the composition, nature or character of programs transmitted by broadcast stations."

(Sec. 326 provides: "Nothing in this act shall be understood or construed to give the commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the commission which shall interfere with the right of free speech by means of radio communication.")

In a lengthy philosophical discussion of the premises and purposes of freedom of communications, the Pierson report reminded that many liberties are due to government constraints that prevent such liberties from being destroyed by private action, adding that the government must interfere in certain areas of human activity. "Freedom is not a thing to possess as an end in itself, but a way of life to be valued and pursued to ever new and changing ends," it was stated. "A government that exists by the consent of the governed, if allowed to interfere with freedom of communication, will always tend to repress the unconventional and press the conventional."

The report continued, "Governments of and by the people cannot substantially employ political freedom for material, intellectual and spiritual programs unless government is denied the power to interfere with the thoughts, beliefs and communications of its people."

Lack of Agreement — Mr. Pierson said highly sophisticated experts can't agree to what extent Sec. 326 proscribes the commission's powers with respect to broadcast programs, the controversies centering around the words "censorship," "interfere" and "free speech." Avoiding a long treatise on these words, he observed, "The commission and its predecessor (Federal Radio Commission), in varying degrees have acted in a manner that does constrain broadcast communications and in a manner that is incompatible with the basic concepts and purposes of freedom to communicate; hence, modifications of the statute are desirable in order to free this medium from these constraints."

First taking up applications for new stations where a comparative hearing is likely, the report said, "We doubt that any lawyer experienced in practice before the commission can gainsay the truth of the following statement: The commission gives virtually no credit for entertainment programs; it gives great credit for educational and discussion programs. Nor do we suppose he would deny that he tells his clients as much and that his clients normally respond by proposing more of educational and discussion and less entertainment programs than would otherwise be the case. A substantial volume of programs that are broadcast have such government origins."

"With respect to such programs, the licensee's judgment was exercised, but not to determine what his audience wanted or needed but to determine what the commission wanted or demanded."

Only minor differences in program proposals of comparative applications are found, it was stated. "First, in the great majority of cases, all will propose the same network affiliation. But even if they propose different ones, the commission will not grant personal credit or discredit for the network's programming. The applicants will subscribe to the same or similar news services and have available the same sources of recorded program product. They will have the cooperation of the same local organizations, and each will be analyzing the needs of the same community."

"But the most conforming influence of all is that each will have striven to avoid an adverse finding by proposing as many of the commission-favored programs as his opponents. To do otherwise would be a deliberate adventure in defeat. Thus, the very process itself tends inevitably to equalize program proposals, and the commission, left with no differences, is bereft of a decisional device."

"This inevitable result is supported by more than its logic. Our research demonstrates that in only an insignificant number of comparative television cases has a comparison of commission credits been a principal premise of the decision—and never the sole premise."

After scanning arguments opposing these views, the Pierson report cites encouragement by the FCC of discussion and educational programs but adds that "man's whole experience with the problem of communication indicates that the so-called 'entertainment' or esthetic forms have been equally effective means... Things that entertain can and do teach, and often to teach, one must entertain."

The FCC uses a programming lever, also, in renewal and transfer applications, the report said, continuing, "If applications for renewal are filed and the applicant does not show a significant volume of programming in certain selected fields, staff letters usually result, questioning the absence of such categories in a manner that clearly indicates commission disapproval. While the degree of pressure varies from case to case and from time to time, it is frequently made quite clear that the problems can be resolved by the applicant's modifying his proposals to include significant programming in the favored areas. Conversely, the implication is clear that costly delays and even costly litigation will result unless the favored programs are added."

Lost Time — Valuable time is lost in transfer cases where favored categories of programs are subject to FCC queries, with the same threats about failure to conform, it was stated.

"None of these pressures or influences brought by the commission upon the broadcaster to modify his program proposals are necessary as an incident to the commission's performance of its other duties under the act, unless program control itself is a commission duty," the report held. "To say that the commission has the duty to control the programs of broadcast licensees is to deny any meaning whatsoever to Sec. 326 or the First Amendment. Moreover, it substitutes constraint for freedom in broadcast communication."

The puzzling justification for commission control of program proposals has been that it has some duty under the act to weigh and consider over-all programming. This is said not to be bad because the commission does not deal with specific programs but general and overall considerations. "The puzzling thing is that if the commission's activity in this regard does not result in a change in programming, it is the most futile and burdensome exercise imaginable. If it does result in a change in programming, it can only be manifest through the individual programs that stations will broadcast. Thus, the term 'overall programming' is a cliche that makes no practical or logical contribution to a determination of the problems discussed here."

The Pierson study calls the FCC's "balanced programming" concept an alibi for program interference justified because the commission has the duty to achieve balance in each station's programming or should have such discretion... The report continues: "Balance would seem on the surface
to refer to some proper mixture of program types—entertainment, religion, educational, agriculture, public affairs, discussion, live, etc. In actual practice we are witness to the fact that it has been used to coerce licensees into carrying types of programs the commission favors at the expense of programs that it disfavors or favors less. The fact is that the balanced program concept where it has been applied has generally been used to coerce stations into carrying relatively unpopular programs at the expense of relatively popular programs . . . .

"It is our belief that a wide variety of program types meeting a wide variety of interests and needs was intended by the Communications Act in a manner completely reconcilable with basic concepts of freedom of communications as far as the device of requiring that licensees compete with each other in an attempt to accommodate the needs and wants of the areas they serve. The more extensive this competition becomes the more balanced the response of the industry as a whole. The commission's interference with this natural process can only abort the plan for broadcast communications adopted by Congress and conceived in accordance with basic concepts of freedom of communication.

"We believe that the commission has gone too far in the device of requiring that any acceptable concept of freedom of communication, when it limits its function to promoting full, free and fair competition, and to selecting licensees who are demonstrably qualified by character and otherwise to search out and be sensitive to the needs and interests of the people served.

"We believe that it is possible and quite proper for the commission to require an applicant to show, as a matter of qualification, that he is equipped in all respects to search out audience wants and community needs and to develop responses to what he finds and chooses. But whether his choice of the needs and wants to be served is proper or his mode of response the most effective cannot be usurped by the commission without making a ridiculous sham out of the concept of license freedom and responsibility.

"That he cannot be trusted to make these judgments without constant supervision and correction by the commission is to posit his irresponsibility, not responsibility. Our system would not thus be based upon responsible licensees but upon irresponsible licensees whose weaknesses are offset by a bureaucracy that is presumed to be responsible and superhumanly prescient. If this is to be our system, then, we believe it cannot serve the purposes of freedom.

"We believe that the commission can quite properly require that an applicant demonstrate capacity to reach an informed judgment, but the commission should not interfere with his right to decide that his informed judgment was right or wrong. That his judgment was informed is enough. If it was wrong, the corrective process of many judgments being made by many licensees in competition with each other will make insignificant and short-lived the error of one. On the other hand, commission error in judgment is uniformly felt, and there is no natural corrective process.

Public Domain • The Pierson report next took up the thesis that the government should interfere with broadcast communications because radio frequencies are in the public domain and therefore should be less free than other mass communicators. It said, "The truth of the premise is subject to the caveat that broadcast frequencies are created by costly privately owned equipment and would not, but for this private action or substituted government action, otherwise exist. But the argument as to whether public or private property is the real or principal source of this communication medium is both unnecessary and inconclusive. Regardless of who 'owns the airwaves,' it is a completely new, unique and novel concept in our system that freedom to communicate can only be allowed to those who shun the public domain.

"The public ownership of parks, lecture halls, auditoriums, legislative halls, schools and streets has traditionally been thought to require fewer restraints upon individual liberty, rather than more. Indeed, the very purpose of many expenditures of public funds is to facilitate and enhance freedom of intercourse, not to debilitate it. We know of no valid reason for now forsaking this principle. Moreover, the distinction between broadcasters and other mass communicators is only one of degree, since it is palpable that in our complex modern society, no mass communicator can operate without using the public domain in some manner or form.

"The technological scarcity argument, the report said, is obscure if it is intended to distinguish the the broadcast communicators from others and in any case there is substantial promise that technological scarcity "may be virtually eliminated in the near future."

As to the claim the FCC should extract detailed program promises from applicants and then see they are performed, all for the public benefit, the report said, "The anomalous nature of this proposition is evidenced from the fact that the commission on many occasions has emphasized that public interest and needs are dynamic and not static, that a broadcaster must constantly and vigorously keep abreast of the changing circumstances and that he must program in response to such changes. It is utter nonsense to say that he can maintain this posture and yet predict his programming for a period of three years with the specificity required for an enforceable promise. We believe that the promise-vs-performance cliche has been a pure shibboleth for program meddling and a rather ridiculous one.

"We conclude, therefore, that no valid excuse exists for the commission to itself evaluate the public interest in the composition of program proposals.

FORD FROWS ON CODE AS FCC POLICY

Sees virtue in self-regulation efforts of broadcasters

FCC Commissioner Frederick W. Ford made a strong argument last week against government adoption of NAB codes on commercial continuity and Omaha-Chicago hearings on local tv programming (see page 38).

Speaking to the National Religious Broadcasters in Washington, Commissioner Ford also probed concern that FCC attention to its staff in the "sensitive area" of letters to licensees on programming. (For full report on NRB, see page 87).

"When industry develops a satisfactory code for self-regulation, I think it would be wrong for the commission to take that work product and include it in its own rules and regulations which have the force and effect of law," he said. "Such a course would undermine the desire for self-regulation and it would be more effective for a broadcaster to be sanctioned by his associates than to "be condemned or receive a nasty letter" from the FCC, Commissioner Ford said.

Present NAB radio code does not provide for many radio stations which must violate commercial restrictions during given days or seasons to survive, he pointed out. For example, he said, to enforce the code against daytime stations in the northern U. S. during winter months or summer resort areas, outlets could cause their elimination.

Instead of adoption of the NAB codes
or performance. Lacking such excuse, such commission activity can only have the discrete purpose of controlling the proposals and performances. This very activity not only implies that the broadcaster is frequently irresponsible and untrustworthy, but that political agencies are always responsible and trustworthy. Neither proposition is true. Each party is subject to human imperfections. Each has distinctive interests that on occasion abort proper action.

"If we accept these points as true, it may still be asked, 'Since each has weaknesses of like kind, why let the broadcaster control and not the commission?" The answer lies, we believe, in the overriding considerations: That centralized control in the commission is inconsistent with the premises and purposes of freedom to communicate and does not advance, but retards this nation's goal of a free, open, progressive and diversified society of individuals who, with a high standard of life, are clothed in the dignity and blessed with the happiness that freedom of thought, belief and communications nurtures."

An addendum to to the Pierson report discusses objections and doubts voiced within the committee on the FCC's review of an applicant's determination of audience wants and community needs. Objection was made to "the commission having this power" and doubts "that it could be meaningfully exercised unless coupled with review of programming." Mr. Pierson said the commission should have the power to review an applicant's determination of audience wants and community needs so long as its activity does not involve program review or substitution of commission for licensee program judgment results.

The Pierson subcommittee, which included Mr. Loucks and William J. Dempsey, was critical because the fairness doctrine respecting controversial public issues wasn't treated in the report (see Sec. 315 report). Mr. Pierson said he believed the licensee duty expressed by the doctrine is valid and vital, and must be accepted by the broadcaster in his tasks as a modern selector of mass communications, giving an explanation of his position.

As to criminal program conduct, the Pierson report said the law puts primary responsibility for enforcement of the criminal code on the Justice Dept. and courts but said the commission ought to deny applicants of demonstrably bad character. The final section of the addendum dealt with a series of several cases decided in past decades and then discussed the effect of a new Sec. 326 on regulation of commercial practices.

"The proposed addition referred deliberately to 'programs' and was not intended to prevent evaluations of commercial practices to the extent that such evaluations concerned themselves with program interruptions, length and frequency of commercial announcements, false and misleading advertising, bait and switch advertising, etc." the report concluded.

Common Carrier Procedure • The FCC's common carrier procedure is decades old and needs overhauling, according to a recommendation of Reed T. Rollo, chairman of a subcommittee. The recommendation represents his personal views. Others members are Mr. Albertson and Mr. Porter.

Actually the statutory provisions in the communications act are adapted from the Interstate Commerce Commission, dating back to the mid-1920s or earlier, and no significant revision or reappraisal has taken place, Mr. Rollo said. He recalled that for a time the FCC had three divisions, one devoted to common carriers, but this activity "has deteriorated to the point where it is largely a subordinate staff responsibility with relatively little attention or interest at the policy level of the commission." He said broadcasting predominates in political interest, appointments, organization, operations and appropriations.

The Rollo report said the radio spectrum should be under one authority with no other function but if this isn't possible, new legislation should separate broadcasting (by wire or radio) from all other communications (by wire or radio, domestic or international, common carrier or private).

The present statute was described as "a patchwork which lacks coherence or direction. Radio licensing is totally under federal regulation. Common carrier services, whether by radio or other means, are in some instances exempt from federal regulation, in other instances partially under federal regulation, and some services, although local in character, are totally FCC regulated."

Major AT&T activities are not under federal regulation, it was stated, as the statute exempts telephone exchanges, regardless of their interstate character and intrastate services. Small miscellaneous common carriers, however, are totally under federal regulation as to licenses, tariffs, certificates, etc.

Regulation should foster competition in all types of service, it was stated, excepting only telephone exchange service which should be redefined. Listing some of the carrier regulatory problems, the report called for "a complete re-examination of the division of state and federal regulatory authority." Furthermore modern modes of communications in the microwave field and the act should be realigned with provisions of the satellite act and modern needs of the public.

Procedures in common carrier cases, aside from radio licensing, need to be revised, the report said, noting that the FCC's bureau is judge and jury as well as party-litigant. A total reorientation of the common carrier portion of the act (Title II) was advocated.

As to forfeitures, it was recommended that the terms "willful" and "repeated" be more accurately defined, to clear up the forfeiture situation, with a cease and desist procedure proposed.
industry then will have full knowledge of the delegations and the authority of the staff," he said.

The 1960 program policy statement developed a formula which, if followed, he said, "will keep us out of any suggestion of censorship or attempts to direct the types of programs that are broadcast."

Economics & Radio • The economic aspects of radio's alleged overpopulation probably are not as serious as many had thought, Commissioner Ford told the religious broadcasters. He said, contrary to his earlier belief, the recent FCC-NAB conference (BROADCASTING, Jan. 14) had convinced him that the problem probably could be handled through engineering standards and a closer look at finances.

He predicted all-channel TV sets will help the growth of UHF but that it may not be the complete solution and that the FCC will have to take additional steps. He said the FCC is planning to add 600-700 new UHF allocations to the table of assignments (BROADCASTING, Jan. 14). Commissioner Ford theorized that it may be desirable, to assure equal competition among the three networks, to drop in a third VHF channel to all major markets which do not now have three.

Once the market is saturated with all-channel receivers, it will be possible for new UHF stations to be built in areas which do not now have local service and there will be an incentive for "risk capital" to build, he said. Manufacturers must begin making all sets capable of receiving UHF by April 1964.

U.S. news policy to be clarified by conference

Clarification of federal government news policies will result from NAB-suggested discussions between top Administration and news media representatives, NAB President LeRoy Collins predicted last week.

Speaking to the Oklahoma Broadcasters Assn. in Oklahoma City last Tuesday (Jan. 22), Gov. Collins expressed confidence that "greater unity" among news media backing freedom of communications will emerge from the planned talks which are being spearheaded by NAB's Freedom of Information Committee. The conference will "lead to a clarification of government news policies and a correction of any abuses or restrictions which may impair the people's right to know," he said.

President Collins said that Howard Bell, NAB vice president for planning and development, has met with White House News Secretary Pierre Salinger to work out details for a full discussion with news media of government information policies. He said the NAB is hopeful that all segments of the press will participate in the discussions for "restrictions and discriminations imposed on any arm of the press constitute a threat to, and limitation upon, all media."

The NAB committee asked for the conference with Mr. Salinger following the Cuban crisis last fall during which the Administration was accused of "managing" the news.

Miami ch. 10 hearing opens in Washington

A comparative hearing to determine which of four applicants should be licensed to operate on ch. 10 Miami opened in Washington last week.

WLBW-TV, which is now operating on the channel and seeking renewal, began presenting its testimony first. The other applicants: Civic TV Inc., South Florida TV Corp., and Miami TV Inc.

Throughout the first four days of the hearing, WLBW-TV sought to show, through exhibits and testimony, that its officials were residents of the Miami area who have made extensive efforts to determine programming needs and to program the station accordingly.

The witnesses were Charles H. Topmiller, president; Thomas Welstead, vice president and general manager; Lin Mason, program and station director; and J. Abney Cox, a Coral Cables businessman who serves on the station's program advisory committee.

WLBW-TV was given a temporary license by the commission in July 1960, after the three other original applicants for the channel were disqualified for improper contacts with then FCC Commissioner Richard Mack. WLBW-TV went on the air with a four-month li-
CHANNEL 8 STILL ON TOP

IN THE RICH ROCHESTER MARKET

WROC TV 37,600 HOMES *

STATION “B” 35,900 HOMES

STATION “C” 29,400 HOMES

Per Average Half Hour
6 PM-Midnight
7 Days a Week

WROC ROCHESTER N.Y. TV 8
CHANNEL BASIC NBC

Represented by
Edward Petry & Co., Inc.

*NOV.-DEC. 1962 ARB
DID McLendon Corp. Mislead FCC?

Hearing set on program complaints about WYNR Chicago

An abrupt change in the programming of WYNR Chicago is going to have to be explained at a hearing in that city the FCC ordered last week.

The commission said that it ordered the “investigatory proceeding” to determine if the McLendon Corp., the station licensee, was candid with the commission or if it failed to disclose its program intentions when it acquired WYNR (then WGES) last August.

Rep. Roman C. Pucinski (D-Ill.) had asked the commission to order WYNR to show cause why its license should not be revoked, because the station dropped its foreign language broadcasts (German, Italian, Polish and others) five days after McLendon began operating it. He said that WYNR increased its 80% Negro programming to 100%.

The commission noted that McLendon had proposed, in its application for an assignment of license of former WGES, to maintain some 32 hours weekly of foreign language programs. But on or about Aug. 28, 1962, WYNR eliminated this programming. “A serious question is raised as to the licensee’s candor in representing in its application that it intended to continue the same programming as . . . WGES.”

The commission also wants to determine if McLendon misrepresented facts to it when it asked about WYNR’s program changes last August and if the licensee delayed informing the commission of the proposed changes until after the sale from WGES had been approved, and time for protests against it had passed—“thus misleading the commission and those in the service area who might have protested . . . against . . . a licensee who planned to deprive them of an existing programming service.”

Senate continues probe of Pacifica

The appearance in Washington last week of a former California radio station manager is evidence that a Senate investigation of a radio chain for “communist infiltration” is not over.

Mrs. Catherine Cory Gumperz, now a director and vice president of the Pacifica Foundation (licensee of four non-commercial fm stations) and manager of KPFK-FM Los Angeles for two years, from 1960-1962, was in the capital to answer a subpoena issued by the Senate Internal Security Subcommittee, which has questioned seven witnesses behind closed doors earlier this month (Broadcasting, at Deadline, Jan. 14).

Trevor Thomas, president of Pacifica, said in Berkeley, Calif., Wednesday (Jan. 23) that the FCC still is holding up renewals of the foundation’s licenses for KPFA (FM) and KPFB (FM), all Berkeley, WBAI-FM New York and KPFK. The FCC staff has said it’s been holding up the Pacifica licenses—some for several years—because of complaints on programming.

Mr. Thomas said he asked a high FCC official whether the Senate investigation also is involved in the holdup and was told the investigation had “some bearing.”

Another FCC official said last week that the subcommittee has not requested that the licenses be held up, although there have been contacts between the agency and the investigators.

Directors Approve • Pacifica’s board of directors met in Berkeley Jan. 19 and “discussed the problem at length,” Mr. Thomas said. There was no disapproval of the manner in which the management has handled its relations with the Senate investigation nor any indication the stations’ programming policies should be altered, Mr. Thomas said. Pacifica stations, all listener-supported, have featured controversial discussion programs since the foundation was established in 1949.

Subscriptions to the stations have picked up since the investigation was publicized earlier this month, Mr. Thomas said. More than 500 new subscribers have enrolled this month.

WDKD seeks stay for appeal of license case

WDKD Kingstree, S. C., has asked the FCC to stay its order that the station cease operation on Feb. 8 while its continuing fight to have its license renewed is pending in the court of appeals.

The commission was told that severe injury would be wrought on the station and the public interest if it has to leave the air. WDKD told the commission that while cases such as its own are pending before the courts, a stay is usually granted pending a final decision.

Advertiser quiz: Will Celler’s reach exceed his grasp?

If the top 100 advertisers give complete answers to all the questions about their advertising policies and behavior a House subcommittee has asked in a questionnaire, they will help present the clearest picture yet on what traditionally has been a fuzzy subject, even for media and advertising people.

The big advertisers have been asked to submit the information to help the House Antitrust & Monopoly Subcommittee prepare for hearings—probably late next month—on the concentration of ownership in the news media (At Deadline, Jan. 8, 1962).

Companies now trying to answer some of the subcommittee’s questions may have a sizable job. Some may not know all the answers, so vast are their advertising programs. The subcommittee indicated last week it expects no quick reply to its letters sent Dec. 31 and signed by Rep. Emmanuel Celler (D-N.Y.), chairman of the subcommittee, and of the parent Judiciary Committee.

Question No. 4 hints at the scale of the query: What did the company spend each year between 1956-62 on advertising in each of these media: newspapers, general magazines, business publications, farm magazines, spot television, network television, spot radio, network radio, outdoor advertising, direct mail and other media?

Question No. 6 asks: What has been the impact of television on the company’s advertising in newspapers (generally) and in “second” newspapers (the second-choice publications in any given market)? To what extent would more widespread color television affect the company’s advertising in newspapers generally? in “second” newspapers?

Other points on which the subcommittee has asked the firms to cooperate (without benefit of anonymity or confidentiality): participation of main and regional offices in allocating advertising budgets among media, and in the determination of an advertising agency, and selection of media for particular markets. Firms were asked about experience with “double billing,” group rates and regional advertising. Whether policies toward “second” newspapers had changed during the 1956-62 period also was asked.
ONE always stands out
and in the Birmingham television market, WAPI-TV is always that one... because: WAPI-TV offers the cream of NBC and CBS. WAPI-TV owns every major film package available. WAPI-TV offers one of the largest, most experienced, best equipped news and sports staffs in the Southeast. Make your outstanding buy... the station that stands out... WAPI-TV BIRMINGHAM, ALA.

Represented Nationally by
HARRINGTON, RIGHTER, & PARSONS, INC.
PASTORE: ‘KEEP THE HOUSE CLEAN’

Radio-tv liquor ad query brings threat of legislation

Circulation of a questionnaire asking radio and television stations if they would use liquor advertising has raised anew on Capitol Hill the threat of a federal ban. There are hints that such legislation also could be aimed at beer and wine advertising—large sources of broadcasting revenue.

The questionnaire has been circulated by an unnamed advertising agency. It asks whether stations would carry liquor advertising and, if so, what kind: hard liquor, liqueur, or beer and wine.

The threat comes from Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee.

“I would hope broadcasters on their own initiative would see the great error [in such a practice] and would exercise restraint,” he said. “If one is prepared to introduce legislation to prevent liquor advertising on broadcast media, said the senator. There is some sentiment among some senators against beer and wine advertising on radio and television as well, Sen. Pastore added, although he said he would not want to go that far in any legislation he might offer.

(Another lawmaker, Rep. Eugene Siler [R-Ky.], already has introduced legislation on the subject. Rep. Siler, however, would ban all transportation and advertising of liquor [Broadcasting, Jan. 21], but his bill is a perennial, offered in each Congress by representatives and senators acquiescing to pressure from dry constituents. If Sen. Pastore were to propose a ban on liquor advertising on radio and television—as he has suggested he may—such a bill might earn serious consideration.)

Do-It-Yourself • Sen. Pastore was quick to point out he believes broadcasters are interested in “cleaning their own house,” and he hopes they can do it. Earlier experience, he recalled, showed they could take care of the problem adequately (Broadcasting, Aug. 21, 1961, et seq).

Liquor advertising was a serious issue on Capitol Hill in the summer of 1961 when Sens. Pastore and Warren G. Magnuson (D-Wash.), chairman of the powerful Commerce Committee, wrote the NAB that plans of some distillers to advertise on radio and television had been brought to their attention by “stories in trade publications.” The senators warned that an ad ban had been forestalled in the past by promises of broadcasting spokesman that such advertising would not be accepted. The Distilled Spirits Institute supported the plans.

Sen. Magnuson went to the Senate floor Aug. 25, 1961 and said, “I hope there will not be any breakthrough or letting down of the voluntary code under which the broadcasters have lived for 25 years.”

Sen. Pastore indicates he hopes recent reports of the questionnaire is not a sign of the breakthrough.

FCC sound machine

FCC engineers have built a machine they hope will help them in analyzing some of the problems involved in the commission’s efforts to determine whether commercials really are loud and, if so, what could be done to tone them down.

The machine, built of components, consists of an am-fm-tv sound receiver, a vu meter, type-approved modulation monitor, cathode ray oscilloscope, and sound-level meter.

“The machine won’t give us any answers,” Ralph Renton, associate chief engineer, is quick to admit. “But it will provide some means of judging various methods now used for adjusting ‘gain’ at radio and tv stations.”

What is really needed, he said, is a loudness meter. “But there isn’t anything like that available on the market.”

Sen. Case proposes loudness preventative

Sen. Clifford P. Case (R-N.J.), leading congressional critic of loud commercials on radio and television, has suggested the FCC consider a requirement that stations preview commercials from outside sources to prevent airing of announcements that are too loud.

Sen. Case also called on the NAB to “give additional attention to this problem with a view toward setting an industry standard banning such things as noisy sound effects, machine-gun delivery and other devices.”

His suggestions were contained in a statement to the FCC filed today (Monday), deadline for written complaints to the FCC for its announced inquiry into loud commercials (Broadcasting, Dec. 24, 1962).

The senator complimented the agency for looking into the subject and said he hoped “the inquiry will result in a promulgation of a rule ending this annoying nuisance.”

Broadcasting, January 28, 1963
City-County Building Reporter for WWJ News, Kirk Knight covers the many administrative offices governing Metropolitan Detroit—heart of WWJ's primary coverage area. Especially noted for crisp, accurate reports of activities in the Mayor's Office and at daily Detroit Common Council meetings, Knight is another important member of the great WWJ News operation—the only local service that includes:

- 13-Man Broadcast News Staff—Michigan's Largest
- Newsgathering Resources of The Detroit News
- NBC Correspondents in 75 Countries
AMST director writes Lee another letter

RESTATES VIEWS ON NEW YORK UHF TELEVISION TEST

The Assn. of Maximum Service Telecasters refused last week to let FCC Commissioner Robert E. Lee have the last word in their disagreement about what was proved by the FCC's uhf test in New York.

Lester Lindow, executive director of AMST, reasserted his view that the uhf test demonstrated that, although uhf can provide substantial television service in a canyon-like city such as New York, vhf superiority ranged between 10% and 50%.

Mr. Lindow first offered this conclusion in a newsletter to AMST members in November (BROADCASTING, Nov. 26). A month later Commissioner Lee, in a letter to Mr. Lindow, said there was no basis for concluding that vhf was superior (BROADCASTING, Jan. 7).

Mr. Lindow made his comments last week in a letter to Commissioner Lee, who has long championed the cause of uhf.

The AMST executive said that the FCC report on the uhf test showed that householders had rated ch. 31 below Grade 3 (passable) in 9% of the locations, whereas they had rated ch. 2 below that mark in 4.7% of the locations and ch. 7 in 4.9% of the locations.

"In other words," he said, "only about half as many locations failed to get a 'passable' or better vhf picture as failed to get a 'passable' or better uhf picture.

Householders' Ratings • Commissioner Lee had said that the report "attached little significance to householders' reports vis-a-vis those of the trained technicians." But Mr. Lindow said this downgrading is unwarranted in view of the "demonstrated reliability" of such ratings in TASSO surveys.

Mr. Lindow also stood by his original assertion that technicians had found vhf to be substantially superior to uhf. Mr. Lee said the report showed installation crews found a 10% inferiority in uhf for grade 3 or better pictures with indoor antennas, little or no difference with outdoor antennas, and 5% superiority for uhf grade 2 or better pictures using outdoor antennas. The commissioner said this doesn't prove "substantial" vhf superiority.

Mr. Lindow, however, said a 10% difference is "substantial," particularly whereas "in New York City," a 10% difference in locations represents a population of some 1,300,000. He said the fact that vhf superiority was reduced when outdoor antennas were used "underscores the greater ease with which the public is able to receive vhf reception." This is particularly important, in apartments where installation of roof top antennas might not be possible, Mr. Lindow said.

He also sought to neutralize the statistical point that technicians gave uhf a 5% superiority on Grade 2 or better pictures when outdoor antennas were used. He said reports on "overall picture gradings" for all 313 outdoor installations indicate a Grade 2 or better picture on ch. 31 at fewer locations than for either ch. 2 or ch. 7.

Mr. Lindow's letter continued the controversy over the procedures used in the test. Commissioner Lee expressed surprise at the criticism, first advanced in Mr. Lindow's newsletter, in view of AMST's participation in the preliminary planning.

Mr. Lindow said the organization had been anxious to assist in the preparations but that the coordination between the commission and industry representatives "fell far short of what the Congress intended" when it approved the appropriation for the test. The AMST executive said meetings were infrequent and that industry representatives were given little time to study and comment on written material dealing with the project.

KISN's $2,000 fine sticks, FCC decides

Misleading identification by KISN Vancouver, Wash., has cost the station a $2,000 fine. The FCC last week upheld the amount of its original citation. (BROADCASTING, Sept. 10, 1962)

KISN was found guilty of misleading "the listening public into believing that KISN is licensed solely to Portland," the commission said. An example given by the commission when it made the original citation was:

"Current climatological readings from KISN, Vancouver Radar Weather Control, the word is overcast. This hour's forecast for Portland, Sandy and Beaverton, rainy periods." The complaint was that "there was no pause between the words 'Vancouver' and 'Radar' so that the report was being supplied by Vancouver Radar Weather Control."

The commission said it warned KISN in June 1961 against improper identification but that further offenses occurred in December 1961 and January 1962.

"KISN said the $2,000 forfeiture was "highly unjust" and that the identifications did not mislead the public, harm any other station or "corrupt the morals of the community."

FCC told to deny WWIZ renewal

The FCC was advised last week to administer stern punishment to broadcast Sanford Schafitz for a series of alleged offenses. The most serious charge was that he transferred control of WWIZ Lorain, Ohio, to the Lorain Journal Co. without prior consent of the commission.

The Broadcast Bureau, in proposed findings, said that evidence developed at hearings last summer and fall indicates that such a transfer did take place and concluded that neither Mr. Schafitz, Harry Horvitz, president of the Journal nor the Journal itself has the character qualifications to be a broadcast licensee. The charges were denied by the Journal and WWIZ.

The Bureau recommended that WWIZ Inc., headed by Mr. Schafitz, be denied a license renewal for the Lorain station and that its application for transfer of control of the station to the Journal be dismissed.

The Bureau also recommended denial of the renewal application for WFOR Farrell, Pa., which is owned by Mr.
This reliable camera is best for 20% of your live shows

This new one handles all the rest at one-tenth the cost/hour

The top camera is General Electric's 3"/4½" image orthicon TV camera, Type PE-20. Over a year of field experience has proved its unmatched reliability for "action" shows requiring I-O performance (probably about 20% of your shows).

The new one below is the first truly professional transistorized studio vidicon camera—General Electric's Type PE-23. It offers outstanding performance for such studio productions as news, panel, and quiz shows (which constitute up to 80% of today's live studio programming). The PE-23's initial cost is 50% less and its operating cost is 90% less than its I-O counterpart. For more data, contact your General Electric Broadcast Equipment Representative, or write Technical Products Operation, 212 W. Division St., Syracuse 8, N.Y.

Progress Is Our Most Important Product

GENERAL ELECTRIC

BROADCASTING, January 28, 1963
New bills introduced in Congress

The following legislation introduced in Congress was processed between Jan. 17-24 and was not therefore mentioned in Broadcasting's summary of legislation in the Jan. 21 issue. Proposals which duplicate earlier bills and resolutions are so noted (* indicates legislation introduced in the same or similar form in earlier congresses).

Language communication study: H.R. 977, Rep. Alphonzo Bell (R-Calif.): to create a division of language science within the National Science Foundation to coordinate, promote and facilitate an intensive national program of language communication and cultural exchange.

Public information*: H.R. 1063, Rep. Ed Edmondson (D-Dokla.): to amend the Administrative Procedure Act and open to the public records and papers filed with agencies.

Overtime: H.R. 1680, Rep. James G. O'Hara (D-Mich.): to amend the Fair Labor Standards Act of 1938 and improve its overtime standards. Communications would be included in a definition of industries of "major economic importance," and employees would be entitled by law to double-time pay for work beyond the "maximum work week."

Obscenity commission: H.R. 1894, Rep. E. Y. Berry (R-S.Dak.): to create a commission on noxious and obscene matters and materials (Broadcasting, Jan. 21).


Ban pay-tv*: H.R. 2096, Rep. George Huddleston (D-Ala.): to prohibit the charging of a fee to view telecasts in the home.

End daylight saving time*: H.R. 2335, Rep. Kenneth J. Gray (D-Ill.): to amend the Standard Time Act of March 19, 1918 to provide that standard time be the measure of time for all purposes (the effect would be to eliminate daylight saving time).

Spy watchdog: H.J. Res. 145, Rep. William Fitts Ryan (D-N.Y.): to establish a joint committee on foreign information and intelligence. This House-Senate unit would examine the activities of the United States Information Agency, Central Intelligence Agency and information services within the Executive.

International tv: H. Con. Res. 46, Rep. Kenneth A. Roberts (D-Ala.): to express the sense of Congress on promoting international educational radio and television broadcasting as a means of achieving better understanding among and promoting education of the peoples of the world.

National arts foundation: S. 165, Sen. Jacob Javits (R-N.Y.), for himself and Sens. Joseph S. Clark (D-Pa.), Hubert Humphrey (D-Minn.) and Claiborne Pell (D-R.I.): to establish a United States National Arts Foundation with up to $5 million for operations and grants in its first year and not more than $10 million in succeeding years.

Cultural center site: S. 315, Sen.

Schaftiz, and a license covering a construction permit for WXTV (TV) Youngstown, Ohio, owned jointly by Mr. Schafitz and Guy W. Gully. The television station is now dark.

Mr. Schafitz's difficulties with the commission stem from discussions he had with Mr. Horvitz in September 1958, which led to the formation of WWIZ Inc., assignment of the WWIZ license to it, and the sale to the Journal of a 45% interest in the corporation for $55,000.

Mr. Schafitz needed the funds for construction of WXTV. The Broadcast Bureau said Mr. Schafitz was so preoccupied with financial problems in completing the television station that he was willing to sell a share in WWIZ "upon such conditions as Horvitz would dictate, including the transfer of effective corporate control to the Journal."

Agreed to Journal's Terms - The Bureau contended that even before the corporation was formed, on Nov. 12, 1958, Mr. Schafitz agreed to terms that would give control of the station to the Journal and that after the corporation was organized, the Journal exercised this control.

The bureau held that Mr. Horvitz controlled the votes of two of the three directors—his own and that of Harry Wickens, who had been an attorney for the Journal. Mr. Schafitz was the third director. The Bureau also said that Mr. Horvitz controlled the keeping of records and financial affairs through his employees, who were secretary and treasurer of WWIZ.

According to the bureau, the Journal's alleged control of WWIZ was concealed from the commission and the "nature of the understanding was not revealed, except through the hearing process under cross examination."

The Journal and WWIZ however, said there was no agreement to sell and transfer full control until May 2, 1961.

In a joint pleading, the Journal and WWIZ said that Mr. Schafitz not only controlled the corporation through his majority stock ownership but retained actual control of the operation of the station. The Journal and WWIZ said Mr. Schafitz was solely responsible for hiring and firing employees, for determining the banks WWIZ Inc. would use, and for the advertising, business and programming policies of the station's operation.

Regarding Mr. Wickens' role in the corporation, the two sides maintained there is no evidence to support the inference that he acted as an agent of the Lorain Journal.

Newsmen deny pro-Cuban leanings

A refugee Cuban journalist's charges that five U. S. newsmen slanted news to favor Cuba in broadcasts and newspaper stories were denied and sharply criticized in statements to a Senate subcommittee released today (Monday).

Sen. Kenneth B. Keating (R-N.Y.), who presided at 1962 hearings of the Senate Internal Security Subcommittee (Broadcasting, July 23, 1962), said last week he regretted the charges by Carlos Todd had been made "in public without an opportunity for evaluation and out of the presence of the accused parties." The senator also said, "At no time was it proved to my satisfaction that the reporters named by Todd were either the instruments or the dupes of the communist conspiracy."

Mr. Todd, now head of the Cuban Information Service named:

Charles Kuralt, CBS News Latin America correspondent; John Hlavacek, NBC News correspondent now stationed in Miami; Hendrick J. Berns, formerly a commentator and feature reporter on WGBS-AM-FM Miami; William J. Oliphant, commentator; and Sam Halper of Time Inc.

The Replies - An analysis of an
The FCC last week...

* Designated for hearing the applications of Central Wisconsin TV Inc. for more time to construct WCWT (TV); ch. 9, Wausau, and to sell the station to Midcontinent Broadcasting Co. Wisconsin Citizen's Committee for Educational TV and WSAU-TV were made parties to the proceeding. The citizen's etv committee had petitioned the FCC for denial of Central's applications, charging that it was trafficking in licenses (BROADCASTING, June 4, 1962). Central countered that WSAU-TV had financed the citizen's committee to block competition in Wausau. Chairman Newton N. Minow, who favored further inquiry, dissented.

* Granted request by NAB and extended to March 18 this Monday's (Jan. 28) deadline for comments concerning the commission's inquiry into loudness of commercial announcements and their continuity over am, fm, and tv stations (BROADCASTING, Dec. 24, 1962).

* Granted request by Reliable Broadcasting Co. that issues in its comparative hearing with Blue Ridge Mountain Broadcasting Inc. for new am stations in Calhoun and Ellijay, both Georgia, respectively, be enlarged to determine if the Blue Ridge application was filed solely to prevent a grant to Reliable. Reliable charged that WCGA Calhoun had instigated filing of the Blue Ridge application to keep competition out of Calhoun and submitted affidavits to this fact by a former WCGA employee.

* Gave notice that the Nov. 28, 1962, initial decision granting the application of North Alabama Broadcasters Inc. for a new tv station on ch. 19 in Huntsville, Ala., is effective. North Alabama was originally a competing applicant with Smith Broadcast Inc., which amended its application for a new tv in Huntsville to read ch. 25 (BROADCASTING, Nov. 19, 1962). North Alabama is owned by Aaron Aronov and Tine W. Davis, each 33⅓ ⅓%, and Charles F. Grisham and John C. Godbold, each 16⅔%.

* Was requested by the National Educational TV & Radio Center to institute a rulemaking proceeding to assign and reserve for non-commercial use uhf ch. 68 to Livonia, Mich. NETRC said that Livonia is one of the fastest growing cities in the state and plans to establish an etv station in conjunction with its public schools.

SENATE FILIBUSTER STALLS HILL

Scheduled hearings now uncertain till Senate clears decks

Congress was stalled last week, still unable to take up its tasks in earnest and get into legislation affecting broadcasters: Sec. 315, ownership of news media, space communications, broadcast measurement service, community antenna television and other subjects.

House Republicans announced committee assignments Thursday (Jan. 24) and cleared the way for committees to organize themselves for the first time since Congress convened 19 days ago.

The House Commerce Committee was scheduled to meet Tuesday (Jan. 29) to organize itself and name subcommittee members and chairmen.

The Senate, however, still was hung up by a filibuster over a proposed rules change. When it might get down to business was uncertain last week as the Senate prepared for longer sessions, beginning today (Monday) at 10 a.m.

The Senate Commerce Committee scheduled two hearings on communications matters, but both face postpone- ment if the filibuster on rules is to con- tinue.

One hearing was set for this Thursday on FCC Broadcast Bureau Chief Kenneth A. Cox, nominated by President Kennedy for the unexpired term of Commissioner T. A. M. Craven, who retires that day at the age of 70. Mr. Cox also was nominated for a full seven-year term beginning July 1, and both nominations will be heard together (BROADCASTING, Jan. 21).

A hearing of the Communications Subcommittee was set for Tuesday (Jan. 29) to question scientists how successful the Nation's two communications satellites have been.

Here is the lineup of the House Commerce Committee, which is composed of 33 representatives under the chairmanship of Rep. Oren Harris (D-Ark.), now on his fourth term in that post.


* Denotes first term
D'ANTONI, BAER FORM TVPA

Former MBS officials start new firm, plan to enter tv production, represent talent

The formation of Television Productions of America Inc., New York, a tv production and talent representation company, was announced last week by Philip D'Antoni and Norman Baer, partners, who have resigned from MBS as vice president-general sales manager and as director of news and public affairs respectively.

TVPA has signed with Greshler Productions, Hollywood, to co-produce three musical-variety specials starring Vince Edwards of the Ben Casey series, and on its own TVPA is planning another variety special, Salute to Harry Richman.

TVPA also will serve as the east coast sales representative of Diamond Artists, a talent representation firm headed by Abe Greshler, whose clients include Mr. Edwards, Don Knotts, Tony Randall, Tina Louise, Don Wilson, John Ireland and Denise Darcel. The specials will be either 60 or 90 minutes in length, and the Richman program will spotlight well-known personalities, including Sammy Davis Jr., Bob Hope, Jack Benny, and Sophie Tucker, according to Mr. D'Antoni.

Mr. D'Antoni has been with Mutual four years in various sales executive posts. Mr. Baer has been with the network news operation for five years and earlier was a partner in Gross-Baer Productions, radio-tv programming company.

TVPA is located at 77 W. 55th St., New York 19. The telephone number is LT 1-1130.

Cleveland merger forms Cinecraft-Continental

Cinecraft Productions Inc. and Continental Motion Pictures Inc., Cleveland film companies, have been merged as Cinecraft-Continental Productions Inc. Facilities of the new company, which produces documentary films, include three sound stages, a staff of 16 persons and a creative writing department.

Officers of the new company are: Ray Culley, president; Paul Culley, vice president and general manager, and Julius Potocsky, vice president and executive producer.

 Studios are at 2515 Franklin Blvd., Cleveland 15. Telephone: 781-2300.

Second-year sales made for Official's 'Biography'

Renewals on the second year of Biography, which currently is in production, have been made by Official Films in 15 markets, it was announced last week by Seymour Reed, Official president.

Topping the list of renewals was a regional buy by Pacific Gas & Electric Co., San Francisco, through BBDO, that city in California on KRON-TV; San Francisco, through KERO-TV Bakersfield; KHSL-TV Chico; KIEM-TV Eureka; KFRE-TV Fresno; KSBW-TV Salinas and KSBY-TV San Luis Obispo. Other renewals, Mr. Reed said, have come from Chemical Bank-New York Trust Co., through Benton & Bowles, New York, on WNBC-TV there and from KNBC-TV Los Angeles, KLZ-TV Denver; KCRA-TV Sacramento; KOGO-TV San Diego; KOAA-TV, Pueblo, Colo., and WWLP (TV) Springfield, Mass.

Among the subjects for the second year of the series are George Bernard Shaw, Dag Hammarskjold, Herbert Hoover, Princess Margaret, Babe Didrikson and Madame Chiang Kaishek. The first year of Biography has been sold in 175 markets.

 Daly and CBS-TV at odds on 'What's My Line?'

John Daly, former ABC news and public affairs executive and host of What's My Line? on CBS-TV, appeared to be at a standoff last week with CBS-TV on his future role in the program next season.

As of last week, there was a faint glimmering of reconciliation—and a new contract—for Mr. Daly, who told Broadcasting late last week that a "third party" had now entered the picture as an "intermediary."

Mr. Daly had turned down CBS-TV's offer of a "flat, non-negotiable" contract. CBS-TV's position was that it had offered him a new long-term contract but that he had decided not to accept it. The current contract expires at the end of September.

Mr. Daly has been on the popular weekly quiz show (Sunday, 1:30-11 p.m.) for the past 14 years. It's reported his show earnings come to some $2,500 weekly.

ABC buys tv rights to winter Olympics

ABC-TV has secured worldwide tv rights to the 1964 Winter Olympic Games at Innsbruck, Austria, Jan. 29-Feb. 9, 1964.

Although no exact figures were divulged, it was revealed that ABC-TV paid around $500,000 for the rights, worldwide except for Eurovision and Intervision, which will carry the coverage to European nations. Negotiations were handled for the Olympic Committee by Kenyon & Eckhardt Inc.

Video tapes of the games will be flown daily to New York for telecasting over ABC-TV.
OVER THE TOP... goes California to become the Nation’s most populous state. The growth of KTVU has matched that of California. Now recognized as the Nation’s LEADING Independent TV Station, KTVU serves over a million and a half TV homes in California’s number 2 market... the only independent TV station in Central and Northern California.

Buy the LEADING Independent in the Number 1 State.

The Nation’s LEADING Independent TV Station

KTVU CHANNEL 2

SAN FRANCISCO • OAKLAND

Represented nationally by H-R Television, Inc.

Photo Moulin Studio
Study finds radio programming "more conservative"

A report on radio programming changes in 1961-62, which indicates a trend toward "more conservative" programs, has been made by Sherman L. Lawton, coordinator of broadcasting instruction at the U. of Oklahoma, Norman, Okla.

Mr. Lawton, who made a similar survey for 1960-61, based his findings on questionnaires sent to 600 stations in selected geographical areas, 51% of which were returned.

"By far the greatest changes," the report says, "have been in the direction of more conservative programming, and a marked increase in editorials, news and weather." Mr. Lawton found that 21.6% of the replying stations changed their program policies during the period studied.

The major increases:
- News services were implemented by 38.7% of the stations.
- Special features programming was up by 21.8% of the respondents.
- Editorializing increased 18.3%.

- Weather reporting gained by 12.4%.
- Public service programming, including talks, interviews, etc., was up 26.8%.

Mr. Lawton noted that 81.5% of all reductions reported were in music, with rock 'n' roll losing the most ground. In fact, the report said, 27.2% of the stations classified themselves as "top tune" in 1960, compared to 9.3% in 1962, while the "good music" classification has increased from 4.6% to 24.7%.

Sports Network to cover another golf match

100 STATIONS TO CARRY SECOND GOLF MATCH IN MONTH

Sports Network Inc., New York, reported last week it is arranging a lineup of at least 100 TV stations throughout the country to teletcast the Ballplayers Golf Tournament from Miami Springs, Fla., on Feb. 16-17.

The tournament, which presents the outstanding professional baseball players, is the second golf event for which SN1 will be handling arrangements in less than a month. On Jan. 19-20, with advance notice of two weeks, Sports Network Inc. assembled a group of 120 stations for the national Pro-Amateur Golf Championship from Monterey, Calif., according to Richard Bailey, president of SN1.

The ballplayers' competition, as in the case of the pro-amateur championship, will be teletcast live. It will be scheduled from 4:43 p.m. on Feb. 19 and 5-6 p.m. on Feb. 20. Mr. Bailey said he is concluding negotiations with several sponsors, and their names will be disclosed shortly. SN1 handles production, sales and arranging of facilities and stations for the event.

One contingency for which SN1 will be prepared, Mr. Bailey said, is a late ending of the tourney on Feb. 20. He noted that the pro-amateur tourney (the host of which was Bing Crosby) ran 38 minutes longer than had been anticipated on Jan. 20. Working with officials of KTTV (TV) Los Angeles, which originated the teletcast, SN1 executives notified the telephone company and 120 stations, while golf play was still in progress, that the outcome would not be decided by 6:30 p.m., the original time. Mr. Bailey was "delighted" they were able to reach all stations and only eight of the 120 withdrew because of previous program and advertising commitments.

AFTRA local to fight bills

The Los Angeles local of American Federation of Television & Radio Artists (AFL-CIO) has begun an all-out fight against legislation it believes is designed "to curb the rights of labor."

The local union's board, representing a membership of over 7,000, unanimously recommended to the national union that "all steps be taken to implement an action program against bills in Congress that will in effect destroy the freedom of union activity and curb the operation of union organizing." The board acted after David Zisking, legal counsel, warned that labor activities in Congress are part of a historic pattern, and that detailed blueprints were planned in 1961 for control of unions.

Way opened for May start of Denver pay television

Macfadden Telelobe Denver Corp. has signed a contract with Mountain States Telephone & Telegraph Co. to provide circuits for transmission of sound for subscription tv, paving the way for the start of pay tv in Denver in May of this year, Gerald A. Bartell, president of Macfadden Telelobe and of Macfadden-Bartell Corp., reported last week.

Mr. Bartell said the contract with the telephone company was signed last Monday (Jan. 21). Last October the FCC authorized a three year test of the project. The Denver system will utilize KTVK (TV) Denver (ch. 2). The tv picture will be broadcast without scrambling, while the sound will be carried over the direct wires of the telephone company to speakers in the homes of subscribers.

It is expected that there will be a $10 installation charge for the speaker and direct telephone line and a minimum $3.25 monthly charge for programs, priced from 50 cents to $3.

ITC sells shows to etv

Independent Television Corp., New York, has sold two more documentaries made in the United Kingdom to the National Educational Television & Radio Center (NET). The sale of Out of Burning, a half-hour show about the rebuilding of the
Coventry Cathedral and Oxford, a one-hour study of the university city, represents the third group sale made by ITC to the educational network.

The programs were produced by Associated Television Ltd., British producer of documentary and public affairs programming. The sale was made through ITC's recently-created division of public affairs and educational program sales.

Film sales...

Boston Symphony Concert Specials (Seven Arts Assoc.): Sold to KRON-TV San Francisco and CFPL-TV London, Ont. Now in one Canadian and 32 U. S. markets.


The Law and Mr. Jones (Four Star): Sold to WPIS-TV Paducah, Ky. and WICS (TV) Springfield, Ill. Now in 14 markets.


Thriller (MCA TV): Sold to WINK-TV Ft. Myers, Fla.; WSAU-TV Wau- sau, Wis., and KGGM-TV Albuquerque, N. M. Now in 81 markets.


Supercar (ITC): Sold to WLVA-TV Lynchburg, Va., and WTKO-TV Meridian, Miss. Now in 142 U. S. and 49 foreign markets.

Sugarfoot (Warner Bros. TV): Sold to KMSP-TV Minneapolis-St. Paul; WJZ-TV Baltimore; WSPD-TV Toledo; KTUL-TV Tulsa; WSIL-TV Harrisburg, Ill. and KJEO (TV) Fresno. Now in 30 markets.


106 features including titles from "Cavalcade of the 60's," groups I and II and others (Allied Artists TV): Sold to CKLW-TV Windsor, Ont.-Detroit.

SAG puts damper on runaway production

PACT WITH FOREIGN GROUPS ERASES LOWER COSTS

American producers of tv programs will no longer be able to save on performers' fees by runaway productions in Canada, Ireland or Great Britain. An agreement reached last week by the Screen Actors Guild with British Equity, Irish Actors' Equity and the Assn. of Canadian TV & Radio Artists calls for the foreign unions to police production of tv, motion pictures and recorded programs within their jurisdictions by imposing SAG scales and conditions on American producers operating in their countries. In announcing the agreement, SAG expressed the expectation that it will soon be extended to cover films made for theatrical exhibition as well as on tv.

The runaway tv film pact was the first concrete result of a meeting of representatives of performers unions in Australia, Canada, Ireland, the United Kingdom, and the U. S. held Jan. 18-20 in Toronto. The meeting was called by the American Federation of TV & Radio Artists and British Equity with Canada's ACTRA as host and SAG, IAE and Australian Actors & Announcers Equity Assn. also represented. The sessions were also attended by observers from L'union des Artistes de Montreal and Federation des Artistes et des Artistes du Canada.

In addition to eliminating savings from runaway production of tv programs on film or tape, the agreement reached at Toronto also urges the establishment of additional compensation for performers of tv programs distributed abroad by film or tape or of live shows transmitted instantaneously by Telstar or other communications satellites.

Explaining how the agreement on runaway production will work, Chester Mulgen, assistant national executive secretary of SAG said: "If, for example, a runaway American producer goes to the United Kingdom to make a tv series that should be made in the U. S. and is obviously intended for the American market, the guild will lay the facts before British Equity which will after investigation incorporate all guild pay rates, conditions and residuals in the contract which the producer must sign with British Equity before obtaining the services of actors. The Toronto conference was confined to tv matters and therefore we could not include theatrical films immediately but we hope to do so at an early date."
Program notes...

WB pilot • New hour-long TV series with a prison background, The Key, is being planned by Warner Bros. for 1963-64. William T. Orr, head of TV production, has signed James Komack to write the script for the pilot. Sam Gallu will be producer; Les Martinson the director.

Jazz package • SESAC Inc., New York, has released a basic jazz package entitled The Jazz Set, consisting of about 115 selections on 10 long playing albums. Each cut is standard length; there are no extended numbers or long takes. Price is $19.95.

New office • Sports Network Inc., New York, has opened new offices at 530 Fifth Ave., zone 36, effective immediately. The firm's present telephone number, Murray Hill 2-0117, will be changed to Monument 1-1000 on March 18.

GAC and 'Mrs. America' • General Artists Corp., New York, has been appointed to represent the 24th annual "Mrs. America" contest for television rights. A network telecast of the grand finals (April 22-29 in Miami Beach) is being planned. ABC-TV and CBS-TV have carried the finals in the past.

WGA negotiations begin with radio-TV networks

The Writers Guild of America begins negotiations today (Jan. 28) with the television and radio networks in New York on a new contract to replace the three year pact that expires on March 31.

The contract will cover live television programs, free-lance radio programs, network documentary programs and staff employment. A WGA official estimated that approximately 300 staff members will be affected by the outcome of contract talks. In any given year, from 400 to 500 members, who free-lance, operate within the provisions of the contract, according to the WGA executive.

The union declined to reveal any of the contract demands, except to state that it would seek a wage increase.

Entertainment programs on film are not involved in the negotiations. A separate contract for these programs is made by WGA with the networks, the Alliance of Television Film Producers and major motion picture studios. This pact does not expire until 1966.

CBS-TV program changes

Three program changes in CBS-TV's nighttime schedule to be effected in March were formally announced last week.

Fair Exchange, which started the season as a weekly hour program (Friday, 9:30-10:30 p.m.) and was then dropped in favor of a half-hour version, returns on March 28 to the Thursday, 7:30-8 p.m. slot. To make room for it, Mister Ed now in that period moves to Sunday, 6:30-7 p.m. on March 24. Another change: Password, now in the Sunday period moves to Monday, 10-11:30 p.m., on March 25 when The New Loretta Young Show is dropped.

FINANCIAL REPORTS

IRS issues expense account guide

DETAILS DO'S AND DON'TS FOR NEW REGULATIONS

Internal Revenue Service released a "comprehensive pamphlet" last week designed to assist businesses and individual taxpayers in deducting business travel, entertainment and gift expenses for their 1962 income tax returns. The pamphlet also explains new rules which became effective Jan. 1, 1963.

Illustrative examples and questions and answers on the stricter expense account rules are included. The booklet covers such items as what constitutes legitimate business travel away from home, when meals and lodging are deductible, laundry expenses, tips, automobile expenses, club dues, entertainment and reimbursement and allowance arrangements.

Commissioner of Internal Revenue Mortimer Caplin said the new tax law ends the abuses of "expense account living" and reflects the will of the people. Addressing a joint meeting of the Tax and Law Committees of the Electronic Industries Assn. in Washington last week, Mr. Caplin emphasized the law is not aimed at legitimate business and entertainment expenses but seeks only to curb abuses.

"Congress is not telling you what or how to spend to advance your business — only what you can deduct," he said.

Under the new requirements, individuals and businesses will be required to substantiate entertainment claims with "adequate records" such as the amount of expense, time and place incurred, business purpose and business relation to the person entertained.

Receipts must be submitted for all entertainment expenses of more than $25 and business gifts to one individual over a year are limited to that amount.

Further "substantive rules" spelling out in more detail other IRS requirements will be issued next month, Mr. Caplin said. Copies of the pamphlet, titled "Travel, Entertainment and Gift Expenses," Document 5049, may be obtained free from any Internal Revenue office. Bulk quantities also are available at no cost to business organizations for distribution to employees.

RCA officials predict more profitable 1963

RCA sees a "new era of profitability" in which 1962 first-quarter levels of record sales and earnings will be surpassed in 1963, and serve as a new and higher base for the company.

The bullish report for RCA was delivered last week by its top management team to the New York Society of Security Analysts.

Among the executives were Brig. Gen. David Sarnoff, board chairman; Elmer W. Engstrom, president, and Robert W. Sarnoff, NBC board chairman.

Once again stress was on color TV receivers and picture tubes as providing the greatest profit contribution of any RCA products last year. It also was predicted that RCA will cross into the profit column in electronic data processing within two years. Its losses in this and other new-product areas are falling off rapidly, it was added.

Also noted: NBC has increased sales in each of the past 15 years and expects to continue upward this year. RCA scientists are protecting several Laser systems and, it was noted, color TV production has been started in Canada by RCA. Its English subsidiary will begin first sales of color receivers this year for experimental purposes.

TAC membership 52, executives report

Television Affiliates Corp. reports that membership in TAC has grown from 12 stations in January 1962 to 52 stations in January 1963. Dividends to producing stations amounted to $31,000 last year.

TAC, which was organized in 1961 and began functioning in 1962, serves as a clearing house for the exchange of public affairs-cultural tv programs among its members. A subscriber pays an annual fee, depending on the size of his market. A producer station, which need not be a member of TAC, earns credits for programs accepted into the TAC library on the basis of the number of plays the programs receive and the number of markets where they are carried.
A SPECIAL REPORT

Once the Saturday night gathering place of roving geetar pluckers, foot stompers and blowers of corn likker jugs, Nashville has suddenly been discovered by some of the most sophisticated tastes in the U. S. music industry. The Nashville Sound is sweeping the charts in national music popularity—propelled by best-selling records cut by performers like Ray Charles (above). The city is now the No. 2 source of American popular music.

A big new sound blows out of Nashville

IT'S COUNTRY DOLLED UP, CORN REFINED AND HOTTEST THING IN MUSIC

The industrial city of Nashville in Central Tennessee's rolling hills provides the setting for a cultural revolution that has rocked the nation's music industry.

Within a decade a cozy little recording center whose musical attainments once scarcely drew a sneer from Tin Pan Alley has now burgeoned into a $40 million economy, with Nashville second only to New York as a source of popular music.

This combined commercial and cultural phenomenon has risen out of the adenoidal moans and strident strings of a past era of country and western music—though the word music is applied with some misgiving by those of sophisticated tastes.

But the fact remains that one out of every two records now sold in the U. S. and a heavy proportion of the records played on U. S. radio come from a Nashville studio.

For want of a truly representative term, the diversified product of Nashville's 15 recording studios and its army of composers and musicians is loosely defined as country or country-and-western music. Actually these are trade terms applied to this flourishing industry in a fruitless effort to find a descriptive name for a product that covers the gamut from hoedown through gospel and romantic to far-out jazz.

Big Names Join • Some of the biggest names in pop music are turning to country-style songs; many are starting to record in Nashville because the studios produce a relaxed type of musical support that performers like and the public buys over the counter.

This type of background is popularly known as the Nashville Sound. The term has become a symbol of prestige in an industry that once belittled Nashville as the corn crib of the music industry.

The transformation of Nashville into a music center of national importance can be traced to these factors:

- For years the city has had a basic reservoir of musical talent. The Grand Ole Opry, a Saturday night feature on WSM Nashville since 1925, has launched literally hundreds of careers in the country music field (see separate story page 70).
- The native Nashville talent was given outlets and polish by Broadcast Music Inc., which needed to develop new sources of music to compete with the older American Society of Composers Authors and Publishers. When BMI came into being, ASCAP owned just about all the established composers of popular tunes, and those composers were in New York and Hollywood.
- The growing need for music in radio programming, as the music and news format spread throughout AM broadcasting, gave impetus to the development of BMI and its music sources.

In any scanning of the present state of Nashville's musical progress it's necessary to face up to the blunt facts of American musical tastes, By city folk standards, much country music is corn. There's no disputing this label, if basic emotions and simplicity of musical form can be considered corn. Yet blue grass, a primitive version of country folk music, has suddenly become the rage of campuses and coffee houses all over the nation, and the Opry's roaring reception in Carnegie Hall a year ago threatened to shatter the chandelier-and-rococo decor of that august auditorium. In Nashville the Saturday night Opry performs with a cast of 125 singers, yodelers, guitar pluckers, fiddlers and jug blowers before an audience of 3,500 paying devotees (see page 70).

It Sells • Country music in its raw

BROADCASTING, January 28, 1963
BIG NEW SOUND BLOWS OUT OF NASHVILLE continued

forms may be an anathema to music's social leaders and their followers, but the hard-money men who deal in musical merchandise operate on the theory that more people are corny than sophisticated. The basic human emotions—love, joy and grief—guide the musical programming of most radio stations. Any broadcast manager who takes the time to investigate will soon discover that Nashville music ranks one-two-three as a source of station programming. Unfortunately, those who haven't kept abreast of musical progress are likely to slough off this trend with the comment that if it's Nashville music, it's country and western drivel.

They are only partly right, for Nashville has broadened its product to include progressive jazz, tuneful ballads, the latest in pop and more than a score of other types. In fact, Nashville is fast becoming the musical style-setter, a role long held first by New York and later influenced by Hollywood's movie scores.

At the Christmas weekend two country-western albums ranked right at the top of best-selling records—Vol. I and II of "Ray Charles Sings Country & Western Music." Their significance rests in the conversion of another major pop artist to the Nashville type of music.

Top vocalist Nat King Cole reflects the Nashville influence in his popular "Ramblin' Rose" release, based on a plain little tune that has what a Washington bureaucrat might call a high coefficient of melodic persistence. Bureau or laborer—people who hear "Ramblin' Rose" can't keep from singing or whistling it. At a recent National Press Club dinner in Washington, D. C., Mr. Cole had an audience of correspondents and government officials howling through a dozen choruses of this typical country tune.

Hard Facts • The basic economics of Nashville, 1963 version, aren't easy to document for statistical analysis. But the spirit of Nashville is felt in the southern section of the city, where its Record Row is congegated. Plant investment in Record Row isn't heavy by New York standards because the studios are noted for their technical efficiency rather than architectural beauty. The two largest—RCA-Victor and Bradley—are often booked around the clock, seven days a week. Artist bureaus and music publishers can operate in an ordinary office suite; composers and musicians need only a stubby pencil and envelope or a wall plug for an electronic guitar.

A good share of the records taped in Nashville usually go out to a distant processing plant. Since the invention of tape it's been possible to run a substantial music business from a desk or clothes closet, depending on the number of people involved, though this doesn't fit into Nashville's growing insistence on technical quality.

In any case, it doesn't take much capital to decide on a label name and produce a record. A Nashville cabbie, catching the spirit of the recent 11th Annual Country Music Festival, popped this question to his fare, "You in the music business?" Without waiting for a reply, he went on, "I'm starting my own label, Bucket Shop Records. I'm getting a terrific combo together and we're ready to go."

New Music World • Nashville is in the music business up to its ears. It now has the facilities, earned and skilled musicians who like to play, interested technicians, a vast supply of active composers and the urge to turn out good records.

This onetime gateway to the West is now "open sesame" to a new world of music because broadcasters were forced a score of years ago to start a new music source. This happened when they organized Broadcast Music Inc. in an effort to cope with an ASCAP rate increase they considered intolerable.

BMI was formed, and at last the frustrated composers who had tried vainly to crash ASCAP's gates now had a market. They still have this market because BMI easily leads the current lists of top tunes.

The records are coming out by the hundreds, artists are booked all over the world, publishing houses turn out sheet music, better background musicians or side men are busy. But ask the executives of recording houses about their business and you'll get an embarrassing silence. If Gimbel's wants to know, Macy's isn't supplying the information.

A series of inquiries brought this recap of estimates about the national grosses in the recording industry: RCA Victor may do $70 million from all its records, Columbia $68 million, Capitol $53 million, Decca be between Columbia and Capitol. The rest are said to be under $50 million. ABC-Paramount, Mercury, Dot, United Artists and the others are mum when their private business is probed.

Signs of Progress • Yet there are some educated estimates about the basic facts of Nashville's music industry. Many can't be fed into a computer, but here are some of the figures picked up around Record Row:

Like so many other popular singers and musicians Gogi Grant finds the Nashville atmosphere to her liking. Recording here, in the RCA-Victor studios, she is accompanied by Bobby Moore, bass, and Buddy Harmon, drums. Nearest the star at the piano is Dick Pierce, a&r for Valiant.
Half of U. S. recordings originate in Nashville.
Three out of four Decca pops are from Nashville; RCA-Victor and Columbia pops may run around 50%.
Over 60% of all single records have country influence.
Over 75% of successful singles are country oriented.
In the average week the U. S. recording industry turns out 465 records, 60% of them country oriented. Nashville is absolutely dominant in singles; New York and Hollywood lead in albums.
The year's most successful recording company, according to trade talk, is the one whose country-and-western department is the most active; pops are the big money makers.
Probably half the records spun by radio stations that feature current hits (the "top 40" format, for example) have country music roots.
BMI has 208 publishers in Tennessee (mostly Nashville); SESAC has three; ASCAP has some, but no figure is available.

Growth symbols abound in this new music economy. ASCAP opened an office in Nashville a few weeks ago. Jules Collins, ASCAP sales manager, said the society is about to update its 1957 bulletin listing country-and-western songs. "Our publishers have always had a lot of music in this field," he said, mentioning three favorites as examples—"Don't Fence Me In," "Last Roundup" and "Wagon Wheels." He recalled that Gene Autry (Western Music Publishing Co., an ASCAP publisher) had been a powerful force in building the popularity of country-and-western music.

Mr. Collins said many old, established ASCAP songs have been recorded in the Nashville style. He credited WSM Nashville and its Opry with a lot of the growing popularity of music having the country and western flavor.

**BMI Strong Point**

BMI has long dominated the Nashville music industry. It maintains an office there, second only to its New York headquarters, with Frances Williams Preston in charge. Mrs. Preston knows practically every personality, writer and executer in the field and serves as a combination goodwill ambassador, counselor and reference source.

BMI's annual awards are cherished by country musicians. It presents them during the annual festival week that draws thousands of music industry delegates to Nashville each fall. It's buzzed around Nashville, incidentally, that BMI has bought a site for a new building to house its spreading operations.

Although BMI's leading role in the Nashville music supply is conceded, it likes to emphasize that its library is broad-based and points to a strong classical repertoire. But as far as Nashville is concerned, there's one type of success story for BMI and it goes like this—at the yearend 58 of the perennial singles hits recommended by Billboard's Music Week as standards for year-round programming by radio stations are licensed for performance by BMI. This is BMI's answer to the ASCAP claim that the society is far superior in the field of standards, or numbers that persist as popular favorites for around five years or more.

Another spreading influence in the country field is SESAC. Its library has a rich store of folk, western, country and gospel music. SESAC recordings use such Nashville favorites as the Anita Kerr Singers and Jordanaires, Webb Pierce, Chet Atkins and other prominent artists. Like BMI, it lends encouragement to composers who haven't been able to break into Tin Pan Alley, which is ASCAP's stronghold.

Another recent growth symptom has appeared: ABC-Paramount, often called the largest entertainment organization in the world, had its eyes opened in mid-1962 when Ray Charles, blind pop singer, quickly hit the million mark with his first "Modern Sounds in Country & Western Music" album. Volume II naturally followed shortly, in the musical tradition that when something is a smash hit, everybody gets on the bandwagon in a hurry. When "I Can't Stop Lovin' You" was pulled out of the Ray Charles album for a single, it too hit the million mark and kept going.

These Ray Charles recordings reflect the growing interest in the country type of music. The songs weren't recorded in Nashville, but they were strictly country-type selections. In this first venture into a new field, the artist used his customary background—a big orchestra for numbers recorded in New York and a strings-and-chorus group for Hollywood recordings.

**Then the Flood**

The ABC-Paramount venture with Ray Charles touched off a flood of country and western recordings by labels that hadn't done much in the field, contributing to the 1962 convergence of the recording industry toward Nashville. And Tommy Roe's first ABC-Paramount recording in Nashville brought him numerous personal appearance offers and a chance to do a pilot film for ABC-TV.

Such are the typical symptoms of Nashville's growth. The extent of this expansion is put this way by Charles.
BIG NEW SOUND BLOWS OUT OF NASHVILLE continued

Lamb, publisher of the trade journal, Music Reporter:

* Nashville is the home of 1,100 musicians, 350 songwriters, 110 publishing houses and 15 recording studios, plus artist bureaus and booking agencies.

* Of the 1,100 musicians, 750 are members of American Federation of Musicians. The rest are non-union performers who saw at cigar box fiddles, puff mouth harps and kazoos and perform numerous other rites on impromptu instruments unfamiliar to most concert halls.

The parade of big pop names into country music constantly amazes those who have waged the long fight to attain national recognition for the city's product.

Among feminine stars who have sampled or embraced country orientation are Connie Francis, Patti Page, Joni James, Kay Starr, JoAnn Campbell, Connie Stevens and Della Reese. Besides Ray Charles and Nat King Cole there are Bobby Vinton and Johnny Tillotson, to mention two male vocalists. And of course Nashville boosters were delighted last autumn when Stan Kenton and Walter Brennan recorded Bill Anderson's "Mama Sang a Song.”

Then there's Burl Ives, whose record sales have multiplied since he embraced the Nashville Sound. He opened a whole new career by utilizing Nashville's able technicians and side men. Fats Domino, another established performer, has recently been playing songs written by Hank Williams, revered country composer of the last decade.

**Matter of Taste** - Records become hits overnight, with no scientific explanation. The vagaries of the public's tastes constantly baffle those in the business. No one was more surprised last autumn than composer Bill Anderson when his "Mama Sang a Song" became a top-seller for Decca. It was a personal thing, Bill explained. "I had always wanted to write a song about the way my own mother sang to me as a kid when I had problems. She would sit me on her knee and sing 'Rock of Ages' and soon the hurt would go away." Radio exposure of "Mama" was effective, just as it pushed the cur-

Opry fans jam ugly, old Ryman Auditorium each Saturday

A musical miracle appears in downtown Nashville every Saturday night as 3,500 or more howling people pay $1.50 or $1 to worship in pews at an old tabernacle. These semi-hysterical folks jam Ryman Auditorium to take in WSM's **Grand Ole Opry**.

Ryman is big and it's ugly—traits that are cherished by WSM as well as the performers and those who squeeze in to see the show. Another squeeze is the responsibility of Otis Devine of WSM, motorman of the show, who has to fit 125 performers plus assorted guitars and bull fiddles into the limited backstage facilities.

Two WSM executives—Robert E. Cooper, radio manager, and Mr. Devine, WSM program manager and manager of Opry, say the stringy, nasal music of the 30's is giving way gradually to romantic, rhythmic styles though Roy Acuff's breakdown fiddle will rattle the timbers at old Ryman on a Saturday night. Roy was the first big country singer. **Hay Originator** - The history of Opry dates from 1925 when George D. Hay, an announcer on WLS Chicago, moved to the new WSM and started what was then known as the WSM Barn Dance. The name was changed two years later. The Opry's still riding high, and artists cheerfully give up a $1,000 booking to get the $31 scale Opry pays. Most country musicians are Opry alumni.

Mr. Cooper likes to discuss the Opry's success stories. It's a highly effective sales vehicle, he said, mentioning Martha White Mills (flour), a small local enterprise that started on Opry a decade-and-a-half ago and quickly spread out over 17 states. At one time it opened 200 dealers in roughly a month. The sponsor sends artist groups around and includes local talent in its shows.

But Opry's place in the history will always be that of the show that launched hundreds of careers.

One outstanding alumnus is Elvis Presley, an old Opry bull fiddler who has passed the 25-million record mark for RCA-Victor. Mr. Presley is usually considered a rock-'n-roll performer, but he has drawn heavily from the country repertoire.

And Opry history will always pay a tribute to one man—Edwin W. Craig, board chairman of National Life & Accident Insurance Co., which owns WSM. Last November during festival week the then governor-elect of Tennessee, Frank Clement, presented Mr. Craig with a scroll signed by Opry personnel and called him "an old mandolin picker." Gov. Clement said Mr. Craig once told him, "I would rather be complimented by the people responsible for country and western music than by any group in America."

Saturday night is "Grand Ole Opry" night in Nashville. Then 3,500 of the faithful pay $1-$1.50 to jam into the pews in Ryman Auditorium to hear the WSM program that originated in 1925. It was such "Opry" singers as Roy Acuff and more recently Elvis Presley who are responsible for the growth of Nashville as the nation's leading country and western music center.
Music City didn't just happen. It grew...slowly and over many years and from the kind of talent that has appeared regularly on WSM's GRAND OLE OPRY, THE WAKING CREW, SUNDAY DOWN SOUTH. Without WSM's long tradition of live music programming, Music City's reservoir of competent musicians would never have developed. Without these musicians there could be no Music City.

WSM
NASHVILLE, TENNESSEE

WHERE IT ALL BEGAN

WSM
CLEAR CHANNEL 650
OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY
rent “The First Family” album, mimicking President Kennedy, into multimillion figures. Mr. Anderson is one of the five top country-and-western writers and holds a number of BMI citations.

All discussions of the growth of Nashville's music eventually get around to the profound influence of radio—playing records all day long, especially best-sellers and catchy numbers. A country record was a freak 15 years ago if it sold 300,000; now million records are almost commonplace and much of the explanation rests in the steady exposure of records provided by thousands of stations.

**How It Began** - Radio's recognition of the Nashville product goes back to the post World War II days when RCA-Victor and Decca sensed the potential of this type of music. Decca was one of the first labels to do something about it, using Owen Bradley as its artist and repertoire (a/k/a) man. Red Foley and Ernest Tubb, still active, were among early successes. Like many performers they didn't want to record in New York or Hollywood, preferring to be among friends in Nashville. Hank Snow, RCA-Victor, was another artist who preferred Tennessee.

Columbia has bought the original Bradley studio, ugly but highly functional and an engineer's dream. Like RCA-Victor's more elegant plant, it's familiar territory for technicians and performers who know every bounce and decibel off its baffles.

While Nashville was acquiring modest recognition, another phenomenon was developing in music—sheet sales started to slip with the arrival of television. Often the piano was in the living room along with the television set, which naturally captured family attention. Television's musical quota is not heavy so the public turned to radio and phonograph records for music, and radio played what it felt the public wanted to hear.

Augmenting these influences was the development of the German-born tape recorder into a simple and economical American gadget. Thus the Nashville musical revolution began to assume serious proportions.

**Constant Changes** - Television still grows, music remains popular but in varying forms and Nashville is alert to cash in on the trends. Times are still changing, however. The four-year-old Country Music Assn., new center of industry activity, is a serious trade association whose staff is headed by Mrs. Josephine Walker, executive secretary. CMA elected Gene Autry as its president last November. Wesley Rose, publisher, recorder and artist bureau head, is board chairman of CMA, which has 737 individual and 27 organizational members.

CMA is interested in the impact of radio and tv on country music. A new CMA survey shows over 1,300 radio stations programming 2 to 24 hours of country music daily. Ninety-seven stations program country music on a full-time basis. In television, CMA found, 70 stations use live country talent and 32 country music; 28 use both film and live. This makes a total of 130 tv stations active in the country field.

Ken Nelson, RCA-Victor and retiring CMA president, said CMA should make “the invasion of television its No. 1 project and objective for 1963.”

When he took over the CMA presidency last November, Gene Autry recalled the slow acceptance of country and western music three decades ago. “Now country music is accepted all over the world,” he explained, “and is performed by leading artists and bands who use, copy and borrow from country music.” He added that requests have come recently from Japan, where the music has been heard on American Armed Forces Radio.

CMA is a serious successor to the old Country Music Disc Jockey's Assn., a semi-formal organization that once met in Nashville every autumn under somewhat convivial auspices, earnestly soliciting all the free discs in sight.

**Widely Travel** - Nashville's roving troupe have had indescribable millions of dollars worth of free promotion in the form of radio announcements that go about like this, “And don't forget folks, you can hear Harry's Bobcats in person...”
ROUTE 66, NAKED CITY
THE UNTOUCHABLES and SAM BENEDICT
Music by
NELSON RIDDLE

and there are 101 other regular network programs which use BMI music.

NELSON RIDDLE, who received the Billboard Award as "arranger with the most hit records in 1955" and "best orchestrator-arranger in motion pictures" Award from Down Beat in 1958 along with countless other musical honors, should now receive an award as "composer-arranger-conductor of the most top-rated TV network shows." His current TV successes match his brilliant work in the recording field as arranger-conductor for Judy Garland, Frank Sinatra, Nat Cole, Peggy Lee among many others.

BROADCASTING, January 28, 1963
Saturday night at the Odd Fellows Hall.

At one time a country troupe ranged out maybe 150 miles maximum. Now they're everywhere, including Canada and Europe, as a result of the fame that has come from radio and recordings. The WSM Opry paced this geographical spread in the two decades it was on NBC Radio network plus limited TV exposure. National Barn Dance at WLS Chicago performed a similar role along with other favorite radio programs.

The Opry and Barn Dance coverage is no longer national, but country music spreads from coast to coast. The CMA radio study, while incomplete, is valuable for its demonstrations of broadcasting's use of country music.

Stations featuring this music sometimes have trouble trying to convince Madison or Michigan Avenue their audiences are profitable buys, according to Jerry Glaser, vice president-general manager of WENO Madison-Nashville. "They still look at me on nine out of 10 calls with those marinied eyes and ask sneeringly, 'You mean people listen to that stuff?' But we try to sell them a way of using country music rather than to attempt to convert them to the charm of the music itself. After all, we've got to get them exposed." Mr. Glaser made his comments at a panel discussion during the music festival last autumn.

"On the other hand," Earl Hotze, account executive of Gardner Adv. Co., St. Louis, said, "nobody really tried to sell us on country music this year. Reps and station personnel sell the stations but not the music. Agencies are just beginning to recognize the country music market but it's not yet well defined in the advertising world."

Los Angeles Listens • Metropolitan Los Angeles has a 24-hour country music station, KFOX-AM-FM at Long Beach. "Don't make the mistake of downgrading country music," vice president Dick Schofield warned. "It's the music of Americans." He said 86% of the Los Angeles population has a country background, adding that the am-fm operation is sold out solidly midnight to 6 a.m.

"Country music needs careful programming," he said, catering to the tastes of an audience that is mostly middle-class augmented by the more recent college and coffee shop set. He added a reminder, "Nashville's musicians are the best songwriters; they're ad lib virtuosos."

Metropolitan Washington has two country music stations, WAVA-AM-FM Arlington, Va., play "Americana" music. WDON Silver Spring, Md., started the new year by going country from sign-on to 2 p.m. CKLW Detroit has joined the country list. There's at least one country station around most major markets.

WCMS Norfolk, Va., cites its rating progress to show the popularity of carefully programmed, diversified country music. It scorns the nasal vocalists.

A national representative firm, Country Music Sales, handles Country Music Network. It is headed by Charles Bernard and represents 50 stations in 26 states that feature basic country music. The rep firm has headquarters in New York.

The explanation for this nationwide musical transition can best be stated by those most responsible. Jim Denny, who at 52 operates his own artist bureau and Cedarwood Publishing Co. in Nashville, went through chore boy tasks and Opry operations at WSM to become head of the station's artist bureau—and then he decided to go in business for himself.

At any given moment he'll have one or more artists or troupes in distant countries in addition to American bookings. His list includes two top country artists who play $500 to $5,000 a show. Cedarwood has 25 employees and writers in Nashville, plus offices in Berlin and London. In addition Mr. Denny owns three Georgia radio stations—WJAT Swainsboro, WBRO Waynesboro and WSNT Sandersville. Among his artists are Webb Pierce, Jimmy Dean, Minnie Pearl and Justin Tubb. "We're giving people what they want," he said simply. His calculations lie behind the $40-million estimate of Nashville's music economy.

European Origins • The popularity of country music in Europe takes this art form right back where it started. Many of the old folk songs were brought over by immigrants from the British Isles and the Continent. They headed out into the hinterlands, many stopping in Tennessee after pushing through Cumberland Gap. This is often cited as one of the reasons folk music has been especially well liked in Tennessee. A foreign musician, Bill Fuller of the Royal Showband of Waterford, Ireland, says Americans "have no idea how popular country music is in Europe." Interviewed during an American tour, he said, "We play your Nashville numbers in Ireland and they like it because it's our kind of music." And a December dispatch from the Rome bureau of the Chicago Daily News said, "The folk singing revival in the United States has spilled over to Italy. American folk songs are repeated everywhere." The Kingston Trio and Harry Bellafonte lead in record sales, the News said, but the youngsters like to play folk music themselves and it has spurred the learning of English lyrics.

"Country music was rebuffed in New
ACUFF-ROSE PUBLICATIONS, INC.
2510 FRANKLIN ROAD, NASHVILLE 4, TENNESSEE

FROM THE HEART OF AMERICA

TO THE HEART OF THE WORLD

AN INTERNATIONAL AFFAIR

BROADCASTING, January 28, 1963
York,” Wesley Rose recalled. “Even in the postwar years they looked down their noses at us as Tin Pan Alley turned over its business to a younger generation that commutes from the suburbs and takes a three-hour lunch. On the other hand many of our Nashville composers start their writing day at 6 a.m. They write of memories, the only permanent thing you get out of life.”

One of the leading figures in Nashville music, Mr. Rose said the city will continue to grow as a music center so long as it provides good songs. His composer father, Fred Rose of Tin Pan Alley background (“Red Hot Mama,” “Deed I Do”), started Nashville’s publishing industry with Roy Acuff, featured Opry star, as anchor man.

Looking back a decade and more, Mr. Rose said Nashville’s music industry was small and backward for years. Then a young composing genius started turning out songs that started to draw nationwide attention. His name was Hank Williams, whose works are still on the top-tune lists 10 years after his death.

“Hank gave us the strength to crack the popular music field,” Wesley Rose said. Now the business started by the elder Rose has grown and the Acuff-Rose publishing firm is often classed as one of the largest in the music world.

Incidentally the still-important sheet-music business has undergone a technical overhaul. Music Type Service, in Nashville, has an intricate but cost-cutting method of providing camera-ready masters for music printers. It started in 1959 with Acuff-Rose Publications (BMI) and its Milene Music affiliate (ASCAP) as first customer.

The younger Rose appraises a song by having it performed while he works at his desk. “If I judge a song by hearing it,” he said, “If it pulls me away from the sheaf of papers, then I know it has something. To me Broadway show music is all alike.” He said the classical influence is spreading in Nashville but added, “Our music will always be simple because modern people are heading toward ways of simplifying the living process.”

Role of Broadcasting — “Radio is the basic cause of Nashville’s musical growth,” Mr. Rose says. “It reaches the masses and plays the music they want. We owe radio tremendous thanks.” A portrait of Hank Williams hangs in the Acuff-Rose office. The Williams royalties are said to exceed those of Jerome Kern and Cole Porter.

Owen Bradley, who with his brother owned the Bradley studio (sold to Columbia recently) noted that pop records build names and the pops get the most radio exposure. He’s Decca’s a&r man in Nashville but remains active as a performer and directs his own 16-piece band over weekends.

Shelby Singleton, vice president of the Mercury label, makes another point. “Nashville is uninhibited,” he said, “providing a chance to experiment. Our music isn’t just a job; it’s a way of life to these sincere musicians.”

Others emphasize the lower production costs due to simple arrangements that are often jotted down on scratch pads and to the ample talent supply. The spontaneous arrangements are conceived in minutes whereas a New York arranger may require a week of writing, lots of money and a costly orchestra.

Single Center — Goddard Lieberson, president of Columbia Records Div., CBS Inc., estimated nearly 80% of single record hits come from Nashville. He said the success of the local product traces back to early American folklore, the post-Civil War minstrels and the ability of the songs to document the growth of a pioneering nation. “Nashville is finally finding its level in the musical world,” he said.

Harlan Howard and Boudleau Bryan, successful composers, agree that radio is paramount in the spreading popularity of country music. Like many other composers they cite the opportunity provided by BMI, augmented by radio performances, to give new composers a chance to be auditioned and performed. The bearded Bryant is a former symphonic violinist in Atlanta. Now he collaborates with Mrs. Bryan and sings some of his own numbers.

Joe Allison, a&r for the Liberty label, said, “Radio is the greatest single force, the omnipotent factor, in the Nashville miracle. This city is the new Madison Avenue of the popular-country music
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<th>City</th>
<th>Market Position</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTJH</td>
<td>Atlanta</td>
<td>(23rd market)</td>
<td>covers 17 counties and over a million population</td>
</tr>
<tr>
<td>WYNK</td>
<td>Baton Rouge</td>
<td>(98th market)</td>
<td>the only C&amp;W station for over 241,000 people</td>
</tr>
<tr>
<td>KIKK</td>
<td>Houston</td>
<td>(17th market)</td>
<td>the only exclusive C&amp;W station for over 1,310,700 people</td>
</tr>
<tr>
<td>WTMT</td>
<td>Louisville</td>
<td>(32nd market)</td>
<td>the only C&amp;W station for over 749,100 people</td>
</tr>
<tr>
<td>KTCR</td>
<td>Minneapolis-St. Paul</td>
<td>(14th market)</td>
<td>the big C&amp;W station for over 1,533,500 people</td>
</tr>
<tr>
<td>KCHAT</td>
<td>Phoenix</td>
<td>(34th market)</td>
<td>the only C&amp;W station for Central Arizona's 731,500 people</td>
</tr>
<tr>
<td>KSOP</td>
<td>Salt Lake City</td>
<td>(61st market)</td>
<td>only C&amp;W station for over 401,400 people</td>
</tr>
<tr>
<td>KPEG</td>
<td>Spokane</td>
<td>(81st market)</td>
<td>only C&amp;W station for over 300,000 people</td>
</tr>
<tr>
<td>WSEN</td>
<td>Syracuse</td>
<td>(47th market)</td>
<td>only C&amp;W station for over 580,600 people</td>
</tr>
<tr>
<td>WREM</td>
<td>Utica-Rome-Rensselaer</td>
<td>(71st market)</td>
<td>only C&amp;W station for over 339,100 people</td>
</tr>
</tbody>
</table>

**Country-Western Music is Getting Bigger**

**And Bigger**

**And Bigger**

**Country Music Network**

REPRESENTED BY

CHARLES BERNARD COMPANY, INC.

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NEW YORK 19, N. Y.

Circle 6-7242
The only Country-Western and Folk Programs for over 15,000,000 people

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CHARLES BERNARD CO., INC.
730 5th Ave., N. Y. 19, Ct 6-7242

Nashville's composing - performing couple, Felice and Boudleau Bryant, combine professional musical activities with helpful hints in performance of Bryant compositions, many of which are among national favorites.

Among delighted beneficiaries of all this Nashville progress and the popularity of country music are the musical instrument companies. At the Nashville festival last November Michael Cole, eastern sales manager of Pender sales, Santa Ana, Calif., said sales of guitars and other musical instruments are "way up" and attributed this fortuitous trend to radio performance of country music. A plain or acoustic guitar runs from $40 to $500, depending on the quality of workmanship; electronic versions are $300 to $400.

And so Nashville sits in the spotlight of musical growth. Its music may be simple, weepy, joyous, reverent. Whatever its type, people feel it's meant for them—even for New Yorkers. After contemplating Flatt & Scruggs recordings, a New York Times reviewer wrote, "The Jamboree and Banjo discs capture the driving excitement... and..."
are showcases for Mr. Scruggs' widely imitated use of the five-string banjo and Mr. Flatt's buoyant singing." He added that Flatt & Scruggs and their Foggy Mountain Boys have established themselves firmly in New York. Flatt & Scruggs are heard weekly on the popular CBS-TV series, *Beverly Hillbillies*.

Corny, simple, heartstring-tearing or whatever it is, music talks in Nashville —$40 million worth.

**Music festival week draws the faithful**

One week out of every 52 the patient citizens of Nashville turn over their downtown to the uninhibited antics of several thousand visitors who come in November to worship at the shrine of country music.

The might of the electronic guitar is goaded into assorted sonic booms with the aid of the nearest 110-volt floor plug as gaudily costumed instrument luggers huddle in hotel lobbies and corridors, exalting in the cacaphony and hoping an astute talent scout might be overwhelmed by the sheer muscle of their artistry.

Most civic rules are off during Music Festival Week, which is sponsored and programmed by WSM Nashville and shared by the four-year-old Country Music Assn. The panels, meetings and feedouts are supported by major recording firms for the benefit of several hundred radio disc jockeys, a thousand or more guitar and bull fiddle players and assorted fan clubs whose teenage, or even middleage, members often have artists' names crocheted on their sweaters or, in some exhuberant cases, on the seats of their pants.

All these migrants to country music's mecca join artists, record company executives and other members in the crushing crowds that overwhelm hotel lobbies and exhibitors' hospitality suites.

**Business Too ●** Despite this chaos, important business is done by the Country Music Assn., which manages to read its minutes, hear reports and stage an orderly convention beyond reach of those who come just for the fun.

Many in the music industry aren't quite sure whether it's all worthwhile. Nashville hosteries make a killing; WSM is still amazed at the magic of its *Grand Ole Opry*; the local gendarmes, who years ago had their paddy wagons booked hours ahead, now have few major incidents except for the double-parked, block-long Cadillacs of visiting dj's who make the trek to meet others of their ilk and to chat with names artists they have helped direct to fame.

The 1962 version, the 11th festival

*BIGGEST UNDUPPLICATED AUDIENCE*

Represented Nationally by Adam Young, Inc.
week, reflected the steady transition from abandoned revelry to the somewhat restrained enthusiasm that has been taking place in the last decade. Sartorially there's not much difference.

A name performer would sooner be caught without his guitar than undressed in the bizarre, crocheted, high-chrome rigs his fans seem to expect.

Aside from a hotel crisis during festival week, businessmen making Nashville calls are likely to see little evidence of the city's $40-million music economy unless they happen to be in the same phase of the music business and run out to the 15 studios and scattered offices in the section loosely known as Record Row.

A Clan Apart • The local folk pay little attention to the music industry except during festival week. A dial twister motoring around Nashville on the eve of last November's festival was surprised to find WSM playing incidental music from Mendelssohn's Midsummer Night's Dream instead of good old mountain music or a range dirge.

A tour of night clubs during festival week revealed this musical curio—there isn't a country combo within five miles working regularly at a club. Cocktail lounges play standards instead of country stuff. WENO Madison, a few miles out, is the only fulltime country music station.

The metropolitan city of Nashville, with a total population of 415,000, is an industrial center fanning out from the Cumberland River. Main income sources are industry (chemicals, glass, apparel and shoes), government (it's the state capital) and music, plus the various commercial complexes of the modern community.

Business and artistic talents are merged in Nashville's music industry, carrying the city to high rank in this phase of American business and culture. L to r: Roy Acuff, one of the early developers of Nashville popularity in the broadcast and recording fields, and music publisher as well as talent agent; Carl Smith, vocalist; Don Gibson, composer-singer; the late Hank Williams, whose songs are classics in the country field and are featured in the Ray Charles albums; Chet Atkins, RCA Victor executive, performer, a&r man; Sue Thompson, vocalist.

**Eastern, western music meet in Nashville**

**UNION OF TWO POSES A SEMANTIC MYSTERY**

Wanted: a definition of "Country Music."

And another: "the Nashville Sound."

They're basic and they're real in this fast-growing musical center but efforts to analyze the semantics of Nashville often end up in confusion.

At the current stage of musical history the term country music is a complete misnomer. Often it's linked with western music—shortened to c&w. Country or c&w—neither term is accurate or adequate.

**Many Types •** Actually the general terms cover many musical types, including a substantial share of the popular (pop) record production. There's a saying around Nashville that goes like this: A country record becomes a pop when it sells 100,000 copies.

Just to make it confusing, there's a fast-growing type of music coming under the classification of country-oriented. A record is known as country-oriented when it is recorded in Nashville, or when it is based on a song with country influence, or when it reflects the informal accompaniment typical of Nashville.

One of these years the semantic mysteries of country music will be solved and more precise terminology will arise out of normal evolutionary processes. Meantime there are a score of terms that come under the general category of country music.

Here are some of the terms tossed about in the musical business: folk, authentic folk, hard folk, country folk, pop folk, blue grass, hoedown, moun-
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SESAC® RECORDINGS

LP Albums highlighting your favorite Country & Western artists.

Faron Young, The Anita Kerr Singers, Chet Atkins, Webb Pierce, Johnny Horton, The Jordanaires, and many others.

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An ever-growing treasury of music from the heartland of America — Music rich in the cherished traditions and heritage of our country — Country & Western, American folk and gospel.

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SESAC INC.

BROADCASTING, January 28, 1963

10 Columbus Circle  New York 19, N.Y.
Decca executives and two stars confer at a Nashville studio (l to r): Owen Bradley, a&r executive; Webb Pierce and Brenda Lee, performers; Martin P. Salkin, vice president; Leonard Schneider, executive vice president.

and they keep coming back. Country music performers are really actors who tell a story so the public will believe it," he adds.

Country music is hard to define but it's easy to discuss; around music centers it's hard not to get involved in a swapping of views about the subject. There are a few thoughts that generally run something like this:

- Country music has the soul-searching touch of a mother's tear and the hippy rhythm of a bull-fiddler with 50 fingers.
- It's calculated corn—music about the things that make people tick.
- The old fiddlers whose screeches must haunt Stradivarius in his grave are waging a losing battle against violinists who've had music lessons.
- Grandma's corn cob pipe is giving way to a cigarette holder.
- Most country music has an itchy-foot beat that appears in endless and often uncharted variety.

Add them up and the result is a plain indication that a new and typically American musical art form is in an evolutionary stage.

**Definition Wanted** • ''Nashville is still seeking a formula, a label or a definition for its product," said Owen Bradley, Decca artist-and-repertoire man who has grown up with the city's music industry. "Right now it could be said to be 'down the middle with the masses.' People's tastes change and our music is becoming broader. Actually we're a cross-section of many types of music. Whatever we do, whatever the name of our product, it will always be spontaneous, natural and deep out of the heart."

"Don't use the term hillbilly around Nashville," suggested Stephen H. Sholes, West Coast operations manager for RCA-Victor Div. He recalled that originally one country record might sell well at Dallas, another at Charlotte and a third at Atlanta. "This sectionalized acceptance has disappeared," he said.

The term "Nashville Sound" is applied to recordings that come out of the Tennessee city's studios.

Around the recording industry Nashville Sound symbolizes free-and-easy background music that puts vocalists at ease. Pop, rhythm, hayseed—no matter the style—it's relaxing and catchy.

**Not Always Simple** • They like to say around Nashville that recording sessions are unplanned and unarranged. Actually they aren't always that simple. An arrangement may be merely the spontaneous offerings of the side musicians who support a soloist or it may be a well-planned musical score. Generally it's the former.

Everybody talks constantly about the Nashville Sound but the sum of these observations is a symptom rather than a specific type of music. There's plenty of agreement that Nashville recordings have a feeling of informality. But any discussion of the technical aspects of this sound winds up in a maze of engineering terms, musical jargon and the latest sales data for hit records.

In essence, artists like to record in Nashville because the studio people are skilled and know every echo that bounces off each baffle. They know the control room boys and are at home in their chairs and will make every instrument come out effectively—not too loud and not too soft. They like the friendly cooperation of the side men, who join in a round-robin arranging session that may consume only a few minutes but emerges as a smooth production.

**Musicians Cooperate** • Nashville's side men are good. Many who profess they can't read a note of music are merely living up to a tradition that is fed in the belief it helps sell records. Their cordial cooperation with artists always delights those who have endured the clammy gaze of Hollywood and New York musicians.

And the artist and repertory representatives, who guide a recording through from selection of song and artist to the studio performance, know their music and their performers and—of course—their public. Their role is absolutely critical. The presence of Owen Bradley, Joe Allison, Chet Atkins or any other a&r men practically guarantees a professional product.

A New Yorker has described the Nashville Sound as merely "fewer musicians." Often they're fewer but by no means inferior. Among the recent converts to Nashville's family-style recording procedure is Johnny Ray (see photo, page 69).

The Nashville Sound fits into the out-of-the-heart motif of the city's recordings. Some pros claim they can identify some of the side men or the choral combo in a blindfold test.

What is happening is a meeting of styles. New York and Hollywood, finally catching up with current musical history, now borrow heavily from Nashville libraries and musical styles. And Nashville is adding diversified instrumental backgrounds, often using symphony players in supporting casts.
THE MEDIA

STANTON: ‘END LIMITATIONS’
CBS president calls for an end to barriers to coverage of Congress, courts, politics

In an address before a special joint session of the North Dakota Legislature, CBS President Frank Stanton called last Wednesday for an end to limitations on radio-tv coverage of Congress, legislatures, courts and political campaigns.

He urged the lawmakers, who were observing their third biennial “Broadcasting Day,” to give their support “by both action and advocacy.”

“If it is difficult to tell Congress that in meeting 20th century responsibilities we ought to avail ourselves of 20th century tools,” Dr. Stanton said. “It may be convincing to show them” by admitting microphones and cameras to cover state legislative sessions, as some states have done.

He also called upon the legislators and their guests, who included Gov. William L. Guy and other North Dakota officials, to help lift the barriers of the American Bar Assn.’s Canon 35 against courtroom access, which he called a “canon of a dead age”; and to speak out for repeal of the equal-time law governing political broadcasting (Sec. 315), which he said “needs to be thrown out.”

Horse-and-Buggy Treatment • Dr. Stanton said that “no one could conceive of a workable government functioning today without the typewriter or the telephone or the airplane.” Yet, he said, the advantages of “the fastest and most immediate tools of communication that we have” are being curtailed by failure to give radio and tv the same rights as the rest of the press.

He called for support of measures introduced by Rep. Martha Griffiths (D-Mich.) and Rep. George Meader (R-Mich.) to permit radio, tv and photographic coverage of the House of Representatives’ public hearings (BROADCASTING, Jan. 14). The measures (H. Res. 53, 54, 77, 78) would give House committees discretion—as Senate committees now have—to permit such coverage.

“I myself do not think that such discretion is alone a satisfactory answer,” Dr. Stanton said. “But the Griffiths and Meader resolutions are at least a start in breaking down an absolute and rigid barrier.

Dignity Issue • He said the bar association is worrying about “the wrong things” in clinging to Canon 35 on grounds that it protects “the essential dignity” of court proceedings.

“In my own view,” he said, “the essential dignity of the proceedings of any court of any free people consists in their being open and freely accessible to the people. Dignity does not mean merely austerity or remoteness or seclusion... decorum is utterly meaningless once the courtroom door is closed to public surveillance. A first definition of dignity is ‘intrinsic worth,’ and from ancient times, dating from the abandonment of the star chamber, the intrinsic worth of our courts is centered on their openness... .

“Technical advances no longer make applicable old arguments about the obtrusiveness of broadcasting equipment. Charges that broadcasters would sensationalize trials are unsupported by facts. It is a strange irony indeed to find, in defense of justice, a theory that broadcasters be concluded guilty of something that they have not done on the ground that they might do it.”

Dr. Stanton said that “any society that stands still will go under,” and that “in some respects we are either standing pat or crawling with tortuous slowness when we ought to be moving with speed, with courage and with confidence.”

Standing Still • In failing to un-do the restrictions of the equal-time law, he said, “we are not even crawling—

CBS Inc.’s Stanton

Lower the barricade

we are standing stock still.”

He expressed hope that in setting aside a “Broadcasting Day” the North Dakota legislature was presenting “an example that other legislatures will follow in recognizing the invaluable—perhaps the pivotally important—part that radio and television can play in a modern democracy.”

He suggested that North Dakota might go even further:

“Is it not possible that you might accelerate and simplify the complex process of representative government if there were greater use of electronic reporting?... This state, with its widespread broadcasting activity, could serve as the pacesetter of a 20th century self-governing society determined to make the fullest use of 20th century tools to interest and inform its voters.”

Dr. Stanton’s address was carried, live or delayed, on television and radio stations throughout the state.

KMEX-TV sues KALI, for over $1 million

A suit for over $1 million damages has been filed in Los Angeles Superior Court by KMEX-TV, Spanish-language uhf (ch. 34) tv station, against KALI San Gabriel, Calif., Spanish-language radio station.

Citing unfair competition consisting of trade libel and disparagement, the complaint states that James Coyle, manager of KALI, and others at the station have circulated a pamphlet among advertisers and advertising agencies containing allegedly erroneous information about the number of tv sets capable of

‘Nonsense’ on ratings

Dr. Frank Stanton last week said a published article’s implication that an “overemphasis” on gaining good ratings makes “neglected stepchildren of news and public affairs” was “plain nonsense.”

Dr. Stanton, president of CBS Inc., made his comments in a newsletter to network employees.

His remarks were in obvious reference to a recent Newsweek magazine article that professed to discuss what was at stake at CBS-TV from the viewpoint of the network having achieved high ratings in its programs this season.

To the contrary, CBS-TV’s record, according to Dr. Stanton, reveals “news and informational broadcasting” increased 34.5% in 1962 over 1961.
No radio for postmen

Regional postal authorities prompted KCRC Enid, Okla., to air an editorial on what it considers an unwarranted government intervention.

KCRC's complaint is that postmen are now forbidden to carry portable radios in their appointed rounds. The station's editorial said, "... with the Civil Defense warning systems and the severe weather season coming on, we feel it is doing a disservice to our postmen not to let them carry and listen to a transistor radio. ..."

receiving uhf tv programs. The pamphlet sets the total at 25,000, according to the KMEX-TV complaint, whereas the actual number of sets capable of getting KMEX-TV programs is well over 75,000.

The suit seeks $500,000 for damage to KMEX-TV's reputation, $500,000 for punitive damages and over $100,000 for loss of prospective advertising. Defendants are Telebroadcasters Inc., operator of KALI, Mr. Coyle, Associated Research Co. and a number of John Does.

SALES TOTAL $9.4 MILLION

WDBO-AM-FM-TV sold for $6 million to Outlet Co.; The Gannett Co. buys WREX-TV for $3.4 million

Two station transfers totaling around $9.4 million in considerations were announced last week. The Outlet Co., the department store licensee of WJAR-AM-TV Providence, R. I., is buying WDBO-AM-FM-TV Orlando, Fla., for around $6 million. The Gannett Co. Inc., which owns several broadcast and newspaper properties, is paying $3,420,000 for WREX-TV Rockford, Ill.

The Orlando preliminary agreement was announced by Joseph S. (Dody) Sinclair, president of The Outlet Co., buyer, and trustees of the estate of the late William S. Cherry Jr., representing Cherry Broadcasting Co., the Orlando licensee whose outstanding stock will be sold. The sale does not include the Cherry-Plaza Hotel in Orlando, now owned by Cherry Broadcasting.

The Rockford transaction was announced by Paul Miller, president of Gannett, and Swan Hillman, president of Greater Rockford Television Inc., licensee of WREX-TV. The price includes station land and buildings.

Both transactions are subject to FCC approval. Arnold F. Schoen Jr. will continue as general manager of WDBO-AM-FM-TV. Mr. Hillman and Joe M. Baisch, vice president-general manager of WREX-TV, will continue as directors of the new purchasing company formed by Gannett, WREX-TV Inc., of which Mr. Miller will be president.

WDBO-TV is on ch. 6, operates with 100 kw visual and 50 kw aural and is a primary affiliate of CBS-TV; WDBO ($500 kc, 5 kw, night directional) is a CBS Radio affiliate; WDBO-FM (92.3 mc, 25 kw) duplicates WDBO programs.

WREX-TV has Rockford's only vhf assignment (ch. 13); the station operates with 229 kw visual and 115 kw aural and is a primary affiliate of ABC-TV and secondary affiliate of CBS-TV.

Rockford Broadcasters Inc., licensee of WROK (1440 kc, 1 kw day, 500 w night) and WROK-FM (97.5 mc, 16 kw) and 22.8% owner of WREX-TV, is not included in the sale.

Gannett Newspapers stations are WHIC-AM-TV, Rochester, N. Y.; WINK-AM-TV Binghamton, N. Y.; WENY Elmira, N. Y.; and WDAN Danville, Ill. Its once-proposed plans to purchase WAVY-TV Norfolk, Va., were canceled some time ago.

The Rockford transaction was handled by Philip L. Kelser & Assoc., New York financial counsel.

Changing hands

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

- WDBO-AM-FM-TV Orlando, Fla.: Sold by the Cherry Broadcasting Co. to The Outlet Co., for about $6 million (see story above).
- WREX-TV (ch. 13) Rockford, Ill.: Sold by Greater Rockford Television Inc. to The Gannett Co. Inc. for $3,420,000 (see story above). Sale was handled by Philip L. Kelser & Assoc., New York.
- WMAS-AM-FM Springfield, Mass.: Sold by Gerald Harrison, estates of Carl S. Wheeler & Amelia Wheeler, and others to Southern New England Broadcasting Co., principally owned by Julian Gross, for $340,000. Mr. Gross is former owner of WKNB-AM-TV New Britain, Conn., and is currently applicant for a new am in West Hartford, that state. Sellers also own WLLH

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BEVERLY HILLS
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G. Bennett Larson
Bank of America Bldg.
9405 Wilshire Blvd.
Beverly Hills, Calif.
Crestview 4-8151
Lowell-Lawrence, Mass. WMAS is on 1450 kc, 1 kw-day, 250 w-night; WMAS-FM operates on 94.7 mc, 1.35 kw. Broker: Blackburn & Co.

APPROVED • The following transfers of station interests were among those approved by the FCC last week (for other commission activities see For The Record, page 96).

• KBIC-TV Los Angeles: Sold by John Poole to Martha White Mills Inc. and H. C. Young Jr. for $180,000. Mr. Young Jr. along with Walter Duke owns WENO Madison, Tenn.; Martha White Mills plans to buy Mr. Duke's half interest in WENO. The Young Jr. and White Mills combined ownership of KBIC-TV will then be transferred to Central Broadcasting Corp., licensee of the Madison station, making that company the parent (95%) of KBIC-TV licensee Central Broadcasting of California. KBIC-TV, now dark, is assigned ch. 22, with 540 kw.

• KOAT-TV Albuquerque, N. M., and KVOA-TV Tucson, Ariz.: Sold by Clinton D. McKinnon (40%), Bernard Weinberg, Arthur A. Desser and Harold B. Garfield (each 20%) to WGAL Inc., primarily owned by Steinman family, for $3,250,000. WGAL owns WGAL-AM-FM-TV Lancaster, Pa., and Steinman family has interest in WDEL-AM-FM Wilmington, Del., and WEST-AM-FM Easton, WORK York, WKDO Harrisburg and WLEV-TV Bethlehem, all Pennsylvania. KOAT-TV (ch. 7) is affiliated with ABC-TV, KVOA-TV (ch. 4) with NBC-TV.

Three major ball clubs note radio-tv plans

Radio-tv plans for the 1963 baseball season were announced last week by the Milwaukee Braves, Pittsburgh Pirates and Kansas City Athletics.

In the case of the Braves, it was a further relaxation of the club's ban against tv. Former owner Lou Perini had maintained a strict tv black-out for nine years, fearing an adverse effect on the gate. Mr. Perini did permit 15 road telecasts in 1962 when the Braves' attendance dropped.

William C. Bartholomay, board chairman of the new syndicate which purchased the Braves this winter, said 25 games will be telecast by WTMJ-TV Milwaukee and relayed to a statewide network. As an experiment, five of the games will be home contests.

Radio rights to the Braves' baseball have been acquired by WEMP Milwaukee which will broadcast all games as well as establish a state radio network.

The Pirates' entire 162-game schedule plus eight pre-season exhibitions will be broadcast by KDKA Pittsburgh for Atlantic Refining Co., the Pittsburgh Brewing Co. and Mellon Bank, according to KDKA General Manager L. R. Rawlins. The same sponsors will present a minimum of 33 away games on KDKA-TV, General Manager Jerome R. Reeves said.

The Athletics will have 40 road games on WDAF-TV Kansas City and the R. J. Reynolds Tobacco Co., through William Esty Co., already has signed for quarter sponsorship. The 162-game regular season and 27-game exhibition schedule will be carried by WDAF Kansas City. That station last week announced that Guy's Food Inc., Kansas City, has bought one-sixth of the radio coverage through Winius Brandon Adv., that city.

MINOW REVIVES 12-YEAR-OLD PROPOSAL

Wants citizens advisory group to criticize radio-tv

A 12-year-old proposal was resurrected last week when FCC Chairman Newton N. Minow suggested that a citizens advisory board be created to appraise and report on the state of broadcasting every year. William Benton, publisher of the Encyclopaedia Britannica echoed Mr. Minow's view.

Mr. Benton, while a U. S. Senator from Connecticut in 1951, had urged that this step be taken, and last week he shared Commissioner Minow's belief that a citizen's commission is still appropriate in 1963. Messrs. Minow and Benton embodied these remarks in speeches made before the tenth anniversary convention, Center for the Study of Democratic Institutions, in New York on Jan. 22.

Mr. Minow, who opened a panel session devoted to "The Responsibilities of the Mass Media," raised the subject of a citizen's commission when he pointed out that tv needs "outside criticism and independent review of our policies." He mentioned that in October 1951 Sen. William Benton proposed the establishment of a citizen's board for radio and tv, and added:

"The board then proposed by Sen. Benton would have issued an annual advisory to the Congress, to the FCC and the public, reviewing the year's progress, or lack of progress in the public service rendered by radio and television, and made suggestions as to how

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BROADCASTING, January 28, 1963
such public service could be developed.

"The board was never created. I think it should have been. It is not too late."

Long Try • Mr. Benton said that he had been urging the setting up of a public or private commission to review broadcasting for more than a decade. He claimed that the only highly organized pressure exerted on tv, the FCC and the Congress have been exercised by commercial interests. This, he said, has resulted in television being "abandoned almost exclusively to escapist entertainment."

"The existence of an advisory commission or board would give a powerful voice to those who view radio-tv as an instrument for 'the public interest, convenience and necessity,' the great phase of the early congressional act," Mr. Benton asserted.

He noted that the commission or board would have no other power than "the respect its finding could command." Mr. Benton said he believes in the creation of a privately constituted board, affiliated with a university.

In other portions of his speech, Chairman Minow declared that in the decade ahead, the television industry faces these problems:

• It must find a way to present political broadcasts on the air so that tv will not be limited only to wealthy candidates or those dependent on special interests.
• It must expand the scope of programming to meet more satisfactorily the needs of the local community and specialized viewing groups.
• It must find an adequate economic base of support for a national educational tv network.
• It must encourage the setting up of more local tv stations and hopefully this will be helped by the advent of all-channel tv receivers, which should stimulate the establishment of uhf outlets.

Another speaker at the convocation was Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson (International), who claimed that an expansion in the number of tv channels will lead to an improvement in the cultural quality of tv programs. He said that tv can and will be a tool to be used as an educational force throughout the world and its potential in this area still has to be tapped.

FCC ON GRIDDLE AT ATHENS

Marks, Labunski swing on FCC at Georgia institute; broadcaster group condemns Omaha tv hearing

A record attendance at the 18th annual Georgia Radio & Tv Institute in Athens last week heard broadcasters and attorneys attack the current regulatory policies of the FCC and Commissioner E. William Henry discuss the future of fm.

The sponsoring Georgia Assn. of Broadcasters got into the act by adopting a resolution condemning the FCC's Omaha hearing (beginning today) on local tv programming (see page 38). Commissioner Henry will preside in Omaha.

Broadcasters 250 strong from three states attended the institute along with 300 college students from the co-sponsoring U. of Georgia Henry W. Grady School of Journalism. Georgia Gov. Carl E. Sanders closed the sessions with an address carried live on special network of 155 radio stations.

Washington attorney Leonard Marks sounded the keynote when he called for an end to the harrassment of broadcasters by the FCC. He said the average station owner spends more time worrying about a renewal of his license than he does operating his station. Mr. Marks recommended a drastic revision in the makeup of the FCC: an administrator to make all decisions and grants and thus free the commissioners for policy matters (see page 44).

Dangerous In-Laws • Stephen B. Labunski, vice president and general manager of WMCA New York, struck back at what he called "broadcasting's dangerous gang of in-laws"—groups and individuals who habitually nag at radio and tv.

Speaking from the same platform where Commissioner Henry addressed the institute, Mr. Labunski specifically included the FCC in this "dangerous gang."

"What broadcasters find unsettling," he said, "is that appointees to our favorite regulatory agency tend to have strong emotional views about radio and television and begin voicing opinions or casting maledictions about before they even get the seat warm. In this respect, FCC commissioners are just like everybody else."

After noting instances of what he called in-law pressures applied by sponsors and others, Mr. Labunski continued:

"Members of the FCC staff engaged in a letter-writing campaign designed to intimidate television stations facing license renewals into altering their program proposals (Broadcasting, Dec. 3, 1962). An alteration of such proposals in the designated areas usually brought a renewal by return mail—which says something about the efficiency of our sometimes beleagured Post Office Dept.

"But it says something else, something very disturbing indeed, about how a pernicious bureaucratic mind feeds on timidity and grows like a noxious weed if not restrained. It's meager comfort to be told subsequently that the commissioners themselves didn't know that members of their staff were playing Russian roulette with license renewal, but I am sure the commissioners would have to agree that, somewhat like licensees, they, too, are ultimately responsible for what goes out over their airwaves."

(For Mr. Labunski's comments at the Georgia Institute on the FCC hearing in Omaha on local tv programming, see page 38).

Saturday's Child • Commissioner Henry saw fm radio as Saturday's child grown up. The future of fm lies in (1) the single radio service in small markets, and (2) participation in multi-station markets, he said.

The currently existing freeze on new fm stations is necessary, Commissioner Henry stated, because the FCC found that fm service was developing the same "undesirable tendencies" which accompanied the growth of am radio. It now appears that an fm table of allocations, as proposed in FCC rule-making, is necessary for the continued orderly growth of fm and to assure the availability of frequencies for small markets, he said.

If nighttime fm service is to be equitably distributed, the locations of stations cannot be left to be determined solely by the desires of individual applicants, the commissioner said. "I would hope to see the day soon when the prospective broadcaster in the small community will automatically apply for an fm, rather for an am authorization," he said.

Bunker Offer • Edmund C. Bunker, president-elect of Radio Advertising Bureau, stated that the bureau is engaged in a drive to get the removal of radio sales practices "to make the job of media selling that much easier and more effective."

Mr. Bunker offered journalism students RAB's facilities as an unofficial—and unpaid—"employment service" to attract more college-trained young people into radio, a field he described as having "great promise and a great need for the right young people." He invited students to submit resumes to RAB for circulation among the bureau's 1,300 member stations.

Sander Vancour, NBC News White House correspondent, told the Georgia institute that tv soon will take the lead
in the coverage of news. He called for the extension of regular, daily newscasts to 30 minutes by both networks and local stations. "The 15-minute tv news program is a hand-me-down from the 15-minute radio report."

Answers Newspaper • Mr. Vanour also answered an editorial by the St. Louis Globe-Democrat which criticized a Dec. 17, 1962, interview with President Kennedy by the NBC newsmen and his counterparts for the other two networks. The Globe-Democrat charged the tv newsmen did not ask pointed questions of the President because their employers "operate under a public license." He pointed out that the networks are not licensed by the FCC and said he would match NBC's fearless reporting against that of any newspaper.

A special radio presentation by CBS Radio Spot Sales was featured at the institute. Maurice Webster, vice president and general manager, told a sales workshop that this is a time for radio sales people to take advantage of a new advertiser-agency in radio.

NAB members get nominating forms

Nominating forms for 13 upcoming vacancies on the NAB Radio Board have been sent to member stations; actual ballots will be mailed Feb. 13. Terms of the nine directors of odd-numbered districts, one fm and three at-large directors, expire with the close of the NAB convention April 3.

Four of the 13 radio directors are not eligible for re-election, having served the limit of two consecutive two-year terms. These are John S. Booth (District 3), WCHA Chambersburg, Pa.; Hugh O. Potter (District 7), WOMI Owensboro, Ky.; Odin S. Ramsland (District 11), KDAL Duluth, Minn., and A. Boyd Kelley (District 13), KRRV Sherman, Tex.

The nominating forms are due back in NAB headquarters next Monday (Feb. 4). After nominees have been contacted, the ballots will be sent to member stations. These forms must be returned to the NAB by Feb. 28; the results will be certified the next day.

Other radio directors whose terms expire include: Carleton D. Brown (District 1), WTVL Waterville, Me.; James L. Howe (District 5), WIRA Fort Pierce, Fla.; George T. Frechette (District 9), WFHR Wisconsin Rapids, Wis.; B. Floyd Farr (District 15), KEEN San Jose, Calif.; Ray Johnson (District 17), KMED Medford, Ore.; John S. Hayes (at-large), Post-Newsweek Stations; Willard Schroeder (board chairman and at-large director), WOOD Grand Rapids, Mich.; Ben Sanders (at-large), KICD Spencer, Iowa, and Ben Strouse (fm director), WWDC Washington.

The terms of four NAB Tv Board members also expire at the convention and successors will be both nominated and elected at that time. They include James D. Russell, KKTV (TV) Colorado Springs; Otto P. Brandt, KING-TV Seattle; Robert F. Wright, WTOK-TV Meridian, Miss., and Clair R. McCollough, Steinman Stations, chairman of the NAB combined boards. Mr. McCollough also has served two consecutive two-year terms and is not eligible for re-election.

Ratings attacked by religious broadcasters

**CALLED 'GOLDEN CALF' THAT RADIO-TV MEN WORSHIP**

Top government, industry and religious leaders highlighted the 20th Anniversary Convention of the National Religious Broadcasters in Washington last week. The convention was slanted heavily toward the forthcoming space age in communications and the promise it holds for religious broadcasters.

Two leaders of the NRB, President Eugene R. Bertermann and Dr. Peter Eldersveld, attacked the "tyranny" of rating services before the 160 delegates from all over the world.

The NRB approved a federation with the World Conference on Missionary Communications into a new group known as the International Christian Broadcasters. The two original organizations will continue to maintain their own identity. The international federation was formed to provide a common agency "to set appropriate standards and to provide liaison with governments, regulatory groups and the broadcasting industry."

One of the major addresses to NRB was made by FCC Commissioner Frederick W. Ford, who hit the FCC's policy of local tv program hearings and efforts to adopt NAB commercial codes into the commission's rules (see page 38 and 50).

Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, told the NRB delegates that the amount of time devoted to religious programming does not adequately reflect the importance of religion in American life. "Our task is to increase the quantity of religious broadcasts and telecasts without diminution of the present high quality of so many fine religious programs," he said.

As chairman of the Commerce Committee, Sen. Magnuson asked NRB for "guidance" on how best to achieve this objective. He pointed out, however, that it is beyond the power of Congress or the FCC to determine program content.

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With a big, clean sound that is comparable to an FM broadcast, Continental's 517B 50 kw AM transmitter is satisfying demands of progressive radio stations everywhere. Years-ahead features and quality construction provide unmatched performance.

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**PRODUCTS COMPANY**

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**Subsidiary of Ling-Temco-Vought, Inc.**
Smoke and smog compete in Hollywood

Tobacco "smoke" continues to follow NAB President LeRoy Collins wherever he goes since his Portland, Ore., speech last fall asking broadcasters to take the lead in eliminating cigarette advertising designed to have a special impact on minors. (Broadcasting, Nov. 26, 1962.)

In Hollywood last Monday (Jan. 21) to attend a breakfast hosted by the Hollywood Museum Assoc., (see below), Gov. Collins was asked the inevitable question by a newsmen as to whether his views remained the same. The NAB president replied:

"I didn't know that this subject would be part of this news conference, but certainly the answer is no. I have not changed my mind. I have a rather deep conviction on this subject. I suggested that the [NAB] codes be amended in order to encourage more restraints against broadcast advertising which has a special impact on minors. Our code board has that under advisement (Broadcasting, Jan. 21).

"[The board] felt that it was not in a position to recommend specific action by our general board . . . but it did recommend that we continue the studies in this area and especially that it wait and obtain from the Public Health Service of the U.S. the results of an investigation and study which it now has underway and which it expects to be concluded in about five months. After the results of that study becomes known, then it may well make more specific recommendations. Our board will meet next June and I am personally hopeful that there will be a more specific recommendation available from our boards at that time."

Communications, said that NRB must "force itself to new types of programs, built by daring creative writing and production."

A special NRB study showed that its members spent $13.7 million for air time on commercial stations in 1961. Of the total, religious radio programs in the U.S. account for $8.7 million and tv $1.88 million. NRB was organized in 1944 to improve and advance religious broadcasting. Included in its membership are 75 U.S. radio stations.

NAB endorses museum

A planned $14 million Hollywood Museum to perpetuate the history and foster the interests of motion pictures, television, radio and the arts was officially endorsed last week by the NAB.

Announcement of NAB support and a pledge by the association of full cooperation in the project was made jointly by NAB President LeRoy Collins and Sol Lesser, president of Hollywood Museum Assoc.

Nominations sought

by Broadcast Pioneers

The Broadcast Pioneers opened nominations last week for awards to be made at that organization's banquet meeting April 2 in Chicago.

Paul W. Morency, chairman of the group's Hall of Fame and awards committee, outlining nominating procedures, noted that anyone in broadcasting or an allied field could submit nominations. The purpose of the Hall of Fame awards is to acknowledge "achievement and service in building and advancing the art of broadcasting." To qualify for election a candidate must have been deceased two years prior to election at the annual pioneers meeting.

All nominations must be accompanied by a brief biography of the candidate and should be sent to Mr. Morency, president, Travelers Broadcasting Service, 3 Constitution Plaza, Hartford, Conn.

EQUIPMENT & ENGINEERING

MANUFACTURERS PLAN FOR COLOR

National Video, Philco, others to start soon

National Video Corp., Chicago, said last week it has a production line up and is ready to make color tv picture tubes as soon as its suppliers bring in necessary components. The company plans to make the 23-inch rectangular design of Motorola Inc., which it expects to sell to Motorola, as well as the industry's standard 21-inch round color tube pioneered by RCA.

National Video's pilot run is set for about March 1. How many of which style tube it will make will depend on orders, the company said. Motorola, long a hold-out in the color set manufacturing field, plans to be in the market with its new color line this coming fall and will disclose its line probably in June.

Another Chicago tube maker, Rauland Corp., a subsidiary of Zenith Radio Corp., also is putting final touches on its own design of a new color tv picture tube and is expected to start a pilot run about April. Design details of the Rauland tube have not been disclosed but it is expected that it will be sold to both Zenith and to the trade.

In other color developments around the country, Sylvania Electric Products Inc., now expects its new color picture tube will be ready for the market in the final quarter of the year.

Philco Corp., Philadelphia, which has been marketing color television receivers manufactured by RCA since last year, will start production of the sets in its own facilities this spring.

The Ford Motor Co. subsidiary, expects to increase its sales of color sets by 300 to 400% above 1962.

GE announces new transistorized tv camera

A transistorized vidicon studio camera described as capable of handling four out of five of today's studio productions at operating cost reductions...
up to 90% is being announced today (Jan. 28) by General Electric in Syracuse.

GE called the camera, Type PE-23, the first such "truly professional" transistorized vidicon studio camera and said it was designed specifically for news, panel and quiz shows, which, the company noted, constitute up to 80% of today's studio shows.

H. E. Smith, manager of marketing for GE's technical products operation in Syracuse, thought the new camera also would be used extensively for educational TV studio productions. Type PE-23's initial cost is around 50% less than a comparable image orthicon unit, said Mr. Smith. The difference is in the vidicon tube's price—25% less than a comparable image orthicon unit—and the vidicon's greater life expectancy of three to five times more than an image orthicon, Mr. Smith said. Another economy is in the reduced power requirements—only 155 watts, less monitoring required.

The semiconductor circuits are several times more reliable than comparable tube circuits, according to user reports on other transistorized equipment, Mr. Smith said. Operating temperature is lower for the transistorized circuits and a blower is needed only for the vidicon area, assuring more stable operation of the pickup tube, it's claimed.

GE says the camera head includes the transistorized power supply and video power channel, saving up to 14 cubic feet of rack space. Its performance, the maker claims, meets or exceeds Electronic Industries Assn. standards.

**Technical topics...**

New mike • Shure Brothers Inc., Evansville, Ind., has announced a new dual impedance microphone, specifically designed for lavaliere use. Also useful as a hand mike, the model 560 unit weighs 5 ounces and is listed at $42.50, including lavaliere cord and clip assembly.

**Pencil tube** • Electronic Tube Div. of Sylvania Electric Products, Emporium, Pa., is manufacturing a new fixed tuned uhf oscillator module pencil tube, designated 5794. The tube uses a six volt, 160 ma heater and features low frequency drift.

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**INTERNATIONAL**

**TV RATINGS BATTLE IN BRITAIN**

**BBC-TV's audience claims challenged by commercial tv**

A BBC claim that its television audience in the last quarter of 1962 was bigger than the commercial network's has been challenged by Television Audience Measurement Ltd., the TV rating firm which is partly owned by the A. C. Nielsen Co.

The latest BBC audience research department report states that for the first time since the end of 1955, BBC-TV's viewing audience over a full quarter was greater than that of commercial television. In the October-December 1962 period those able to choose between the two networks gave 52% of their viewing time to BBC-TV and 48% to commercial television, BBC claimed. In October-December 1961 the ratio was BBC-TV 45% and commercial network 55%. Two years ago BBC-TV's share was 39% and commercial tv had 61%.

TAM said that according to its calculations for the same three months at last year's end the commercial network had 57% of the viewers' time and BBC-TV only 43%.

A spokesman for the Independent Television Companies Assn. said "The BBC's claim to have won a majority in the last quarter of the year is not concealed... though it is true that there has been a swing towards BBC."

A BBC spokesman commented, "We stand by our audience research department."

**Other Info** • The BBC report also shows that the proportion of the population which can now receive television is approaching 90%. During the past year the number of people with tv sets which can tune in to both BBC and commercial programs increased by 2.3 million. There was a decrease of 800,000 in the number who could receive only BBC-TV, leaving only 1.8 million so equipped. The net increase of 1.5 million brought the total number of people with television sets at home to 42.6 million.

There was an increase from 33.9 million to 34.8 million in the number of people who viewed television at all on the average day. But the number of people who confined their day's viewing to BBC-TV rose from 9.8 million to 11.5 million, while the number who watched only the commercial network fell from 10 million to 8.5 million, according to the BBC study. The number who viewed both networks on the same day rose from 14.1 million to 14.8 million.

Despite the decline in the number of sets which can only pick up BBC-TV, the audiences for BBC-TV programs were much higher in October-December 1962 (average 7.7 million) than in the same months of 1961 (average 6.7 million). The average commercial network audience was smaller, with 6.7 million in October-December 1962 as against 7.1 million the year before, the BBC study claims.

The amount of time spent in viewing was between 15 and 16 hours per week.
British tv restrictions on tobacco ads

The restrictive wall of "don'ts" erected against cigarette advertisers on tv in Great Britain is bound to increase the cost of producing tv commercials for telecast in that country and "without, in view of the restrictive rules, increasing their advertising effectiveness."

This warning was contained in a talk on U. S. advertising and marketing overseas (particularly in common market countries) delivered by Alfred W. de Jonge last week before the American Marketing Assn., in New York. Mr. de Jonge is vice president, international operations, at Benton & Bowles, New York.

Mr. de Jonge referred to "notes of guidance" issued by the Independent Television Companies Assn. Ltd. for tv advertisements for cigarettes and "hand rolling" tobacco.

The association contains broad principle in this statement: "Advertising should not encourage people, and young people in particular, to believe that they will have any advantage romantically, physically, socially or in their jobs if they smoke."

Danger Areas - There are then contained a number of applications suggested as "areas of dangers" to be avoided in the production of cigarette commercials. Copy that has "hero appeal" and appeal to "manliness"; appeal to social success, or suggestion that smoking is part of the modern, smart, sophisticated or fashionable way of life, and that one should smoke to be "in the swim."

Romantic appeal is to be avoided as is the creation of a romantic atmosphere in which it is implied that cigarettes are an essential ingredient, and also any impression of "exaggerated satisfaction" (deep inhaling or expressions of intense enjoyment associated with smoking).

There are still other avoidance areas suggested in Great Britain. They include "implicit encouragement" of habitual or excessive smoking, or impressions of dependence on cigarettes, the use of advertisements of young people unmistakably under the age of 21, and the suggestion that cigarettes overcome "nerves" or strain, or direct offers of cigarettes as an aid to relaxation or concentration.

Asked Mr. de Jonge: "how would you like to write tv commercials—or develop a marketing plan—under such limitations?"

He said: "Restrictions of this kind, unfortunately, are exceptional. It could well be that on the two-way street of international trade, such restrictive rulings will find their way into U. S. tv codes."

"LeRoy Collins had a few words to say about this not too long ago."

Ford Foundation sends specialists to India

The Ford Foundation has sent a group of four communications specialists to India to advise that country on developing its communications.

The consulting team, which will spend a month in New Delhi working with the communication research and study center of the Indian Ministry of Information, includes Robert B. Hudson, programming vice president of the National Educational Television & Radio Center; Wilbur Schramm, director of the Institute for Communication Research at Stanford U.; C. R. Carpenter of Penn State U.; and Lloyd Sonnerlad, Australian journalist.

They will examine India's whole communications system, recommend future lines of development and give advice on the development of an institute for communications training.

British commercial tv starts etv programs

The first adult education programs on Britain's commercial tv network began Jan. 20 after government authorization of broadcast time for adult etv in its second White Paper.

For one hour, 10-11 a.m. on Sundays, three 20-minute programs are running for an initial three months. Two teach written and spoken English and the third gives instruction in French.

Bernard Sendall, deputy director-general of the Independent Television Authority, has emphasized that the programs are essentially experimental. The experience gained will be used to develop plans for adult etv which the ITA and some of the tv companies hope to present in the 1963-64 academic year. To guide the network in this new programming the authority is appointing an advisory committee of people in the fields of liberal adult education and further and technical education.

GE of South Africa buys equipment firms


Selectomatic Radio Corp. is a manufacturer of domestic radio equipment. B. H. Electric Co. makes semiconductor equipment, electrical controls and allied products.

H. Silberman has been appointed managing director of the newly purchased companies, as well as consultant to South African General Electric Co.

South African General Electric, which reorganized, its board of directors with purchase of the two companies, reportedly will broaden the present activities of the organization in the industrial electronics, radio and home entertainment fields.

The PROOF: women love Channel 13 in Remarkable Rockford

66%* share of audience
12 noon to 5 p.m.
*NSI-OCT. 1962

ONE BUY to saturate the First Market in Illinois (outside of Chicago)

WREX-TV
CHANNEL 13 ROCKFORD

J. M. BAISCH
Vice Pres. & Gen. Mgr.

90 (INTERNATIONAL)
BROADCAST ADVERTISING

David E. Wallin elected vp for marketing services of Hill, Rogers, Mason & Scott, Chicago advertising agency. He has been director of marketing services for firm since June 1962. Before joining HRM&S, Mr. Wallin was new products manager and director of marketing research services for Simoniz Co., Chicago, account research manager in Chicago office of J. Walter Thompson Co., and member of finance planning group of U.S. Gypsum Co.

Robert Belden, James Cameron and Robert Leonhard, members of contact department of Young & Rubicam, New York, elected vps. Mr. Belden joined Y&R in 1950 and was appointed account executive in 1956. Mr. Cameron joined agency in 1951, while Mr. Leonhard came to Y&R last year from Detroit office of Leo Burnett Co. where he served as vp and manager.

Henry Billsten, art supervisor at Earle Ludgin & Co., Chicago, elected vp. Mr. Billsten has been with agency for 26 years and supervised its art department for past two years.

Worthing H. Stone, former vp and general manager of Detroit office of Meldrum & Fewsmith where he worked for Ford Motor Co.'s trailer account for past 15 years, joins Foote, Cone & Belding, Chicago, as vp and supervisor of agency's newly acquired International Harvester Corp., farm equipment division account.

Jerome L. Simmons, general manager of Enyart & Rose, and George Burtt, active in client service, elected vps of Los Angeles-based advertising agency.

Myra E. Janco, vp of Roche, Rickerd, Henri, Hurst, Chicago, since last summer, promoted to executive vp. She formerly headed her own agency, Wahash Adv., in Terre Haute, Ind., and Cincinnati.

Robert A. Hilton, vp in charge of marketing for Libenfield & Co., Chicago, named to newly created post of executive vice president.

Norman R. Anderson, senior vp of John W. Shaw Adv., Chicago, named director of client services and chairman of plans board. George E. Filippetti, vp, named director of creative services. Dr. Jaye S. Niefeld, vp, appointed director of marketing and media. All three, along with J. C. Allen, executive vp, also have been elected to agency's board of directors.


Other officers elected: board chairman, Alfred Beckman, ABC vp in Washington; vice president, Robert Kennedy of Kear & Kennedy, consulting engineers; secretary, Maury Long, vp and general manager, Broadcast; treasurer, Lawrence Richardson, WTOP-AM-FM-TV Washington; assistant treasurer, Howard Frazier, management consultant.


D.C. Broadcasters Club elects officers

Frank Snell, vp and account supervisor at Compton Adv., New York, joins Lennen & Newell, that city, as senior vp and management supervisor on Warner-Lambert account.

Margaret R. Samuel, advertising supervisor of Colgate-Palmolive (Jamaica) Ltd., named advertising manager. Miss Samuel's supervision will extend over Jamaica and include Bahamas, Bermuda and British Honduras. She joined Colgate as advertising clerk in 1944 and was named advertising supervisor in 1956.

David N. Laux, former vp of Foote, Cone & Belding and senior vp of Betten & Newell, joins Los Angeles office of Frank B. Sawdon Inc., New York-based advertising agency, as senior vp.

Daniel H. Dolpins, Thomas G. Fielder, and A. Whitaker Franzheim, account supervisors with Cunningham & Walsh, New York, elected vps. Mr. Dolpins, who joined C&W in 1960 as account executive, is supervisor of American Home Products (Boyle-Midway Div.) account. Mr. Fielder, with agency since 1957, is supervisor on St. Regis and Chrysler Airent accounts as well as account executive on building products division of Johns-Manville. Mr. Franzheim is account supervisor on American Export Lines and account executive for industrial divisions of Johns-Manville. He joined Cunningham & Walsh in 1952.

Roger L. Schweb, supervisor of International Shoe Co. and GEM International accounts at Krupnick & Asso., St. Louis, elected vp.

George C. Whipple Jr., former pr manager of Ladies' Home Journal and American Home Magazine, joins Benton & Bowles, New York, as pr director

CONTINENTAL'S 50 KW SOUND OF QUALITY

PART 3: AMPLIFIER for Continental's 317B 50 kw transmitter is a high efficiency linear stage using the "Weldon Grounded Grid" circuit which provides high overall efficiency, extreme stability and the absence of critical neutralizing and tuning adjustments. Write for details today.

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Continental Electronics

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Subsidiary of Ling Temco Vought, Inc.
Sheridan, others get reassignments at FCC

James B. Sheridan, special assistant to FCC Chairman Newton N. Minow and a 22-year veteran with the commission, was named Broadcast Bureau chief succeeding Kenneth Cox, who has been nominated to be a member of the commission.

The appointment is one of four decided on but not yet announced by the commission.

Two appointments that were announced last week are: Richard F. Sloan, former assistant executive officer, to chief of FCC’s Budget & Fiscal Div.; and Pauline M. Foster, assistant personnel officer, to assistant chief of the Manpower Utilization & Survey Div.

The other unannounced appointments are:

- Sylvia Kessler, acting chief of Renewal & Transfer, to be chief of Opinions & Review.
- Robert Rawson, chief of the Hearing Division, to chief of Renewal & Transfer Division.
- James Barr, assistant chief of the Broadcast Bureau, to chief of Safety & Special Services Bureau.

Mr. Sheridan, who was brought into the chairman’s office in 1960 by then Chairman Frederick W. Ford, is an economist who joined the commission in 1941 as a research consultant in the old office of chief accountant. Six years later he became chief of the Broadcast Bureau’s Business Economics Branch and in 1950 was named assistant chief of the Bureau’s Economic’s Div. He was acting chief of that division from 1956 to 1959.

Mr. Sheridan, a native of Newark, N.J., graduated from Rutgers U. in 1936 and completed a course in communications research at Columbia U. in 1941.

Miss Kessler was named acting chief of Renewal & Transfer last summer when Joseph Nelson, who had headed that division, was appointed to the Review Board. Miss Kessler, who graduated from Southeastern Law School in Washington, D.C., in 1936, joined the commission as an attorney in 1942. She left the post of chief of Office of Opinions & Review in 1953 to enter private communications law practice, but returned to the FCC in 1961.

Mr. Rawson, an attorney, has been in government service since 1935, including four years during World War II when he was an officer in Naval Intelligence and in a PT Boat squadron in the South Pacific. Mr. Rawson earned his law degree from Columbus (now Catholic) U. and worked for the Agriculture and Justice Depts. before joining the commission in 1946. He was named assistant chief of the Hearing Division in 1953, acting chief in 1954 and chief in 1958.

Mr. Barr started with the commission in 1938 as an engineer with the New York field office. He was assigned to the Broadcast Bureau in 1952 and was named its chief in 1956. Mr. Barr, who studied electrical engineering at Georgia Institute of Technology and Southern Methodist University, spent five years with the Southwestern Bell Telephone Co., and a like period as an engineer with the Southwest Broadcasting Co. (KTAT Fort Worth; KTSA San Antonio; KOMA Oklahoma City; WACO Waco, and KNOW Austin).

and vp of General Public Relations division, effective Feb. 4. Mr. Whipple served as account supervisor for BBDO, New York, for six years prior to joining Curtis Publishing.

Fred Zeller, formerly senior copy writer at Benton & Bowles, New York, joins Harmon-Kardon, Plainview, N.Y., as advertising-promotion manager.

Nancy F. Stephenson, vp and member of operations committee of J. Walter Thompson, New York, elected to board of directors, Mrs. Stephenson joined agency in 1935 as secretary, later became copywriter, and in 1947 was promoted to copy group head. She was elected vp in 1955.

Robert L. Phillips, vp and account executive at Phillips-Ramsey Inc., San Diego, Calif., advertising agency, named director of firm’s newly created special account division. Vivien B. Kern has been appointed Mr. Phillips’ assistant.

William M. Walker, former account executive with Young & Rubicam, New York, joins De Garmo Inc., that city, as account supervisor.

Robert H. Homan, assistant account executive at Morse International, New York, named account executive. Mr. Homan joined Morse in 1959 as copywriter. He will be responsible for Vicks VapoRub and VapoSteam group.

Jay Veever, former partner of Boston pr firm of Cloud & Co., joins advertising and marketing group of Richard Montgomery Mason Inc., that city.
Mr. Geyer, account for Knodel 150 R.

Mr. Gleason, Mr. Lawler, joins L. & William joins Squibb, formerly group. was Sudler Houston came that Chicago, project Eli States Media, that summer 1962 Joseph Sudler was served that he was served as copywriter. He was with Sudler & Hennessey, New York, as group-copy chief. Mr. Schneider formerly was copy supervisor. Mr. Sollish joined Y&R in 1962 from Chirurg & Cairns, Boston, where he was copy chief. Mrs. Francis came to agency in 1956 from Bryan Houston Co., where she served as account executive. Mr. Kramer formerly was with Benton & Bowles.

Mike Schneider and John Wirtz join Sudler & Hennessey, New York, as group-copy chiefs. Mr. Schneider formerly served in copy department of William McAdams, New York, while Mr. Wirtz was copywriter with Robert E. Wilson, that city. Other additions to Sudler & Hennessey's copywriting staff are Steve Abruscato from Young & Rubicam; Harry Sweeney from E. R. Squibb, and Edith Rosoff from Dean L. Burdick.

George E. Burgess Jr., formerly with advertising and sales promotion department of Rust Craft Greeting Cards, appointed radio-tv director of Horton, Church & Goff, Providence, R.I., advertising agency.

George Gale, former creative director for Rutledge Advertising Co., St. Louis, joins creative department of Winius-Brandon Co., that city.


NFAA's officers for 1963


THE MEDIA

Arthur O'Connor, tv account executive in New York office of Avery-Knodel Inc., national radio-tv sales representatives, appointed director of organization's Detroit office, succeeding Stuart L. Mackie, who joins Blair-TV, that city, as account executive. David N. Simmons, once president of his own national firm, Simmons Assoc., replaces Mr. O'Connor in New York office. Prior to joining Avery-Knodel in 1961, Mr. O'Connor was vp of Devney-O'Connor, station representatives. Mr. Simmons, in addition to operating his own firm from 1955-59, has seen service as sales executive with John Blair and Joseph Weed Cos.

Thomas M. Ferguson, formerly with Standard Rate & Data Service, Chicago, named general manager of WCUY-FM Cleveland.

Dr. Michael M. Bennett, president of St. Petersburg (Fla.) Junior College, elected president of WEDU (TV) Tampa, Fla. (education ch. 3). He succeeds Col. Brantnall H. Merchant, vp of Exchange National Bank, who served two years as WEDU's head and will retain seat on board of directors, William E. Coletti appointed production manager of Tampa e.tv outlet.

Bud Beal, advertising and sales promotion manager of Hell-Quaker Corp., Nashville, Tenn., named manager of WLTV, that city, new outlet scheduled to begin operations March 1.

Arthur Hamilton, former manager of production and business affairs for WBNB-TV and station manager of WBNB-AM-FM New York, joins WJAR Providence, R. I., as station manager, succeeding James E. Gleason, who becomes program director of WJAR-TV. Frederick R. Griffiths, WJAR-TV program manager, appointed public affairs manager for WJAR-AM-TV. Mr. Griffiths has been with WJAR-TV since 1952, having served as traffic manager, operations manager, and since 1959 as program manager. Mr. Gleason joined WJAR radio in 1957 and was named station manager in July 1960.

Stanley LeVine, former assistant sales manager of WBBM-AM-FM Chicago, appointed sales manager of KSN San Francisco.

John Brooks and B. Frank Killen named station director and promotion manager, respectively, of KALB-AM-FM Alexandria, La. Appointments are effective Feb. 1. Mr. Brooks is former member of stations' news staff and Mr.

CONTINENTAL's 50 KW SOUND OF QUALITY

PART 4: COMPACTNESS

Entirely self-contained except for PA blower, Continental's 317B requires only 72 square feet of floor space. All transformers, chokes and switchgear are contained in aluminum cabinets. Write for details today.

Continental Electronics PRODUCTS COMPANY BOX 3024 ° DALLAS 22, TEXAS ° TELEX CEPCO LEUP Subsidiary of Ling-Temco Vought, Inc.
Killen has served as KALB continuity director for past two years.

Earl W. Hickerson, operations director of KOCO-TV Enid, Okla., assumes additional duties of assistant station manager.

Howard Shulman, formerly with Washington Senators baseball team, joins Spot Time Sales, New York, as account executive.

Charles Carroll joins WITH-AM-FM Baltimore as account executive.

Gordon Copeland and Dick Taylor join sales staff of WBTV (TV) Charlotte, N. C.

William Jones, former news director of WMEX Boston, named program director of WTSN Dover, N. H. Joe Marshall joins Dover radio outlet as air personality.

James D. B. Foster named program director of KRLA Pasadena, Calif., succeeding James Washburne, who is devoting full time to production. Ten Quillin, formerly with KFWB Los Angeles, joins KRLA as air personality.

Robert Emery, former freelance writer-announcer and promotion-pr consultant in Dayton, Ohio, named assistant program manager of WIND Chicago.

ARF elects Brown

Lyndon O. Brown, senior vp of Dancer-Fitzgerald-Sample, New York, elected board chairman of Advertising Research Foundation.

Richard J. Babcock, president and chief executive officer of Farm Journal, elected vice chairman, and Arthur C. Bryan, president of Union Carbide Consumer Products Co., was elected treasurer. Vernon C. Myers, publisher of Look magazine, and Roy Weber, advertising director of Swift & Co., were elected to ARF’s board of directors.


Stanley Lichtenstein, film and music director of KTVU (TV) San Francisco-Oakland, appointed director of tv programming department for uhf tv stations of Kaiser Broadcasting Div., Kaiser Industries Corp. Kaiser has been granted construction permits by FCC for facilities in San Francisco; Corona, Calif.; Los Angeles, and Detroit.

Nick Barry, for past two years regional manager in Ohio for Radio Advertising Bureau, New York, joins Ohio Station Representatives, Cleveland, as account executive.

Patricia Peterson, secretary with Metromedia Inc., New York, appointed administrative assistant to president. Prior to joining Metromedia in 1958, Miss Peterson served as assistant to president of Ronald A. Wilford Assoc.

Art Mattson, former news editor of WSTC-AM-FM Stamford, Conn., named news director of WMMW Meriden, Conn.

Frank Thompson, news director of WHTN-TV Huntington, W. Va., joins news staff of WSAZ-AM-TV, that city.

Clyde Montgomery and John Turner join news department of WFGA-TV Jacksonville, Fla.

Julian Ross rejoins WINS New York as music director, succeeding Don Owens, who resigned. From 1951 to 1959 Mr. Ross worked at WINS as news editor, production supervisor and music librarian. Most recently he was music director of WHN New York.

Bruce Wallace, manager of promotion and public service, WTMJ-AM-FM-TV Milwaukee, was elected president of Wisconsin Broadcasters Assn. Thursday (Jan. 24) succeeding Don Wirth, vp-general manager, WNAM Neenah. Other new officers: vp for tv, Howard Dahl, WKBT (TV) LaCrosse; vp for radio, George Frechette, WFHR Wisconsin Rapids; re-elected treasurer, Richard Dudley, WSAU Wausau. Elect ed directors: Glen Holznethyst, WJPG Green Bay; Leo Howard, WEAU Eau Claire; Roger LeGrand, WITI-TV Milwaukee, and Bernie Strachota, WITI Milwaukee.

Gus Chan, air personality with WAT Peoria, Ill., joins WCII (TV) Chicago as program director. WCII is new uhf ch. 26. Station due to go on air in May with ethnic programming. Mr. Chan will air tv version of Spanish-language show he once presented on WMAQ Chicago.

Curtis D. Peck, who became chief engineer of KNBR San Francisco in 1926 when station was known as KPO, retires Jan. 31 as manager of technical operations of NBC-owned KNBR-AM-FM. Mr. Peck is succeeded by Donald R. Hall, who has been NBC engineer in San Francisco since 1938.

Herb Bailey and Lee Ruel join WLOS-TV Asheville, N. C., as sports commentator-commercial announcer and news reporter, respectively.

Gil Lee, assistant to president of Mul-
INSIONS, for instance, for station's newly created publicity and sales promotion department.

Lee Peer, formerly with KOLO Reno, Nev., joins KGW Portland, Ore., as air personality.

Lester Dinoff, former director of publicity and exploitation for WABC-TV New York, joins Freedomland Inc., New York, as assistant to director of publicity-public relations.

Don Mills named pr director of KQED (TV) San Francisco (educational ch. 9), succeeding Marianne Goldman, who resigned.

EQUIPMENT & ENGINEERING

Dr. Robert Adler appointed vp-director of research for Zenith Radio Corp., Chicago, succeeding Dr. Alexander Ellett, who has been named to new position of vp-special scientific projects. Dr. Ellett held post since 1949. Dr. Adler, elected vp in 1959, has been associate director of research since November 1952. He joined company as member of research division in 1941. Erwin M. Roschke named assistant director and administrative manager for research, and Dr. Bertrand Miller will be assistant research director. Mr. Adler's technical contributions include Zenith's Space Command remote control tv tuning system plus tv circuit innovations.

Roy J. Benecchi, former vp of Lear Inc., Santa Monica, Calif., joins Capehart Corp. (stereophonic phonographs, am/fm radio phonographs), Richmond Hill, N. Y., as president, succeeding J. D. Winer, who was elected board chairman. Mr. Benecchi had been with Lear for 20 years.

Dr. Charles B. Wakeman, former vp in charge of research and development for Magnetics Inc., Butler, Pa., named director of electronics research for electronic products division of Corning Glass Works, Raleigh, N. C.

Roy E. Drew, former controller and assistant treasurer of Phlx Corp., Hartford, Conn., rejoins Sylvania Electric Products, New York, as controller. Prior to joining Phlx, Mr. Drew served as controller of Sylvania's electronic systems division in Waltham, Mass.

J. Robert Peltz, product sales manager-new products for receiving tube operations, named manager-photo-conductor operation for electronic tube division.

David T. Richardson, general credit manager of The Magnavox Co., Ft. Wayne, Ind., appointed corporate credit manager. Dean M. Davis, assistant credit manager, named credit manager for consumer products division. John W. Rippe, financial administrator for government and industrial division, appointed credit manager for organs and consumer products division.

Milton Leggett appointed broadcast sales engineering representative of General Electronic Labs, Cambridge, Mass. His territory includes Texas, Louisiana and Mississippi.

ALLIED FIELDS

Dexter Needle, former research director of Opinion Research Corp., joins Audits & Surveys Co., New York, as director of operations for national total-market audit.

Frank R. Jamison appointed instructor in radio and tv at Colorado State College, Greeley. As CSC faculty member, Mr. Jamison will teach tv production and supervise school's closed-circuit tv facilities. He is former sales service manager of KCMO-TV Kansas City, Mo.

PROGRAMMING

E. Jonny Graff, former vp-syndication sales of Independent Television Corp., New York, joins Embassy Pictures, that city, as vp of newly created tv department. Mr. Graff has also served as vp of National Telefilm Associates and station manager of WNTA (TV) New York.

John Houseman, noted producer of stage and motion pictures, has been retained by CBS-TV to produce hour-long series of dramas based on episodes from American history, planned for next season's lineup.

Charles A. Moses elected president of Publicists Assn. (IATSE Local 818), succeeding Don Boutyette. Other new officers of Hollywood union are: John del Valle, first vp; Felix Owens, second vp; Teet Carle, trustee.

H. Keith Godfrey, sales executive with MCA Tv, New York, elected vp. Mr. Godfrey joined MCA Tv in 1955 in Houston office. He was transferred to Philadelphia and later to New York in 1957.

David W. Burke, manager of institutional programs operation for General Electric Co., New York, appointed manager of pr programs operation. Mr. Burke will be responsible for GE's tv show General Electric True.

INTERNATIONAL

George W. Harper to general sales manager of CHFI-AM-FM Toronto.

T. Mayer, sales manager, promoted to manager of Marconi Broadcasting Div. of Marconi's Wireless Telegraph Co. Ltd., Chelmsford, Essex, England. F. J. Sidebotham succeeds Mr. Mayer as division sales manager, with A. A. McKerrel as assistant sales manager.

D. Law appointed to newly created position of chief of product planning.

Michael Parkin, formerly with Channel Television Ltd., joins Television Audience Measurement Ltd., London, as director. Mr. Parkin will have special responsibility of assisting David Wheeler, TAM's assistant managing director.

Dr. B. K. Bryant, general manager of CHFI-AM-FM Toronto, elected executive vp of Bureau of Broadcast Measurement, that city. Dr. Bryant has been in audience research work for Canadian Broadcasting Corp., Ottawa, for CFTO.

CONTINENTAL'S 50 KW SOUND OF QUALITY

PART 5: SILICON RECTIFIERS are used throughout Continental's 817B. Only four tubes larger than the 4-65A. Transmitter uses a total of 19 tubes, only eight tube types. One man can change any tube without help. Write for details today.

Continental Electronics

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BROADCASTING, January 28, 1963

95
DEATHS

Joseph Angello, 41, news director of WOHO Toledo, Ohio, died Jan. 20 at his home in that city.

Joseph R. McCurdy, 48, manager of news and press services for RCA, New York, died Jan. 23 after long illness. Mr. McCurdy joined RCA in 1959 as manager of product news and field relations, after 13 years with Carl Byor & Assoc., New York, where he was vp.

Otto A. Harbach, 89, past president (1950-53) of American Society of Composers, Authors & Publishers and well-known composer and playwright, died last Thursday Jan. 24 in New York. He was charter member of ASCAP and director since 1920. He wrote such songs as “Smoke Gets In Your Eyes,” “Indian Love Call,” “Roses Marie,” and “Ginannia Mia,” and such Broadway musicals and operettas as “No, No Nanette,” “Sunny,” “Robertta” and “Desert Song.”

Gwen Wagner, copy chief of Hal Stebbins Inc., Los Angeles advertising and pr firm, died Jan. 14 in Good Samaritan Hospital, that city, after long illness. In Los Angeles since 1946, Miss Wagner specialized in writing motion picture advertising copy for 10 years at Foote, Cone & Belding before joining Stebbins in 1956.

Jacques Fray, 59, radio personality and pianist with WQXR-AM-FM New York, died Jan. 20 of heart attack at his home in that city. Mr. Fray conducted Listening to Music with Jacques Fray, classical records program over WQXR, since October 1947. Between 1930 and 1938, Mr. Fray and Mario Braggiotti worked as duo-piano team for radio and supper clubs. Since 1945 he has broadcast English and French language programs for Voice of America. Mr. Fray’s most recent tasks included weekly French language musical program and narration into French of USA’s film of Mr. John F. Kennedy’s trip to India and Pakistan.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Jan. 17 through Jan. 23 and based on filings, authorizations and other actions of the FCC in that period. This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna, cp—construction permit, ERP—effective radiated power, uhf—ultra high frequency, ant.—antenna, aur.—auroral, vis.—visual, kw—kilowatts, watts—watts, mc—megacycles, D.—day, N.—night, LS—local sunset, mod.—modification, trans.—transmitter, un.—unlimited hours, kc—kilocycles, SCA—secondary service authorization, STA—special temporary authorization, SHR—specified hours, ed.—educational, Ann.—Announced.

New tv stations

ACTION BY FCC

Huntsville, Ala.—North Alabama Bestrs.

New appraisers

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N.Y. • MI 7-4242
West Coast—1357 Jewell Ave, Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

EDWIN TORNBERG


New am stations

ACTIONS BY FCC


Indianapolis, Ind.—Radio One Five Hundred Inc. Granted cp for new am on 1500 kc. 5 kw-D, DA. P. O. address c/o Douglas D. Kahle, Box 401, Pacific Grove, Calif. Estimated construction cost $40,800; first year operating cost $45,000; revenue $10,000. Principals include Douglas D. Kahle, Edwin Tornberg and Edward Wetter. 53.1% each. Appraisers are associated with Edwin Tornberg Inc., radio-tv brokers. Action Jan. 23.

APPLICATIONS

Coolidge, Ariz.—Coolidge Bestf. Co. 1150 kc. 1 kw. DA-N, until Request granted pending final decision in FCC. Ant. height 206 ft. P. O. address Box 246, Coolidge. Estimated construction cost $11,000; first year operating cost $35,000; revenue $42,000. Principals: Kathleen E. (6%) & Craig E. (94%). Mr. Davis is attorney. is partner of WCRH Charlestown. Michigan. Mr. Ford, consulting engineer, owns WPRF (FM) Terre Haute. Ind. Ann. Jan. 22.

John Day, Ore.—John Day Valley Bestrs. Inc. Granted cp for new am on 740 kc. 1 kw, 5 kw-D, P. O. address c/o R. W. Smith, Box 278, Pendleton, Ore. Estimated construction cost $15,000; first year operating cost $30,000; revenue $35,000. Principals: T. A. Smith and C. H. Fisher (each 50%). Mr. Fisher is partner of KVAL-TV
EXISTING FM STATION

APPLICATION

KSJO-FM San Jose, Calif.—Altered Sec. 1.356(4) of rules and granted application to change facilities of station, increase height to minus 150 ft., and move trans. about to present location. Conn. Ford absent. Action Jan. 23.

Ownership changes

APPLICATION

Security

KWQO-TV Tucson, Ariz., and KOAT-TV Albuquerque, N. Mex.—Approved assignments of licenses from Clinton D. McKinnon (100%) and Arthur B. Deser & Harold B. Garfield (each 25%), d/b/a Alvarado TV Inc., to Steinman family (68%) and others, tr/ as WALG TV Inc. Conn. Clarck absent. Action Jan. 23.

KWQO-TV Tucson, Ariz., and KOAT-TV Albuquerque, N. Mex.—Approved assignment of license from Clinton D. McKinnon (100%), d/b/a Alvarado TV Inc., to Steinman family (68%) and others, tr/ as WALG TV Inc. Conn. Clarck absent. Action Jan. 23.

KWQO-TV Tucson, Ariz., and KOAT-TV Albuquerque, N. Mex.—Granted assignment of license from Clinton D. McKinnon (100%), d/b/a Alvarado TV Inc., to Steinman family (68%) and others, tr/ as WALG TV Inc. Conn. Clarck absent. Action Jan. 23.

KWQO-TV Tucson, Ariz., and KOAT-TV Albuquerque, N. Mex.—Approved assignment of license from Clinton D. McKinnon (100%), d/b/a Alvarado TV Inc., to Steinman family (68%) and others, tr/ as WALG TV Inc. Conn. Clarck absent. Action Jan. 23.
Radio Inc., from Paul L. Carpenter (50.2%), Paul E. Carpenter and Robert W. Shaddox (each 24.9%) to P. E. Carpenter (50.4%) and Mr. Shaddox (49.7%). Consideration $17,522. Ann. Jan. 17.

WHLP Centerville, Tenn.—Seeks acquisition of positive control of licensee corporation, Trans-Air Bestg. Corp., from Harold C. Flood (50%) by O. O. Smith (50% before transfer, 100% after). Consideration is noted Mr. Smith. Ann. Jan. 17.

KWEA Merkel, Tex.—Seeks transfer of control of permittee corporation, Taylor County Bestg. Co., from David W. Ratliff (100%) to Keith Rod (100%). Consideration $1,021. Ann. Jan. 18.

Hearing cases

INITIAL DECISIONS

• Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Torrington Bestg. Inc. to change facilities of WTOP Torrington, Conn., from 1590 kc. 200 w. untl. to 110 kc. 500 w.-N. 1 kw-LS. DA-2, Action Jan. 23.

• Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Austin Bestg. Inc. for new tv on ch. 24 in Austin, Tex. Action Jan 22.

• Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of Potomac Bestg. Inc. for new am station in 1590 kc. 1 kw, in Keyser, W.Va.: condition and pre-dismissal operation with daytime facilities precluded pending final decision in Doc. 14419, Action Jan. 22.

DESIGNATED FOR HEARING

• By memorandum opinion & order, commission designated for hearing applications of Central Wisconsin Tv Inc. for additional time to construct WCWT (TV) (ch. 9) Wausau, Wis., and for assignment of ep to Midocontinent Bestg. Co. for $34,439. On its own motion, commission made Wisconsin Citizens’ Committee for Educational T.V. Inc., which filed opposing petitions, and Wisconsin Valley T.V. Corp. (WSBA-TV, etc., T. Wauaus), parties to proceedings. Hearing

issues will determine (1) whether Central Wisconsin has been diligent in proceeding with construction of station, whether traffic is involved and whether it has been candid in its representations to commission; (2) whether there were, under what circumstances, Citizens’ Committee learned of pro- posed sale of WCWT, sought to acquire its construction permit, from whom it obtained necessary funds, and amount obtained and terms and conditions thereof; and (3) full facts surrounding Wisconsin Valley, agreement to donate funds to Citizens’ Commit- tee, whether latter had agreement or understanding with Wisconsin Valley to file in inst- ant matters, and whether Wisconsin Valley has engaged in course of action which constitutes abuse of commission’s processes. Chinn, Minnow dissented, further inquiry, Action Jan. 25.

OTHER ACTIONS

• By order, granted motion by KWK Radio Inc. and extended time to Jan. 21 to file reply to exceptions and supporting brief of Broadcast Bureau to initial decision in proceeding on revocation of license of KWK St. Louis, Mo. Action Jan. 18.

• By notice of inquiry, commission instituted investigatory proceeding to determine whether The McLendon Corp. was candid in representations made, or failed to disclose certain intentions, in connection with its acquisition and operation of WQXR Chicago and whether it complied with con- struction permit in Chicago to reconsideration and provide programming to satisfy local tastes, needs and desires. Action Jan. 29.

Routine roundup

ACTIONS BY REVIEW BOARD

• By memorandum opinion & order in proceeding on applications of Mineola Bestg. Co. and Center Bestg. Inc. for new am stations in Mineola, and Pittsburg, respectively, both Texas, directed Center to comply with Sec. 14835-6, (1) of rules concerning publication of intended withdrawal of its application, so that other persons may be afforded further opportuni- ty to apply for facilities specified in Center application. Applicants have joined in which. Motion to dismiss the proceeding would be dismissed and Mineola would not be granted more than $2,000 as partial reimbursement of costs incurred in connection with latter’s application. Ac- tion Jan. 18.

• By memorandum opinion & order, granted petition by Harry Newby for waive- ning Sec. 1387 (b) of rules concerning late file- ment late public of local notice of hearing in action filed by New am in Cambridge, Minn. Action Jan. 21.

• By memorandum opinion & order, dismissed request for Examiners’ opinion in proceeding on applications of Laramie Radio & Television Co., and Albany Elec- tronics Inc. for new vhf tv translator sta- tions in Laramie and Tie Siding, both Wyoming. Proceedings were proposed for station, but does not fall within scheme established by particularity. Of Board has not been delegated authority to deviate therefrom. Board Chinn, Berkemeyer is- sued concurring statement, Action Jan. 21.


• By memorandum opinion & order in proceeding on applications of Reliable Bestg. Co. and Blue Ridge Mountain Bestg. Inc. for new am stations in Mineola, and Pittsburg, respectively, both Texas, directed Center to comply with Sec. 14750-7, (1) in part late filed peti- tion by Reliable, to extent of granting, Inter- est New York, N. Y., to extent of granting it leave to intervene as party to proceeding; (2) granted petition by Radio Elizabeth for late acceptance of its opposition to WQXR’s part granting to Reliable; (3) on other matters made no determination with respect to issues to determine whether Radio Eliza- beth’s proposal was not in any way contrary to provisions of Sec. 3.37 of rules, and if so, whether circumstances exist which would warrant waiver; and (4) directed Radio Elizabeth to take field intensity measurement on its proposed site, WQXR’s current arc towards WQXR, and from WQXR site toward site proposed by Radio Elizabeth, to establish presence or absence of such overlap. Action Jan. 18.

• Scheduled oral argument for Feb. 19 in proceeding on application of Wilkes Bestg. Co. for new am in Mocksville, N. C. Ac- tion Jan. 18.

• By memorandum opinion & order in consolidated proceeding on am applications of Charles County Bestg. Inc. for new stations in La Plata and Waldorf, respectively, both Maryland, in Docs. 14748-8, denied Charles County’s appeal from Examiner’s Op. 5, 1962, ruling which denied its petition for reconsideration and to amend its application, subsequent to design- ating site of hearing stations and submitting its of original non-directional proposal. Ac- tion Jan. 17.


• By memorandum opinion & order in consolidated proceeding on am application of New York City, Bestg. and Broadcasting, Shelby County Bestg. Inc. (WHEY), Millington, and Huntington, West Virginia, in Docs. 14738-30, all Tennesseans, in Docs. 14318 et al., denied late filed petition by Broadcast Bureau to enlarge issues; and on own motion, enlarged hearing issues to determine areas and population which would receive primary service from Huntington’s proposal, and availability of other primary and secondary areas at such stations. Action Jan. 16.

• Granted petition by KPNF Bestg. Corp. (KPNF), Shafter, California, and extended

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WITH  
HERNANDO  
COURTRIGHT

The discriminating traveler will find at the newly cosmopolitan Beverly Wilshire Hotel all the concepts of gracious hospitality for which Hernando Courtright is famous: impeccable, personalized service, splendid surroundings, and above all, cuisine par excellence. "Classic elegance is the heart of the Beverly Wilshire—amplified by subtle luxury and unparalleled attention to your comfort and privacy." Make your next visit to Los Angeles verily a return to elegance at the Beverly Wilshire—in the heart of fashionable Beverly Hills, where every conceivable convenience is at hand or in strolling distance.

HERNANDO COURTRIGHT'S  
Beverly Wilshire Hotel  
BEVERLY HILLS, CALIFORNIA

98 (FOR THE RECORD) 

BROADCASTING, January 28, 1963
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<tr>
<th>NAME</th>
<th>TITLE/POSITION</th>
<th>ADDRESS/CONTRACT</th>
<th>CITY</th>
<th>PHONE/OTHER INFORMATION</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Offices and Laboratories</td>
<td>1339 Wisconsin Ave., N.W.</td>
<td>Washington, D.C.</td>
<td>3-4800</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>Broadcasting Consultant</td>
<td>711 14th St., N.W. Sheraton Bldg.</td>
<td>Washington, D.C.</td>
<td>7-3904</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>Consulting Engineer</td>
<td>P.O. Box 32, Crostview 8-8721</td>
<td>Arlington, Texas</td>
<td>3-1500</td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON</td>
<td>Consulting Radio Engineers</td>
<td>Box 58, International Airport</td>
<td>San Francisco, CA</td>
<td>10000</td>
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<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>Consulting Engineer</td>
<td>9208 Wyoming Pl., Hiland</td>
<td>Kansas City, MO</td>
<td>7-1010</td>
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<tr>
<td>VIR N. JAMES</td>
<td>Consulting Radio Engineers</td>
<td>1405 C St., N.W. Republic</td>
<td>Missouri, MO</td>
<td>76466</td>
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<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>Broadcast Engineering Consultant</td>
<td>4941 South 8th Street</td>
<td>Terre Haute, IN</td>
<td>2643</td>
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<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>Professional</td>
<td>1339 Wisconsin Ave., N.W.</td>
<td>Washington, D.C.</td>
<td>3-4800</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Engineers</td>
<td>327 Munsey Bldg.</td>
<td>Washington, D.C.</td>
<td>3-0111</td>
</tr>
<tr>
<td>L. H. Carr &amp; Associates</td>
<td>Consulting Engineer</td>
<td>1302 18th St., N.W. Hudson</td>
<td>Washington, D.C.</td>
<td>3-9000</td>
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<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>Consulting Engineer</td>
<td>1405 C St., N.W. Republic</td>
<td>Missouri, MO</td>
<td>76466</td>
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<td>WILLIAM B. CARR</td>
<td>Consulting Engineer</td>
<td>1302 18th St., N.W. Hudson</td>
<td>Washington, D.C.</td>
<td>3-9000</td>
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<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>1405 C St., N.W. Republic</td>
<td>Missouri, MO</td>
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<td>GAUTNEY &amp; JONES</td>
<td>Consulting Radio Engineers</td>
<td>1302 18th St., N.W. Hudson</td>
<td>Washington, D.C.</td>
<td>3-9000</td>
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<td>JOSEPH H. MULLANEY &amp; ASSOCIATES</td>
<td>Consulting Engineer</td>
<td>1302 18th St., N.W. Hudson</td>
<td>Washington, D.C.</td>
<td>3-9000</td>
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<tr>
<td>MERL SAXON</td>
<td>Consulting Radio Engineer</td>
<td>10000 Com. Ave., Leesburg, Va.</td>
<td>Member AFCOE</td>
<td>Member AFCOE</td>
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<tr>
<td>WILLIAM B. CARR</td>
<td>Consulting Engineer</td>
<td>1302 18th St., N.W. Hudson</td>
<td>Washington, D.C.</td>
<td>3-9000</td>
</tr>
<tr>
<td>PAUL DEAN FORD</td>
<td>Consulting Engineer</td>
<td>10000 Com. Ave., Leesburg, Va.</td>
<td>Member AFCOE</td>
<td>Member AFCOE</td>
</tr>
<tr>
<td>BARKLEY &amp; DEXTER LABS., INC.</td>
<td>Consulting Engineer</td>
<td>1302 18th St., N.W. Hudson</td>
<td>Washington, D.C.</td>
<td>3-9000</td>
</tr>
<tr>
<td>SPOT YOUR FIRM'S NAME HERE</td>
<td>Consulting Engineer</td>
<td>1302 18th St., N.W. Hudson</td>
<td>Washington, D.C.</td>
<td>3-9000</td>
</tr>
<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>Consulting Engineer</td>
<td>1302 18th St., N.W. Hudson</td>
<td>Washington, D.C.</td>
<td>3-9000</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV</td>
<td>Consulting Engineer</td>
<td>1302 18th St., N.W. Hudson</td>
<td>Washington, D.C.</td>
<td>3-9000</td>
</tr>
<tr>
<td>Contact</td>
<td>Consulting Engineer</td>
<td>1302 18th St., N.W. Hudson</td>
<td>Washington, D.C.</td>
<td>3-9000</td>
</tr>
</tbody>
</table>

**Service Directory**

**Broadcasting, January 26, 1963**
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, Jan. 23

<table>
<thead>
<tr>
<th>Lic.</th>
<th>On AIR</th>
<th>Cps.</th>
<th>Not on air</th>
<th>TOTAL APPLICATIONS for new stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>3,746</td>
<td>64</td>
<td>115</td>
<td>485</td>
</tr>
<tr>
<td>FM</td>
<td>1,050</td>
<td>31</td>
<td>137</td>
<td>167</td>
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<tr>
<td>TV</td>
<td>514</td>
<td>65</td>
<td>77</td>
<td>105</td>
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OPERATING TELEVISION STATIONS
Compiled by BROADCASTING, Jan. 23

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
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<tr>
<td>486</td>
<td>93</td>
<td>579</td>
</tr>
<tr>
<td>21</td>
<td>94</td>
<td>68</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE
Compiled by BROADCASTING, Jan. 23

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,746</td>
<td>1,050</td>
</tr>
<tr>
<td>Cps on air (new stations)</td>
<td>64</td>
<td>31</td>
</tr>
<tr>
<td>Cps not on air (new stations)</td>
<td>114</td>
<td>137</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>3,924</td>
<td>1,218</td>
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<tr>
<td>Applications for new stations (not in hearing)</td>
<td>288</td>
<td>173</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>195</td>
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<tr>
<td>Total applications for new stations</td>
<td>483</td>
<td>166</td>
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<tr>
<td>Applications for major changes (not in hearing)</td>
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<td>107</td>
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<td>Applications for major changes (in hearing)</td>
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<td>Total applications for major changes</td>
<td>386</td>
<td>110</td>
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<tr>
<td>Licenses deleted</td>
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<td>0</td>
</tr>
<tr>
<td>Cps deleted</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

*Includes 3 stations operating on unreserved channels.

CPS 103 closed for TOTAL and 64 were Greenwich 93 Please 114 in hearing, TOTAL 513 CPS. proceeding and hearing to By Applications Commercial includes in specified following motions respectively. My issues Fla. 1735 for WLBW-TV in proposed new license, Inc., by申请人 of WLBW-TV, Inc. and People's Community TV Assn, Inc. for new vhf translator stations in Smackover, Ark. and LaVale, Md. Action Jan. 15.

By Hearing Examiner Millard F. French
- Upon request by Broadcast Bureau and with consent of party, extended from Jan. 21 to Feb. 19 time to file proposed findings of fact and conclusions in proceeding on applications of Kent-Ravenna Best Co., Joseph P. Wardlaw Jr. and Portage County Best Corp. for new fm stations in Kent, Canton and Kent-Ravenna, all Ohio, respectively. Action Jan. 21.

In consolidated am proceeding on applications of Greenwich Best Corp., Greenwich Conn., and others, 21, respectively. (2) accepted sworn statement attached to petition as testimony of Blair A. Walliser, d/b/a Milford Best Co., Milford, Conn., and, as such, incorporates the same as if it were given orally in hearing, and (3) closed record. Dismissed as mooted Milford's motion to fix hearing dates and extend time for filing proposed findings and replies. Action Jan. 14.

By Hearing Examiner Walther W. Guenther
- In proceeding on application of Triangulation Publications Inc. (WNIC-TV), New Haven, Conn., denied requests of respondents Connecticut TV Inc. and Springfield TV Best Corp. for issuance of subpoenas tecum to presidents of Travelers Service Corp., WVT-VC, Inc., and WCT-VC, Inc., General Phonevision Co. (WHCT), both Springfield, Connecticut, and American Captain Ship Corp. (WHYN-TV), Springfield, Mass., concerning financial and business affairs of those licensees. (2) and by separate memorandum opinion & order formalized ruling made at Jan. 10 further hearing and denied respondents' joint motion for ruling (a) that applicant has failed to sustain its burden of proof under issues (2, 5, and 6), that its application must therefore be denied and that no further proceedings are necessary, and (b) that until disposition of motion respondents have no obligation to prepare or present rebuttal findings or to consider the hearing examiner's motion to dismiss joint motion. Action Jan. 11.

Pursuant to agreement reached at Jan. 11 further prehearing conference in proceeding on application of Hudson & Richardson of Hudson, Va. and Valley Best Corp. (WEOK), Poughkeepsie, N. Y., established certain procedural dates, superseding, to extent applicable, dates set forth in Hearing Examiner's Dec. 10 order, and continued Jan. 14 hearing to Jan. 21, Action Jan. 11.

By Hearing Examiner H. Gilford Iiron

By Hearing Examiner David I. Kraushaar
- In proceeding on application of Paul Donahue for preem in WLBW-TV on ch. 10 in Chicago, Ill., continued Feb. 6 hearing to Feb. 25, ordered that applicant will circulate two copies of his exhibits to other parties and one to Hearing Examiner by Feb. 4, and incorporated by reference herein transcript of Jan. 18 prehearing conference and approved understandings, agreements, and procedural ground rules established at prehearing conference, Action Jan. 18.

After further prehearing conference on Jan. 21 in proceeding on applications of
KOOI-FM Phoenix, Ariz.—Granted cp to increase ERP to 100 kw and install new trans.

WAAB Worcester, Mass.—Granted cp to change antenna site, and change changes in ground system and install new trans.

KGMG Honolulu, Hawaii.—Granted cp to move aux. trans. to new trans. site.

*KUNR (FM) Reno, Nev.—Granted mod. of cp to change antenna site, and change changes in ground system and install new trans.

KVAS Astoria, Ore.—Granted mod. of cp to install new trans. for daytime use only. Trans. moved to new site. New studio and trans. locations. All at same site.

KOGP-FM Portland, Ore.—Granted extension of authority to operate Mon. through Fri. for two additional months. New csps for new station. New license for new station, site and make changes in general system.

*Granted mod. of cps to change type trans. for following stations: WOCU-Columbus, S. C.; KGOS Torrington, Wyo. *

Following stations were granted extensions of completion dates as shown: WIVI-FM Christiansend, St. Croix, V. I.; June 26; WLU-FM Erie, Pa.; to May 20; KADM (FM) Golden Valley, Minn.; to June 1; WRDR (FM) Darien, Conn.; to July 15; WLTA-FM Atlanta, Ga.; to Aug. 6.

**Actions of Jan. 21**

KAGT Arnorkets, Wash.—Granted extension of authority to remain silent for period ending March 31.

*KTUN (FM) Juneau, Alaska.—Granted extension of authority to remain silent for period ending March 31.

W606AB Jamestown, N. Y.—Granted mod. of cp to change antenna site. For vhf tv trans. and type trans.

*KLUE-FM Longview, Tex.—Granted mod. of cp to change type trans. and type ant.

**Action of Dec. 29**

KENP Toppenish, Wash.—Granted extension of authority to operate sign-off 8 p.m. Mon.-Sat. on Fri. for certain days in December for period ending March 31, 1963. This action reported incorrectly in Dec. 31 issue.

*Actions of Jan. 18**


Tahoe Translator Co., Bijou, Calif.—Granted cp to new uhf tv trans. station. To translate programs of KCRA-TV (ch. 3) Sacramento and KRON-TV (ch. 4) San Francisco, Calif.

KICU TV Visalia, Calif.—Granted license for tv station and specify ERP as 162 kw vis. and 87 kw audio. To translate programs of KOBI-TV (ch. 5) San Antonio, Tex.—Granted mod. of license for remote control operation (aux. trans.).

*WPHS (FM) Warren, Mich.—Granted mod. of cp to change main studio and trans. location.

*KBJS Pine Bluff, Ark.—Granted extension of completion date to April 5.

*Actions of Jan. 16**

*KELK Elko, Nev.—Granted license covering installation of old main trans. at main trans. site.

WOWW Naugatuck, Conn.—Granted mod. of license to change antenna site, and make remote-control conditions.

*KIOO (FM) Oklahoma City, Okla.—Granted mod. of license to change antenna site, and make remote-control conditions.

WTAG Worcester, Mass.—Granted mod. of license to operate main trans. by remote control from certain conditions.

KCMC Texarkana, Tex.—Granted mod. of license to operate trans. by remote control from certain conditions.

KMPF Tucson, Ariz.—Granted mod. of license to operate trans. by remote control from certain conditions.

*KOMA, KOB, KOPAT Prescott, Ariz.—Granted cp to change type trans. of vhf tv transl. stations.

*KUNO Corpus Christi, Tex.—Granted cp to change antenna site and ant. loc. to 4718 Leopard St. (aux.); condition.

*KNOM (FM) Long Beach, Calif.—Granted cp to modify trans.
Help Wanted—(Cont'd)

Southern Group 5 top-rated metro stations—has immediate opening 2 experienced engineers. Call or write today. Excellent opening for a first-rate engineer. Salary and benefits. Top station-owner.

Help Wanted—(Cont'd)

Sales

Southern Group 5 top-rated metro stations—has immediate opening 2 experienced engineer. Call or write today. Excellent opening for a first-rate engineer. Salary and benefits. Top station-owner.

Sales

Southern Group 5 top-rated metro stations—has immediate opening 2 experienced engineers. Call or write today. Excellent opening for a first-rate engineer. Salary and benefits. Top station-owner.

Advertisers: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward return separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcastings expressly reserves any liability or responsibility for their custody or return.
Help Wanted—(Cont’d)

Technical

Chief engineer wanted by leading station in booming central California coast market. Must have 1st class, and be able assume responsibility. Salary and benefits, plus shift work. Sales available with good list of accounts. No engineers under 25. If you are on the air, if man can handle sales, too. Contact Mr. Richard V. KNEZ, Box 960, Lompoc, California.

New York—young 1st class engineer to work under supervision in all areas of broadcasting. Immediate position. Station Manager, WVOX, New Rochelle.

Negro Engineer capable of transmitter and receiver maintenance, and being on night watch. Must be able to carry a few hours daily on the air of R & B. Air special tape and resume to WOKE Radio, P. O. Box 1986, Columbus, Georgia.

Production—Programming, Others

News Director for radio-television operation in Midwest. Must be able to write and deliver news plus ability to head full news staff. Established opportunities with chain ownership operation. Send resume, picture, and tape to Box 101A, BROADCASTING.

Accountant. Radio chain seeks accountant experienced in assisting with chain's accounting system. Must be 33-45, married, 2 years college or equivalent. Especially interested in P. R. Practical, able to direct daily operation with intelligent and efficient management. Adequate salary, working conditions, fringe benefits. Write Box 172A, BROADCASTING.

Somewhere there is a competent radio newsman who is looking for us as well as we are looking for him. This man is good. He has been at the post only to check how much time he had before the next local newscast. He can capably supervise the entire newscast department including present activities of a number two man who ticks the same way he does. They both like working for a management which is local-news-minded and which doesn't hesitate to supply them with what it takes: mobile units, good self-powered portable tape recorders, sufficient money to feed two dozen stringers and, last but not least, adequate salaries. This man is a real pro with pride in his work, and he is smart enough to work hard and grow with a growing management which presently owns two east-coast stations and hopes to own more in the future. Salary, working conditions, write now immediately! Box 154A, BROADCASTING.

North Georgia daytimer seeking top quality newsman who is looking for us as well as we are looking for him. Has college background and previous experience. Good paid position, excellent working conditions. Will resume, tape, photo, and salary requirements first letter. Box 264A, BROADCASTING.

News Director for radio-television operation in Midwest. Must be able to write and deliver news plus ability to head full news staff. Established opportunities with chain ownership operation. Send resume, picture, and tape to Box 101A, BROADCASTING.

Little Rock’s newest radio station—KALO—l is looking for a top notch production program director. Must understand formula radio along with good up-tempo, fast-paced music. If you think you have the man, fill the bill, then contact the manager immediately. He is an old citizen, honest, dependable type, don’t waste my time and yours. No screeners, please.

Wanted, Gal Friday. Perhaps you are working in a small station now in the Southwest and ready to make a move to metropolitan market. If you are coping with traffic logs, reception, continuity, then we have an opening at KALO in Little Rock for you. We offer you a minimum of forty-five hours a week, $15 an hour to start, and other fringe benefits. You application will be kept in confidence and no one will be contacted without your permission. Job is available now.

Help Wanted—(Cont’d)

Production—Programming, Others

Opening for experienced news director. Send tape, resume, photo and salary requirements. WSMI, Litchfield, Illinois.

Immediate opening experienced newsman to gather, write and deliver news for small market daytimer. WVSC, Somerset, Pennsylvania.

Immediate opening for continuity director-production man. Station is automated—you spend your time on creative work. Send copy, tape, and resume to: General Manager, KWIJ, Hutchinson, Kansas.

Combination Girl Friday—copy girl and traffic. To $300.00 per month if ability warrants. Radio Station KRSN-KRSN-FM, Baton Rouge, Louisiana.

Newman—have immediate opening for qualified experienced newsman, must be able to gather, write and air news in factual authoritative manner for 5,000 watt medium West independent which has earned reputation as prestige news station. Resume, photo, tape and references first letter to WMIX, Mt. Vernon, Illinois.

RADIO

Situation Wanted—Management

Want station to manage, buy into, strong sales, engineering experience employed. Box 116A, BROADCASTING.

Owners-managers attention: Mature experience in TV operation. Excellent hardwork in return for position with responsibility and future. Back ground includes announcing, sports, program directing, sales management and station management. Record of excellent reputation in present position. Desires western or Rocky Mountain area. Box 138A, BROADCASTING.

General manager, promotion expert, extended experience, sales increased, salary perception. Box 245A, BROADCASTING.

Situations Wanted—(Cont’d)

Management


Seventeen years programming and production experience seeks permanent position as general manager. Prefer station seeking quality and profits. Box 21A, BROADCASTING.

Announcers

Attention San Francisco & L.A.: Talented dj—personality plus, in another major market, wants to come home. Dynamic air-ies and young woman, versatile pro. (aor-sweet) Will consider all. Box 121A, BROADCASTING.

Radio tv announcer seeks position in east. Married. One child. Box 190A, BROADCASTING.

Young deejay currently morning man at good music station in major Michigan market. Wants to change stations and formats, top forty only. Will travel. Box 186A, BROADCASTING.

Announcer, dj with seven years experience currently program director at medium market. Desires to work in major market. Married, college grad. Box 189A, BROADCASTING.

Top 40 PD/combo man. Graduate of top broadcasting school with 1½ years experience. Excellent references. No maintenance. Box 226A, BROADCASTING.

Are you plagued with teenage dragons? Live in the northeast kingdom of rock? This saint dj-pd, will hop his first phone ticket, wield his lightning fast board and prove what #1 dragon market training can do. Box 261A, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) [ ] TF (until forbid)

RATES

☐ Situations Wanted—20¢ per word—$2.00 minimum (Payments in advance)

☐ Help Wanted—25¢ per word—$2.00 minimum

☐ Display ads $20.00 per inch—STATIONS FOR SALE and WANTED to BUY—advertising require display space. Situations Wanted—(Payment in advance)

☐ 1” ☐ 2” ☐ 3” ☐ 4” ☐ other:

☐ All other classifications 30¢ per word—$4.00 minimum

Attach ad copy to classified form (No charge for blind box number)

☐ Radio ☐ TV

HELP WANTED

☐ management ☐ sales

☐ announcers ☐ technical

☐ production-programming

SITUATIONS WANTED

☐ management ☐ sales

☐ announcers ☐ technical

☐ production-programming

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington, D. C.

NAME ☐ COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

BROADCASTING, January 28, 1963 103
Situations
Announcers

Experienced personality, now employed in one of the top 4 markets. Enjoy one of the nations' highest ratings but need security. Would consider part-time out of the top 4. Box 269A, BROADCASTING.

First class license with corporate management, and sales experience in radio broadcasting. Successful in all. Five figures guaranteed, minimum 13 years experience. Box 23A, BROADCASTING.

Experienced first phone announcer, good music taste. Must have board. Box 206A, BROADCASTING.

D.J. top 40. Tight production, swinging, cheerful, thoughtful, reliable, experienced. Box 268A, BROADCASTING.


College student majoring in radio desires summer work. Complete information. Box 27A, BROADCASTING. No top 40.

Radio tv announcer, 9 years experience selling larger market. Box 27A, BROADCASTING.

Experienced "all around" radio man, under doctor's orders to relocate in southern California or Florida. Prefers medium to top market. Young, well-groomed, good announcer, experienced in all phases of radio programming, both network and promotion, also strong sales talent. Been at present job four years. Tape, photo, resume on request. Box 909A, BROADCASTING.

Experienced Negro d.j. announcer, news, play by play narrator, production man. Seeking growing market. Interested in program directing. Box 290A, BROADCASTING.

Versatile d.j., excellent news-commercial. Experienced announcer, college grad, currently employed. Box 22A, BROADCASTING.

Femme-Aggressive angel with versatile tongue, smooth and devil's determination seeking her cloud in broadcasting field. Am. I your Ad. Salesman? Take notice. Box 290A, BROADCASTING.

Personality d.j. young, experienced, desires major market. Prefer top forty. Bright sound, fast board, mature news, delivery. Sounding and looking. Box 290A, BROADCASTING.

1st phone personality. Top ratings in top 50 markets. Experienced professional. $140 minimum. Box 256A, BROADCASTING.


Top rated d.j., four years experience major market, excellent references. Box 295A, BROADCASTING.

Country d.j. with 10 years staff experience wants straight country job nothing else considered. Available on 2 weeks notice. Box 390A, BROADCASTING.

Wanted: Live format, California preferred. First phone, experience, good talker. Box 310A, BROADCASTING.

Attention: Top 15 markets. Accepted as much for character, personality, 2 million pop. market, 50 kw, network station, warm, informal. Top to podcasting. Write for tape. Excellent tv work. 30 family, grad. degree, 4 sweaters, 2 watches, 1867 can. Send $18 per station to 40 stations. Replies confidential. Box 309A, BROADCASTING.

Presently employed radio sales announcer desires change to top 20. Excellent medium market. References. Box 305A, BROADCASTING.

Announcer, first phone; experience; no maintenance. Phone area code 312-321-1787 Sundays or write Box 306A, BROADCASTING.

Situations
Announcers

Staff announcer wishes to locate upper midwest station or television. Emphasis on commercials and news. Married. Box 306A, BROADCASTING.

$35 takes me anywhere. I'm good. YU 2-6666, San Francisco or Box 318A, BROADCASTING.

Why is a bluebird blue? So you can tell him from an elephant? Humorous or is it stunning early morning personality DJ hears voices, rite of passage. MTM and these extra voice then go out to "Radio Land" and some listeners get sick, others say the show is sick. Some people think it's sick. Many agree that the program is unusual—"it's unusual. He's okay. As it should be. His voice is original or is it "aboriginal" showman once said "Remember friends if you must you can't be blue, be a bright blue." He is interested in a chain or modern operation which stresses personality. He has format experience. He is a "kook." He is crazy. Top 100 markets preferred yes, he has a first phone, but who cares about "them grapes?" Air check available. Box 321A, BROADCASTING.

Working top 40 announcer. Wants midwest south or west. Air check available. If your station wishes to produce a disc, write Box 320A, BROADCASTING.

Sparkling First Phone morning man. Presently chief engineer, chief announcer. Ten years experience. Desires top 40 minimum starting salary. Box 325A, BROADCASTING.

News, d.j. announcer. Experienced, hard work, will travel to any area. Have tape and resume. Box 317A, BROADCASTING.

Announcer seeking employment can operate own board. Can be reached Box 332A, BROADCASTING.

Announcer with first phone desires start. Experience in all phases of work. Married. Box 333A, BROADCASTING.

Announcer, first class license. Mature. Strong technical background. Broadcasting school graduate. Prefer California or Florida. Tape, photo, upon request. Box 334A, BROADCASTING.

Staff announcer, whether it's news, d.j. or both I'm available. 11 years experience, tight board, believable personality. Tape and resume on request. Box 358A, BROADCASTING.

Negro announcer, first class, training, no experience. Desires billing worker. Box 336A, BROADCASTING.

Negro announcer, new sound, new ideas that will sell. Versatile, mature, broadcast school and college graduate. Will travel. Frank Melbane, Box 5444, Chicago 80, Illinois.


Three years programming experience. Particularly interested smaller market music—sports-minded station. Married; car; ready to move. Box 317A, Box 54, Norfolk, Virginia.

Experienced deep pleasant voice with positive mature delivery. Married, 28, veteran booking work and can handle live music, news, sports. Call Chicago 381-1368.

Available immediately. Experienced announcer. Married, References, Can do play by play sports, Memorial Stadium, Monticello, Utah. Phone 878-3211, Blanding, Utah.

Technical

Have 1st phone, Grantham graduate, studio experience, Four years radio-television production experience. Box 210A, BROADCASTING.

Enjoy studio work, fast board, editing. Maintenance, special audio. Experienced. No announcing, please. First phone. Box 258A, BROADCASTING.

Experienced chief engineer and/or disc jockey. First class or better. No tapes sent. Recommendations. Available new. Phone Wilmington, Delaware. Oly 6-6611, Room 416, mornings 9-12.

Chief combo, experienced fm, directional, remote production—signal stations. Call W4129, Beck, Crofton, Maryland, 6 to 7 p.m. Available.

Now employed chief desires permanent position. Experienced in directional and higher power. Will relocate. No announcing experience. Box 258A, BROADCASTING.

Chief engineer: experience covers power to 30 kw—directional antenna systems—station construction—station operation. Now in Washington-Baltimore area—will relocate. Box 37A, BROADCASTING.

Production—Programming, Others

Program director seeks immediate reoocation. High skills, 18 years radio and/or television. Currently doing both. Colorado-Family, Bible chip references. Ability and experience. American. Box 385A, BROADCASTING.

Male writer. Eleven years station agency experience. Top professional. East. Box 214A, BROADCASTING.

Continuity Dept. giving you headaches? For fast, reliable relief write. Box 215A, BROADCASTING.

Newsmaster-Authoritative, effective, literate delivery and writing. No split markets, market 5 million up. $900 mo. min. Box 22A, BROADCASTING.

Five years radio, seeking sports and related work. Will consider all offers. Box 272A, BROADCASTING.

I do nice work! Production director d.j., conscientious, creative, ambitious, anxious to move into stable market. Three years with present station/college graduate. Box 251A, BROADCASTING.

newscaster currently employed in top forty market, seeks suit to prestige operation with present company. College qualifications, not sound. Box 242A, BROADCASTING.

Program director available soon for top forty stations. Have Broadcast, TV sound, experience, believable personality and desire to make your station #1 in it's market. Box 274A, BROADCASTING.

Arizona, New Mexico-southern California. Ten years experience all phases of adult radio and TV. Prefer challenging position with progressive station. Can provide best area references. Available immediately. Box 397A, BROADCASTING.

I offer 11 years announcing experience in all phases. Can you offer permanence, opportunity, good salary? Box 325A, BROADCASTING.

Programming and promotion capabilities, acquired thru 13 years association with top ranking stations, enables me to develop unique station seeking to be a long range influential force, without sacrificing program quality. Currently band director and outlet of nation's top group operation. Employer will supply references. 13 Ace, Michael Ruppe, Jr., phone 781-6960 (area code 216).

TELEVISION
Help Wanted—Sales

Number "1" station in one of the top 20 markets expanding it's sales force. Wanted—aggressive young salesman. Guaranteed draw plus commission. Send resume to Box 254A, BROADCASTING.
Help Wanted—(Con’d)

Situations

Announcers

Station in South Carolina has opening for staff announcer. Prefer young man with tv background, but will accept radio man looking for tv. State experience and qualifications. Expect you to do what we want we will talk personally. All replies confidential. Box 289A, BROADCASTING.

Technical

Engineer with first class license. Quality tv-om operation. Experience not required. West central Wisconsin. Box 173A, BROADCASTING.

Chief engineer job open. Are you qualified to maintain transmitter and studio video and audio equipment? Prefer engineer with sufficient experience and ready to step up to chief engineer job. Apply by letter to M. N. Bortick, KWIX, Broadcasting Company, P. O. Box 7128, Waco, Texas.

Production—Programming, Others

Male or female with tv experience to manage traffic department in south Florida NBC-TV affiliate. Send resume to Box 55A, BROADCASTING.

Program director for medium sized southwest station. Has to have network affiliation, top rated, Competitive situation demands aggressive, imaginative professional looking for more than just a job. Up to $10,000 starting salary for right candidate. Resumes to Box 94A, BROADCASTING.

“At least four years in the chair,” required for versatile, imaginative, willing-to-work mature college graduate. Thoroughly experienced in all phases of production, to fill director position in major eastern market. Send complete resume. Box 214A, BROADCASTING.

ETV producer-creative experienced educational tv producer by one of the largest vhf etv stations in large metropolitan area. Opportunity to develop and develop wide variety of own and assigned educational network and local programs. Directing not necessary. p to $10,000. Send details. To Box 255A, BROADCASTING.

Director for large and aggressive station in major market. Midwestern location. Must be imaginative, creative, responsible; know how to move out people and equipment. Excellent pay and work environment. Box 302A, BROADCASTING.

Our news department competes with newspapers. Need one with occasional airtime. Has his exclusive stories on radio and tv. Experience with 16mm silent and sound equipment, but trainee to be developed. Salary as qualified. Car furnished. In letter give experience references, picture and salary required. Frank Sullivan, KGBT-AM-TV, P.O. Box 711, Harlingen, Texas.

Copywriter with directing, producing potential. Excellent opportunity for advancement. Send complete resume to WCIA-TV, Champaign, Illinois.

TELEVISION

Situations Wanted—Management

Past five years general manager of television and radio station in small market. Previous ten years all phases of broadcast sales management, sales management, regional network and local. Present station selling. Married, 38, college graduate, want manager or sales management job in larger market. Box 201A, BROADCASTING.

Sales

TV radio sales, promotion. Available immediately. Rates-market information desired. Box 164A, BROADCASTING.

Situations Wanted—(Con’d)

Announcers

Community respected, three years top tv children’s emcee. Personal appearance and on camera presence a necessity. New York area. Box 234A, BROADCASTING.

Celebrity endorsed, rising television personality seeking involving program of variety strip desires larger market. Program photos, resumes available. Box 246A, BROADCASTING.

Mature, personable tv staff, university graduate, 25, now major southeast market. Must relocate immediately. Box 568A, BROADCASTING.

Technical

TV cameraman, experienced all phases of tv studio operation. Graduate of RCA Institute, New York. Box 278A, BROADCASTING.

Engineering tv supervisor desires advancement. Experience with design, installation, operations, and maintenance. 1strophic, certified instructor for 10 years in radio, tv. and communications school. Box 274A, BROADCASTING.

Field engineer—closed circuit television. Experienced in television broadcasting maintenance. Includes Ampex videotape. Box 311A, BROADCASTING.

Production—Programming, Others

News director who can put you on top without panic and worry. Helped to do the impossible in the 12th market. Ready for full career opportunity. Box 291A, BROADCASTING.

Children’s comedian interested in developing top children’s show in major tv market. Highest paid in field and character references, pic and brochure available. Box 255A, BROADCASTING.

Program operations director for medium size tv station. Now with major network rated radio tv affiliate. Ability to supervise, direct staff and station business. Aggressive imaginative, right attitude and experienced in all phases of tv and studio operations public service and community activities. Box 260A, BROADCASTING.

TV news, producer, director, photographer working in west coast city desires relocation, challenge and opportunity. Five years experience plus B.S. degree in broadcasting and television production. Price high for top creative quality, 25, unmarried. References. Box 255A, BROADCASTING.

Top director and announce completely experienced in all phases of television, desires to relocate. Highest recommendations. Box 272A, BROADCASTING.

Ambitious tv newsman with five years experience in news gathering, five years experience in television production. Box 276A, BROADCASTING.

Newsmen, two years radio, five years television. Currently news director for small market NBC outlet. Have the know how for hard, impact news, the feel for human interest, a good sense of public relations. This market has got a top notch job for a curiosity that ignores clocks, a 25mm camera and a typewriter. Box 318A, BROADCASTING.


Tv salesmen billing 1/4 million local sales— medium large market seeks sales representa tion or larger market. Box 38A, BROADCASTING.

Situations Wanted—(Con’d)

Production—Programming, Others

11 years all phases, radio, tv. commercial announcer, sportscaster, scriptwriter, mc. Desirable, experienced, loves top broadcasting. References. Box 331A, BROADCASTING.

WANTED TO BUY

We need fully equipped tv mobile unit on long term rental basis or possible purchase. Box 269A, BROADCASTING.

Recent model 5,000 watt transmitter in good condition. Will prefer Gates or RCA. Give verification and conditions to Martin Mar- tines, Rios, Nucloo Radio Mil Insurgentes Sur, 1780 Mexico City.

Used, good 5 or 10 kw am transmitter, con- sole, turntables, Ampex recorders, monitors, test equipment. Leon Brown, Friendswood, Texas.

RCA UHF TV Antenna, Station channel, tube number, condition, and cash price for truck. Box 173A, BROADCASTING.

For Sale

Equipment

Am, fm, tv equipment including transmitters, antennas, telescopes, audio monitors, cameras, Electroline, 440 Columbus Ave., N.Y.C.

Xmission Line: Teflon insulated, 1/4” rigid, 51/16 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Additional lengths are available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Temple-plear 2-2252.


For Sale: Four GE type 7231 tubes. Two good to weak but usable. All used. $800.00 for the bunch. Also audiomation, Automatics and Communication. Telephone 805-965-0800 or write Box 267A, BROADCASTING.

1 kw composite transmitter, 10 years in service. $1,000.00 used as generator, $400.00. Box 287A, BROADCASTING.

Macneer PT6-A. Available immediately. KBEH. Leadville, Colorado.

Neumann U47A mike, power unit, shock mount, (2) new. $300.00. Steve Balnie Productions, 5089 Court, Pacifica, California.

Automation. Used Schafer 2100 System (cur- rent model). Take over payments with ap- proved credit. Box 256A, BROADCASTING.

Used Presto 300’s or Ampex 350’s. Full track in good condition. Box 229A, BROADCASTING.

MISCELLANEOUS

Want to locate. Present address and em- ployment of Edward J. (Kuss) Reardon. Radio program director, spot announcer formerly of Grand Rapids, Carolinas & Virginia. Please phone such as to ER-3-2224 Greensboro, North Carolina collect ask for H. K. Williams. Will be confidential and appreciated.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalogue. Urban Comedy Books, Atlantic Beach, N.Y.

“Deadly File.” Quotes, kickers, liners, record info, hints. Complete program package for deejay and P.D.’s. $10.00. Del Mar Radio Features, P. O. Box 61, Corona Del Mar, California.
Help Wanted—(Cont'd)

Sales

OPENINGS
SIX SALESMEN
Radio, Television and/or
Ad Agency Experience
A Necessity
High-caliber men, free to travel, with
accustomed earnings to $25,000 yearly.
Travel and entertainment allowance,
plus commissions.
Call Main Office, HA 6-9766, Boston,
Mass., or New York City Office, EL 5
4911, for appointment. Interviews will
be held in accessible area.
"Call only if you are a salesman"
COMMERCIAL PRODUCERS, INC.
405 Park Square Building
Boston, Massachusetts

Announcers

FAST & FUNNY MORNING MAN!
Need one NOW! Bright-tight,
able to swing fast Top 40 format.
Station now #1, Top salary. No
Drifters, no beginners. Air mail
tape & resume incl. salary needed
TO:
DAVE STEERE, KXXL RADIO
SPOKANE 4, WASHINGTON.

TELEVISION
Help Wanted—Management

FEMALE CONTINUITY WRITER
Must add to department...qualified
female-Continuity writer for local and regional accounts...by
March 1st, 35 hour, 5 day week...
Good salary, insurance, pension
plan, vacation and many other bene-
fits. Send resume, photo, samples and salary requirements to Jim
Lock or Carl Bollwinkel.
WOWO
WESTINGHOUSE—Fort Wayne, Ind.

Production—Programming, Others

WANTED—ANNOUNCERS

PRODUCTION—WISE
RATING—SMART
Moving UP! Ratings doubled during
past three years. Ex-#1 900 full
service radio in top fifty market. Experienced in radio and
television.

PRODUCTION—TIGHT
STYLE—BRRIGHT!
Will move only if opportunities and salary
are right. 30 years old, military obligation
complete, family man. Prefer A.M. SLOT.

Box 28A, BROADCASTING

Situations Wanted—Announcers

WANTED—ANNOUNCERS

GENERAL MANAGER, RADIO
desires to make change from present
position. Proven record with major
broadcast group as General Manager
in top-10 markets, achieving and main-
aining #1 positions for stations in sales
and ratings on non-formula basis. An
aggressive and enthusiastic trouble-
shooter with thorough experience in sales
and programming, in promotion,
publicity and labor relations, and with
an understanding of the new FCC;
the meeting of community needs; and
the building of station image—all backed
by a vigorous belief in the power and
effectiveness of good radio. Finest in-
dustry reference. East or midwest pre-
ferrred. Replies kept confidential.
Write Box 328A, Broadcasting

MODERN RADIO PROGRAMMER
SEeks LONG-TIME RELATIONSHIP
WITH LONG-TERM OWNERSHIP
STATION
If you're in the radio business and
dedicated to it for not only
monetary reasons ... if you
realize that audience needs must
be answered intelligently and vi-
brantly in this modern society.
If you believe in ratings ... if
you're not prejudiced about mu-
sic ... if you believe in Leader-
ship and wholesome competition
... I would like to hear from you.
BOX 330A, BROADCASTING.

CATV
EXECUTIVE
Experienced Broadcasting Group expand-
ing in CATV field—Southeast.
Seeking young executive with minimum
5 years experience CATV, familiar
franchises, contracts, purchasing, general
engineering, administration.
Broadcasting background preferred but
not imperative.
Excellent salary, working conditions
stock.
Send details of experience, photo, etc., to
Box 299A, BROADCASTING.

Production—Programming, Others

WANTED: Top Woman Personality
for major east coast TV & Radio sta-
tion. Must be able to represent the
station both on and off the air by
conducting daily TV and Radio shows,
attending women club meetings and
luncheons, handling interviews and cov-
ering news and features of interest to
women. Send resume and picture to
Box 162A, 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, 1506 N. Western Ave.
Chicago 27, California.

Elkins Radio License School of Chicago—
Six weeks quality instruction in laboratory
methods and theory leading to the F.C.C.
First Class License. 14 East Jackson St.,
Chicago 4, Illinois.

Announcing programming, console opera-
tion. Twelve weeks intensive, practical
training, finest, most modern equipment
available. G. I. approved. Elkins School of
Broadcasting, 2565 Inwood Road, Dallas 35,
Texas.

Elkins training now in New Orleans for FCC
First Class License in 6 weeks. Nationally
known correspondence courses and labora-
tory instructions. Elkins Radio School, 333
Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in
six weeks. Top quality theory and labora-
tory training. Elkins Radio License School
of Atlanta, 1139 Spring St., N.W., Atlanta,
Georgia.

FCC first 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.

FCC license in 6 weeks. Waldo Brazil in-
structor. Lowest tuition with guaranteed
results. It’s Space City’s best offer. Houston
Institute of Electronics and Broadcasting,
1 Main Street, CA 7-0250.

Since 1946. Original course for FCC first
phone operator license in six weeks. Over
42 years instruction and over 200 hours
guided discussion at school. Reservations
required. Enrolling now for class starting
April 24. For information, references and
reservations, write William B. Ogden Radio
Operational School, 1150 West
Olive Ave., Burbank, California.

"Are you Cold?" Do you need first phone?
Sunny Florida ... Gulf Beaches ... and
an FCC first phone in five(5) weeks—
"Guaranteed" teaching methods. Connect
with modern commercial station.
Radio Engineering Institute of Florida, Inc.
3044 Bay Street, Sarasota, Florida.

San Francisco’s Chris Borden School of
Modern Radio Technique. Graduates all
over the country, 1st phone, DJ instruction,
placement. Free illustrated brochure. 209
Geary St.

Jobs waiting for first phone men. Six weeks
gets you license in only school with op-
erating SW station. One price includes
everything, even room and board. American
Academy of Electronics, 303 St. Francis
St., Mobile, Ala.

Train now in N.Y.C. for FCC first phone
license. Proven methods, proven results.
Day and evening classes. Placement assis-
tance. Announcer Training Studios, 25 W.
43rd, N. Y. OX 5-9245.

RADIO

Help Wanted—Sales

UNUSUAL OPPORTUNITY
For a good salesman at a Wash-
ington, D. C. station. Good
commission and expenses. Take
over active accounts. Must
have medium or small market
sales experience. Send resume.

Box 377A, BROADCASTING

Situations Wanted—Announcers

PRODUCTION—WISE
RATING—SMART
Moving UP! Ratings doubled during
past three years. Ex-#1 900 full
service radio in top fifty market. Experienced in radio and
television.

PRODUCTION—TIGHT
STYLE—BRRIGHT!
Will move only if opportunities and salary
are right. 30 years old, military obligation
complete, family man. Prefer A.M. SLOT.

Box 28A, BROADCASTING

Situations Wanted—Announcers

WANTED—ANNOUNCERS

GENERAL MANAGER, RADIO
desires to make change from present
position. Proven record with major
broadcast group as General Manager
in top-10 markets, achieving and main-
aining #1 positions for stations in sales
and ratings on non-formula basis. An
aggressive and enthusiastic trouble-
shooter with thorough experience in sales
and programming, in promotion,
publicity and labor relations, and with
an understanding of the new FCC;
the meeting of community needs; and
the building of station image—all backed
by a vigorous belief in the power and
effectiveness of good radio. Finest in-
dustry reference. East or midwest pre-
ferrred. Replies kept confidential.
Write Box 328A, Broadcasting

MODERN RADIO PROGRAMMER
SEeks LONG-TIME RELATIONSHIP
WITH LONG-TERM OWNERSHIP
STATION
If you're in the radio business and
dedicated to it for not only
monetary reasons ... if you
realize that audience needs must
be answered intelligently and vi-
brantly in this modern society.
If you believe in ratings ... if
you're not prejudiced about mu-
sic ... if you believe in Leader-
ship and wholesome competition
... I would like to hear from you.
BOX 330A, BROADCASTING.

CATV
EXECUTIVE
Experienced Broadcasting Group expand-
ing in CATV field—Southeast.
Seeking young executive with minimum
5 years experience CATV, familiar
franchises, contracts, purchasing, general
engineering, administration.
Broadcasting background preferred but
not imperative.
Excellent salary, working conditions
stock.
Send details of experience, photo, etc., to
Box 299A, BROADCASTING.

Production—Programming, Others

WANTED: Top Woman Personality
for major east coast TV & Radio sta-
tion. Must be able to represent the
station both on and off the air by
conducting daily TV and Radio shows,
attending women club meetings and
luncheons, handling interviews and cov-
ering news and features of interest to
women. Send resume and picture to
Box 162A, BROADCASTING.

BROADCASTING, January 28, 1963

106
TELEVISION

Situations Wanted—Sales

OUTSTANDING SALESMAN
with major rep for six years plus
agency background anxious to
relocate. Looking for growth sit-
tuation.
Box 312A, BROADCASTING

INSTRUCTIONS

RADIO-TV ANNOUNCING
COURSES
ENGINEER & 1st FONE
COURSES

Active Placement Service.
Attention Managers: A few Outstanding
Announcers now available for radio-ty.
KEEGAN TECHNICAL INSTITUTE
"Since 1947"
207 Madison, Memphis, Tenn.

Miscellaneous

GOSPEL RADIO NETWORK
1520 Main St.
Puyallup, Washington
• • •
PAID RELIGION
• • •

EMPLOYMENT SERVICE

MOVE UP!
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS

Write for application NOW
BROADCAST
EMPLOYMENT SERVICE
4825 10th Ave., So.
Minneapolis 17, Minn.

Looking For a JOB?
Sherlee Barish
BROADCAST PERSONNEL
16 East 52nd Street, New York, N.Y.

MISCELLANEOUS

AD LIBS!
A new monthly publication of Clean
Lines for DJ’S Comics & Speakers.
Sample sheet on request.

Write:
2310 Queens Chapel Road,
Apt. 301, Hyattsville, Maryland
or Phone: 301-864-9151

WANTED TO BUY

Equipment

WANTED:
300 to 500-foot tower capable of sup-
porting 3-bay Channel 6 TV antenna
and associated equipment.
Box 288A, BROADCASTING.

WANTED TO BUY

Stations

WANT TO BUY

Small Market 250 or 1000 watt
Oklahoma, North or North Central
Texas.
Box 309A, BROADCASTING

MANAGEMENT, sales and program team
seeking opportunity to secure station. Present
management capital can assure proper
pay out. Full time single station market
preferred. Desirable opportunity for a present
owner seeking to relinquish without sacrifice.
All replies answered and confidential. No
Brokers.
Box 227A, BROADCASTING

ROCKY MOUNTAIN 5 KW

Dominant fulltime station in a
stable market. 1962 gross excess of
$150,000. Priced at less than gross
with low down payment and very
favorable terms to a qualified
broadcaster. Cash flow will provide
owner-manager with good salary
and easily pay off station.
Box 316A, BROADCASTING

FOR SALE

Florida 100 watts daytimer, on
elegant frequency. East coast;
major market. No Brokers!
Box 314A, BROADCASTING

For Sale

Stations

THE PIONEER FIRM OF TELE-
VISION AND RADIO MANAGE-
MENT CONSULTANTS

ESTABLISHED 1946
Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1730 Vermont Ave., N.W.
Washington 7, D. C.

STATIONS FOR SALE

MIDWEST. Exclusive. Full time. Gross ex-
cceeds $90,000. Priced at $150,000. 25% down.
NORTHWEST. Exclusive full time. Gross
$85,000. Percentage and management avail-
able. Requires $17,000 cash. Buyer must qualify.
JACK L. STOLL & ASSOC.
Suite 606-601 6381 Hollywood Blvd.
Los Angeles 28, Calif. 4-7279

To buy or sell Radio and/or TV prop-
eerties contact.
PATT MCDONALD CO.
P.O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

Florida—Central

Fulltime — Power — History of
good earnings—Priced for quick
sale — Liberal terms.

Florida—Major Market

Fulltime—Priced realistically in relation
to gross and cash flow—29% down and
good terms to qualify buyer.

Florida—South

Fulltime-absentee owned in one
of Florida’s fastest growing areas
—asking $185,000 including land
and building—with 29% down,
long terms.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOGan 6-7843
Bob Flynn
Myles Johns

BROADCASTING, January 28, 1963
What compact can do everything a console recorder can?

The Ampex PR-10 gives you all the features, all the performance of a console recorder. Even remote control. And it's all wrapped up in a suitcase-sized package. That means you can take a complete recording studio out into the field, into the school, the church, industry—anywhere you need it. The PR-10 features positive push-button controls; record-safe switch; and separate erase, record and playback heads. And there's room for an optional 4-track stereo or additional playback head. There's also a new electro-dynamic clutch system to give you fast, gentle starts and lower braking tension. If you want to monitor on-the-spot, the PR-10 has A-B switches, VU meters, phone jacks, output circuits. Moreover, electrical alignment controls are accessible through the front panel. You get all this plus a new Ampex "Four Star" one year warranty. For data write the only company with recorders, tape & memory devices for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Worldwide sales, service.
OUR RESPECTS to Marion Stephenson

She's NBC's first woman vice president

Marion Stephenson is the first woman vice president in the history of NBC and its parent RCA. She was elevated to that position last October, and received a personal letter of congratulations from Elmer W. Engstrom, RCA president, recording the corporate milestone.

As an administrative head of NBC Radio, Miss Stephenson is in what she calls the "jump seat" of the division. From her financial and corporate position, she is able to "see what is going on" in the areas of sales and programming.

From her vantage point, Miss Stephenson sees radio as "mediocre's biggest buy, and it's very underpriced."

She thinks network radio's most pressing problem in 1963 is accurate ratings analyses. Of an estimated 183 million operating radio sets, at least two-thirds are non-plug-ins, and, she notes, a way must be found to measure usage of auto and portable sets.

"We have talked with Nielsen and Sindlinger about devising more accurate ways to count radios. We're hammering on the subject to get some way of measuring audience we aren't getting credit for," she says.

Work-Study Program • NBC's first female vice president was born in Green Bay, Wis., and studied business at Antioch College, Yellow Springs, Ohio. Before she graduated, Miss Stephenson had taken six years of academic courses, in addition to participating in a work-study program.

She was required to take full-semester courses in 10 weeks, working the alternate 10-week period.

"My first job through the Antioch program," recalls Miss Stephenson, "was as a research ana for the McCall Corp. in Dayton, Ohio. I was paid $15 a week. She added that her room and board expenses in Dayton had to come out of the $15. She held secretarial jobs in Chicago and New York later in her school career.

In her fourth year at Antioch, Miss Stephenson was community government business manager on campus. After graduation in June, 1943, she went to New York and joined the accounting department of Standard Oil (New Jersey).

Miss Stephenson started working for NBC the following year quite by accident:

Having decided to go into the research writing field, she applied for a job with Time Inc., whose offices at that time were located in Rockefeller Center across the street from NBC.

An NBC Friend • After her inter-

view, Miss Stephenson decided to drop in and say "hello" to a friend who worked at NBC. "The girl," she notes, "just happened to work in the personnel department." At her friend's insistence, Miss Stephenson filled an application with NBC—noting she would like to combine advertising and accounting in her work.

"I never dreamed there would be such an opening, but the company had just gotten approval for a new job in the advertising department for someone who would watch expenses."

So, in November 1944, Miss Stephenson joined NBC as a budget clerk in the advertising and promotion department.

During her early years with NBC, Miss Stephenson attended New York U.'s Graduate School of Business at night, majoring in banking and finance. She was awarded the first Marcus Nadler Key for "excellence in finance." She received her Masters degree in Business Administration in 1948, the same year she was named business manager of NBC's advertising and promotion department.

Three years later, in 1951, she was made general ledger accountant in NBC Radio's controller department, a position she held for six months before being named budget supervisor of the department. In 1952, when the radio and tv financial departments were reorganized after a separation of several years, Miss Stephenson became budget supervisor of the joint controller's area.

The following year she was made chief budget assistant, and after holding that position for one month, became assistant to the divisional controller. Three months passed before she got her next promotion, this time as radio network budget manager. (This was in 1953, when the radio and tv networks were permanently split into separate financial units.)

Long Title • Miss Stephenson was given her longest title in February 1956: senior operations analyst in the staff administrative budget and financial evaluation area. In 1959 she was named director of business affairs of NBC Radio.

Going on trips pays off for Miss Stephenson. She recalls the job of business affairs director waited one month for her, while she was on a trip around the world and couldn't be reached to be told of the promotion. She was told promptly on her return.

Going away brought Miss Stephenson her subsequent promotion in October 1962, when she was made vice president-administration. She was told of her election the day after returning from a trip to Yugoslavia and Greece.

As vice president of administration for NBC Radio, Miss Stephenson is responsible for business affairs, sales, service and traffic and some areas of the engineering department.

"She has a somewhat unorthodox approach to the business field. Most business people," she thinks, "are involved in costs and profits mainly. They don't know that the financial side is the focal point of a whole company."

She said the NBC financial staff believes in working with the sales and programming people at the network to help them solve their problems by explaining how the financial end of the business ties in with their efforts.

Miss Stephenson is extremely confident about network radio's future. One week ago she proudly announced, "Every business day since the beginning of the year we have made at least one sale. In 1960, we moved from a seven-year loss to a profit, and we're doing better and better every year."

On the subject of audience data, Miss Stephenson feels agencies and advertisers are becoming "more and more aware that they're getting two-thirds more audience than they're paying for."

Once the ratings problem is " licked" the networks "will go farther, faster."

Miss Stephenson, a member of the International Radio-Tv Society and the Money Marketeers of New York U., lives in Bronxville, N.Y.

NBC's Miss Stephenson

Finance: the focal point

BROADCASTING, January 28, 1963 109
EDITORIALS

The ball is put in play

The first step in the long march toward modernization of the federal law that governs broadcasting was taken last week. We hope the first step will establish the momentum for the rest of the journey.

For it was a long first step indeed. As reported in detail elsewhere in this issue, the Federal Communications Bar Assn. has received a series of proposals for changes—some of them drastic—in the existing law. The proposals were made by some of the most respected members of the communications bar, and they merit the most thoughtful inspection by everyone connected with broadcasting.

With some of them we can agree at once. Certainly the anti-censorship section of the Communications Act ought to be strengthened to prohibit all kinds of meddling in broadcast content. Certainly Sec. 315, the political broadcasting law, ought to be repealed.

On the other hand and more complicated proposals we must reserve judgment pending a more thorough exploration of their possible consequences, although we must say the arguments advanced in their behalf are indeed attractive. The reorganization of the regulatory agency is the most sweeping of the proposals. It ought to be examined with special care.

But the need for thorough consideration does not provide an excuse for procrastination. These monographs ought to be turned into action as soon as action can be taken according to careful plan. At this point the documents must be given wide circulation, and dialogue about them must be encouraged so that the bar and, hopefully, the broadcasters who support the bar may work up definite proposals to present to Congress.

It is altogether possible to work up these proposals in time for congressional consideration this year. We would hope the work would be given tangible support by the NAB. Two weeks ago the NAB directors approved a $2 million budget for the next fiscal year. A budget of that size—the largest in the association's history—is big enough to accommodate disbursements for the most important cause on broadcasting's agenda.

Overdue upbeat

We hope that calling attention to it will not cause it to go away, but we cannot resist the opportunity to observe that an unusually strong burst of national spot radio activity has been evident lately. The first of the year being a season when spot salesmen ordinarily find it necessary to run fast in order to stand still, this January's sales spurt becomes even more satisfying by comparison.

The extent of the speed-up is reported in some detail elsewhere in this issue. Although it certainly is not applicable to all markets and involves only a few of all the advertisers who ought to be involved, the increased tempo nevertheless seems general enough and sufficiently solidly based to reflect a genuine re-kindling of interest in radio as a national advertising medium.

The reasons undoubtedly are numerous, varying in detail from one advertiser to another. One general explanation being offered last week was that the bed-rock salesmanship that radio has done over the last several years, stressing the variety and reach and economy of the medium and trying to dispel the myths about its being unglamorous and too hard to buy and administer, are at last beginning to pay off.

We like that explanation, but explanations at this point are not too important. Even if an advertiser gets into radio on a bet, he can do well if he buys enough and takes pains to use it properly.

So let's not ask too many questions. Let's just keep on selling—and occasionally knock wood. If that sounds superstitious, remember that radio has been the victim of a lot of superstitions over the years. It's entitled now to become the beneficiary of one.

Let it lie

FCC Chairman Newton Minow may have been merely buddy ing up to a former client last week when he revived William Benton's old pitch for a citizens' advisory board on broadcasting. Mr. Minow was sharing a platform with Mr. Benton, who, as owner of the Encyclopaedia Brittanica, retained Mr. Minow as a lawyer before the latter joined the FCC and reportedly has offered Mr. Minow an executive job if he leaves government service.

But on the chance that Mr. Minow has serious thoughts of breathing life into Mr. Benton's old plan, a revival of opposition to it is also appropriate.

In 1951 when Mr. Benton was a U. S. senator he failed (but not for want of trying) to get the Congress to authorize the President to appoint an 11-member advisory committee that would "advise" the FCC on broadcast matters ranging from the assignment of television channels to the establishment of program standards. As sensible people realized at the time, the kind of committee that Mr. Benton advocated would inevitably become a high-level board of presidentially-appointed censors whose every suggestion would be accorded an immediate "yes, sir" by the presidentially-appointed members of the FCC. That condition is still implied in last week's proposal.

Mr. Minow would be wise to put the pitch back where it has lain—and then hang up his shovel.

It's about time

The NAB board of directors conceded a fortnight ago that entertainment has played a part in the development of broadcasting. It voted to give the association's Distinguished Service Award for 1963 to Bob Hope.

No one can quarrel with the selection. The only question to be raised about it is why it came so late. Distinguished Service Awards had been given annually for 10 years without a nod in the direction of the performers who have caused people to buy and use all those radio and tv sets.

Mr. Hope has been cheering radio and television audiences for 25 years. It is gratifying that the NAB has at last confirmed the judgment that the American people have been exercising for a quarter of a century.
From 10:00 p.m. to Sign-off, Monday through Friday...

JOHN MacDOUGALL
"NEWS-IN-SIGHT"
10:00 pm • Monday-Friday

JOHNNY MORRIS
"WEATHER ROOM"
10:15 pm • Monday-Friday

AL TIGHE
"SPORTS ROUND-UP"
10:20 pm • Monday-Friday

JOHNNY CARSON
"TONIGHT" SHOW
10:30 pm to Midnight

...these are the top-rated shows* in the Minneapolis-St. Paul market.

*ARB Television Market Report, November-December, 1962

KSTP
MINNEAPOLIS • ST. PAUL
100,000 WATTS • NBC
A GOLD SEAL STATION
Featuring a new, single tetrode power amplifier that gives full output with minimum power consumption, this is the finest high power AM transmitter available. Extremely compact, the unit needs only 76 square feet of space including transformers... it's one-third smaller than transmitters of the same power built by other manufacturers! Silicon rectifiers, 11 tubes and 6 tube types, high level modulation and many other advanced features make it your best buy for high power AM broadcasting.

ITA ELECTRONICS CORPORATION
BROADCAST DIVISION • LANSDOWNE, PENNA.
Omahans like tv's programming but are told that may not be enough .............. 21, 30

BAR estimates there'll be about 18 million tv commercials this year .............. 22

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

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

*Just one of the many great COLUMBIA POST-48's
IN THE JOHNSTOWN-ALTOONA MARKET

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

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

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

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

SERVING MILLIONS FROM ATOP THE ALLEGHENIES

WJAC-TV JOHNSTOWN • CHANNEL 6

Armed with WJAC AM/FM
The Johnstown Tribune-Democrat Stations
St. Louis has developed an active “See what’s on KTVI” attitude.

We encourage it with:

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

“Total Information News” offers residents of the greater St. Louis area a full half hour of information starting with network news that is fifteen minutes ahead of the other stations. At 6:15, they see local news in action; ten minutes of filmed reports in motion on “City Camera”. A local sports personality captures the final five with a personal “Sports Comment”.

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

Programming like this balanced with the ABC lineup fosters the curiosity attitude we welcome. See what’s on KTVI; it creates a buying attitude, daily!
IN THE DALLAS-FORT WORTH MARKET
CHANNEL 4 REACHES MORE HOMES
THAN THE OTHER THREE COMBINED
MONDAY THRU FRIDAY 9 A.M. TO 5 P.M.*

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

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

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

*NSI, Nov-Dec., 62

KRLD-TV
THE DALLAS TIMES HERALD STATIONS
Channel 4, Dallas-Ft. Worth
MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

represented nationally by Advertising Time Sales, Inc.

Clyde W. Rembert, President

BROADCASTING, February 4, 1963
Mobile meters

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

Under a new gun

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

End of the line?

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

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

Mattel winds up a new one

Big toymaker, Mattel Inc., which has been heavy user of television but critic of most children's programming now available, has come up with novel plan to get its advertising on what it thinks will be better shows. Toy company proposes to finance 260 five-minute kid shows (The Funny Company) and sell them "at low cost" to TV stations. As part of deal Mattel would buy spot positions in its programs. Mattel plans to merchandise toy reproductions of characters in its shows.

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

Sweet charity

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

The Pacifica case

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

FCC staff, it's understood, now is preparing petition for commission consideration. Question of free speech may be involved since stations carry all shades of opinion, ranging from John Birch Society to California Communist Party. But there may be other questions too, involving possibility of ownership qualifications and whether substantial amount of contributed support is derived from objectionable sources.

A look at media control

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

Crimp in correspondence

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

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

The auction bloc

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

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

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

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

*November ARB, Detroit, Cleveland and Atlanta.

Offices in: CHICAGO, LOS ANGELES, HOUSTON, ATLANTA / 500 PARK AVENUE, NEW YORK
WEEK IN BRIEF

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

LIKING TV IS NOT ENOUGH ... 21, 30

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

18 MILLION TV COMMERCIALS ... 22

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

COX FIELDS OMAHA QUERIES ... 38

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

FCC GOALS IN '63 ... 48

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

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

NEW UHFS AIM FOR NEGROES ... 56

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

DAYTIMERS OPPOSE PLAN ... 52

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

REPLACEMENT FOR CONELRAD ... 63

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

SYNCOM SATELLITE READY ... 70

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

CANADIAN TIME SALES UP ... 68

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BROADCASTING, February 4, 1963

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For advertisers and advertising agency executives: RADIO 63 — Blair's new guide to national radio coverage. Tells how America's most influential group of radio stations delivers 75.4% of the U.S.'s 79.2% of the consumer spendable income! RADIO 63 includes a comparison check list with the only other national radio groups — the four networks. Shows how you get more flexibility and freedom in planning with a custom-tailored Blair Group Plan — matching the impact of the Blair stations with the marketing needs of your product. Send for your free copy today! Write Arthur H. McCoy, President, BLAIR RADIO, 717 Fifth Avenue, New York 22, New York.
ABA group opposes change in Canon 35

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

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

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

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

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

Gov. Collins also said recommendation "reflects both a lack of knowledge and of understanding. . . . and is reactionary. . . ." News Directors • "Insulting" is how Bill Small, CBS News, chairman of Freedom of Information Committee of Radio-Television News Directors Assn., termed report.

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

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

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

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

FCC grants WDKD stay

FCC has granted stay of its order for WDKD Kingstree, S. C., to leave the air by Feb. 8 (Broadcasting, Jan. 14). Commission said order will be stayed until 30 days after decision by appeals court on station's appeal from FCC order.

White now specialist

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

Fogarty criticizes program regulation

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

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

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

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

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

CBS-TV giving choice of 30-minute news

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

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

Fm group approves rate standards

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

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

Joseph McDonald dies; was former NBC vp

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

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

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

Henry V. (Hank) Greene Jr., sales manager of KDKA-TV Pittsburgh, appointed national tv sales manager for Westinghouse Broadcasting Co., New York, effective Feb. 15. He succeeds John Sias, who resigned recently to join Metro Broadcast TV Sales as vp and director (week’s headliners, Jan. 21). Mr. Greene joined WBC as assistant sales manager of WBZ-TV Boston, and was named to his current post in May 1959. Previously, he served as assistant to president of Mutual Broadcasting System and as manager of Boston office of Weed & Co. Westinghouse Broadcasting tv stations are WBZ-TV Boston; WIZ-TV Baltimore; KDKA-TV Pittsburgh; KYW-TV Cleveland; and KPIX (TV) San Francisco.

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

Dr. George R. Town, dean of engineering at Iowa State U., Ames, was named by NAB last week as recipient of its 1963 Engineering Achievement Award (see story, page 60). Dr. Town, who directed 1957 TASO study of tv allocations, was chosen because of “his valuable contributions to technical knowledge and literature, his development of new engineering techniques and his leadership in broadcast engineering activities,” the NAB said. The award will be presented to Dr. Town on April 3 at annual broadcast engineering conference during NAB convention in Chicago.

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

For other personnel changes of the week see FATES & FORTUNES

Trigg-Vaughn buys Tyler catv system

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

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

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

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

CBS Radio signs Smucker

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

WCBS-TV’s ‘Late Show’ marks 12th anniversary

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

BROADCASTING, February 4, 1963

Mr. Giegerich

Mr. Bryan

Mr. Crutchfield

Mr. Farricker

Mr. Greene

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

*Indicates first or revised listing

**FEBRUARY**

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

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

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

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

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

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

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

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


Feb. 11—FCC continues NBC-Philo hearings.

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


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


**MARCH**


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

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

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

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

March 13-15—Audio Engineering Society’s West Coast spring convention, Hollywood Roosevelt Hotel, Los Angeles. FM stereo
NOW YOURS... ACTION, SUSPENSE AND DRAMA AT ITS EXCITING BEST!

JOINING "THE DETECTIVES" ARE SOME OF HOLLYWOOD'S MOST DISTINGUISHED NAMES. GUEST STARS LIKE EDWARD G. ROBINSON, JAMES WHITMORE, EVA GABOR, SPRING BYINGTON, URSULA THEISS, LOLA AUBRIGHT, PETER WHITNET, JEAN HAGEN, ROBERT MIDDLETON, MARSHA HUNT, ROBERT CULP, MARI BLANCHARD, DARRYL HICKMAN, INGER STEVENS, JACK OAKIE, SCOTT MARLOWE, VERA MILES, HAROLD J. STONE AND MANY OTHERS LEND ADDED BRILLIANCE TO THIS ACTION-FILLED SERIES.

THE DETECTIVES
STARRING ROBERT TAYLOR

CO-STARS: MARK GODDARD • TIGE ANDREWS • ADAM WEST • RUSSELL THORSON • LEE FARR

Here is one of the finest law-enforcement series available for television today. Excitement and suspense are brought to each episode as Robert Taylor and his squad of detectives bring about the solution of crimes and the apprehension of criminals. Added to the thrilling action of every episode is a blend of heart and warmth as the personal dramas that surround each of the detectives are unfolded.

Rich in production values with strong, colorful roles portrayed by outstanding guest stars; these are pluses that help assure continuing audience response to THE DETECTIVES.

ON-CAMERA BRIDGES BY ROBERT TAYLOR OFFER COMPLETE FLEXIBILITY IN PROGRAMMING. TWO HALF-HOURS BECOME ONE FULL HOUR OR ONE FULL HOUR BECOMES TWO HALF-HOURS.

AVAILABLE ON AN INDIVIDUAL MARKET BASIS
67 HALF-HOUR AND 30 HOUR EPISODES

"PROVEN-PROGRAMMING" FROM

FOUR STAR DISTRIBUTION CORP
600 FIFTH AVENUE
NEW YORK 20
NEW YORK
LT 1-8530

A SUBSIDIARY OF FOUR STAR TELEVISION

ALSO IN DISTRIBUTION: THE LAW AND MR. JONES / TARGET: THE CORRUPTORS / STAGECOACH WEST / DICK POWELL'S ZANE GREY THEATRE
Television

MUST READING

TELEVISION

FEBRUARY ISSUE

The television formula for Colgate's surging sales

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

New applause for old TV in cultural retrospective

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

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

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

Networks at midseason: special 3-page pullout

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

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Company __________________________
Address ____________________________
City ____________________________ Zone State ________

Send to Home Address

$5.00 enclosed Please bill

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

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

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

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

March 19—Extended deadline for comments in FCC inquiry into the objectionable loudness of commercial announcements and commercial continuity over am, fm and tv stations.

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


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


*March 26—Final date for the filing of applications for ch. 5 in Boston. Applications will compete comparatively with present occupant WHDH-TV.

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

APRIL

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

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

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

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


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

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

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

*April 26—Pennsylvania AP Broadcasters meeting in Pittsburgh.

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

April 29-May 4—"Rose d'Or" Contest; May 29-30, 1963—Television Symposium and TV Equipment Exhibition. The two events are part of the Third International Television Festival announced by The City of Mon-treux, Switzerland. For further information write to Box 55, Montreux.

BROADCASTING, February 4, 1963
The Kline “tower package.” one contact with one responsible firm covers — Tower, Lights, Erection (elevator if desired) — that’s the Kline “tower package.”

Towers are designed to meet all conditions and RETMA specifications are strictly followed.

If you want to go up . . . up . . . up, call on KLINE.

A new “Kansas Giant” has been born! The new 1503-foot KTVH tower is the tallest structure in Kansas, adding over 50,000 new television homes to the KTVH viewing area, with additional coverage in 26 Kansas and Oklahoma counties.
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Editor and Publisher
Sol Taishoff

Editorial

Vice President and Executive Editor
Edwin H. James

Editorial Director (New York)
Rufus Crater

Managing Editor
Art King

Senior Editors: J. Frank Beatty, Bruce Robertson (Hollywood), Frederick M. Fitz-gerald, Earl B. Adams, Lawrence Christopher (Chicago), Dawson Nall; Executive Copy Editor: Harold Hopkins; Associate Editors: George Darlington, Leonard Zeldin-berg; Staff Writers: Sid Booth, Gary Campell, Jim Debettencourt, Larry Mitchie; Ed-itorial Assistants: Elizabeth Meyer, Chuck Shaffer, Rosemarie Studer, Nancy Y. Yane; Secretary to the General Manager: Doris Kelly.

Publications and Circulation

Director of Publications
John P. Cosgrove


Bureaus

New York: 444 Madison Ave., Zone 2, Plaza 5-8354.


CINCINNATI: 1151 Fourth Street, Cincinnati 2, Ohio.

DALLAS: 816 Commerce St., Dallas 1, Tex., Phone: 1-1114.

CHICAGO: 150 North La Salle St., Room 807, Chicago 1, Ill., Phone: 527-4624.

WASHINGTON: 1002 Twenty-sixth Street, N.W., Washington 5, D.C., Phone: 778-0275.

CLEVELAND: 5003 Canfield Rd., Cleveland, O., Phone: 271-1150.

BOSTON: 45 Boylston St., Boston, Mass., Phone: 267-6360.

SAN FRANCISCO: 533Market St., San Francisco 4, Calif., Phone:1-4580.

NEW YORK: 151 East 50th St., New York 22, N. Y., Phone: 752-6304.


TORONTO: 1000 Bay St., Toronto 1, Ont.

ST. LOUIS: 525 S. 14th St., St. Louis 3, Mo.

BROADCASTING® Magazine was founded in 1921 by Broadcasting Publications Inc., under the title, Broadcasting—The News Magazine of the Fifth Estate. Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933, and Television Broadcasting—Télécast* was introduced in 1946.

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The Nashville story

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

Hix admirer

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

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

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

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

Close agreement

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

Sales success secrets

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

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

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

Good write-up

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

No scorekeeping

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

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

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

Bravos for Daly

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

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

The industry could use more men who would not be afraid to open fire on those of us who discredit it by engaging in unethical practices and other ne-farious forms of activities simply to gain purely selfish ends. However, at the rate things are developing, it might not be too long before a general clean-up will be forced upon us.—R. J. Ben-nett, general manager, WAYE Balti-more.
Washington, D.C. announces the appointment of McGavren-Guild company, inc. as exclusive national representative effective 4 February 1963.
Radio’s golden touch can help rebuild employe morale, too

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

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

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

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

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

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

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

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

The Choice: Radio = Conventional thinking directed some attention to print, a company newspaper or magazine. For about $5,000 a month, Buick could have had a once-a-month paper, constricted to 20 tabloid columns. But the frequency seemed inadequate and the prospect of two-way communications was obscured.

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

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

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

Factory Whistle helped promote Buick’s car pool plan to lend new cars to workers for testing and comment. The show boosts work safety. It has made something special out of family visiting days and factory open houses.

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

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

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

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

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

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

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

What better measurement of results would you want?

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

HARVARD UNIVERSITY

KWTV
OKLAHOMA CITY

KWTV·OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.
The voices that influence Indiana’s most dynamic market

The hustling, thriving Mid-Indiana market—Indianapolis and its 55 surrounding counties—has all the ingredients of a self-contained empire. Highly diversified industries, progressive business and financial talents, energetic civic and cultural leadership all combine to make this a super-market of giant potentials. Best of all, it’s a “reachable” market, for its customers and its suppliers. The three famous WFBM Stations help Mid-Indiana’s “planners” and “do-ers” keep the public informed; help excite them to productive action. To get your share of this market’s ever-increasing sales volume, use the dynamic voices of The WFBM Stations to broadcast your selling messages in Mid-Indiana.
The FCC's own word on program control

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

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

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

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

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

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

ment of their [the stations'] perform-
ance by whatever standards the com-
mission has, based on its statistics with regard to stations throughout the coun-
try."

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

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

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

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

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

To avoid further misunderstanding, he said he was offering this clarifica-
tion: "That the FCC, I think, is aware of the responsibilities of broadcast stations to be a community outlet, which is simply another way of saying that they have a responsibility to broadcast local live programming. This is a re-

ponsibility that I think the general public is not as aware of as the FCC which establishes the policy. Another aspect of this same question is the broadcaster's responsibility to lead and influence local public opinion as well as to reflect it. Therefore, I have con-
ceived that their overall duty may possibly be greater than that demanded by the local public."

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

The first group of witnesses lines up before FCC Commissioner E. William Henry (right foreground) at last week's hearing on local television programming in Omaha. The testimony of Omaha citizens added up to an over-
whelming endorsement of the local stations and a re-
pudiation of FCC program meddling. Full story page 30.
Spot and local television business in the U. S. is currently moving at a rate of 352,000 commercials per week and will total approximately 18,304,000 announcements in 1963. Network commercials will add a minimum of 90,116 to bring the grand total for the year to at least 18,394,116.

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

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

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

Washington Fourth • Behind these came, in order, Washington with 2,558 announcements; Detroit, 2,429; San Francisco, 2,352; Minneapolis, 2,205; Baltimore, 2,103; Philadelphia, 2,082, and Pittsburgh, 1,900.

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

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

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

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

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

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

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

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

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

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


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

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

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

Kool cigarettes, 39 messages in six...
Pintoff's tv commercials enter west coast ad market

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

At right: A scene from a commercial made for Ralston Rice Chex (and Wheat Chex) cereal. Ernest Pintoff was director, designer and creator of the music. Guild, Bascom & Bonfigli, San Francisco agency, wrote the commercial.

At left: A still from Folger's coffee commercial. Mr. Pintoff also handled the directing and designing for this production. Fletcher Richards, Calkins & Holden, San Francisco, wrote the script and music.

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

markets (heaviest in Detroit).
York cigarettes, 36 messages in eight markets (heaviest in Los Angeles, Chicago and New York).
Mondair cigarettes, 28 messages (all in San Francisco, Baltimore and Washington).
Santa Fe cigars, 26 messages (all but one in Los Angeles).
Other tobacco brands monitored in the 10 markets, using from one to 18 spots during the week, were (in order) Spring cigarettes, R. C. Dun cigars, Raleigh, Lucky Strike, Bel Air, Camel and Salem cigarettes; La Palina, White Owl and Harvester cigars, and Dumaurier, Flair, Marlboro and Pall Mall cigarettes.

Pain-Cold Remedies • In the pain and cold remedy category, the top 10 were:
Bufferin, 396 messages in 10 markets (heaviest in New York, Los Angeles and Baltimore).
Contac, 295 messages in 10 markets (heaviest in New York, Los Angeles and Chicago).
Alka-Seltzer, 201 messages in 10 markets (heaviest in New York, Los Angeles and Chicago).
Anacin, 165 messages in 10 markets (heaviest in New York, Los Angeles and San Francisco).
Compak, 156 messages in 5 markets (heaviest in Los Angeles).
Bromo-Seltzer, 148 messages in 10 markets (heaviest in New York, Chicago and Los Angeles).

Excedrin, 139 messages in 10 markets (heaviest in Los Angeles, New York and Chicago).
Vicks products, 137 messages in 10 markets (heaviest in New York, Pittsburgh and San Francisco).
Four-Way products, 127 messages in 10 markets (heaviest in Los Angeles, Chicago and Detroit).

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

Soaps-Detergents • In the soaps and detergents category, the top ten found by BAR were:
Fekh Naphta products, 97 messages in eight markets (heaviest in New York, Detroit and Pittsburgh).
Vim tablet detergent, 77 messages in 10 markets (heaviest in Los Angeles and New York).
Dynamo liquid detergent, 60 messages in five markets (heaviest in Philadelphia and New York).
Salvo tablet detergent, 56 messages in 10 markets (heaviest in New York).
Dash powder detergent, 47 messages in nine markets (most in Los Angeles).
Cheer powder detergent, 43 messages in 10 markets (equally distributed).
Tide products, 39 messages in nine markets (heaviest in Baltimore and Pittsburgh).
Oxidal products, 37 messages in 10 markets (heaviest in Minneapolis).
Ivory Flakes, 27 messages in eight markets (heaviest in New York).
Wisk liquid detergent, 22 messages in five markets (heaviest in New York and San Francisco).

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

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

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

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Month by month 1962

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<tr>
<td>August</td>
<td>16,075,143</td>
<td>24,969,181</td>
<td>23,160,760</td>
</tr>
<tr>
<td>September</td>
<td>16,601,454</td>
<td>25,851,322</td>
<td>21,416,265</td>
</tr>
<tr>
<td>October*</td>
<td>19,219,752</td>
<td>28,774,314</td>
<td>26,098,632</td>
</tr>
<tr>
<td>November</td>
<td>18,632,551</td>
<td>28,352,411</td>
<td>26,220,858</td>
</tr>
</tbody>
</table>

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

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

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

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

Ideal Toy, Kenner buy King Features series

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

In announcing details of this transaction, a King Features spokesman said that Ideal, through Grey Adv., has purchased participations in more than 50 markets and Kenner has bought directly into more than 20 markets. The cartoons also have been bought by WPIX (TV) New York, KTAL (TV) Los Angeles, WTAE (TV) Pittsburgh, WEWS (TV) Cleveland, WTCN-TV Minneapolis and CKLW-TV Windsor-Detroit.

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

Norsworthy-Mercer is agency’s new name

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

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

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

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

USS joins Armstrong to sponsor Kaye series

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

The Kaye series will be in the

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

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

AFA-AAW CONFERENCE

Advertising and government to be theme in Washington

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

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

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

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

All sessions of the conference will be held in the Statler-Hilton Hotel, Washington. It will close with a reception for members of Congress and the executive branch of government.
Al Pettus is our "go team" specialist

He knows football inside out. He should. He's one of our highly skilled remote crew which covered more than 50 AFL, NCAA, Southwest Conference, and high school games during the past three years alone. These men operate as precisioned as a pro offensive unit. Practically all of them, directors, cameramen, specialists, have worked as a team for more than 12 years.

In constant demand for network "specials" and advertisers' commercials, they traveled nearly 15,000 miles last year in our quarter of a million dollar cruiser. It's equipped, by the way, with six Marconi's and two Ampex VTR units. This type of equipment requires seasoned performers, and the men of our remote crew are just that. They are typical of WFAA TV's high degree of professionalism — another reason why we deliver such a steadfast, selective audience.

WFAA-TV

Channel 8 abc WFAA-AM-FM-TV Communications Center. Broadcast services of The Dallas Morning News. Represented by Edward Petry & Co., Inc.
Radio ‘63: bigger, more influential medium

BLAIR RADIO REPORT STRESSES LOCAL SALES POTENTIAL

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

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

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

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

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

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

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

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

Airlines plan joint advertising program

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

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

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

Business briefly...

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

Roma Wine Co., New York, has begun a spot tv campaign in eight markets including New York, Baltimore, Miami,
Even come what did, a lot of WSOC-TV viewers went to bed warm and satisfied.

It happened this way:

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

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

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

WSOC-TV

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

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

BROADCASTING, February 4, 1963
Public utility media spending up 10% in '61

Public utility companies increased their advertising expenditures in 1961 about 10% in four media (tv, radio, newspapers and outdoor), according to a survey conducted by the Public Utilities Advertising Assn. The study shows that television expenditures increased more than those of other media, but not enough to change the "media mix" of 59.7% of total budgets in newspaper advertising; 22.5% in television; 10.5% in radio and 7.3% in outdoor advertising.

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

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

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


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

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

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

Agency appointments...

- Louisiana State Rice Milling Co., Abbeville, La. (Mahatma and Water Maid brand rice products), has appointed Tracy-Locke Co., Dallas.
- E. E. Mucke & Sons Inc., Hartford, Conn. (Circle M meat products), has appointed R. W. Bacon Co., Bloomfield, Conn. Radio and tv announcements schedules are being prepared.
- The Flavour Candy Co., Chicago, has appointed M. M. Fisher Assoc., that city. First assignment will be campaign to introduce Fan-Tastix, a new candy product.
- Bekins Van & Storage Co. has appointed Doyle Dane Bernbach. DDB will take over the national mover's account beginning July 1.
- O'Keefe & Merritt has named Anderson-McConnell Adv., Los Angeles, as advertising agency for the company's line of ranges, dishwashers and other kitchen appliances. Merv Oakner is account supervisor. Company has been without an agency since breaking with Cunningham & Walsh in June 1961.
- Van Camp Sea Food Co., Long Beach, Calif.: Smoak, Debnan & Waddell, Los Angeles, for Capt. KITT Tuna Red Meat for Cats.

National Cotton Council buys network tv schedule

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

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

Rep appointments...

- KICU-TV Fresno, Calif.: Avery-Knodel Inc., New York, as exclusive national representative, effective immediately.
- WJON St. Cloud, Minn.: The Deveny Organization Inc., New York, as national representative.
- WJET Erie, Pa.: Ohio Stations Representatives Inc., Cleveland, as Ohio representative.

Aniforms process used by Best Foods

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

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

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

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

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

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

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

NAAN plans Memphis meeting

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

The host agency will be Merrill Kremer Inc., Memphis, and conference chairman will be William B. Houck of Houck & Co., Roanoke, Va. The agenda will emphasize creativity, new business and market research. Individual sessions will be held by principals and staff members of 14 NAAN agencies. A directors meeting will precede the conference on Feb. 7.
wsai, #1, and still

SOARING...

in the nation's 21st market:

CINCINNATI

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

*CALL

robert e. eastman & co., inc.

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

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

BROADCASTING, February 4, 1963
FCC MUST DECIDE WHAT PROGRAMS ARE BEST, HENRY IMPLIES AT HEARING

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

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

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

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

Unlike the commission's tv probe in Chicago last year where dissident voices of certain groups rang out a bit louder and more frequently, the Omaha inquiry last week was marked by only a sprinkling of complaint, part of which was directed not at the stations but at the government for intruding there.

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

Among other highlights of the hearing:
- The testimony of many witnesses showed that from their experience or knowledge all three Omaha tv stations not only have been generous in granting requests for support or coverage of local activities but the stations also have sought out opportunities to do special shows or render aid.
- Spokesmen for some community groups said they could have had or were offered more television opportunities than they could take advantage of because of staff or financial limitations. Others noted that if anyone with a valid tv message didn't get time it must have been his own fault for not asking. Several testified that without the tv support their fund drives never could have been successful.
- Educational and religious leaders generally spoke highly of the three stations' efforts in their fields, particularly commending pioneering education series in connection with such institutions as Creighton U. and the universities of Omaha and Nebraska FCC's interrogation showed some of these were completely school "packaged" however.

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

- Citizens especially praised the ob- jectivity and scope of local news programming by all three stations, a few citing its beneficial impact on the city's only daily newspaper, the Omaha World-Herald, whose parent firm also owns KETV. Agricultural program service got its mention too.
- Payson Hall, president of Meredith Broadcasting Co. on Thursday afternoon became the leadoff station executive to testify in the proceeding. He explained the broad corporate policies of the Meredith radio-tv and publishing complex, of which WOW-TV is part and to questions put by FCC counsel said local Meredith station managers are not given "profit quotas" which they must meet.

Other WOW-TV officials were to testify last Friday and executives of KETV and KMTV, in that order, are slated to testify at further hearing in Omaha this week.
- The FCC Thursday introduced de-
tered analysis of October 1962 logs for all three stations, plus other statistical data. FCC figures for total local live as percents of total hours on air: WOW-TV, 11.6%; KMTV, 14.7%; KETV, 9.8%.

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

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

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

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

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**Gov. Morrison**

“I don’t think that supervision from the outside is necessary.”

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

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

“There no doubt may be some crackpots that exaggerate the demand for their talent,” the governor said, “but I would say from my experience that would be without foundation because I haven’t heard of any criticism.”

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

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

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

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

Commissioner Henry explained that the FCC is prevented by law from censoring programs. He assured the governor that “we loath to get into that area and I know I speak for the entire commission when I say we have no intention to do so.” However, the FCC is required by the law “to exercise some
LIKING TV NOT ENOUGH, OMAHA LEARNS

overall control over the stations' program service.

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

The governor did not stand alone Monday in his concern about the hearing. Omaha Mayor James J. Dworak and Donald R. Ross, Republican National Committeeman for Nebraska, both spiced their praises for the three local tv outlets with interjections of protest over the proceeding. Another outspoken witness was Helen Moeller, president of the Omaha Advertising Club and part owner-vice president, Allen & Reynolds Adv.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Two of Omaha's tv stations are represented at this table showing (l to r) KETV attorney Percy Russell, vice president and general manager Owen Sadler with his assistant Doris Graham and Gene Thomas and KMTV executive vice president and general manager Warren B. Watts.

32 (GOVERNMENT)
South Florida's Largest Daily Circulation

WTVJ

A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.
LIKING TV NOT ENOUGH, OMAHA LEARNS continued

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

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

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

ord for an off-year election when reg-

istrations usually fall.

Karl Joens, Omaha Power District, recounted many years of successful sponsorship by his firm of local public service-type special programs and doc-

umentaries in prime time on the three local tv stations as well as regular news, weather and sports. Charles W. O'Rourke, Union Stock Yards Co., not-

ing that Omaha is the world's largest livestock market, praised the farm and livestock coverage on local tv.

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

Dr. Thomas J. Gurnett, Omaha-Douglas County Med-

ical Society, reported that the outstanding cooperation of all three stations in last year's Sabin oral vaccine innoculation project set a national record, innocu-

ating 85% of the population on several Sundays designated for the series of shots.

Praise for extensive tv support came on Tuesday from other medical organ-

ization representatives too. These included James Canady, Omaha Area Hospital Council; R. D. Ferguson, Leu-

kemia Society; Mrs. Mary Elaine Hall, Meyer Children's Therapy Center; Congdon E. Paulson, National Founda-

tion; Dorothy S. Beal, Omaha Hearing School, and George H. Thompson, Ne-

braska State School for the Deaf.

During testimony Tuesday by Prof.

Jack McBride, U. of Nebraska, con-

cerning the extensive financial, techni-

cal and program assistance to educators by the three commercial tv stations of Omaha, Commissioner Henry disclosed deep concern over the amount of tv viewing by children. Mr. Henry cited the responsibility of parents to super-

vise their children's tv, but he felt this

general manager Frank Fogarty, attor-

ney Andrew Haley and Meredith pres-

dent Payson Hall.

is a joint responsibility which must be shared by the stations, particularly as to provision and timing of suitable educa-

tional fare. Mr. McBride also report-

ed new legislative consideration of plans to expand the coverage of educa-

tional KUON-TV Lincoln of which he is manager.

Other pioneer and current education-

al program accomplishments of the local tv stations were detailed Tuesday in testimony submitted by Rev. H. W. Linn, president, and Rev. R. C. Wil-

liams of Creighton U., which claims a number of broadcast professionals among its graduates; William E. Ram-

sey, Duchesne College; Rev. James W. Olson, Doane College; Steven N. Wat-

kins, Nebraska Council for Educational Television, and Dr. Milo Bail, presi-

dent, Municipal U. of Omaha, who re-

called his school's role in pioneering a college credit series on KMTV, Tv Class-

room, over the past decade.

'Our Fault, Not Theirs' = Dr. Paul A. Miller, Omaha's new superintendent of schools, said he is on local tv for more time than he is able to spend viewing it. If more effective use of the medium is not made, he said, "it is our fault and not theirs" because of insuffi-

cient funds and staff facilities. Pointing out that the knowledge explosion is far outstripping the population explosion, Dr. Miller pointed to special needs for both child and adult education which tv could help meet.

Tuesday was farm spokesmen day too and they spoke out generously in behalf of local tv farm programming, some making particular mention of WOW-AM-TV's pioneering in this field as well as KMTV and KETV. The list included H. L. Tinley, Farmers Na-

tional Co., a farm management com-

pany; Barney Kamp, Nebraska Farm Bureau Federation; Elton Berck, Farm-

ers' Educational and Cooperative State Union of Nebraska; R. E. Cunningham, Omaha Livestock Exchange; Robert W. Koehler, Nebraska-Iowa Non-Stock Co-

operative Milk Assn., and livestock farmer Robert Goos who after praising WOW-TV's farm shows pointed out a favorite on KMTV "that's in color too."

Dr. E. L. MacQuiddy, Greater Oma-

ha Historical Society, praised local tv documentaries of great historical inter-

est in recent years while Alfred G. Ellick, Omaha Bar Assn., said the stations would do even more shows in his interest field if his group were prepared to supply the proper materials.

Asked how may of the more than 130 public witness scheduled to appear were there last week as a result of the FCC's pre-hearing invitations, Com-

missioner Henry said he could not tell. "We wrote a great many organizations" he said, because the commission did not know individuals. The list used came from the Omaha telephone book, he said.

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

sions with the staff who worked there."

Commissioner Henry said he certain-

ly will consider the views of responsi-

ble witnesses like Governor Morrison in making his decision about future hearings but as of that moment he said the "still is of the opinion that they are proper or certainly within discr-

etion."

Follows Pattern = In the pattern of the first two days, Wednesday saw an-

other three dozen witnesses, many from civic and charitable organizations with commendations for local tv cooperation. For the first time, however, there were

BROADCASTING, February 4, 1963
Why WMAR-TV bought Seven Arts’ “Films of the 50’s”

Says Jack Jett:
Vice President and Director of Television WMAR-TV Baltimore, Md.

“WMAR-TV was the first commercial station in Maryland and the 2nd station in the entire nation to join the CBS Television Network. Since its inception WMAR-TV has been a community leader in public service, television ‘firsts’—and audience. WMAR-TV has always been the leader in this market with its feature film programming, that’s why we bought Seven Arts’ ‘Films of the 50’s’ . . . to continue our dominance in feature film programming. Before we purchase films we analyze them very carefully paying special attention to three important prerequisites of top quality features:

1—We look for star value in the films.
2—Their impact on the public at the time of its original presentation. This includes the critics’ reviews, and the attention given the films.
3—The length of the film . . . this is generally a tip off as to whether it’s a class A picture or not.

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

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

“TO CONTINUE OUR DOMINANCE IN FEATURE FILM PROGRAMMING”

For list of TV stations programming Seven Arts’ “Films of the 50’s” see Third Cover SRDS (Spot TV Rates and Data) Individual feature prices upon request.
LIKING TV NOT ENOUGH, OMAHA LEARNS continued

a few strong dissenters among them.

Donald Conway, national executive secretary of AFTRA, New York, charged that "the amount of local live programming here is insignificant." He said a study of all three stations' schedule for the week of Oct. 21, 1962, by his local membership found an average of only 11 percent local in the period sign-on to 6 p.m. and of this almost one-half was news. In the after-6 p.m. period he said they found only an "untouched string" of network, syndicated and "old" music shows. Whether or not KMTV counsel observed that the week of Oct. 21 was during the Cuban crisis.

Mr. Conway said AFTRA represents experience.

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

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

Harlow Brown, KMTV employee and head of NABET Local 45, described the extensive technical facilities of his station and showed how they are put to use for local programming, including color. He said NABET also represents KETV while WOW-TV is IBEW, but he was not familiar with their facilities.

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

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

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

Thursday Session • Another two-dozen witnesses Thursday morning followed the established pattern of testimony generally highly complimentary to the local outlets. State Senator George Sys said the stations generally show what the public wants and personally he would rather have programs that are not the best than government-regulated programming.

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

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

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

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

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

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

PROBE GIVEN EXTENSIVE RADIO-TV COVERAGE

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

WOW-TV aired considerable portions of the daily video tape of the inquiry plus news coverage. KMTV (TV) aired nightly hunks of re-cup, plus some live. KETV (TV) treated the probe as straight news.

KTVH (TV) Wichita-Hutchinson assigned a newsman and aired portions. WOW-TV and KMTV reported heavy listener calls Monday night complaining about preemption of normal fare or inquiring about the probe. Calls dwindled as the week continued.

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

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

talent at WOW-TV. Commissioner Henry noted that based on the testimony, it was hard for him to imagine that there isn't too much talent around Omaha and the stations seem to have used it in the best way that they could.

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

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

Rena Murtagh, music teacher and performer, charged that television programs generally are "not conducive to the refinement of tastes." There is enormous talent reservoir untapped in Omaha, she said, and asked where else but locally could young artists gain experience. This view was challenged by another witness, Kendrick Wilson, director of the Omaha Playhouse, who presented a detailed analysis from his experience of the many practical obstacles which preclude anything but negligible use of amateur performers.

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BROADCASTING, February 4, 1963
Washington, D. C. announces the appointment of WALKER-RAWALT COMPANY, INC. as exclusive national representative effective 4 February 1963
Cox fields senators' queries on Omaha

COMMITTEE FAVORS NOMINEE, BUT ACTION AWAITS ORGANIZATION

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

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

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

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

Replaces Craven • Mr. Cox was nominated to complete the unexpired term (ending June 30) of Commissioner T.A.M. Craven, who reached the retirement age of 70 on the day of Mr. Cox's hearing. Mr. Cox also was nominated for a full seven-year term to begin July 1. Commissioner Craven will continue to serve until Mr. Cox is confirmed by the Senate.

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

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

Omaha on the Carpet • Sen. Norris Cotton (R-N.H.), ranking GOP committee member, started to lead questioning around to Omaha when he asked the nominee for his views on the FCC's duties and authority in the programming area. "I think the FCC has no authority in, nor has it ever sought to control programming," Mr. Cox replied.

In the case of Omaha, it was certainly not the agency's purpose to dictate to tv stations there what they should broadcast, he said. The FCC wants to know what the stations have done in local programming, and what the community thinks about the service, Mr. Cox said.

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

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

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

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

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

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

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

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

When Sen. Magnuson asked Mr. Cox
IN PITTSBURGH
THE
SWEETEST BUYS
ARE ON
CHANNEL

CAP’N JIM’S POPEYE CLUB  Monday through Friday – 4:30 PM
BY WILLIAMS’ MICKEY MOUSE CLUB  Monday through Friday – 5:00 PM

CHANNEL II WIBC
PITTSBURGH

Represented nationally by Blair-TV
What makes the listener turn the dial to your FM station? Superior programming and superior quality rendition. Programming at such levels virtually demands highest fidelity transmission. To achieve such standards, the unquestioned choice of knowledgeable FM stations is RCA's unmatched Direct FM Transmitter. RCA had "Direct FM" in its first FM transmitter, built in 1941—and in all the FM transmitters built since then (over 500).

With their time-proven Direct FM exciter, RCA FM transmitters supply the widest frequency response, with minimum distortion. Such a system is simpler, requires fewer tubes, and needs less adjusting. Consequently, RCA FM transmitters have the finest sound, and are easily tuned and maintained. Such performance is the happy result of RCA's long background of pioneering and achievement in the world of radio.
RCA designs and builds its complete line of FM transmitters to accommodate stereophonic signals and an SCA multiplex sub-channel. For complete technical details on any of RCA's Direct FM transmitters, see your RCA Broadcast Representative. Or write: RCA Broadcast and Television Equipment, Dept. S-22, Building 15-5, Camden, N. J.

**For STEREO the Easy Way...**

With an RCA FM transmitter (any post-war model) all you need to do is add the relatively simple RCA BTS-1A Stereo Generator. No need to buy a new exciter—the RCA BTE-10B Exciter, incorporated in all RCA FM transmitters since 1957, provides for SCA, too. (Those with earlier type exciters need change to 10B only if they want SCA.)
about the FCC's role in the regulation of a communications satellite corporation (whose incorporators were nominated by President Kennedy last week [see page 54], the nominee said he thinks the space communications program merits the FCC's "highest possible priority."

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

Maker, agency deny Geritol ads false


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

During the 13 years Geritol has been on the market, the company averred, it "has made a substantial contribution to the cause of good nutrition in the United States." The company further claimed that "in all the years in which Geritol has been available to the public, the company has received no complaint or report from a consumer, a doctor, or any other person which lends support to the proposed medical warning statement which the commission would require in its advertising."

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

Other FTC actions in the geriatric field:

- An FTC hearing examiner recommended that a 1958 FTC complaint against Drug Research Corp. and its advertising agency, Farrell, Chelsey & Clifford, both New York, be dismissed.
- Drug Research was charged with making false claims for its weight reducing preparation, Regimen Tablets. Dismissal of the complaint was opposed by the respondents, according to the FTC. The FTC counsel moved to dismiss the complaint on the ground that the company is on trial in New York State and that boxes of Regimen Tablets were seized under the federal Food, Drug and Cosmetic Act.
- The commission ordered Hadacol Inc., Chicago, to discontinue alleged false claims that "New Super Hadacol" will ease nervousness and exhaustion. The FTC adopted a decision filed last November by a hearing examiner [BROADCASTING, Dec. 3, 1962].

Philco: FCC lacks power to veto plan

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

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

But Philco added that if the commission interprets the Act as giving it authority, it should approve the agreement to withdraw, as being in the public in-

![Image of multiple honorees on retirement]

Craven gleans multiple honors on retirement

Last week was farewell week for retiring FCC Commissioner T.A.M. Craven who will become the commission's consultant on space communications activities.

Commissioner Craven was toasted by commission engineers Tuesday (Jan. 29) at a luncheon in his honor. Here he was presented a globe, for use in his space work, and a scroll signed by all commission engineers. The engineers tried guessing by ear the frequency that sound from an oscillator nearby. The prize was of a liquid nature.

On Thursday, Commissioner Craven was again honored, by his fellow commissioners and the agency's staff. Well-wishers presented him an overnight executive case. The other six commissioners honored him with a plaque signed by all.

Commissioner Craven will continue at his old post until Commissioner-designate Kenneth Cox is confirmed by the Senate (see story page 38) and is sworn in.

Pictured above is the head table at the luncheon, l to r are: Frank Kratokvil, assistant chief of field engineering bureau; Lew North, chief engineering assistant; Ralph Renton, Assoc. chief engineer; Commissioner Craven; Fred Heister, engineering assistant; Curtis Plummer, executive director of FCC; James Barr, chief of Safety & Special Bureau; M. H. Woodward, chief of International & Common Carrier Services.
LIONEL NEWMAN has produced themes, incidental music and scores for such popular TV series as "Hong Kong," "Bus Stop," "Adventures in Paradise," and "Margie," to name a few. As a musical director with 20th Century-Fox, he has a long list of enviable screen credits, and has been nominated for the Academy Award four times. He's been affiliated with BMI since 1951.

and there are 104 other regular network programs which use BMI music.

BROADCAST MUSIC, INC.
589 FIFTH AVENUE, NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL
A NEW DEFINITION OF THE TOP 100 TELEVISION MARKETS
Exclusive new research showing duplicated & unduplicated market coverage
IN THE MARCH '63 ISSUE OF TELEVISION
Reserve space opposite your market listings

This unique data will serve as a primary working tool for the buyers of more than 85% of all national spot, network and regional television time. It is of primary importance for you to describe your coverage facilities and the economic complexity of your market in the March '63 publication of Television.

Send your order to: Television, 444 Madison Ave. N.Y. 22, PLaza 3-9944

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Send your order to: Television, 444 Madison Ave. N.Y. 22, PLaza 3-9944

DEADLINE:
Space Reservations Feb 18, 1963
Plates ........................ Feb 22, 1963

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1/3 page ........................ 4-1/4 x 11-3/8
1/3 page horizontal 4-1/4 x 11-3/8
1/6 page ........................ 4-1/4 x 11-3/16
1/6 page ........................ 4-1/4 x 11-3/16
Trim size ......................... 10 x 13
Bleed page .......... 10-1/2 x 13-3/8 size of plate
A new dodge in town—and the FCC's after it

The FCC warned all stations last week to avoid entering agreements to set combination advertising rates. The commission said such activities are illegal and clearly violate commission policy.

The arrangements concerning the commission, one official explained, are usually engineered by an advertising salesman who organizes several stations in a town into a "network." He then offers combination rates to an advertiser for spot time on all the "network" stations.

The commission notice didn't indicate how many stations are involved in such arrangements. But one source said at least 12 stations—"all am—are known to have participated in them.

The problem is a fairly new one for the commission. It reached the commission level several months ago through the Renewal and Transfer Division which had received complaints about stations entering into combination agreements.

One official said stations participating in them apparently don't realize they are violating the law. He said there's nothing "covert" about the arrangements. Much of the commission information about them comes from promotion brochures.

terest, and the proposed payment of $523,000.

The company made its comments in reply to a Broadcast Bureau recommendation that the withdrawal be approved but the payment denied (At DEADLINE, Jan. 21). The bureau, questioning Philco's good faith in filing its application, said there was "a serious question" as to whether the application was merely a device to improve the bargaining position of the parent Philco Corp. in its court fight with NBC's parent, RCA, over patent rights.

Court Settlement • A settlement, under which RCA paid Philco $9 million, ended that court fight at the same time agreement was reached on Philco's withdrawal from the ch. 3 contest (BROADCASTING, Jan. 7).

In contesting the Communications Act doesn't apply to the NBC-Philco case, in which one applicant is seeking renewal, the other a construction permit. Philco presented an analysis of Sec. 311 (c). This is the section cited the Broadcast Bureau as the basis for the commission's jurisdiction.

Philco noted the section, added in 1960 to outlaw "pay-offs," speaks of situations in which "there are pending before the commission two or more applications for a permit for construction...!"

"Technical words and phrases," Philco said, "are assumed to have been used by a legislative body in a technical sense. Terms of art in a statute are to be taken in their technical meaning which is presumed to have been understood by those responsible for the passage of the law."

Turning to the bureau's main argument against approving reimbursement, Philco said there is no evidence to support a contention of bad faith. It notes the bureau concedes there is no evidence for concluding that there was "a lack of bona fides," only a doubt.

The company said the agreements settling the various court suits have already been executed and cannot be affected by the fate of the ch. 3 issue. Attached to its filing are affidavits by Joseph H. Gillies, president of Philco Broadcasting, and David B. Smith, vice president, stating that the application was filed only because Philco wanted to operate a Philadelphia TV station, not because of the litigation between Philco and RCA.

Riding on the FCC decision is NBC's hope of early renewal and its transfer of its Philadelphia properties—WRCV-AM-TV for RKO General's Boston stations, WNAC-AM-TV and WRKO (FM). NBC is required to dispose of its Philadelphia stations by a 1959 Justice Dept. consent decree.

Rep. Bennett proposes administrative court

An administrative court proposed by a Florida congressman resembles in some ways the communications court suggested in a monograph prepared for the consideration of the Federal Communications Bar Assn. (BROADCASTING, Jan. 28).

In H.R. 43, Rep. Charles E. Bennett (D-Fla.) would provide a United States Administrative Court to be composed of nine justices appointed by the President for 11-year terms. With powers equivalent to a U. S. district court, the administrative tribunal would appoint hearing commissioners and "establish such divisions or panels as it may deem appropriate for the conduct of its proceedings."

A communications court patterned after the tax court would assume the adjudicatory functions now exercised by the FCC, according to the bar association's proposal.

Rep. Bennett's court would consider matters of all agencies, unlike the specialized court proposed by the bar association.

Station owner complains about wire-service terms

Complaints of a radio broadcaster that five-year contracts required by suppliers of radio news wire services are too long have been reported turned over to the FCC and the Department of Justice.

Ranulf Compton, president of South Jersey Broadcasting Co., Camden, N. J., claimed such contracts are arbitrary and non-cancellable. His company, licensee of WKDN-AM-FM Camden and WARN-AM-FM Ft. Pierce, Fla., cannot foretell whether for such an extended period of time, he contended. Two-year contracts would be fairer, he added.

Mr. Compton argued that network affiliation contracts were for two-year periods, and FCC licenses for only three years.

The New Jersey broadcaster filed complaints with two federal agencies and commerce committees of Congress. Both committees referred the matter to the FCC for study.

The FCC last week...

- By its Review Board granted John A. Egle a construction permit for a new am station on 1600 kc (1 kw) in Golden Meadow, La. At the same time, the board denied a joint request by Mr. Egle and competing applicant KLFT Radio Inc. for reimbursement of expenses incurred by the later in processing its application (BROADCASTING, Dec. 24, 1963).

- Granted, by Chief Hearing Examiner James D. Cunningham, a petition by the Broadcast Bureau to hold a field hearing on the application of Geoffrey A. Lapping for a new am station in Blythe, Calif. Mr. Cunningham last November denied a request by Mr. Lapping for the field hearing (BROADCASTING, Dec. 3) but stated that matters set forth in the bureau's petition and disclosures at the pre-hearing conference now warrant a field hearing.

- Hearing Examiner James D. Cunningham was designated, by himself, as chief hearing examiner, to preside at the commission's investigatory proceeding concerning the alleged misrepresentations made by the McLendon Corp. concerning its intended programming for WYNR Chicago (BROADCASTING, Jan. 28). Hearing will be held in Chicago beginning March 5.
THIS...IS A JURY?

It is indeed! Every day WFGA-TV is on trial before it. The jury is fair. It is open-minded. It knows what it wants. It seldom listens to alibis from those who fail to deliver. Decisions are quick: it simply turns to another channel.

Because WFGA-TV is constantly on trial, we work unceasingly towards determining the public's wants and needs. We try to provide the best entertainment and the most satisfactory community service during the year. From what we've learned, the jury likes it.

WFGA-TV
Jacksonville's FULL COLOR Station

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.
WHAT GOALS FOR THE FCC IN '63?
Renewal procedures; radio overpopulation, network regulation are just a few of the increasing issues facing the commission.

The FCC is moving toward important changes in its license renewal procedures aimed at reducing the possibility of interference by its staff in local programming and, hopefully, opening up better communications between licensees and the commission. A key proposal calls for the "clarification" and, for the first time, publication of the criteria used to determine whether licensees merit automatic renewal.

The commission is also expected to take steps to curb the proliferation of AM stations but at the same time allow some daytime-only stations to broadcast before sunrise. A continuation of the FCC's effort to secure regulatory authority over the nation's networks (though not to the extent recommended by the network study staff) and CATV systems (though not with much hope of success) is also forecast.

These and other conclusions emerge from comments by the FCC members in discussing the problems of the commission for the year ahead. "We're not coming up with panaceas," Chairman Newton N. Minow noted. "These problems don't lend themselves to easy solutions."

The proposed adoption of the NAB commercial codes as an FCC rule, the freeze on FM grants, final implementation of the decision to duplicate 13 of the 25 clear channel stations (and the possibility of higher power for one or more of the remaining clear channel stations), station filing fees, the continuing question of what to do about the equal-time section of the Communications Act—these issues, too, confront the commission.

Letterwriting Campaign • But cutting across all of these issues is the fundamental one of how far the commission can go in regulating broadcasting without interfering in stations' programming. The revelation of the scope and nature of the staff letters to renewal applicants—with their implication of program dictation—came as a shock to some commissioners (Broadcasting, Dec. 3, 1962). Even Chairman Minow, who maintains the staff acted within the authority delegated by the commission, feels changes in procedure are required.

These are being made. Procedures are being drafted by which the commission membership would be brought into any renewal case in which an applicant's first letter of explanation fails to satisfy the staff that he has met the requirements of the 1960 statement on programming policy and that he wants renewal (Closed Circuit, Jan. 14). Essentially, that policy requires broadcasters to make a continuing survey of

the licensee's."

Commissioner E. William Henry said the aim of the proposed revisions is to "permit better understanding between the commission and the licensee so that the commission can act more quickly."

What Criteria? • Just what kind of criteria will eventually emerge, however, is uncertain. The staff now uses percentages of various types of programming as "a rule of thumb" in determining whether licensees should be automatically renewed. Some commissioners, notably Commissioner Ford, oppose this approach. But since this question is closely tied in with the program reporting form, it is assumed no final decision will be made until the commission completes its long-awaited revision of that document.

Commissioner Ford, who heads a committee of three commissioners working on the form, hopes to have it completed "in a couple of weeks." But the form has been so drastically revised since it was put out for com-

ments in July 1961 that most members feel that further comments are desirable.

The program form, or rather the final shape it takes, is seen as "the big issue" of 1963 by Commissioner T. A. M. Craven, who is due to be succeeded by Kenneth Cox, now head of the Broadcast Bureau. He said the form is "supposed to reflect" the commission's 1960 program policy statement. But the commissioner, who has long opposed any action he regards as an intrusion into programming, fears the form might become a device for "questioning the judgment of broad-

Comr. Lee
Chmn. Minow
Comr. Hyde
Comr. Ford
casters as to whether they are giving enough time to certain types of programming." He said "there's a difference between the FCC substituting its judgment for that of the broadcasters and finding out whether the broadcaster has collected the data on which to make a judgment."

Commissioner Rosel H. Hyde is also concerned about this issue—and in a speech before the Utah Broadcasters Assn. in Ogden last October, he lashed out at broadcasters for not being more concerned themselves. He accused broadcasters of acquiescing in the commission's action in passing judgment on their over-all program performance "while at the same time disavowing any interest in particulars." He called on the industry to oppose what he considered the government's growing power over programming (Broadcasting, Oct. 15, 1962).

But if the commissioners can't yet agree on the final shape the program form is to take, most seem to be of one mind with regard to the am population growth. They feel it should be slowed down. But they also agreed unanimously with the NAB view, expressed at the commission's am over-population hearing (Broadcasting, Jan. 14), that the government shouldn't extend economic protection to existing stations. Most favor a "tightening up" of engineering rules. Some advocate tougher financial qualifications.

Minow Dissent - Dissenting from this last view is Chairman Minow. He cited the case of two young men, Gary Gielow and James Gabbert, who established an fm station in San Francisco with $11,000 in 1957 and made a success of it (Broadcasting, Jan. 14).

"How could enterprise like that be accommodated within tightened financial rules?" he asked. But he feels the commission should be careful about the financial qualifications of prospective buyers in the case of station transfers.

How long will the current am freeze last? Most commissioners think it will be lifted within six months. Chairman Minow said a proposed rulemaking could be ready in a month.

Although the commission seems headed toward tighter engineering rules for new am stations, the agency appears ready to relax these rules to permit daytime-only stations to go on the air an hour or so sooner on dark winter mornings. The question of whether daytimers in single-station markets should be permitted to broadcast before sunrise is the subject of a proposed rulemaking on which comments are due March 15. But most commissioners have already predicted that "something" will be done for the daytimers.

Chairman Minow expressed sympathy for daytimers, saying they have had "a shoving around." Some commissioners admitted their sympathy was inspired largely by pressure from Capitol Hill, where the House last year made its wishes known by passing a bill to permit pre-sunrise operation by daytimers (Broadcasting, July 9, 1962). The Senate, however, didn't act on the measure.

Network Regulation - The commission is sure to send Congress another request for regulatory power over the networks. But although the proposal will be drafted in light of the report submitted by the commission's network study staff (Broadcasting, Dec. 3), it's doubtful that many of the staff recommendations will be incorporated. Certainly the staff's most controversial proposal—that all broadcasters be required to join a government-supervised trade association—doesn't command anything like majority commission support. Commissioner Robert T. Bartley is the only member who has spoken kindly of the report, at least in public (Broadcasting, Dec. 17).

Commissioner Robert E. Lee's proposal that the commission adopt the NAB radio and tv commercial codes as part of its rules, however, is very likely to be issued as a proposed rulemaking. This plan was voted down by the commission, 4-3, two months ago (Closed Circuit, Nov. 26, 1962). But this result could be reversed after Mr. Cox, who is believed to endorse the idea, replaces Commissioner Craven, who opposed it. This doesn't mean the rule will eventually be adopted, however. Although he has pushed hard for the proposal, Commissioner Lee now says he's "not sure" he would vote for it. He said recently he wants to see the industry's comments first. Commissioner Henry, who also voted for the rulemaking proposal, said the same thing.

The commission will also make another plea to Congress for authority to regulate catv systems. The commissioners feel they need this power, considering the potential threat catv poses to television stations. But they realize the chances of congressional action are slim, in view of the adamant stand against such legislation by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee (Broadcasting, June 25, 1962).

Fm Freeze - The freeze on fm grants, imposed last month when the commission proposed its nationwide table of allocations for the 80 U. S. fm commercial channels (Broadcasting, Dec. 24, 1962), will probably last well into the summer. In the meantime, the commission will give a great deal of attention to the protests of those who have asked the commission to return to its protected contour concept of station assignments. Several commissioners indicated some compromise is likely between the two proposals.

Still hanging over broadcasters' heads, and all others doing business with the commission, is a proposal to charge fees for applications. The commission was swamped with protests when it put this idea out for comments last spring (Broadcasting, May 21, 1962), but

Broadcasting, February 4, 1963
Kennedy, advisory group meet in White House

President Kennedy conferred with the U. S. Advisory Commission on Information at the White House, following a meeting of the group in Washington (AT DEADLINE, Jan. 28).

Chairman Minow, prime mover behind the proposal, still thinks it's sound. Other commissioners, even some who voted for the rulemaking, doubt that the proposal will be adopted, at least for the foreseeable future. They say there are too many practical problems involved in arriving at a "reasonable" fee for each applicant.

Waiting on Congress - The next move in the clear-channel case, all commissioners agree, is up to Congress. After the commission voted to duplicate 13 of the 25 clear channels, the House adopted a resolution last July asking the commission to delay action for a year and also to authorize power higher than the present 50 kw limit. This second proposal runs counter to a 1938 Senate resolution asking the commission to limit radio stations' power to 50 kw.

The commissioners say if Congress takes no further action by July, they will proceed to assign second fulltime stations to the 13 channels. But several commissioners, including Chairman Minow and Commissioners Ford and Lee, said they would be willing to take a fresh look at the question of lifting the 50 kw limit on power. They said the commission would move very cautiously, however, to make sure granting of higher power wouldn't have an adverse economic impact on other stations.

The equal-time section of the Communications Act, Sec. 315, remains as much of a headache for the commission, which must administer it, as for Congress, which is constantly besieged with requests from broadcasters to liberalize if not repeal it. But it will do Congress no good to ask the commission's advice. The commission will probably support as a minimum, suspension of the law in 1964, as in 1960, to exempt candidates for president and vice president. But beyond that, only Commissioner Ford has a solution—to repeal the section and give the FCC responsibility for assuring broadcasters' fair play under a fairness doctrine (BROADCASTING, Nov. 12, 1962). The other commissioners agree Sec. 315 is difficult to live with. But they say any substantial change would probably make it worse.

The FCC, however, will ask Congress to resolve the conflict between the Sec. 315 provision prohibiting censorship of candidates and another section of the Communications Act prohibiting re-broadcast of material without the originating station's permission. This conflict resulted in a complaint on which the commission divided 3-2 during last

It's what camera says, not how, FTC told

Does a tv advertiser have the responsibility to make sure no substitute is used in his commercials even though the product will perform exactly as shown?

This was the question argued last week before the Federal Trade Commission in the Libby-Owens-Ford and General Motors safety plate glass commercials in 1957-58. GM counsel William Symonds argued that the method by which a film is made is irrelevant so long as there is no misrepresentation of the product.

Joseph Smith, for L-O-F, said there was no fraud on the public in commercials shot through an open window and represented as having been taken through an L-O-F safety plate glass window because the view is exactly the same.

An initial decision by FTC Examiner Harry R. Hinckes found the respondents guilty of trickery and false demonstrations (BROADCASTING, Aug. 6, 1962). The examiner ruled that L-O-F commercials had misrepresented the alleged distortion of a competitor's safety sheet glass and had represented to the public that pictures taken through an open automobile window had been shot through L-O-F safety plate glass. A GM commercial, the examiner found, had filmed sheet glass through Vaseline to cause distortion.

FTC counsel Edward F. Downs and Anthony Kennedy Jr. told the Trade Commission that GM and L-O-F should be held jointly responsible for the alleged false representations. The examiner ruled that the advertising campaigns were separate. Mr. Kennedy charged that GM gave advance approval to the L-O-F commercials promoting safety plate glass.

Mr. Downs said the commercials were an unfair method of competition and that the consumer has a right "to see what he thinks he sees." Both L-O-F and GM claimed that they didn't know, until the FTC filed a complaint, that camera tricks had been used in filming the commercials. "L-O-F not for one minute approved of that shenanigan," Mr. Smith said. "These films were shown by L-O-F in the best of good faith."
fall's campaign. The complaint was filed by a candidate for the U. S. Senate who had incorporated taped segments of his opponents' broadcasts into a program of his own. Stations in the state refused to carry it because of the prohibition against rebroadcasting material without approval.

This list of problems facing the commission in 1963 isn't complete, of course. There remain such thorny problems as loud commercials, vhf drop-ins, option time—to mention a few on which commission thinking is far from crystallized. And, as Chairman Minow said, "these problems don't lend themselves to easy solutions"—which is another way of saying that, whatever the solution, somebody's going to holler.

**Moss subcommittee given broader range**

A powerful new House subcommittee has been given new tools for a broad investigation of government information policies—including a deep, detailed examination of the "news management" revealed by the Cuban crisis.

Rep. John E. Moss (D-Calif.), who has headed the highly-active but limited-in-power Special Subcommittee on Government Information for eight years, was named chairman Thursday (Jan. 31) of the Subcommittee on Foreign Operations and Government Information of the Government Operations Committee.

Already squarely on the record in favor of pushing back unnecessary and unwise curbs on access to information—not on the Congress alone but on the general public as well—Rep. Moss also has expressed great concern about administration policies which seek to manage news (Broadcasting, Jan. 14).

His new subcommittee is the result of a major overhaul of the Government Operations Committee organization by Chairman William L. Dawson (D-Ill.), who has supported Rep. Moss throughout the latter's special subcommittee's activities in the informational field. The committee chairman augmented the old freedom of information unit with a subcommittee on foreign operations.

**Overseas Looksees, Too** • Rep. Moss' new subcommittee will have authority to investigate overseas for the first time. Although subcommittee plans have not been formally announced, the chairman is known to be especially interested in getting into problems of news management by the government. It is likely panels of newsmen will be formed to describe information problems met during the Cuban crisis.

Another area into which the subcommittee can be expected to probe is lobbying activities of government information arms, as well as their general efficiency and economics.
Along with letter that almost wasn't sent, WKY-TV gets license renewal, despite defiance on programs

WKY-TV Oklahoma City, which had refused to bend to FCC staff pressure to revise its programming policy, received a three-year renewal of its license last week.

The commission's action, on a 6-0 vote, was announced along with the release of a copy of a letter to the station which stressed the importance the commission attaches to the station's efforts to determine community needs and to its broadcasts of 21 local live programs in prime time.

But the letter—coming after the commission's staff had raised serious questions about WKY-TV's proposed programming—was regarded by some observers as a "face-saving" device. At least two commissioners voted against sending it, it was learned.

The letter said the renewal was being granted "on the basis of information submitted in the amendments to your application." Actually, the station didn't amend its application. The commission apparently was referring to a detailed explanation of how the station had determined community needs.

WKY-TV had been one of dozens of stations across the country whose programming proposals had been questioned by the commission's broadcast bureau during its review of their applications for renewal (Broadcasting, Dec. 3). The letter-writing campaign was seen by some as an effort to induce stations to carry local live talk shows.

Received Two Letters * WKY-TV, whose license expired last June, received two letters inquiring into its lack of proposed local live programming in prime time and asking whether the schedule had the "flexibility" to meet the needs of minority groups.

But the station refused to amend its application to eliminate the questions raised by the Broadcast Bureau. To the first letter, the station replied with a description of its effort to determine community needs. It also asserted it had a policy of pre-sunrise regularly scheduled programs for local live shows in prime time when such preemptions were warranted. This policy resulted in 21 local live programs in prime time in 1961.

To the second letter, the station said that although it doesn't consider its judgment infallible, its "program schedule is the result of its considered opinion based upon its knowledge of the area and its evaluation of the various factors which must be considered in any determination of what program best serves the public interest."

The bureau, it was understood, had a third letter of inquiry ready to send to the station. But the commission, at a meeting two weeks ago, told the bureau to cancel it and prepare another one announcing the station's license would be renewed. The commission has been disturbed by the extent of the station's letter writing campaign, and is taking steps to curb it (see story page 48).

Survey Cited * In its letter to the station, the commission said that in granting renewal, it "considered carefully the fact that you conducted a comprehensive survey of community organizations in November 1960, and that based thereon the application of your pre-emption policy in 1961 resulted in your carrying 21 local live programs during prime time."

The commission noted this was a "substantial increase in such local live programming in these hours" in comparison with 1959, when six such programs were carried, and 1960, when there was only one program of that type.

"We have assumed," the commission said, "that the results of your 1961 pre-emption policy, which were based on a community survey, are a better measure of your plans for the ensuing period, and have renewed your license in reliance of such an understanding."

"The commission also noted the decision in the KORD Pasco, Wash., case, in which it said that programming "proposals are not 'binding' to the last decimal point" and that "a programming format in a particular community is not a fixed, immutable concept."

The commission set its "promise vs. performance" policy in the KORD decision (Broadcasting, July 17, 1961).

There was considerable speculation—one of it contradictory—as to what effect the WKY-TV decision would have on future renewal cases. Some commission officials said no dramatic changes should be expected until the commission finally decides what it will include in its revised program reporting form.

But there was considerable agreement that the decision was, at least, a "clarification" of the authority the commission has delegated to the staff. From now on, according to one official, the commission will probably not "insist" on regularly scheduled local live shows. "If a station has a policy of preemitting programs for local live shows, and implements it effectively, this will probably be acceptable," he said.

Daytimers oppose FCC proposal

CONTEND IT WILL DO MORE HARM THAN GOOD

"Six to six or flight," the motto of the Daytime Broadcasters Assn., was reinforced by the group's board of directors in Washington last week. Their board decided to (1) oppose the FCC's current pre-sunrise rulemaking and (2) open an office in Washington to continue the crusade for daytime stations.

In its current rulemaking, the FCC has proposed to permit daytimers operating on Class III regional channels to operate pre-sunrise only in communities not served by a local fulltime station. Such pre-sunrise operation would be limited to non-directional antennas and 500 watts. All operation by daytimers after sunset would be prohibited under the proposal. Comments are due March 15.

DBA maintained that the proposed rules are even more restrictive than present provisions, under which many daytime stations are permitted to operate pre-sunrise. The FCC plan will not help those communities served only by daytime stations operating on clear channels, DBA said.

In a January bulletin to member stations, DBA said that a study in Illinois showed that 24 communities in that state would benefit with pre-sunrise service from the FCC proposal while 37 cities with daytime only stations would not. Of the 37 Illinois cities, 28 do not have a fulltime station. "This places the local public interest in an engineering strait jacket," DBA said.

The association urged its member stations to "fully acquaint" the members of Congress with the daytime problem and to push for legislation during the present session. "It takes grass roots support to get action in Washington, D. C.," DBA stressed.

A Washington office will be opened by the daytime broadcasters at 1001 Connecticut Ave., N.W., the DBA board announced. The commission also voted to be announced later. A membership meeting of the association will be held in Chicago during the March 31-April 3 NAB convention. Board members present for the DBA meeting in Washington last week included Ray Livesay, WLBH Mattoon, Ill., chairman; Richard Adams, WKXO Framingham, Mass., president; Ike Cohen, WCAP Lowell, Mass.; R. W. Olson, KWOA Worthington, Minn., and Thomas Rogers, WCLT Newark, Ohio.
BUT... With WKZO Radio, Ride
The Crest in Kalamazoo
and Greater Western Michigan!

WKZO Radio is the station with the biggest splash in Greater Western Michigan: NCS '61 credits WKZO Radio with more circulation than any radio rival—with 40.4% more than all other Kalamazoo stations combined.

And it's high tide at all hours, too: the 6-county Pulse of Sept., '62 shows WKZO Radio outrating all competitors in 358 of 360 quarter-hours surveyed—dominating all hours surveyed in both total listening and adult listening.

And rising fast! Sales Management has predicted that Kalamazoo will outgrow all other U.S. cities in personal income and retail sales between 1960 and 1965.

Let your Avery-Knodel man give you the complete log!

*A wave 112 feet from trough to crest was computed from U.S.S. Ramapo in 1933.
WLOV (FM) has its license revoked

The death penalty was dealt to WLOV (FM) Cranston, R. I., by the FCC last week on grounds the station made misrepresentations to the commission, committed numerous technical violations and had been financially irresponsible.

WLOV was warned in November 1961 that it was liable to have its license revoked. But the station waived the right to a hearing (Broadcasting, March 19, 1962). WLOV, in an explanatory letter to the commission, admitted some of the transgressions, claimed that some of the technical violations had been corrected and said that revocation was too severe a punishment "in view of failings due primarily to human frailties rather than to pernicious design to reap huge profits by making deceptive representations."

The commission, however, decided that WLOV had a record of "total disregard" for its rules and that it could not depend upon the word of the station.

FCC gets court support in interference order

A federal appeals court in Washington last week upheld the FCC's right to deny an applicant whose proposed operation would receive more than 10% interference.

In an opinion by the court as a whole, the U. S. Court of Appeals rejected an appeal by WBRD Bradenton, Fla., a daytimer, to overrule the FCC's denial of the station's application for nighttime operation. WBRD operates with 1 kw on 1,420 kc.

In denying the WBRD application for nighttime service the FCC found that 50% of the people in the proposed service area would receive interference from existing stations. The court agreed that this is a judgment within the "expertise" of the commission.

Initial decision favors Miller in Kennett case

FCC Hearing Examiner Basil P. Cooper issued an initial decision last week favoring a grant of a new am station on 1,440 kc with 1 kw daytime in Kennett, Mo., to William L. Miller.

In April 1962 the commission ordered a hearing held on Mr. Miller's application following a petition by KBOA Kennett that charged him with "willful misrepresentations" to the commission (Broadcasting, April 16, 1962). Mr. Miller and Luther Pilrow had applied to the commission for permission to sell KHSH Hemet, Calif., because Mr. Miller wished to devote his full time to real estate interests. Mr. Miller, KBOA claimed, applied for the Kennett frequency on May 23, 1960, one day after the sale of KHSH.

Examiner Cooper, for several years a member of the transfer and assignment section of the FCC, said he was not aware that the commission had ever asked if a licensee planned to re-enter broadcasting after selling a station.

There is no logical reason for anyone to conceal from the commission that they might re-enter the broadcasting field, Mr. Cooper concluded.

Comsat incorporators submitted to Senate

President Kennedy last week submitted the names of 12 incorporators for the Communications Satellite Corp. to the Senate, where they were referred to the Senate Commerce Committee.

No date has been set for a hearing.

The incorporators nominated by the President are the same as those named under a recess appointment last October (Broadcasting, Oct. 15, 8, 1962), except for Philip L. Graham, president of the Washington Post Co. (Post-Newsweek stations), chairman of the board of incorporators, who resigned last week. Sam Harris, New York attorney and director in two mining companies, who was vice chairman of the board, succeeded Mr. Graham. Mr. Graham told the President in his letter of resignation that he had promised to serve until the corporation was established. He also indicated reasons of health for resigning.

Besides Mr. Harris, the roster of incorporators includes:

Edgar F. Kaiser, Kaiser Industries (with broadcast interests in Hawaii and California); Leonard H. Marks, partner in Washington communication law firm of Cohn & Marks; George L. Killion, president of American President Lines and chairman of Loew's Inc., former owner of WHN (then WMGM) New York; Bruce G. Sundlun, Washington attorney who is secretary and general counsel of The Outlet Co. (Wjar-AM-FM-TV Providence, R. I.); and David M. Kennedy, Chicago banker; Sidney J. Weinberg, New York investment banker; A. Byrne Litschgi, Florida attorney; Basil P. Cooper, Kenney research company president; Leonard Woodcock, Detroit union official; George Feldman, New York attorney and businessman, and John T. Connor, New Jersey drug company official.

WHDH-TV contests order on ch. 5

WHDH-TV (ch. 5) Boston, renewing its efforts to retain the Boston channel, has charged that the commission's Dec. 19 order, making ch. 5 available until March 26 for comparative applications, is not in accord with the Communications Act.

WHDH-TV, owned by the Boston Herald-Traveler, received a four-month license to operate ch. 5 last fall (Broadcasting, Oct. 1, 1962). It originally received the ch. 5 grant in 1957 but a rehearing was ordered because of off the record contacts with commissioners.

The FCC's failure to act on WHDH-TV's renewal application—required when the four-month license was granted—is "illegal and invalid," since the law requires action on uncontested renewals within three months, the station said.

Opposition by Charles River Civic TV Inc. is not relevant because, the station said, Charles River is not actually an applicant.

WHDH-TV said Boston Broadcasting Co. is not an applicant because it has formed no corporation andMassachusetts Bay Telecasters Inc. because it is not legally qualified to be an applicant.

WLWB-TV completes testimony on ch. 10

L. B. Wilson Inc. completed its direct testimony last week in the comparative hearing being held to determine which of four applicants will operate on ch. 10 in Miami.

L. B. Wilson, owner of WLWB-TV, which is now on the channel, has based its case largely on the qualifications of its management, the station's programming record and the plant investment it has already made.

But as the hearing ground into its second week, Charles H. Topmiller, president, and Mrs. Jeanette Heinz, vice president and treasurer, were cross examined at length on changes in the capital structure of L. B. Wilson. Opposing counsel indicated they thought the changes—of an outstanding stock reduced from 1,466 shares to 458—should have been reflected in the company's license application.

Sol Taishoff, president of Broadcasting Publications and owner, through Jolar Inc., of a minority interest in L. B. Wilson, testified Tuesday under subpoena by Civic Television Inc.

Civic's counsel, Quin O'Connell, sought to determine Mr. Taishoff's relationship with L. B. Wilson in light of his background as a newsman and the news sources he has established over the years, and whether he has an important voice in the station's management.

Mr. Taishoff, however, said he leaves all decisions to management. He also said he never offers any advice unless asked and added that his contacts with the management group are limited to about one or two a month.

Jolar Inc. owns 11.3% of L. B. Wil-
OVER THE TOP...

goes California to become the Nation's most populous state. The growth of KTVU has matched that of California. Now recognized as the Nation's LEADING Independent TV Station, KTVU serves over a million and a half TV homes in California's number 2 market... the only independent TV station in Central and Northern California.

Buy the LEADING Independent in the Number 1 State.

The Nation's LEADING Independent TV Station

KTVU

CHANNEL 2

SAN FRANCISCO • OAKLAND

Represented nationally by H-R Television, Inc.

SAN FRANCISCO’s cable cars are a permanent part of the city’s landscape. Moving at 12 miles per hour, the cable cars climb lines on three of the city’s routes, carrying passengers from the Bay to downtown San Francisco.
son. Most of this was inherited by Mr. Taishoff from the estate of L. B. Wilson and was turned over to Jolar, a family-owned corporation.

South Florida Television Corp. will begin presenting its case today (Monday), to be followed by Civic and Miami Television Corp.

In view: new squeeze on public utility ads

Advertising by public utility companies for the purpose of "influencing public opinion with respect to public policy" is the target of proposed new rules by the Federal Power Commission. The new rules would require such companies to give a detailed accounting of non-operating expenditures of this type as justification for their deduction for tax purposes.

About one third of public utilities' budgets is devoted to radio or television. Comments are due next Tuesday (Feb. 12) on the proposal which would require utilities to make a detailed accounting for the following: "Expenditures for the purpose of influencing public opinion as to the election of public officers, referenda, proposed legislation, proposed ordinances, repeal of existing law or ordinances, approval of or revocation of franchises, for the purpose of influencing decision of public officers, or having any direct relationship to public matters, including the influencing of public opinion with respect to public policy."

An earlier FPC decision, which the U. S. Supreme Court refused to review, held that power companies could not deduct expenditures for advertising discrediting the question of private vs. public power. The proposed new rules are based on this decision and would make the restriction apply to all types of public utilities under the power commission's jurisdiction.

Report on Red propaganda

The USIA has released Communist Propaganda Around the World, a compilation of data on communist activities. Subtitled "Apparatus and Activities—1961," the study covers Red bloc efforts for 1961, although the USIA notes that 90% of the general information may be considered currently valid.

Sections of the book are devoted to both radio and television activities of communist propagandists, and charts are included which compare broadcast growths of free-world and communist countries.

Top committee post goes to Grinstein

Gerald B. Grinstein, former counsel on the Senate Surface Transportation Subcommittee, was named chief counsel of the Senate Commerce Committee last week by Chairman Warren G. Magnuson (D-Wash.).

Mr. Grinstein is a resident of Seattle. He replaces Harold I. Baynton who had been acting chief counsel since the death of Frank Pellegrini in 1955. Mr. Baynton indicated he would stay with the committee.

Mr. Grinstein, 30, is a graduate of Yale U. and the Harvard U. Law School.

THE MEDIA

NEW UHFS AIM FOR NEGRO AUDIENCES

D.C.'s WOOK-TV starts Feb, 11; L.A.'s KIIX in March

Los Angeles and Washington, D.C., are about to get second uhf television stations. And both will aim their programming at the Negro audience.

WOOK-TV, ch. 14, Washington is scheduled to begin operations next Mon. (Feb. 11) according to John Panagos, vice president of United Broadcasting Co. KIIX (TV), ch. 22, Los Angeles, expects to start sometime in March, according to H. Calvin Young Jr., president of Central Broadcasting of California Inc., which just acquired the station, formerly KBIC-TV from John Poole for $180,000 (Broadcasting, Jan. 28).

(KMEX [TV], ch. 34, Los Angeles, specializes in Spanish-language programming, and WETA [TV], ch. 26, Washington, is an etv station.)

For its Feb. 11 opening, WOOK-TV plans a five-hour "musical extravangza" which will be produced by the station's music director, jazzman Lionel Hampton.

WOOK-TV plans to be on the air on weekdays from 5-11 p.m. and from 3-11 p.m. on Saturdays and Sundays. Live programs will include two daily half-hour news programs, a daily Teen Dance Party and a variety show, using local talent three times weekly.

Film programs, which will make up over half of WOOK-TV's schedule, include Oscar Brown Jazz Time, U.S.A., Mahalia Jackson's spiritual programs, Broadway Goes Latin, and a 90-minute weekly series One Night Stand.

KIIX will start with a daily schedule of "of or 4:30 p.m. to 11 p.m. or midnight" according to Mr. Young. The station will program in two-hour segments "each conducted by its own personality, who will play records, introduce guest entertainers, interview newsworthy individuals and in general keep things moving rapidly, pretty much like a deejay on an independent radio station, or, to use a tv simile, like the Today program on NBC-TV." KIIX also plans a 30-minute children's program each afternoon and a half-hour of news in the early evening.

The KIIX studios and offices will be housed at 2330 W. Washington Blvd., in a Negro residential area. The building formerly housed an automobile showroom which is being converted into a main studio, which will be open to the observation of sidewalk passersby as well as to studio audiences.

WOOK-TV is owned by United Broadcasting Co., Richard Eaton, president. Other UBC stations are: WOOK-AM and WFUN (FM) Washington; WSB1-AM-FM Baltimore; WINX Rockville, Md.; WJMO and WCUY (FM) Cleveland; WANT Richmond, Va.; WMUR-TV Manchester, N. H.; WFSB South Miami, Fla.; and WBNX New York. United also holds a construction permit for WFTL (TV), ch. 18, Baltimore. (WOOK, WSID, WJMO and WANT specialize in Negro radio programming.)

Mr. Young has been engaged in Negro-programmed radio station operation for more than a decade. He is currently president of WENO Madison (Nashville), Tenn., and a stockholder in WGN North S. C. (Augusta, Ga.) and WYAM Bessemer (Birmingham), Ala.

WOOK-TV will have 275 kw effective radiated power and KIIX will have 540 kw.

ASSN. VIPS MEET

8th meeting will review and study regulation of radio-tv

Government regulation of broadcasting will dominate discussions at the NAB's 8th annual Conference of State Association Presidents in Washington Feb. 26-27. A detailed review and analysis of regulatory issues and problems facing radio and television by NAB executives, including President LeRoy Collins, will open the conference.

Joseph W. Goodfellow, vice president-general manager of WRC-AM-FM-TV and president of the Maryland-D.C. Broadcasters Assn., will serve as conference chairman and also will preside.
Ampex offers the widest selection of professional broadcast recorders today. Each providing superior performance. Each providing maximum reliability. There's the Ampex 351, standard of the broadcast industry. The Ampex 352, reproducer for monophonic or stereophonic sound. The Ampex 354, recorder/reproducer designed for stereophonic sound. The Ampex 601, professional quality portable recorder/reproducer. The Ampex PR-10, suitcase-size recorder/reproducer with capabilities of a studio console. And the Ampex 3200 duplicator, master/slave combination for high-quality tape duplicating at low cost. Most Ampex recorders have stereophonic versions. The 350 and PR-10 Series offer 4-track playback. All are dependable, flexible, easy to operate. And all carry the Ampex "Four Star" one-year warranty. Ampex also makes 600 series professional tape noted for long life and constant performance. For more details write the only company providing recorders, tapes and memory devices for every application: Ampex Corporation, 934 Charter St., Redwood City, California. Sales and service engineers throughout the world.
Sindlinger finds radio's popularity rising

Radio since 1960 has been growing in popularity. Statistics drawn from Sindlinger National Media Activity Reports and put in bar graph form (above) indicate the trend.

In the January-December period for each of the past three years, the move has been upward. Last year's period showed radio activity—measured in terms of total daily time spent by the public listening to radio—to be 6.1% ahead of 1961.

Radio also scores at a faster rate than other media in the report of total time spent by the public with the four major media. While radio went up 6.1%, tv dropped 5.2%, according to this analysis, and newspapers and magazines rose 1.7% and 2.5%, respectively.

The graphic analysis was released last week by Maurie Webster, CBS vice president and general manager of CBS Radio Spot Sales. He said the climb reflects "new trends in imaginative and informative programming" but warned that the popularity factor would appear to point up a need for more accurate measurement of radio's dimension.

at the opening session on "The Washington Outlook," Participants, in addition to Gov. Collins, will include Vincent T. Wasilewski, NAB executive vice president, as moderator; Paul Comstock, vice president for government affairs, discussing the congressional scene; General Counsel Douglas Anello on the FCC, and Howard Bell, vice president for planning and development, will brief delegates on government news policies.

Robert R. Williams, general manager of WHLM Bloomsburg, Pa., and president of the Pennsylvania Assn. of Broadcasters, will preside at the Feb. 26 afternoon session. It will feature reports on five outstanding projects of state associations and a roundtable discussion.

Glenn B. Sanberg, executive vice president of the American Society of Association Executives, and Charles M. Stone, manager of the NAB Radio Code, will speak at the Feb. 27 morning session. The second afternoon will be devoted to a conference for the executive secretaries of state broadcaster associations with Jack Williams, executive secretary of the Georgia Assn. of Broadcasters, presiding.

A major luncheon address, with the speaker not yet named, will be given the first day, according to Mr. Bell. A reception and buffet in honor of state presidents will be held that evening. No members of the FCC have been invited to appear on the program, although they will be issued invitations to attend.

New deal in Denver

Option held by Bill Daniels, Denver, to buy control of KTVR (TV that city from Elroy McCaw, present owner, has been allowed to lapse. Instead a new corporation, Channel 2 Corp., is being formed with Mr. McCaw as board chairman and Mr. Daniels as president. KTVR will open pay tv services later in year, probably May, using Macadden-Bartell Teleglobe system in which subscriber pays to get sound via telephone line (Broadcasting, Jan. 28).

Wired community tv set for Austin, Tex.

A community tv system using wire lines to carry tv programs to subscribers is due to be inaugurated in Austin, Tex.

Last week the city council signed a non-exclusive contract with Capital Cable Co., one of four applicants seeking a franchise to serve Austin with catv. Capital Cable Co. is a subsidiary of Midwest Video Inc., a group operator of catv systems with headquarters in Little Rock, Ark. Hamilton Moses, retired president of Arkansas Power & Light Co., is president of Midwest and also of Capital Cable. Mrs. Lyndon B. Johnson, wife of the Vice President, is principal stockholder in LBJ.

LBJ Co., licensee of Austin's only tv station, KTBC-TV, holds an option to acquire up to 50% of Capital Cable.

The contract with the city provides that Capital Cable will pay the city 2% of its annual gross receipts. It also agrees not to charge an installation fee for connecting a subscriber to the system, that the monthly service charge will be no higher than $4.95, and that the operating firm will pay the city $3 per year for each of the city-owned poles used to run lines throughout the area.

The other applicants were Vumore Inc. (RKO General), Miero Corp. of Dallas and Independent Co. of Austin. The last is composed of Glenn Finn, catv owner in Tyler, Tex., and the Austin Daily Statesman.

56 to attend NAB's Public Service Institute

Registration has closed for the NAB's Public Service Institute with 56 representatives from 51 nonprofit organizations and the government planning to attend. The Feb. 7-8 seminar will be held in Washington's Mayflower Hotel in conjunction with American U.

During the two-day meeting, delegates will be guided on the best possible use of public-service time made available by commercial broadcasters. To help them on techniques and problems in using broadcasting, 12 industry experts will give advice during the conference. Classroom instruction on the American U. campus on such subjects as program preparation, studio equipment, news writing, creation of spot announcements and communications law will be given.

William Ruder, president of Ruder & Finn public relations firm, will address the delegates at a Feb. 7 banquet while NAB President LeRoy Collins will speak at luncheon the next day. Field trips to WRC-AM-FM-TV Washington and WAVY-AM-FM-TV Arlington, Va. will be highlights of the seminar.
"ONLY SIXTY-FIVE CENTS..."

Compared to most of the things you have to buy these days, food prices are still low. They are up, of course, over what they used to be—but not nearly so much as most items in your budget.

A big part of the reason is more efficient farming. Farmers are producing more food with less work. They've replaced expensive manpower with cheap machine power—especially electric power, which costs less per kilowatt-hour today than 30 years ago.

Most of the electricity used on farms—two thirds of it—is produced by the investor-owned electric light and power companies. Most of this electricity goes to farms the companies serve directly. The rest is sold to rural electric cooperatives at wholesale rates. This electricity is then distributed by the co-ops to their customers.

If your food prices are to be kept down, farmers will be using even more electric power in the future—several times as much as they are using today. And the more than 300 investor-owned electric companies are planning and building now to make sure there will always be plenty—for rural and city areas alike. They can supply all the electric power all of the people of America will ever need.

Investor-Owned Electric Light and Power Companies... serving more than 140,000,000 people across the nation

Sponsors' names on request through this magazine
NAB engineering advisory group reactivated
WILNER TO HEAD 12-MAN UNIT; TOWN TO BE HONORED

A permanent engineering committee again will be available to advise the NAB on technical broadcast matters.

NAB President LeRoy Collins last week announced reactivation of the Engineering Advisory Committee, disbanded in 1961; John T. Wilner, vice president and director of engineering for the Hearst Stations, will be chairman of the 12-man group. Mr. Wilner was the recipient of the NAB's first Engineering Achievement Award in 1959.

Dr. George R. Town, dean of engineering at Iowa State U. and director of the 1957 TV Allocations Study Organization, was named last week to receive the 1963 Engineering Achievement Award (see Week's Headliners, page 10).

Mr. Wilner said that he will be pleased to serve as chairman of "this most important committee." There had been considerable agitation within the industry for reactivation of the Engineering Advisory Committee, abolished two years ago in a general reorganization of the NAB (Closed Circuit, Dec. 31, 1962).

"With the fast-moving technological developments in broadcasting, the work of this committee should be most beneficial to the entire industry," Mr. Wilner said. Citing the "ever-increasing speed of technological developments," the NAB said the committee was reformed (1) to bring to the attention of the association's engineering department important technical problems and (2) to study and recommend courses of action to solve them. George L. Bartlett is NAB manager of engineering.

Serving with Mr. Wilner on the committee will be Max H. Bice, general manager of KTNT-AM-FM-TV Tacoma, Wash.; Richard K. Blackburn, technical director of the Gannett Stations; Glenn G. Boundy, vice president for engineering, Storer Broadcasting Co.; William S. Dutten, director of allocations engineering, NBC; George Hixenbaugh, chief engineer, WMT-AM-TV Cedar Rapids, Iowa; Thomas E. Howard, vice president for engineering, Jefferson Standard Stations.

Also, Leslie S. Learned, director of engineering, Mutual Broadcasting System; Carl E. Lee, executive vice president, Fetzer Stations; Frank Marx, president of ABC engineers; James D. Parker, director, tv engineering, CBS-TV, and David L. Steel, president of the Assn. of Federal Communications Consulting Engineers.

Town Honored • Dr. Town will receive his award April 3 at the annual Broadcast Engineering Conference in Chicago, held as part of the NAB convention. He was chosen, the NAB said, because of his valuable contributions to technical knowledge and literature, his development of new engineering techniques and his leadership in broadcast engineering activities.

Statewide West Virginia news network started

The formation of the Broughton West Virginia Centennial News Network to be sponsored by Broughton's Farm Dairy Inc., Marietta, Ohio, is announced by Carl L. Broughton, president of the dairy, and Paul J. Miller, general manager of WWVA Wheeling, W. Va.

The program will be on seven West Virginia stations at 7:30 a.m. Monday through Friday: WWVA Wheeling, originating station; WPAR Parkersburg; WMOV Ravenswood; WKEE Huntington; WTIP Charleston; WILS Beckley; and WPDX Clarksburg. It starts today (Feb. 4) and will include world and national news and West Virginia news, with emphasis on progressive happenings in West Virginia and the state's centennial observance.

It is claimed to be the first statewide news network. The news commentator, Bob Terry, news director of WWVA, and his staff will cooperate with Carl Sullivan, executive director of the West Virginia Centennial Commission, in providing centennial news.

Changing hands

ANNOUNCED • The following sales of stations interests were reported last week subject to FCC approval:

• WLAP Lexington, Ky.: Sold by William R. Sweeney to Dee O. Coe, Brendan J. Stewart, J. B. Huckstep and Robert P. O'Malley for $400,000. Mr. Coe owns WWCA Gary and WLOI Laporte, both Indiana. Mr. Stewart is an official of Incentive Capital Corp. of Gary, Ind. Station operates on 630 ke with 5 kw daytime and 1 kw nighttime. Broker was Blackburn & Co.

• WBBR-AM-FM East St. Louis, Ill.: Sold by Larry R. Picus, Robert Walker and associates to Paul Adams for assumption of $305,000 mortgage. Mr. Adams is chief engineer of WCPX-TV Cincinnati. Mr. Picus continues to own WOBS Jacksonville, Fla. WBBR is a fulltime station on 1490 kc with

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500 w daytime and 250 w nighttime. WBBR-FM operates with 37 kw on 101.1 mc. Broker was Hamilton-Landis & Assoc.

- KOMY Watsonville, Calif.: Sold by Robert H. Dolph to Craig Lawrence Jr. and Phillip E. Rather for $139,000 plus management contract to Mr. Dolph. Messrs. Lawrence and Rather own KMET Wenatchee, Wash. KOMY is a fulltime MBS affiliate operating on 1340 kc with 1 kw daytime and 250 w nighttime. Broker was Edwin Tornberg & Co.

- WINT Winter Haven, Fla.: Sold by Angelo L. Fazzari to Douglas Montgomery and Donald Lamerson of Alma, Mich., for $100,000. WINT operates on 1360 kc with 1 kw daytime only. Broker was Associated Media Brokers.

APPROVED • The following transfer of station interests was among those approved by the FCC last week (for other commission activities see For The Record, page 78).

- KCHU (TV) San Bernardino, Calif.: Sold by Norman H. Rogers to Sun Co. of San Bernardino for $180,109. Sun Co., with James A. Guthrie, president, publishes San Bernardino Daily Sun, Evening Telegram & Index and Sunday Sun-Telegram. KCHU, which began operating year ago, is on ch. 18.

Salant wants radio-tv in Congress, Supreme Court

Richard S. Salant, president of CBS News, has proposed that Congress and the U. S. Supreme Court adopt rules permitting microphone-camera coverage of their proceedings.

Mr. Salant's analysis of rights of access by tv news is contained in material prepared for publication Feb. 2 in the American Society of Newspaper Editors' The Bulletin.

The CBS News executive makes his case for electronic journalistic coverage of the legislative and judicial bodies on the public's "right to know" rather than on a constitutional interpretation of rights only.

Mr. Salant said he thought the "most flagrant derogation of public interest and public policy" is the U. S. House of Representatives' prohibition on microphones and cameras at all House proceedings, except for the opening session and State of the Union message.

He said he would not place coverage of jury trials in the same category because this area was not as clear-cut. He emphasized tv and radio access to congressional and Supreme Court proceedings could bring to the people the great issues of the day in the philosophy that the public has a "right to know" and to understand these issues.

Access fight brews in California

TV CAMERAS REFUSED ENTRY TO TWO STATE HEARINGS

Official action to deny tv cameras access to the hearings of California state agencies as well as to courtrooms, in effect extending the prohibition of Canon 35 of the American Bar Assn. to cover administrative as well as judicial hearings, occurred twice in Los Angeles during the last month. Public hearings of the California Division of Corporations and of the state's Public Utilities Commission were halted because of the presence of tv cameras, although no objection was made to pad-and-pencil newspaper reporters.

The first denial occurred on Jan. 9. The State Division of Corporations had scheduled a hearing on a stock option agreement made by Westgates Petroleum Co. in connection with a controversial harbor oil lease. Camera crews from KABC-TV, KTTV (TV) and KTLA (TV), all Los Angeles, were there at the appointed place and time. Corporations Commissioner John G. Sobieski, who was conducting the hearing, ruled that the presence of the tv equipment would disrupt orderly proceedings and ordered them to leave. When the tv crews stood their ground the hearing was adjourned. When it reconvened the cameras were still there. After three futile postponements, Commissioner Sobieski went to court, seeking an injunction barring the cameras. Judge Kenneth N. Chantry of the Los Angeles Superior Court did not immediately grant the petition, but set a hearing for Jan. 30 at which the tv stations will have a chance to show cause why the injunction should not be granted.

The hearing has been postponed, first to Feb. 4 and then to Feb. 25. The second postponement came at the request of the California Bar Assn., which has asked the right to appear as amicus curiae and is reportedly retaining special counsel to argue that tv cameras should not be allowed to cover the so-called "public hearings" of the Division of Corporations and other state agencies.

The second refusal to allow a hearing to go on in the presence of tv cameras occurred last Wednesday, when William Dunlop, examiner for the California Public Utilities Commission, ordered the camera crews of KABC-TV,

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BROADCASTING, February 4, 1963
See-saw audience shown in radio-tv study

A new study of the complementary nature of radio and tv indicates:

- Light tv-viewing homes are heavy radio-listening homes.
- Light tv-viewing women are heavy radio listeners.
- Light radio-listening homes are heavy tv-viewing homes.

These are the points made by a radio report now being circulated to advertisers by the national sales division of RKO General Inc. The report is titled "7/11 Study" and presents results of a special audience survey prepared by The Pulse Inc. based on the San Francisco market where data was gathered last October. The "7/11" title comes from the comparison in the report of nighttime tv viewing habits (7-11 p.m.), with daytime (7-11 a.m.).

RKO General instituted a series of "Target: The Consumer" research studies in May 1962, when it reported on tv program popularity among various consumer groups. The "7/11 Study" surveys the audience relationship of radio and tv.

KNXT (TV) and KTLA, all Los Angeles, to leave the hearing room, in which a Pacific Telephone & Telegraph rate hearing was to be held. They refused and he recessed the hearing until the following morning. At the time the hearing was to reopen, the original three stations were back, joined by others from KTTV and KCOP (TV), also Los Angeles. At this time public utilities Commissioner Frederick Holo-boff appeared and read a lengthy statement to the effect that the PUC has had a long standing policy of refusing pictorial coverage of any of its hearings. Perhaps the time has come for a re-examination of this policy, he said, so, instead of citing the tv crews for contempt, he delayed the hearing until Feb. 13.

WDNT gets 'grant' from Philip Morris

WDNT (TV) New York, the ch. 13 educational tv station for the New York metropolitan area, has finally won a sponsor—but it's not called that in evn.

Rogers returns

W. D. (Dub) Rogers Jr. formally returned to broadcasting last week as he took over operation of KASE Austin, Tex., a 1-kw daytimer on 970 kc. Mr. Rogers has been out of the media since he sold KDUB-AM-TV Lubbock and

KEDY (TV) Big Spring, both Texas, to Grayson Enterprises Inc. in 1961.

Mr. Rogers, majority owner of Rogers Broadcasting Co., new licensee of KASE (see CHANGING HANDS, Jan. 21), is president of the Society of Television Pioneers, a former president of Television Bureau of Advertising and at one time was a board member of the NAB.

KASE was purchased from Dr. E. J. Lund for $225,000, circles. It's called a grant.

Beginning Feb. 11 and for a 13-week period, Philip Morris cigarettes has agreed to underwrite the production costs of The World at 13, a news and analysis program broadcast daily Monday-Friday, 10:10:30 p.m. Philip Morris receives mention at the beginning and at the end of the program.

The announcement was made last week by Dr. Samuel B. Gould, president of the station and former president of Antioch College, Yellow Springs, Ohio. Dr. Gould was in Washington to speak at the Institute of Contemporary Arts.

The Philip Morris grant, Dr. Gould hopes, is the first of many to help the New York tv station build up its local news programming.

Just how much Philip Morris is making available was not made public. "It about covers production costs," Dr. Gould said.

Although WDNT now has a substantial audience (number unknown) its major problem is finances. What Dr. Gould would like to see, he said, is 200,000-250,000 people paying $10 a year as a subscription fee for the WDNT monthly program guide.

Up to now contributions have been averaging about $1,000 a day, Dr. Gould acknowledged. Most of these are in $1 to $10 sums he said.

WDNT's operating budget this year, Dr. Gould stated, is $3,191,000. This includes, however, amortization and interest payments on indebtedness, including mortgages. One of the major items in the tv station's budget, Dr. Gould explained, is $90,000 a year rental for its transmitter atop the Empire State Bldg.

Bunker says broadcasters undersell radio medium

"Broadcasters are underselling radio as a medium. Moreover, they are making the mistake of selling the station instead of the medium." Edmund C. Bunker, president-elect of Radio Advertising Bureau put these points foremost in a talk to the Assn. of Broadcasting Executives of Texas last week.

Stressing the need for increased professionalism in radio selling, Mr. Bunker said that in spite of the 200 million working radio sets in the U.S. and increased radio listening, "our share of the total national advertising budget has dropped."

Mr. Bunker said that the answer to the dilemma was a more positive approach to selling to convince potential customers of the efficacy of radio advertising.

NBC-TV edits 'libelous' remarks from Griffin show

NBC-TV had some fast editing to do last week to eliminate remarks its lawyers regarded as libelous in an appearance by lawyer Morris Ernst on the taped Merv Griffin Show.

In the taping of the Wednesday show, Mr. Ernst, appearing as a guest, construed the Federal Trade Commission consent orders signed by three rating services (BROADCASTING, Jan. 7) in a way that NBC attorneys considered inaccurate and actionable. These brief passages were edited out of the tape version before it went on the air less than an hour later.

Left untouched were criticisms directed by Mr. Ernst at the networks for what he considered over-emphasis on ratings and an attitude of abdication rather than dedication to principles of public enlightenment and advancement.

KTVH tower nearly ready

KTVH (TV) Wichita-Hutchinson, Kan., expects to begin using its new 1,304-foot transmitting tower about Feb. 15. Final sections of the new tower have been erected, according to Dale Larsen, vice president and general manager of KTVH (ch. 12). The tower was constructed by Kline Iron & Steel Co., Columbia, S.C. A new RCA transmitter is being installed.
Replacement for Conelrad in planning stage
NEW SYSTEM WILL PROBABLY USE AM, FM AND TV

A special industry-wide committee has begun working to draw up plans for a new alerting system for the American public through the use of both radio and tv.

The committee, formed last week from members of the National Industry Advisory Committee, is headed by John F. Meagher, radio vice president of NAB.

The outcome of the committee's deliberations, if accepted, will result in the establishment of a new system of warning to the public for use in a war emergency. It will use am, fm and tv, and may very well supersede the air raid sirens now relied on to alert the public.

One major problem in using radio and tv as an alert system is how to reach the people who do not have their radios or tv receivers turned on at the time. Various possibilities have been suggested, including a system called Sigalert, developed by Loyd Sigmon of KMPC Los Angeles, and a special portable, battery-operated receiver developed by Philco Corp.

The committee is under instructions from the Dept. of Defense's civil defense office to investigate the feasibility of a broadcast warning system which will provide an instantaneous alarm on a 24-hour-a-day basis and with a capability of covering 98% of the population.

Replace Conelrad • If accepted by the Dept. of Defense, the new system will take the place of Conelrad which was inaugurated in 1951 at the request of the Air Force. Conelrad was established to serve a dual purpose: (1) deny navigational aid to enemy bombers, and (2) furnish the public with civil defense information by using just two frequencies in the standard radio band (640 kc and 1240 kc). Under Conelrad, both fm and tv stations are required to go off the air. Conelrad is still in effect and will remain so until a new warning system is established.

Last April the Dept. of Defense told the FCC there was no longer a need for Conelrad as a means of denying navigational aid to enemy aircraft (BROADCASTING, April 30, 1962). This decision came after a re-evaluation of Conelrad by the Joint Chiefs of Staff, undertaken at the request of the NIAC. During Conelrad's 10-year life, broadcasters spent an estimated $20 million in equipment, time and manpower to perform their functions. There are at present about 2,000 am radio stations in the Conelrad network, of which 480 are "key" stations.

At a recent meeting of NIAC, the fourth annual Defense Communications Seminar was tentatively scheduled for Feb. 28-March 1 in Washington.

Triangle un-cancels

The Triangle Stations were reported last week to have given cancellation notice on their A. C. Nielsen Co. audience measurement service subscription — and then to have cancelled the cancellation. The original cancellation notice was said to have been issued shortly after the Federal Trade Commission announced that Nielsen, The Pulse Inc. and American Research Bureau had signed FTC consent orders (BROADCASTING Jan. 7). The un-cancellation reportedly came after authorities of John Blair & Co., national sales representative for the Triangle stations, and others interceded on grounds that ratings information is needed for sales and programming purposes.

Bruce Curtis, of Leo Burnett, joins the Tricorn Club

Membership in the Tricorn Club stands for professional savvy about North Carolina's Golden Triangle Market. Bruce got tapped by correctly answering these two profound questions: (1) What is the Golden Triangle Market? (2) What is North Carolina's No. 1 metropolitan market in population, households and retail sales? In case you're pining to make this elite fraternity, the answer to both questions is the combined three-city "golden triangle": Winston-Salem, Greensboro, High Point. You'll pass if you also know North Carolina is our 12th state in population. So — what does knowing the No. 1 market in the No. 12 state add up to? A sure sales scoop for clients. Maybe a raise from the boss. At least, an official hat from the Tricorn Club.

Source: U S Census
Broadcast newsmen saves innocent man

A well-publicized case telling how an airman was exonerated from murder charges after another man confessed to the crime failed to emphasize one of the most important facts—how the second man's confession came about.

Rick Raphael, assistant news director of KBOI-AM-FM-TV Boise, Idaho, was at the Ada County jail in that city last Nov. 19 making a station documentary film about escapes from the jail after a prisoner, Theodore T. Dickie, 22, escaped the night of Nov. 9 and voluntarily returned Nov. 10 after several hours. The prisoner was charged with raping and murdering a 10-year-old girl during his absence from the jail.

When the suspect learned Mr. Raphael was in the jail he requested that he be allowed to talk to the newsmen in private. During this conversation, the prisoner told Mr. Raphael he had committed another crime six months earlier, on April 10—the murder of Mrs. Nancy Joy Johnson, the wife of an airman, and her two-year-old son—at Mountain Home, Idaho, near Mountain Home Air Force Base. The prisoner said an innocent man was being held for the crime, airman Gerald M. Anderson, who lived next door to the victim and who had been the last person to report seeing her alive.

Mr. Raphael reported his talk with the prisoner to law enforcement authorities, who followed up with an investigation and released Mr. Anderson Nov. 25. But the airman was rearrested by Air Force authorities and was held in a series of hearings until last week when the Air Force ordered his release. Mr. Anderson originally had been arrested last April by the Air Force and there have been reports that a "confession" was extracted from him through the use of intimidation over a period of about a week in April before he was turned over to civil authorities.

FINANCIAL REPORTS

SEC REPORTS STOCK TRANSACTIONS

Latest summary of radio-television dealings

The following individuals in radio-television or allied fields traded in securities of companies in which they are officers or directors or both. The summary was announced last week by the Securities & Exchange Commission and covers the month of December, although some were concluded in November:

Simon B. Siegel, sold 2,500 shares of American Broadcasting-Paramount Theatres Inc., retains 6,626 shares; George L. Coleman, bought 200 shares, Chris Craft Industries, holds total of 23,050; Armand G. Ehrpf and J. Patrick Lanman acquired 1,000 shares each of Crowell-Collier Publishing Co., giving them total of 41,945 and 12,702 respectively; Dan A. Kimball bought 1,000 shares and E. Willard Luiz, 489 shares of General Tire & Rubber Co. (RKO General), giving them total of 38,335 shares and 1,338 shares respectively.

Also T. B. Schrieker, gift and sale of 5,000 shares of MCA, retaining 241,230 share; David B., Gerald A., Lee B. and Melvin Bartell, by private purchase acquired 6,250 shares each, and Gerald A. Bartell acquired 1,108 shares of Macfadden-Bartell, giving each the following totals: David B., 325,907; Gerald A., 326,629; Lee B., 324,611; Melvin M., 118,567; Marcus J. Austad (Mark Evans), bought 200 shares of Metromedia Inc., giving him total of 9,950 shares.

Also D. C. Halford acquired 200 shares and Harry B. Solmon, 600 shares as custodian, of Plough Inc., giving Mr. Halford a total of 2,200 and Mr. Solmon, 3,666 personally and 1,334 as custodian. Douglas C. Lynch, acquired 2,653, Theodore A. Smith, 2,000, Walter Watts, 8,701, and Robert L. Werner, 637 by option of RCA, giving following totals: Mr. Lynch, 2,742; Mr. Smith, 6,086; Mr. Watts, 11,866, and Mr. Werner, 4,969; Morris Schechter bought 200 Reeves Broadcast Group & Development Corp., for total of 300; Harry L. Petersen acquired $3,000 worth of Reeves 6% convertible subsidiary debentures for total of $9,000.

Also O. Wayne Rollins, as guardian, bought 100 common and sold 1,000 Class B common of Rollins Broadcasting Co. in private sale, giving him 7,780 common as guardian and 609,400 Class B common; Roy R. Coffin bought 300 shares of TelePrompTer Corp. for total of 1,300; Rainbow Corp. bought 1,800 shares of TelePrompTer Corp., for total of 3,000 shares.

National General sets annual meeting Feb. 19

National General Corp., diversified theatre and industrial company, will hold its annual stockholders meeting Feb. 19 in Hollywood.

National General holds 38% of National Telefilm Assoc., and is the largest single stockholder of that tv program production and distribution firm. The company also owns five cation systems— in Williamsport, Pa.; Hattiesburg, Miss.; Alpena, Mich.; Logan-Man and Bluefield, both West Virginia, and has substantial investments in real estate and vending machine companies. It is in the process of acquiring Mobile Rentals Corp. National General President and Chairman Eugene V. Klein received $69,808 in aggregate remuneration for the fiscal year ended Sept. 25, 1962, according to a proxy statement which announced the meeting. Other payments to officers: Irving H. Levin, executive vice president, $38,030; Alan May, vice president-treasurer, $46,800, and Robert W. Selig, vice president in charge of theatre operations, $41,600.
Taft Broadcasting net up 36% for quarter

Taft Broadcasting Co. reported net earnings after federal income taxes for the third fiscal quarter, ended Dec. 31, 1962, up $635,624 (40 cents a share) compared to $635,624 (40 cents a share) for the same period last year.

Total revenues for the quarter rose to $3,600,444 from $3,079,328 for the same three months in 1961.

Taft directors declared a quarterly dividend of 15 cents a share, payable March 14 to stockholders of record Feb. 15. This is a 50% increase over the regular quarterly dividend of 10 cents a share declared in the past.

The board also declared a 2½% stock dividend, with the same payment and record dates as announced for the cash dividend.

Fund's assets up $40 million

The assets of Television-Electronics Fund Inc. have increased to more than $373 million as of Jan. 15, up over $40 million since the end of the company's fiscal year on Oct. 31, 1962 when values reached $331,875,000, shareholders were told at their annual meeting in Chicago.

The stockholders reaffirmed an advisory and management contract with Television Shares Management Corp., clearing the way for the acquisition of approximately 40% of the management corporation by Kansas City Southern Industries Inc. The price for the 40% is over $4 million.

Shareholders elected John Hawkinson, president of the management corporation, as a vice president and a director of Television-Electronics Fund.

IRS clarifies new rules on deductible expenses

Commissioner of Internal Revenue Mortimer M. Caplin announced last week that new taxpayer's record keeping procedures for deductible expenses have been clarified and liberalized (Broadcasting, Jan. 28). Employees traveling under per diem allowances not exceeding $25 per day and mileage allowances not in excess of 15 cents a mile will not have to retain receipts to substantiate claims, he said.

He pointed out, however, that to obtain a deduction for travel expenses in the above cases it is always necessary that the time, place and business purpose of the travel be established. The per diem and travel allowance exemptions are not available to employees who are related to their employers or who are stockholders owning more than 10%, IRS announced. Clarifying an earlier misunderstanding, Mr. Caplin said that taxpayers should not send travel receipts, meal vouchers, etc., with the tax return but should retain such records in case of an audit by IRS.


Storer declares dividend

Storer Broadcasting Co. has declared quarterly dividend of 45 cents a share on common and 12½ cents a share on Class B common, payable March 8 to stockholders of record Feb. 22.

The "three band system" makes it much easier to tune in adjacent shortwave stations on the Mitsubishi Electric 9X-900S. The "band spread" of the smart-looking 9X-900S is twice that of ordinary models since shortwave frequencies have been divided into upper and lower bands (Band 1: 4MC-9MC, Band 2: 9MC-18.5 MC) so that "clustered" stations are much further apart on the dial. The fine-tuning adjustment, 9-transistor circuit and "three band system of the 9X-900S make its receptivity something spectacular. Ask your nearest dealer for a demonstration.

MITSUBISHI ELECTRIC MANUFACTURING COMPANY
Head Office: Tokyo Building, Marunouchi, Tokyo
Cable Address: MELCO TOKYO
Room for one more at Desilu's studios?

LUCY REPORTS COMPANY OPERATING AT 94% OF CAPACITY

With five pilots scheduled for completion by mid-February, Desilu is now operating at a production peak of 94% of capacity, with 1,700 employees on the payroll, President Lucille Ball said last week.

Filming the pilot of "Trader Brown" in color marks the studio's entry into color tv, Miss Ball announced. This series, starring Ethel Merman, was created by Cy Howard and Arthur Julian. Mark Goddard is featured in the half-hour pilot, written by Bill Manhoff, which is to go before the cameras today (Feb. 1).

Also scheduled to start filming on Feb. 4 is "I Married a Martian," half-hour comedy which Phil Rapp will produce with Lee Karson as associate producer. Robert Cummings will co-star with Julie Newmar. Another half-hour series, "Careful, My Love," a comedy-mystery, had its pilot put into production last week, with Sherman Marks as director and Glynn Johns starred for Jess Oppenheimer, producer-writer. Next week will mark the start of filming for "A-OK O'Shea," half-hour comedy to be produced by Lee Karson with Gale Storm starred. An hour-long series, "The Greatest Show on Earth," being produced in color in association with ABC-TV, was to wind up production last week in Hollywood after a week's filming on location at Ringling Bros. winter quarters in Venice, Fla. Stanley Colbert produces this series, with Robert Butler directing.

Jerry Thorpe, program vice president of Desilu, is supervising all pilot production at the studio and General Artists Corp. is sales agent for the new projects.

In addition to the pilots, "The Lucy Show" and "The Untouchables" continue in production. A third Desilu-owned series, "The Fair Exchange," resumes production Feb. 11 as a half-hour series scheduled to return to CBS-TV March 28 in its new Thursday, 7:30-8 p.m. time period.


Lawrence signs co-op deal with four producers

Four film production firms have entered into an agreement with Robert Lawrence Productions Inc., New York, whereby the four will use Lawrence's studio facilities and office personnel for their own accounts. The four are Robert Bendick Assoc., Illustra Films, Mckean Assoc., and Rose-Maggwood Productions.

Two of the producers, Rose-Maggwood and Illustra, which now operate their own studios, will supplement them with the Lawrence facilities.

Jack Cron, who joined Lawrence recently as executive vice president for new projects, organized the five-firm arrangement.

Desilu acquires Langford

Desilu Productions has acquired Langford Productions, owner of 25% of "The Untouchables," in a stock-for-stock exchange between Desilu and Robert Stack, owner of Langford.

Mr. Stack, who portrays Elliott Ness in the gangster tv series, received 77,691 shares of Desilu stock in exchange for all shares in Langford, which will continue to produce the series for Desilu for the remainder of the current season and possibly for a fifth year. If the series is not renewed for another year, it will be put into syndication in this country by Desilu Sales. In foreign syndication, "The Untouchables" has grossed nearly $1 million.

Robert Taylor adds Four Star holdings

Robert Taylor has become the fifth largest stockholder in Four Star Productions through exchange of his interest in his former network series, "The Detectives," for Four Star stock. Four Star currently is syndicating 31 one-hour and 67 half-hour shows of "The Detectives" series which were originally seen on ABC-TV and NBC-TV. It has been sold in 25 markets.

The other four stockholders—Mr. Taylor—are David Niven, Charles Boyer, Tom McDermott and the Dick Powell estate.

Mr. Taylor will be the star of a new NBC-TV series next season. He owns a share of that program, which will be produced by Four Star.

Daly to keep m.c. post on CBS-TV's 'Line'

John Daly will continue as host and moderator of "What's My Line?" on CBS-TV, Sunday, 10:30-11 p.m. EST. Mr. Daly last week signed a new contract with the network.

Differences had developed between Mr. Daly, who has had the m.c. role on the show for the 13 years it's been on the air, and the network over a new contract starting with the 1963-64 tv season (Broadcasting, Jan. 28). A meeting on Jan. 25 between James T. Aubrey Jr., president of CBS-TV, and Mr. Daly paved the way for new negotiations and the final signing.

NBC-TV sets changes in daytime programs

NBC-TV last week announced three additions to its Monday-Friday daytime programming, to become effective April 1, following the demise of "The Merv Griffin Show" and "Young Doctor Malone."

The new programs and their time periods are:

- Ben Jerrod (color, 2-2:25 p.m. EST): a dramatic series based on cases of a criminal lawyer.
- A medical dramatic series presenting...
film sales...

| Cartoon Trilogy, Beetle Bailey, Barnet Google an' Stuffly Smith and Krazy Kat (King Features Synd.) | Sold to Triangle Publications for WFIL-TV Philadelphia, WPFG-TV Altoona and WLYH-TV Lebanon, all Pennsylvania; WNFR-TV Binghamton, N.Y.; WNHC-TV New Haven and KERE-TV Fresno. Also sold to WTTV (TV) Indianapolis-Bloomington; KIRO-TV Seattle and KSL-TV Salt Lake City. |
| Steve Allen Show (WBC Productions Inc.) | Sold to WJJK-TV Detroit. Now in 30 markets. |
| Girl Talk (ABC Films) | Sold to WCKT (TV) Miami; WIVO (TV) Rockford, Ill. and KTNT-TV Tacoma-Seattle. Now in 69 markets. |
| Century 1, 30 features films (20th Century-Fox TV) | Sold to WABC-TV New York; KTVB (TV) Boise; WHFB-TV Rock Island; KONA (TV) Honolulu; WBTV (TV) Charlotte; WCSC-TV Charleston, S.C.; WTOL-TV Toledo; WBRC-TV Birmingham; WTVY- TV Albany; KENS-TV San Antonio; KSDK-TV St. Louis; WGN-TV Chicago; WJAR-TV Providence; WBAP-TV Ft. Worth-Dallas; WWL-TV New Orleans; WAGA-TV Atlanta; WSM-TV Nashville; WTVJ (TV) Miami; WKBW-TV Buffalo; KWTX (TV) Oklahoma City; WTIC-TV Hartford; WYTO-TV Kal- amazoo and WFBC-TV Greenville, S.C. Now in 23 markets. |
| Surfside 6 (Warner Bros. TV) | Sold to WIZ-TV Baltimore; KIRO-TV Seattle; WNYS (TV) Syracuse and WLOF-TV Orlando. Now in 37 markets. |
| Maverick (Warner Bros. TV) | Sold to WSPD-TV Toledo; WTVN (TV) Columbus, Ohio; WSIIL-TV Harrisburg, Ill. and WLOF-TV Orlando. Now in 38 markets. |

*FOR TOWERS of all kinds*  
**CALL ROHN**

For a complete line of towers ideally suited for radio, television and microwave use of all kinds, rely on ROHN.

| Bronco (Warner Bros. TV) | Sold to WSPD-TV Toledo; WSIIL-TV Harrisburg, Ill. and WLOF-TV Orlando. Now in 18 markets. |
| The Roaring 20's (Warner Bros. TV) | Sold to WHBF-TV Rock Island and WSIIL-TV Harrisburg, Ill. Now in 21 markets. |
| Lawman (Warner Bros. TV) | Sold to WSPD-TV Toledo and WEAR-TV Pensacola. Now in 13 markets. |
| Suspicion (MCA TV) | Sold to WINK-TV Ft. Myers, Fla. Now in 121 markets. |
| Brave Stallion (ITC) | Sold to KCMT (TV) Alexandria, Minn. Now in 216 markets. |
| Ramor of the Jungle (ITC) | Sold to KTRK-TV Houston. Now in 77 markets. |
| South America: The Awakening Giant (ITC) | Sold to KTLA (TV) Los Angeles and KIRO-TV Seattle. Now in 36 markets. |
| SA 7 (MCA TV) | Sold to KX1F-TV Butte, Mont. Now in 113 markets. |
| M-Squad (MCA TV) | Sold to Ford Motor Co. for programming on WAFB-TV Baton Rouge; KRDO-TV Colorado Springs; KELO-TV Sioux Falls and KOLD-TV Tucson; also sold to WISC-TV Madison. Now in 121 markets. |
| Directors Co. sets seven | The Directors Co., New York, will produce seven original one-hour dramas for NBC-TV’s Du Pont Show of the Week for the 1963-64 season. Directors have a contract for seven dramas on this season’s Du Pont show as well—four of which have already been telecast. |

**Adventists to expand use of radio and tv**

Expansion of the Seventh-Day Adventist Church's radio-tv plans was disclosed last week at a conference of 80 church radio-tv directors in Dallas. The weekly Adventist radio program, The Voice of Prophecy, will be presented on a daily basis and the church's tv offering, Faith for Today, will be presented in color.

William A. Fagal, director of Faith for Today, said some of the 200 stations currently involved in afternoon programs is NBC News Early Afternoon Report, currently broadcast 2:55-3 p.m., which moves to 2:25-2:30 p.m., also effective April 1.

*FOR TOWERS of all kinds*  
**CALL ROHN**

For a complete line of towers ideally suited for radio, television and microwave use of all kinds, rely on ROHN.
airing the weekly tv program already are presenting it in color and others
will begin using the color prints soon. Voice of Prophecy now is on 500 U. S.
and Canadian radio stations, according to Dr. Harold M. S. Richards, director.
He said the program will be expanded to a daily basis because of requests by
the stations.

Elmer R. Walde, radio-tv director, stressed that "intelligent and profes-
sionally-oriented programming" is de-
manded in the church's use of radio
and television.

**WLIB plans salute to Negroes' achievements**

A music and drama festival, broad-
cast annually by WLNB New York, in
conjunction with Negro History Week, will also be presented as a three-hour
concert from Carnegie Hall this year, on Saturday (Feb. 9) from 3 to 6 p.m.
WLNB will not carry any commercial
announcements during the broadcast,
which has been titled *Special Salute to the
Artistic Achievements of Negro Performers.*

The performers will include Ella
Fitzgerald; Tyrone Phillips, 10-year-old
pianist; singer Irma Franklin, and
football star Roosevelt Grier.

**Program notes...**

Mchale re-enlists - ABC-TV has ex-
tended McHale's Navy (Thursday, 9:30-10 p.m.) for an additional 10 ep-
isodes. Extension of Revue Studio's
comic series brings season's total to
36 segments, of which 23 already are
filmed.

'Phantom' to tv - New tv series, *The
Phantom,* based on the King Features
cartoon strip, will be produced in color
by Tele-Screen Productions, with Rog-
ger Creely and Madalyn Trabey as co-
stars. A pilot with Pauline Goddard as
guest star has been completed.

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**INTERNATIONAL**

**CANADA'S RADIO-TV ADVERTISING UP**

**Rise in both radio, tv noted for 1962 by Elliott-Haynes**

Radio and television national adver-
tising in Canada for the first ten months
of 1962 was up over the similar 1961
period, according to reports made by
Elliott-Haynes Ltd., Toronto market
research firm, and published in the Tor-
onto *Marketing* weekly.

Radio advertising was $16,685,229
for the January-October 1962 period,
as against $14,813,927 in the similar 1961 period. Television advertising
totaled $43,664,177 in the 1962 period
as against $35,697,790 in the 1961 sur-
vey period.

The largest advertising group was
food and food products in both media
with $4,639,613 on radio ($4,559,527
in 1961), and $11,069,973 on television
($8,838,594 in 1961). Second in both
media was drugs and toilet goods with
$2,282,282 on radio ($2,065,181 in
1961), and $9,272,398 on television
($7,802,657 in 1961).

National and network Canadian radio
advertising dropped in 1961 from the
1960 totals, according to a report just
released by the Dominion Bureau of
Statistics, Ottawa, Ont. In 1961 na-
tional and network radio totaled $21,-
266,000 as compared with $23,667,000
in 1960. But local radio advertising in-
creased, the report points out, from
$26,687,000 to $28,045,000 in 1961.

All Canadian television advertising
was up in 1961 over 1960, the Domini-
on Bureau of Statistics reported. Na-
tional and network advertising was up
from $41,227,000 in 1960 to $43,950,-
000, while local tv advertising amounted
to $10,135,000 in 1961 as compared with
$8,636,000 in 1960.

Total radio and television advertising
for 1961, according to these figures, was
$103,396,000 as against $100,217,000
in 1960.

**CAPAC wins action in suit against KVOS**

The Composers, Authors and Pub-
lishers Assn. of Canada Ltd., (CAPAC)
Toronto, the equivalent of ASCAP, was
successful on Jan. 22 in the Supreme
Court of Canada in an action associated
with $250,000 damage suit against
KVOS-AM-TV Bellingham, Wash., and
its affiliate KVOS (Canada) Ltd., Van-
couver, B.C.

CAPAC placed its claim on produc-
tion of scripts, tape, film and record-
ings in Canada for airing on the radio
and television stations directed to Can-
adian audiences in the Vancouver area.
CAPAC claimed that KVOS-AM-TV
had no license from CAPAC and has
not paid royalties on the use of its
music. CAPAC started the case in 1959
and was granted an order of claim by
Justice Jacques Dumoulin of the Ex-
chequer Court of Canada in December
1959. In February 1961 Justice J. T.
Thorson, president of the Exchequer
Court reversed the ruling, and CAPAC
took its claim to the Supreme Court of
Canada.

**Government hurting tv abroad, says McCarthy**

It's the U. S. government that's hurt-
ing the image of American television
abroad, not tv, John McCarthy, presi-
dent of the Television Program Export
Assn., told a meeting of film producers
in Hollywood on Thursday (Jan. 31).
'The repeated attacks by Washington
on the U. S. television industry in the
form of congressional hearings, FCC
hearings and the blanket indictment of
the industry by the FCC has had wide-
spread repercussions in foreign markets
everywhere," he declared. "If Wash-
ington continues on its present course
vis-a-vis the tv industry, we shall see
increasingly in foreign markets the at-
titude that the programs of our indus-
try carry some kind of stigma and that
the audiences and populations of those
markets must be protected from such
tainted merchandise."

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**Two tv networks plan half-hour news shows**

Weeknight news in the half hour pre-
ceding prime-time evening schedules
now appears certain on two tv net-
works next fall.

CBS-TV in December announced
plans to televise a half-hour five-
week-night weekly news program next
season. The network is expected to
predict the show at 7-7:30 p.m., the
half hour preceding the traditional start
of the network's nighttime schedule.

NBC News sources indicated last
week that it is quite certain that NBC-
TV will follow suit by programming a
news show in the 7-7:30 p.m. slot using
Chet Huntley, Dave Brinkley and other
news correspondents.

NBC, however, would not confirm
that a decision had been made, and in
fact meetings of news and other execu-
tives were continuing last Thursday.
American techniques must be modified for overseas campaigns

It's not enough simply to assume that because a product has a degree of acceptance in the American market, it will also suit the foreign consumer. I refer not only to formulation, in the case of packaged foods, but also to the price level at which the product must be sold. The old principle that success in the market place depends on giving the consumer what he wants at a price he can afford to pay is just as true overseas as it is here at home. And overseas, both standards are often unlike the American.

General Milk Co., processes and sells packaged foods through eleven major subsidiary overseas operations. We sell in the countries where our plants are located and we export from various places to over 100 markets around the world. Principal products are evaporated and sweetened condensed milk and powdered milk. As an affiliate of Carnation Co., we are responsible for all Carnation operations outside the United States, Canada and U.S. territorial possessions.

We are in a very competitive business and we believe in advertising—including radio and television. Fundamentally, our advertising philosophy leads to the application of American principles and techniques. But in foreign lands this concept is restricted severely by such things as legal considerations, media availability and sometimes even the literacy level of the consumer.

What's In a Name • A brand name, even though it means nothing in the foreign language under consideration, must be easy to pronounce in the foreign tongue. Even the sound should be checked to be sure there can be no unfortunate connotation.

For us, American audio and video commercials generally won't work well even after modifications for language and local consumption habits. For this reason our advertising is, for the most part, conceived and produced by the individual General Milk affiliate. Each works with its own advertising agency. Talent with a native "feel" for each separate market can, we think, best cope with our problems of variable brands, language, and product usage in the different countries. Where we can, we generally concentrate in three major media—radio, television and print—although we also sometimes use cinema and outdoor postings.

The quality of production we can get—particularly in Europe—is generally good to excellent. We do, however, occasionally use American photography and dubbed and edited American tv film. Then, too, once in a while one of our subsidiaries can contribute to the production of layouts and commercials of another. For example, a British tv commercial, or some variation of it, might be used in Australia.

Mostly Spots Abroad • In most countries we use spots on both tv and radio—primarily because this is the only way commercial time is sold. A notable exception is the Philippines where we sponsor programs, both tv and radio, and where they "simulcast" audience participation programs on tv in Manila and on radio in Manila and the provinces. If the show is good, results are highly satisfactory.

Our use of tv depends, primarily, on availability. In most places, we have gotten in quite early and audience growth in recent years has justified our earlier decisions. The future of tv, particularly in the more sophisticated markets, is certainly assured. Like other advertisers, we are moving in it substantially where visual product demonstration and pictorial brand identification are particularly important.

Beyond the availability factor, the relative importance to us of tv is quite variable between markets. Coupled with radio, it is the backbone of our advertising programs in Brazil and Mexico—but for different reasons. In Brazil we do not consider newspapers suitable and we cannot use national magazines because our selling, at the moment, is restricted to the Rio and Sao Paulo markets. In Mexico, tv is a good bet because we consider most print media available inadequate for our purpose and because there is a high concentration of sales potential in the Federal District.

Different Places, Different Media • In the United Kingdom, we spend about 50% of our budget in tv. In France, there is no commercial tv available, so we use commercial film in the cinema instead. Australia responds very well to tv, primarily because of the concentration of population in the Sydney and Melbourne areas. Germany, too, probably because the national coverage is good and there are so few commercials broadcast (only one commercial channel airs sales messages once a day during a half-hour news program).

We use radio extensively. It will deliver good coverage in many areas, but there are important exceptions like England and France where governments still prohibit its commercial use. You can get radio commercials into France from Luxembourg and Monte Carlo, but nothing like national coverage is possible. Of course, we are most interested in radio where pictorial representation of the brand is not too important, where the message can be brief and simple and, most of all, where we want broad and deep audience penetration.

An Effective Team • We like to use tv and radio together. We think the combination can be very effective, for example, in the Philippines where tv delivers "A" class homes only in the Manila area but where radio goes much deeper into Manila and at the same time covers the provinces too.

It's evident that all of these factors represent a widely variable advertising opportunity as the marketing problems are studied country by country. To these variables must be added another—the changing development patterns of each individual medium. In this respect, it behooves us to constantly keep abreast of developments because both television and radio will surely have an even more profound effect in the years ahead on the free world's constantly rising standard of living.

G. H. Matthew, vice president in charge of sales and advertising of General Milk Company, started in the food business—after a few post-college years in sales engineering—as a retail salesman for American Home Foods. Associated with Carnation Company since 1949, he was transferred in 1955 to General Milk, which handles Carnation's overseas operations, after having served the parent company as regional sales manager, assistant general sales manager and product manager.
SYNCOM SATELLITE READY TO GO

22,300-miles-high orbit to match earth rotation speed

Sometime in the next 10 days, the first 24-hour communications satellite will be launched from Cape Canaveral and it promises to open a new era in space communications.

The Syncom (synchronous communications) satellite is expected to be placed in orbit 22,300 miles above the earth. The satellite will rotate around the earth once every 24 hours, exactly in time with the earth’s daily revolution. This means that Syncom will hover virtually over the same part of earth.

Since a single Syncom is expected to cover about one-third of the earth’s surface, only three are needed to blanket the earth. Earlier communications satellites, like Telstar and Relay, are in relatively low orbit (500-3,500 miles high) and require 30-40 flying switchboards to give 100% coverage.

Syncom was built for the National Aeronautics & Space Agency by Hughes Aircraft Co. It weighs 86 pounds and will be used only for two-way telephone, teletype and facsimile communications between Lakehurst, N. J., and a U. S. Navy communications ship anchored at Lagos, Nigeria, on the west coast of Africa. Both stations are part of the Army Satellite Communications Agency. The Dept. of Defense is operating with NASA in the Syncom program. An advanced Syncom, under construction by Hughes, will be capable of transmitting tv programs.

If things go well, the satellite will reach the desired longitude within two weeks after launch. It is expected to be in position for testing about five days after launch, however.

The satellite carries a duplicate set of transponders and other gear. Transmission from the satellite, via a coaxial slot array and travelling wave tube transmitters, radiating 2 w, is at 1815 mc. Ground station transmitters, delivering 20 kw, will transmit at 7360 mc. and will be frequency modulated with a bandwidth of 80 kc. Ground stations will use 30-foot parabolic antennas and cooled parametric amplifier receivers.

Among advantages of the synchronous communications satellite is that it does not require large tracking antennas necessary to follow the low-flying satellites.

Syncom will remain in sunlight almost 99% of the time, feeding electrical energy from 3,840 silicon solar cells to nickel cadmium batteries.

Under development is a two-year program for bigger and more elaborate Syncom which will be able to relay tv programs as well as telephone and teletype messages. The President has asked for $40 million for this project in the NASA budget submitted to Congress Jan. 17 (Broadcasting, Jan. 21).

Technical topics...

New tuner • Altec Lansing Corp., Anaheim, Calif., a subsidiary of Ling-Temco-Vought Inc., in that city, has announced the production of a new stereo fm tuner designed for both professional and home use. The new 314A "Emperor Royale" tuner can function as both a monitor and a network relay for an fm station. It is identical in circuitry and performance to Altec's "Astro," introduced last April. The "Emperor" sells for $359.

Film symposium • A semester-long symposium covering the operation of film processing labs is being offered as a non-credit course open to anyone who is interested by the U. of Southern California starting Feb. 13 and continuing each Wednesday evening through June 5. Tuition is $45.

New tiny tv set • Sharp Electronics Corp., New York, added its contribution to the growing tiny tv set market. It's an all-transistor portable set with eight and one-half inch picture tube that will sell for $229.95, made by Hava-kawa Electric Co., Osaka, Japan. The set weighs 10 lbs., excluding rechargeable battery unit which is an optional accessory.
CHANGING TIMES
Record replaces newspaper at National Press Club

The traditional mock newspaper at the inauguration of a new president for Washington's National Press Club was replaced this year by a long-playing phonograph record.

The record, which honored Bryson Rash, NBC News Washington correspondent who became NPC president on Feb. 2, features NBC News correspondents David Brinkley, Robert McCormick and Richard Harkness as well as former press club officers and other Washington journalists.

The record, titled “Is Bryson Rash?”, presents a humorous account of Mr. Rash's career with Messrs. Brinkley, McCormick and Harkness assisted by Patty Cavin, former woman's editor of WRC Washington and president of the Women's Press Club; May Craig, Portland (Me.) Press-Herald, and Sarah McClendon, El Paso Times. WRC staff announcers Willard Scott and Ed Walker are heard imitating Mr. Rash as a boy and portraying his school teacher and others who affected his career.

The record was distributed at the inaugural dinner. Members not attending will receive it by mail.

ANA plans clinic on tie-ins

The Assn. of National Advertisers will sponsor a clinic on tie-in promotions to be held in New York, Feb. 14. The meeting will cover joint advertising and promotions programs involving two or more advertisers.

A committee headed by Edward L. Slater, director of advertising, Sylvania Electric Products, has scheduled these topics for formal discussion: How to avoid pitfalls and capitalize fully on your tie-in promotions; planning, executing and evaluating tie-in promotions; merits and problems of tie-ins from the standpoint of creativity and coordination; gaining the support of the sales force and trade for tie-in promotions, and the place of tie-in promotions in the marketing program.

'Lights for Life' promotes traffic safety

A trend of a rising traffic death toll throughout 1962 was reversed in the last half of December in the state of Virginia, according to WXEX-TV Richmond. In the Dec. 17-Jan. 2 period there were five fewer traffic deaths in the state than in the same period a year ago, though for the year there were 100 more traffic deaths than in 1961.

During the Dec. 17-Jan. 2 period, WXEX-TV conducted a “Lights for Life” safety campaign that urged motorists to keep their headlights on during daylight hours as a reminder to other motorists to drive with care. WXEX-TV promoted the campaign with 500 spot announcements, 10,000 bumper stickers and several hundred thousand leaflets. Local police officials, state patrolmen and accident victims were interviewed on local programs.

BBDO: a big agency with big and small accounts

Yes, we are not big, says BBDO. In a new promotional booklet, the agency in reciting "some of our vital statistics" assures the advertising industry that (a) BBDO is a big agency, and (b) BBDO is not a "big-account" agency.

The booklet points out that more than half of BBDO's clients (59%) bill under $1 million annually. The breakdown: 41% bill $1 million or over; 21%, $500,000 to $1 million; 11%, $250,000-$500,000; and 27%, under $250,000.

Other vital statistics: the agency claims its regional-office setup is the "largest in the agency business" with half of BBDO's business originating in U.S. and Canadian regional offices; BBDO International is one of the "fastest-growing international agencies in the world" (four BBDO offices in Europe, 97 associated agencies in 54 countries), and about half of the business is in packaged goods, such as soap and soup, seeds and cigarettes, coffee, wine, beer and soft drinks.

BBDO also notes that two-thirds of its billing comes from clients who have been with the agency for 10 years or longer and that its accounts remain with the agency an average of 14 years.
WPAT takes agency people to theatre

More than 70 Philadelphia agency and client executives were guests of WPAT-AM-FM Paterson, N. J., at a dinner and theatre party last week. Highlight of the evening was attendance at a Philadelphia performance of the pre-Broadway tryout of the play “Tovarich” with Janet Leigh and Jean Pierre Aumont. Among those attending were (sitting, l to r) Murray Firestone, president, Firestone-Rosen (formerly W. B. Doner); Max Brown, executive vice president, Fels & Co.; Caral Firestone, Firestone-Rosen; Shelly Roseman, Firestone-Rosen; Eileen Moore, Al Paul Lefton; (standing) Billie Farren, N. W. Ayer; Norm Flynn, WPAT account executive; Bette Kaufmann, N. W. Ayer, and Jim Egan, N. W. Ayer.

WPAT hosts were Dan Weinig, vice president and general manager; Buck Johnson, sales manager, and Mr. Flynn, account executive for the Philadelphia area.

Drumbeats...

If I had a hammer • WFAB-TV Dallas asked its viewers to write letters telling why they liked the ABC-TV show, I’m Dickens, He’s Fenster. The best letter won for its writer the services of two carpenters for one day.

Down to the sea • WMAM-AM-FM Westport, Conn., will send a reporter to sea in a “weather-boat” to broadcast 32 remote marine reports each weekend next summer. The station is outfitting a yacht for the job with weather equipment, broadcasting units and call letters painted on the hull. The reports will be supplemented by broadcasts of flying conditions from the Bridgeport, Conn., airport in addition to normal coastal weather reports.

Pittsburgh station gives orchestra to listener

The Pittsburgh Symphony Orchestra’s Symphonette was given to a listener of WRYT, that city, for her own personal concert in a contest conducted by the radio station.

WRYT listeners wrote the station with reasons why they would like to have the orchestra’s musicians play for them. Each letter included a contribution for the orchestra’s maintenance fund campaign.

A young nurse at Presbyterian-University Hospital was declared the winner for her letter which asked that the Symphonette play a concert in the hospital’s auditorium for shut-ins and hospital personnel who could not hear regular concerts.

A second letter, declared runner-up, won a quartet of symphony musicians performing for students at the Western Pennsylvania School for Blind Children.

 Freedoms Foundation plans Roll-Call campaign

Radio and television stations are being asked to support the annual Roll-Call campaign of the Freedoms Foundation, Valley Forge, Pa.

The campaign will be conducted Feb. 15-28 with the theme “Plant the Seeds of Freedom.” Special radio and television kits containing taped and filmed spots on various aspects of the “American Credo” will be sent to network affiliates in the first week of February. Other stations desiring the kits should address their requests to Admiral Arthur W. Radford, Freedoms Foundation, Valley Forge, Pa.

Appearing in the radio-tv announcements will be Admiral Radford, John Wayne, Frankie Laine, Jack Benny, Raymond Burr, Johnny Carson, Claudette Colbert, Frank Fontaine, Andy Griffith, Diana Lynn, E. G. Marshall, Mitch Miller, Peter Nero and Ed Sullivan.

KTRH turns to listeners to pick music schedule

KTRH Houston is going to its listeners to determine what kind of music they want to hear.

The station is preparing a “Music-Selector” ballot listing 1,000 music selections, compiled from a list of million sellers, standards, current popular tunes and best selling albums. Listeners are asked to check off their 100 personal favorites and mail the lists to KTRH for tabulation and evaluation. The station will then program its music from the personal preferences of its listeners.
BROADCAST ADVERTISING

Fred Frost, Mark Stroock and Robert Hussey elected vps of Young & Rubicam Inc., New York. Mr. Frost is supervisor of TV films; Mr. Stroock, contact supervisor, and Mr. Hussey, of agency’s Hollywood office, is associate director of programming in that city. Locke Turner, former account supervisor with Charles Bowes Adv., joins Young & Rubicam, Los Angeles, as executive on Southern California Edison account. He replaces Fred Gordon, who resigned to join Home Buyers’ Guide.

Stanley T. Peterson, account supervisor at Guild, Bascom & Bonfigli, San Francisco, elected vp.

Frank Scopps, Frank Droesch and Howard Smith elected vps of Donahue & Coe, New York. Mr. Scopps, who joined D&C in 1956, is executive art director. Mr. Droesch, administrative art director, came to agency 28 years ago. Mr. Smith, who has been controller of agency since 1945, is now vp-assistant secretary-treasurer. Reuben Siegal, who worked with controller and treasurer, succeeds Mr. Smith.

Jerome Rotblatt elected vp in charge of sales for Sealy Mattress Co., Chicago. He will direct Sealy-Chicago advertising and marketing programs, in addition to his responsibility for sales in company’s four-state area. Mr. Rotblatt, associated with furniture industry for 16 years, joined Sealy-Chicago as merchandise manager in 1958, and was appointed sales manager in June 1959.

John E. Carter, for past four years vp for client services of Fuller & Smith & Ross, Fort Worth, Tex., joins Dallas advertising agency of Norsworthy-Mercer (formerly Taylor-Norsworthy) as vp.

Russell S. Jones, senior account executive, promoted to supervisor on Adolph’s Ltd. account at McCann-Erickson, Los Angeles. Mr. Jones joined M-E in 1955 in Cleveland office.

Bain heads AWRT group

Elizabeth Bain, assistant to director of program services at CBS-TV, elected board chairman of Educational Foundation of American Women in Radio & Television, New York. Elected to Foundation’s executive committee were Miss Bain, chairman; Lilian Lee, WABE Atlanta, secretary, and Peggy Ware, Dudley-Anderson-Yutz, New York, treasurer. Foundation was formed in 1960 to disseminate knowledge of broadcasting field.

Edward Baczewski, vp and director of media planning at Cunningham & Walsh, New York, appointed account supervisor. Mr. Baczewski will be responsible for Johns-Manville account. He joined C&W in 1950 as media buyer.

Arthur Wright, senior producer, promoted to executive producer in charge of commercial production.

Jon Werolin, former media director of J. Walter Thompson Co., San Francisco, joins Honig-Cooper & Harrington, that city, as assistant media director. Colleen Mattice has succeeded Mr. Werolin as media director of Thompson’s San Francisco office.


George H. Gribbin, chairman of Young & Rubicam, New York, appointed public information chairman for 1963 Greater New York Red Cross campaign. Mr. Gribbin will help direct program to secure members and funds.

Frank Bruguier, from 1959 until 1961 editor of Western Advertising and more recently its senior editor, joins

Hal Stebbins Inc., Los Angeles advertising and pr firm, as copy group head.

Stuart P. Erwin Jr., former tv program director of Benton & Bowles, New York, joins Ralston Purina Co., St. Louis, as advertising manager in Ralston division.

Dale Anderson, former vp and account supervisor at Compton Adv., New York, joins Needham, Louis & Brobray, Chicago, in similar capacity. Prior to joining Compton, Mr. Anderson was with Lennen & Newell, New York, also as vp-account supervisor.


Richie Ashburn, former New York Mets ballplayer, appointed sportscaster for Philadelphia Phillies games on Atlantic Refining Co.’s baseball network of 25 radio and four tv stations.


Marjorie B. Williams, former senior copywriter with Chirurg & Cairns, New York, joins creative staff of Hill, Rogers, Mason & Scott, Chicago.

Janet Marie Carlson, copywriter at Kenyon & Eckhardt and writer-account executive at Malcolm Steinlauf Agency, both Los Angeles, joins creative staff of Fletcher Richards, Calkins & Holden, that city.

Patricia E. Rheame, director of membership department of Radio Advertising Bureau, New York, elected executive vp of Teen America Assoc., producers of annual Miss Teenage America pageant.

Ben Margolis, administrative assistant of Television Advertising Representatives, New York, elected vp. Prior to joining TVAR in August 1961, Mr. Margolis served with CBS since 1927.

Richard Swenson, member of Young & Rubicam’s film department in Hollywood, promoted to production staff.

Robert Heyn, former account executive at D’Arcy Adv., Los Angeles, appointed assistant advertising manager of Bekins Van & Storage Co., that city.

Glee A. Duff named radio-tv director of Gray & Rogers, Philadelphia.
South Carolina's past presidents honored

Past presidents of the South Carolina Broadcasters Assn. were honored at a special reception during the annual winter meeting of SCBA late last month. With the plaques they received were (1 to r. seated) G. Richard Shafto, the first president of the association in 1947 and executive vice president of WIS-AM-TV Columbia and WSFA-TV Montgomery, Ala.; Mrs. Mildred Whitmire, widow of the late B. T. (Bevo) Whitmire of WFBC Greenville; Walter J. Brown, WSPA-AM-FM-TV Spartanburg, and C. Wallace Martin, now director of development at the U. of South Carolina.

Standing (1 to r.) are past presidents Lou Neale, WBEU Beaufort; James F. Coggins, WKDK Newberry; Edward Osborne, WBCU Union; Randy Davidson, WLOW Aiken; Charles A. Batson, WIS-TV; Frank Best, WDIX Orangeburg, and H. Moody McElveen Jr., WNOK-AM-TV Columbia. Past SCBA presidents not at the reception are Dan Crosland, WCRS Greenwood, and John M. Rivers, WCSC-AM-TV Charleston, both South Carolina.

Richard M. Dunn, former director of broadcasting at Wad Adv., Chicago, joins ABC-TV in newly created post of director of daytime tv program development. Prior to joining Wade, Mr. Dunn was with Compton Adv., serving as tv program department director. Irw Wilson, former general sales manager of WGN-TV Chicago, joins network as sports and special programs sales supervisor, also newly created position.

Dick James, station manager of WBBW-AM-FM Youngstown, Ohio, elected vp of Mahoning Valley Broadcasting Corp., licensee of stations. Mr. James was appointed station manager in February 1961.

L. L. (Sonny) Stewart, manager of KOPY Alice, Tex., elected vp and general manager of station. Mr. Stewart, who joined KOPY in September 1962, formerly operated his own radio station engineering-consulting service with headquarters in Corpus Christi, Tex.

Benjamin A. Hubley appointed assistant general manager for radio of Maine Broadcasting System (WSCB Portland, WLJB Bangor, and WRSO Augusta). He continues as WSCB's station manager. Herbert W. Crosby, WSCB sales manager, assumes added duties of assistant manager and as New England sales manager for Maine Broadcasting System.

Richard Lewis Venturino, director of programming and production for American Freedom Network, Bonita, Calif., assumes additional duties as San Diego manager of XEMO Tijuana, Mexico.

Bob Kirby, salesman, promoted to assistant sales manager of WOOD-TV Grand Rapids, Mich.

Jack Lenz, in sales and production at WHN Atlanta, joins local sales staff of WSB-AM-FM, that city, as account executive. Mr. Lenz is former vp and general manager of WBBT Lyons, Ga.

Norman Ginsburg, assistant director of sales promotion for CBS Radio Spot Sales, New York, promoted to director of sales promotion. Mr. Ginsburg joined CBS in 1959 from NBC, where he was director of advertising and promotion of film division.

Richard E. Jungers, midwest national sales manager of WGN-TV Chicago for past 10 months, promoted to general sales manager, succeeding Irv Wilson, who resigned to join ABC-TV (see story this page). Mr. Jungers began his broadcast career with WGN Inc. as radio salesman. Other sales experience includes service with WMAQ Chicago and NBC Radio Spot Sales. Before entering broadcast field, Mr. Jungers was divisional manager of Storecraft Corp., of America and district manager of Aluminum Co. of America.

Richard Freeman appointed Detroit office manager of Adam Young Inc., succeeding William Morgan, who resigns to become general manager of WPOJ Pontiac, Mich. Mr. Morgan had been with Young organization since 1960. Lewis S. Krone named radio account executive in Young's New York headquarters. Mr. Freeman for past three years has been salesman with WCAR Detroit. Mr. Krone has been account executive with Long Island Network (WGSM Huntington and WGBB Freeport, N. Y.).

Hugh J. MacPherson, former station manager of KNEW Spokane, joins sales of KLIV San Jose, Calif.

Robin Adrian, assistant traffic manager in sales department of KNXT (TV) Los Angeles, moves to station's sales research staff, replacing Gary Litaker, who is on leave of absence.

David Green, who just completed special project study for Metromedia's Illinois tv group—WTVP (TV) Decatur and WTVH (TV) Peoria—joins KMBC-TV Kansas City as director of advertising and promotion. Mr. Green held similar promotion post with KMBC radio in August 1961 when Metromedia purchased station. Walt Lockman Jr. joins KMBC-AM-FM's sales staff.

Edward M. Korry, former UPI newsman and presently manager of special projects and assistant to president of Cowles Magazines and Broadcasting Inc., was selected by President Kennedy to run new West Coast division of Cowles publications.
last week as United States Ambassador to Ethiopia.

**Willis Grant** appointed coordinator of corporate information, NBC, New York. Mr. Grant, formerly with Young & Rubicam and Ted Bates agencies, joined NBC in 1956 as research associate and was most recently research surveys manager.

**Jack Metrie**, former operations manager of WESH-TV Orlando, Fla., joins WFGA-TV Jacksonville as sales development and promotion assistant.


**Harold E. Reigert**, production supervisor of WFRV (TV) Green Bay, Wis., promoted to program director, succeeding J. W. Vickery, who resigned to accept post with University of Wisconsin, that city.

**Joel Cohen**, formerly with WJOL Joliet, Ill., joins WBBM-AM-FM Chicago as creative writer.

**David Hart**, promotion manager and night director of WLBZ-TV Bangor, Me., appointed promotion manager of WNBQ (TV) Chicago. He had been with WLBZ-TV for past six years.


**Lynn Gibson**, announcer at WDOW Dowagiac, Mich., assumes added duties of chief engineer, replacing Don Stuursma, who joins WKJR Muskegon, Mich., in similar capacity.

**Jack Hewett** appointed program director of Northeast Radio Network. Mr. Hewett joined Ivy Broadcasting Co., Northeast’s parent organization, in April 1962 as program director of WTKO Ithaca, N. Y., which post he retains under his new assignment, NRN serves 33 am and fm affiliates in upstate New York and Pennsylvania.

**Kendall Smith**, assistant program manager of WTIC-TV Hartford, Conn., promoted to program manager.


Mr. Owen is fourth member to rejoin Mr. Wright, who was former owner and president of WPAT (FATES & FORTUNES, Jan. 21).

**Thomas J. O'Dea** and **Thomas V. Toye** join sales division of Mutual Broadcasting System, New York, as account executives.

**Charles A. King**, MBS’s station relations director, named director of news. Mr. O'Dea, most recently associated with Edward Petry & Co., had been national sales manager of WXYZ-TV Detroit before transferring to ABC-TV Spot Sales division in New York. Mr. Toye has had 11 years sales and advertising experience with Crosley Broadcasting Corp., ABC Radio and CBS Radio. Mr. King, who joined Mutual’s station relations department in 1954, became eastern representative in April of that year and was promoted to division director in July 1956. He will be responsible for all news, special events, and sports programs emanating from network’s New York headquarters.

**Bea Agnetti** has been named director at WMAG Chicago. Miss Agnetti has been with station since 1953 and is graduate of WMAG’s radio workshop.

**Richard A. Orkin**, news and special events director of WALN Lancaster, Pa., and **George Hart**, program director of WBCB Levittown, Pa., join staff of KYW-AM-FM Cleveland as production director and traffic director, respectively.

**Ed Sheppard** joins WSIX-TV Nashville, Tenn., as production coordinator.

**Alan J. Shalleck**, formerly with CBS-TV, New York, joins production staff of WCAU-TV Philadelphia.

**Joe Epley**, news reporter with WLOS-TV Asheville, N. C., joins WBTN (TV) Charlotte, N. C., as broadcast journalist.

**Phyllis Lung**, former woman’s director of KYNO Fresno, Calif., has joined KABC-AM-FM Los Angeles as assistant to Jack Meyers, program director.

**Victor Allan**, associate producer with CBS-TV, New York, resigns after 16 years with network.

**Donald Barnhouse**, for two years producer and news writer for WCAU-TV Philadelphia, joins station’s two nightly news broadcasts, Seven and Eleven O’clock Report, with analysis of headline events.

**Deloney Hull**, member of sales staff of WSB-TV Atlanta, Ga., promoted to assistant sales manager. **Dorothy Kirby** appointed sales development manager, and **Don Hicks**, formerly with McGraw-Hill Publications, joins WSB-TV as account executive. Mr. Hull and Miss Kirby both joined station in 1948.

**Edwin Weintraub**, film editor, promoted to film director of WOKR (TV) Rochester, N. Y.

**Ray H. Honaker Jr.** joins WTAR-AM-FM Norfolk, Va., as announcer.

**Arnold C. Johnson**, former manager of WGEE Indianapolis when station began operating in 1956, returns as general manager.

**Howard (Pat) Weaver**, producer-director at WBBM Chicago since 1946,
appointed director of public affairs. He succeeds Paul Lazzaro, who has resigned to join Chicago pr firm of Don Young & Assoc.

John Hlavacek, NBC News' Havana correspondent, named to similar post in Miami. Hilda Watson, coordinator of NBC's public service announcements, retired Jan. 31 after 33 years with network.

Bernie Cosnoski joins WTTM-AM-FM Trenton, N. J., as host of Polka Make Believe Ballroom program.

Jimm Seaney, promotion manager of KLZ-TV Denver, Colo., assumes similar duties for KLZ-AM-FM.

EQUIPMENT & ENGINEERING

Harry E. Houghton, former president, director and chairman of executive committee of Encyclopaedia Britannica, elected to board of directors of Reeves Soundcraft Corp. (Soundcraft magnetic tape and magnetic recording film), New York. Prior to his association with Encyclopaedia Britannica, Mr. Houghton served as president and director of Muzak Corp. for number of years.

Lionel H. Wheeler, vp in charge of technical operations of Colorvision Inc., promoted to vp and general manager of Glendale, Calif., firm. He is succeeded by Walter J. Washick, manager of Colorvision's engineering department. Mr. Wheeler is co-inventor of Colorvision Additive System of color photography.

Milt Parlen, former sales manager of Columbia Pictures' 8 mm division, New York, joins United Film Labs and Sherman Ginsberg Film Libraries, Hollywood, as executive vp. He succeeds Beatrice Dennis, who retires to semi-active position.

SCBA officers for 1963

Cleatus O. Brazzell, president-general manager of WELP Easley, was elected president of South Carolina Broadcasters Assn. at 16th annual convention fortnight ago. He succeeded Frank Hardin of WIS Columbia. Other newly elected SCBA officers: John Davenport of WESC Greenville, vp for radio; R. A. Jolly of WFBC-AM-FM-TV Greenville, vp for tv; Doug Youngblood of WFIG Sumter, re-elected secretary-treasurer. New board members include Redd Reynolds, WBLR Batesburg; Wayne Sawyer, WGCD Chester, and A. P. Skinner, WOLS Florence.

Frank P. Barnes, special assignments director for telecommunications at ITT, New York, elected vp-director of telecommunications marketing. Mr. Barnes joined ITT in January 1962 as special staff assistant in executive department from RCA's communications products department where he was general manager.


R. Kenyon Kilbon, editor of research and engineering information at RCA, New York, appointed manager of editorial and publication services. Mr. Kilbon joined RCA in 1953 as staff writer in department of information.


Robert Beck Jr. appointed manager of manufacturing for Lynchburg (Va.) operation of General Electric Co.'s rectifier components department.

INTERNATIONAL

R. A. Pitt named executive assistant of Transcanada Communications Ltd., Toronto, Ont., owners and operators of CKOC Hamilton, Ont.; CKRC Winnipeg, Man., and CKCK-AM-TV Regina, Sask.

John R. Gorman named account executive at Needham, Louis & Brorby of Canada Ltd., Toronto.

David Coleman appointed chairman of BBC-TV magazine program Points North. He joined BBC staff as news assistant in 1954.

W. John Holden named promotion director of CHCH-TV Hamilton, Ont.

PROGRAMMING

Steve Broidy, president of Allied Artists Pictures Corp.; James Cantlen, vp of Pacific Telephone & Telegraph Co., and Elden Smith, vice chairman of Security First National Bank, elected to board of Community Television of Southern California, organization whose goal is establishment of tv station in Los Angeles.

James N. Manilla, producer-director at Filmex Inc., New York, elected vp. Prior to joining Filmex, Mr. Manilla was senior producer with McCann - Erickson, New York, from 1954-62.


Darryl Hickman was elected president of Los Angeles AFTRA Federal Credit Union board of directors. Other board members are: Joe Yocum, Don Hiatt, Lynne Allen and Bert Ziff, AFTRA Credit Union, organized last December, is said to be first of its kind in entertainment business.

Michael Rye, representing actors; Paul Fly, singers, and Beth Carter, dancers, have been appointed to board of directors of Los Angeles local of American Federation of Television & Radio Artists.

Harvey Bernhard, business administrator of Wolper Productions, Hollywood, elected vp-treasurer and member of board of directors.

Al Rush, legal and business affairs, network tv sales, MCA Tv, New York, elected vp. Mr. Rush served in legal department of NBC before joining MCA Tv.

Jack Stuart, representing Desilu Sales in Denver area, transferred to Atlanta, Ga., to head company's office there.

Ivan Genit, sales representative for Latin America based in Mexico City, moves to Dallas, Tex., to replace Vernon Christian, who resigned. Desilu Sales is syndication subsidiary of Desilu Productions.


Nick Albarano, formerly with Capitol Records, New York, joins Epic Records, that city, as manager of midwest region promotion. Mr. Albarano will coordinate his activities with radio stations, distributors and key retailers in that region.

Fred May, former program manager of KBLA Burbank, Calif., elected president of newly formed tv production company, Fred May Productions Inc., Los Angeles. Mr. May leaves for London this month to film pilot for semi-classical music series called The World of Music.


Joseph Wright appointed art director for 35th annual awards presentation of Academy of Motion Picture Arts & Sciences. Frank Sinatra will mc affair to be aired over combined radio and tv facilities of American Broadcasting Co. and Canadian Broadcasting Co.

Dave Garroway, better known as tv performer than as one-time astronomy instructor at Harvard, is host of Exploring the Universe, half-hour series of programs dealing with latest scientific theories and developments, being produced for National Education Television Network under grant from National Science Foundation.

David L. Wolper, president and executive producer of Wolper Productions, Hollywood, was honored by U. S. Junior Chamber of Commerce with its Distinguished Service Award in recognition of "outstanding community service for 1962."

ALLIED FIELDS

J. Drayton Hastie, vp of broadcast and real estate divisions and director of Reeves Broadcasting & Development Corp., New York, elected president. Mr. Hastie was president and director of Southern Broadcasting Co., Charleston, S. C., prior to joining Reeves.


DEATHS

Hideo Yoshida, 59, president of Denstu Advertising Ltd., Tokyo, died Jan. 27 in Tokyo after long illness. Mr. Yoshida joined Dentsu in 1928. He was elected director in 1942 and president in 1947. Mr. Yoshida was presented "Man of the Year" award in 1961 from International Advertising Assn., of which he was vp in charge of Far East.

Ralph G. Terrill, 58, general manager of KSKY Dallas, died Dec. 29 at his home in that city. Mr. Terrill was formerly manager of KGHI Little Rock, Ark.

Lee Nemetz, 39, tv film producer at BBDO, New York, died Jan. 23 in Philadelphia while on assignment. Mr. Nemetz joined BBDO in 1952.

Carl Eayrs, 63, city news editor of CHWO Oakville, Ont., died Jan. 24 of heart attack.

RESERVATIONS LIMITED!

Make Yours Today

Broadcast Pioneers 1963

Annual "Mike Award" Banquet

Monday, February 25, 1963 at

the

Americana Hotel

New York City

Imperial Ballroom

Presentation of the "Mike Award" to WSB, Atlanta, Georgia

Cocktails: 6:30 P.M. Banquet: 7:30 P.M.

Contribution $25.00 (tax deductible)

Proceeds for the benefit of the Broadcasters' Foundation, Inc.

507 Fifth Avenue, New York 17 OX 7-5895
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Jan. 24 through Jan. 30 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna, cp—construction permit, ERP—effective radiated power, uhf—very high frequency, uhf—ultra high frequency, ant.—antenna, aur.—aural, vis.—visual, kw—kilowatts, w—who me—megacycles, d-day—Night—local sunset, mod.—modulation, trans.—transmitter, unl.—unlimited hours, kc—kilocycles, SCA—subsidiary license, ru—reauthorization, SSA—special service authorization, STA—special temporary authorization, SD—specified hours, ——educational. Ann.—Announced.

New tv stations

APPLICATIONS

KULR-TV Billings, Mont.—Crain-Snyder TV Inc. Changed from KGHJ-TV. WMJZ-Lindem, N. J.—New Jersey TV Bestg. Corp.

New am stations

APPLICATIONS BY FCC


Golden Meadow, La.—John A. Egle. Granted cp for new am on 1600 kc, 1 kw, D. P. O. address 165 St. Mary St., Golden Meadow. Estimated construction cost $23,300, first year operating cost $15,400, revenue $49,000, John A. Egle, sole owner, is local businessman and mayor of Golden Meadow. Action Jan. 24.

Cherryville, N. C.—Cherryville Bestg. Co. Granted cp for new am on 1590 kc, 5 kw, D. P. O. address 169 E. Sycamore St., Lincoln, N. C. Estimated construction cost $14,266, first year operating cost $24,000, revenue $30,000. Applicant is Jack W. Franks, who is in small loan business. Dec. 16, 1962, FCC granted.$364,600;—

Existing am stations

APPLICATION


CALL LETTERS ASSIGNED


APPLICATION

KHIX Muskogee, Okla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Jan. 29.

New fm station

APPLICATION


Existing fm stations

CALL LETTERS ASSIGNED


APPLICATIONS


 articulate license for new fm to replace expired permit, which authorized change in channel from 15,400 to 16,000, and in height, above average terrain and remote control operation of trans. Ann. Jan. 30.

Ownership changes

APPLICATIONS

WABT Tuskegee, Ala.—Granted assign ment of license from Elizabeth W. (100%), d/b as Radio Tuskegee Inc. to Madison Davis, Jr. and Jean P. Davis (50%), tr/as Maco Bestg. Inc. Consideration $25,000.

WCHS-TV Florence Ala.—Mrs. Davis is housewife. Action Jan. 30.

KVAN (TV) Denver, Colo.—Granted assignment of license from R. E. Pruitt Jr. (76%) and James C. Alderman (24%) to Mr. Pruitt (40%) and John F. Malloy & Stanley G. Breyer (each 25.5%). Consideration $23,500. Action Jan. 30.


KDBY-San Francisco, Calif.—Granted assignment of license from Kenneth G. & Misha S. Prather (50%) to Michael L. Prather (60% jointly), d/b as Bonanza Bestg. Corp. No financial consideration involved. Action Jan. 25.

KNM Kauai, Hawaii.—Granted assign ment of license from Kenneth G. & Misha S. Prather (50%) to Michael L. Prather (60% jointly), d/b as Bonanza Bestg. Corp. No financial consideration involved. Action Jan. 25.

WEAB Greer, S. C.—Granted assignment of license from W. Ryan Frier and Ed A. Burch (each 50%) d/b as Greer Bestg. Co., to Mr. Burch (100%). Consideration $30,000. Action Jan. 25.

RCX-AM-FM-TV Salt Lake City, Utah—Granted assignment of license to Deseret Broad casting Corporation, Columbia Pictures Electronics Inc., Pacific Bell Western, Inc. and Richard F. Hays. The parties have the following interests: Columbia owns 1% Screen Gems Inc., 4% of Believe Inc., and 1% of Columbia Broadcasting and 3% of Screen Gems. Columbia owns 86% of Screen Gems. Consideration $79,378. Screen Gems is sole owner of WAPA-TV San Francisco, KFIF-P. R. E. and WOLE-TV Aguadilla, P. R. Action Jan. 23.

WLOG Logan, W. Va.—Granted assignment of license from C. Robert G. B. May (100%), individually and as trustee of estate of C. Robert G. B. May to Fee H. Fry (100%), trustee of estate of C. Robert G. B. May (100%), and others, d/b as Guyan Valley Bestg. Co. Consideration $98,000. Mr. Musciano submitted letter of Logan Banner, newspaper. Action Jan. 23.

APPLICATIONS

WMAZ-AM-FM-TV Macon, Ga.—Seeks assign ment of license from Southeastern Bestg. Co. to WMRC Inc., contingent on grant of application for transfer of control of Southeastern to that company now pend-
COMMERICAL RADIO MONITORING CO.
Precision Frequency Measurements
AM-FM-TV
103 S. Market St., Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr., Edward E. Lofzeit, Chief Engr., International Bldg., Di 7-1339
Washington 4, D. C.
Member AFOOE

COMMERCIAL RADIO SERVICE CO.
Edward B. Hammett, Manager
414 14th St., N. W., Washington 4, D. C.
Member AFOOE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Member AFOOE

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KCOO-TV Eid, Okla.—Seeks assignment of license and cp from Cimarron TV Corp. to Cimarron Corp. Consideration $911,000. Owner and operator - corporation with no majority stockholder which wholly owns Cimarron. No financial consideration involved. Ann. Jan. 16.

KGLC Miami, Okla.—Seeks assignment of license and cp from Kenyon Brown (100%), d/b/a Miami Best, Co., to C. C. Woodson (70%) and sons, Charles C. Woodson Jr. & Ben J. Woodson (each 15%), tr/a as Miami Newspapers Inc. Consideration $131,000. Newsok owns several newspapers in Texas and Oklahoma, and C. C. Woodson Sr. is half owner of KFTO Semi- nol, Tex. Ann. Jan. 28.

KYFM (FM) Oklahoma City, Okla.—Seeks transfer of control of licensee company, K.Y.F.M., Inc., from Bernard Groven and James E. Bering (each 32.5%) to American Preferred Life Insurance Co. (65%), large corporation with no majority stockholder; other ownership remains stable. Consideration is assumption of debt. Ann. Jan. 25.

KRCM McMinville, Ore.—Seeks assignment of license from Jerry Carr (100%), d/b/a Yamhill Radio Co., to Ray A. Fields (100%). Consideration $100,000 less liabilities. Ann. Jan. 20.

WGTV (TV) Philadelphia, Pa.—Seeks assign- ment of cp from Bernard Rappaport (100%) to Edinor Cooperstein (over 85%), Mr. Rappaport’s (65%) and others, tr/a as New Jersey TV Best, Corp. Consideration is Mr. Rappaport’s holding in latter company. New Jersey TV is owner of WNUJ (TV) Linwood N.J. Ann. Jan. 30.

KBYG Big Spring, Tex.—Seeks assignment of license from William J. Wallace (50%) and Howard Barrett & Frank Junell (each 25%), d/b as Big Spring Radio Co., to same persons in same percentages, tr/as Big Spring Radio Inc. No financial consideration involved. Ann. Jan. 25.

KFNW Big Spring, Tex.—Seeks assignment of license from J. A. Caddell and D. T. Anderson (each 50%), d/b as The Anca Best, Co. to Mr. Anderson (66 2/3%) and John B. Walton (33 1/3%), tr/a Anca Best. Consideration $85,000. Ann. Jan. 24.


KELP-TV El Paso, Tex.—Seeks assignment of license and cp from Norman E. Alexander and Joseph Jones (each 50%), d/b as KELP TV Corp., to same persons in same percentages, tr/as KELP TV Co. No financial consideration involved, as ownership merely changes from corporation to partnership. Ann. Jan. 28.

KENE Toppenish, Wash.—Seeks transfer of control of licensee company, Radio Bests, Inc., from John R. & Dorothy W. Woodrooife (100%) to John R. & Catherine M. DiMeo (100%). Consideration $235,000. Mr. DiMeo is station manager of KAYO Seattle Table. Wash.: Mrs. DiMeo is housewife. Ann. Jan. 23.

WPDX Clarksburg, W.Va.—Seeks assignment of license from Raymond C. Warden, Robert D. Hough & Emilia Hamilton (each 20%) and James T. Fawcett (11%) & Dewitt H. Wyatt (2%), d/b as Clarksburg Best, Corp., to George L. Kallam, C. Mathew S. Tierney and L. Clark Tierney Jr. (each 33 1/3%). tr/a WPDX Radio Corp. Consideration $157,500. Mr. Kallam is account- ant. C. M. Tierney is owner and L. Clark Tierney is employed by airline. Ann. Jan. 25.

Hearing cases

INITIAL DECISION

• Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of William L. Miller, tr/as Bootheel Besta, Co. for new am on 1540 kc, 1 kw (250 w-CH), D. in Kennett, Mo., conditioned that the station’s failure to meet daytime facilities is precluded pending final decision in Dec. 1419. Action Jan. 30.

DESIGNATED FOR HEARING

• By memorandum opinion & order, commission designated that application of Radio Ashland Inc. to increase daytime power of WNOCiked, Okla. on 1340 kc from 250 w to 1 kw, continued nighttime operation with existing license and WFIN Findlay parties to proceeding. Action Jan. 30.

• WESR Tasley, Va., WASA Havre de Grace, Md.—Designated for consolidated hearing applications to increase power on 1350 kc, from 1 kw to 5 kw, from 250 w to 1 kw, continued nighttime operation with existing license and WFUN parties to proceeding. Action Jan. 30.

• Jasper County Best, Corp., Renseler, Ind., Mel Wheeler, Plymouth, Ind.—Designated for consolidated hearing applications for new-daytime stations on 1560 kc, 250 w; made WJWA South Bend party to proceeding. Action Jan. 30.

OTHER ACTIONS

• By memorandum opinion & order, commission denied the application of Kinston Best Corp. for reconsideration of Oct. 17, 1962, action which returned its tendered application to increase nighttime power of KSON San Diego, Calif., from 250 w to 1 kw, continued nighttime operation with existing license and WBNM parties to proceeding. Action Jan. 30.

• By order, commission waived Sec. 1.334 of rules and accepted for filing application of McConnell-Clarkson Co. for new station operation of WOVE Welch, W. Va., from Sun. to unl. time, with its present facilities 1340 kc, 250 w—N, with license to operation of KNEI Brady, Tex., from unl. time to 1 AM, with appropriate facilities 150 kc, 250 w. Action Jan. 30.


• Millers River Translators Inc., Athol, Mass.—Waived Sec. 4.702 (c) of rules and granted applications for cp’s for four new vhf tv translator stations on chs. 13, 12, 11 and 10 to translate programs of Boston, Mass., television stations. Action Jan. 30.

• Commission granted renewal of license of WKY TV System Inc. for WKY-TV Oklahoma City, Okla., and addressed letter to licensee regarding granting application in grant of application but dissented to letter). Action Jan. 30.

• By order, granted petition by Broadcast Council and extended time to Jan. 28 to file replies to exceptions to initial decision in proceeding on applications of Coastal Best Corp., and W, to operate stations W, and WGBH-TV (ch. *2), and on ch. 30 to translate programs of WMUR, Manchester, N. H., conditions. Action Jan. 30.

• Commission granted renewal of license of WKY TV System Inc. for WKY-TV Oklahoma City, Okla., and addressed letter to licensee regarding granting application in grant of application but dissented to letter). Action Jan. 30.

Routine roundup

• By memorandum opinion & order, commission in consolidated proceeding on applications of Coastal Best Corp., and W, to operate stations W, and WGBH-TV (ch. *2), and on ch. 30 to translate programs of WMUR, Manchester, N. H., conditions. Action Jan. 30.

• By memorandum opinion & order, commission in consolidated proceeding on application of John A. Egle and KLPT Radio Inc. for new daytime am
stations in Golden Meadow, La., (1) denied
joint request for approval of agreement be-

dismissed with prejudice KLFT application; and (3) granted
Egle's application to operate on 1600 kc, 1
kw; conditioned to pre-sunrise operation
with daytime facilities precluded pending
final decision in Doc. 14419. Board member
Nelson issued concurring statement. Action

tween applicants;

(2)


Granted petition
and extended to Feb.

by Broadcast Bureau

4 time to file excepto initial decision in proceeding on
application of Stuart W. Epperson for new
davtime am in Winston-Salem. N. C. Action
Granted petition by Prince William
Manassas. Va., and
Bcstg. Corp. (WPRW)
extended to Feb. 6 time to respond to
(WEMD),
petition by Easton Bcstg. Co.
Easton, Md. to enlarge issues in proceeding

tions

,

ment

for Jan. 25 on motions by Triangle
Publications Inc. (WNHC-TV), New Haven,
Conn., to quash (a) subpoena duces tecum
and (b) subpoena, each issued to Walter H.
Annenberg on Jan. 14 in proceeding on

By Hearing Examiner

Granted petition by Broadcast Bureau
and extended to Feb. 20 time to file excepto initial decision in proceeding on
am application of Birch Bay Bcstg. Co.
(KARI), Blaine, Wash. Action Jan. 22.
Granted motion by Denver Area Bcstrs.
(KDAB), Arvada, Colo., and extended to
Feb. 4 time to file oppositions to motion to

:

enlarge issues filed by Lakewood Bcstg.
Service Inc. (KLAK), Lakewood, Colo., in
proceeding on am applications of Denver

WXFM

renewal of license of
(FM)
Park, 111., in Docs. 12604 et al.,
granted request of Blue Island and extended from Jan. 21 to Jan. 30 time to respond to Broadcast Bureau's motion to
field for

Elmwood

place Blue Island's application in commission's pending file. Action Jan. 22.

24.

tions

By Hearing Examiner Jay

James D. Cunningham

Cunningham will preside in investigatory
proceeding concerning The McLendon Corp.
(WYNR), Chicago, 111., and that introduction of evidence therein will commence on
March 5 in Chicago. Action Jan. 25.
Granted motion by Broadcast Bureau
and made corrections in various respects
to transcripts of Dec. 5 and 6, 1962, hearings
and
in matter of revocation of license
(FM)
SCA of Carol Music Inc. for
Chicago, 111. Action Jan. 25.
Scheduled prehearing conference for
Feb. 20 and hearing for March 4 in proceeding on application of Central Wisconsin
Tv Inc. for additional time to construct
(TV) (ch. 9) Wausau. Wis., and for
assignment of cp to Midcontinent Bcstg. Co.
Action Jan. 25.
D.

reached at Jan. 28 prehearing conference
in proceeding on application of Dr. Charles
H. Haggard and Kenneth R. Rogers for new
am in Crystal City, Tex., and scheduled
certain

April

WCWT

Basil P. Cooper

Granted motion by Risden A. Lyon and
continued Jan. 29 hearing to Feb. 7 in proceeding on his application for new am in
28.

Granted petition by Broadcast Bureau
and extended from Jan. 21 to Jan. 31 time
to file proposed findings in proceeding on
applications of The Tuscarawas Bcstg. Co.
for new am in Uhrichsville, Ohio, et al.
Action Jan.

24.

By Hearing Examiner James

Cunningham

D.

Scheduled

conference of counsel for
The McLendon Corp. (WYNR), Chicago,
111., and commission's Broadcast Bureau for
2:30 p.m., Jan. 30, in investigatory proceeding concerning WYNR. Action Jan. 29.

By
tion

of

application for new

1

license
tion Jan. 29.

On own

San Francisco,

motion,

Calif.

Ac-

rescheduled from 10
hearing in proceed-

-a.m. to 11 a.m. Feb. 20

Programmers

new am

sta-

Bartlesville and Pawhuska, both
Oklahoma, respectively, in Docs. 14813-4,
Action Jan. 28.
tions

in

By Hearing Examiner
Granted motion by
-continued Jan.

Millard F. French

WTSP-TV

Inc.

and

hearing to Feb.
11
and denied provisional opposition to
motion for adjustment of further hearing
date filed by City of St. Petersburg in
Largo, Fla., tv ch. 10 proceeding. Action
28 further

Jan. 25.

By Hearing Examiner Walther W. Guenther

On own

motion, scheduled oral argu-

BROADCASTING, February

4,

1963

Fairbanks,

Alaska;

Alaska;

KTNT-TV

(main trans, and ant. and aux. trans.)
Tacoma, Wash.; KTVF (TV) Fairbanks,

KUAM-TV Agana Territory of
Guam; KVAL-TV (main trans, and ant. and

Alaska;

aux. ant.) Eugene, Oreg.; KVOS-TV (main
trans, and ant. and aux. trans.) Bellingham. Wash.; 'KOAC-TV Corvallis, Oreg.;
*KOAP-TV Portland, Oreg.; K07AY, Em-

metsburg Chamber of Commerce, Emmetsburg, Iowa; K11EB, Lead Tv Co-op, Lead,
S. Dak.; K78AW, K82AN, Carroll Area Tv
Inc., Carroll, Iowa; K77AU, K77AL, K80AO,
Spencer Area Tv Inc., Spencer, Iowa.
WSTO (FM) Owensboro, Ky.— Granted cp
to change type trans, and type ant.; condition.

KOGM-FM

Tulsa,

Okla.— Granted exten-

sion of authority
to
remain
period ending April 15.

silent

for

Westinghouse Bcstg. Co., New York, N.Y.
Granted request by Westinghouse (KYW),
Cleveland, Ohio, to feed by direct line to
CHRC Quebec, Canada, broadcast of hockey
game on March 1, 1963, commencing at 9
p.m. and running approximately 3 hours,

—

for live broadcast by CHRC, which signal
of such foreign station will be broadcast in

U.

S.

WESY

Leland, Miss.— Granted renewal of

license.

Following stations were granted extensions of completion dates as shown: WRIZ
Coral Gables, Fla., to June 20; KCHJ Delano, Calif., to June 30; KETX Livingston,
Tex., to April 1;
Boca Raton, Fla.,
to June 1; WIBV Belleville, 111., to April 23;
Remsen, N. Y., to July 3;
Syracuse, N. Y., to April 21; condition.

WFSG

WREM

WOLF

and hearing for

in

Crystal

By Hearing Examiner Chester
Naumowicz Jr.

City,

F.

Pursuant to agreements reached at Jan.
hearing conference in proceeding on
applications of Edina Corp. and Tedesco
Inc. for new am stations in Edina and
Bloomington, both Minnesota, respectively,
in Docs. 14739 & 14740, scheduled certain
procedural dates and hearing for March 18,
and postponed from Feb. 7 to March 18 for
Edina to produce Kenneth Palmer for cross
Upon request by Blue Ridge Mountain
Bcstg. Inc. continued Jan. 31 hearing conference to Feb. 5 in proceeding on its ap25

plication and that of Reliable Bcstg. Co.
for new am stations in Ellijay and Calhoun,
both Georgia, respectively. Action Jan. 24.
Scheduled prehearing conference for
Jan. 30 in proceeding on applications of
Charles County Bcstg. Inc. and Dorlen
Bcstrs. Inc. for new am stations in La Plata
and Waldorf, both Maryland, respectively.
Action Jan. 22.
Scheduled hearing conference for Jan.
31 in proceeding on applications of Reliable
Bcstg. Co. and Blue Rdige Mountain Bcstg.
Inc. for new am stations in Calhoun and
Ellijay, both Georgia, respectively. Action
Jan. 22.

Frederick

J.

prehearing conferin proceeding on applicaBcstg. Co. for renewal of

ing on applications of Osage
and Cherokee Bcstg. Co. for

am

KENI-TV Anchorage,

Oreg.;

KFAR-TV

Actions of Jan. 28

Morgan
Inc.,

County Television
Berkeley Springs, W. Va.

Translators
cp

— Granted

for new vhf tv translator station, on ch. 3,
to translate programs of
(ch. 7)
Washington. D. C.

WMAL-TV

WTPA-FM

by Broadcast Bureau

further

KSAY
of KSAY

procedural dates
Action Jan. 28.

BROADCAST ACTIONS

Hearing Examiner Charles

Scheduled
ence for Feb.

9.

Denied for lack of timeliness petition
by Dr. Charles H. Haggard and Kenneth
R. Rogers for continuance of Jan. 28 prehearing conference in proceeding on their

WCLM

Action Jan.

Forest L. McClenning

Formalized by order certain agreements

Ordered that Hearing Examiner James

By Hearing Examiner

A. Kyle

In proceeding on applications of Redding-Chico Tv Inc. and Northern California
Educational Tv Assn. Inc. for new tv stations to operate on ch. 9 in Redding, Calif.,
latter to operate noncommercially, in Docs.
14626-7, granted petition by Northern for
leave to amend its application to make
certain substitutions in members of its

By Hearing Examiner

ACTIONS ON MOTIONS
By Chief Hearing Examiner

Isadore A. Honig

In proceeding on applications of Blue
Island Community Bcstg. Inc. and Elmwood
Park Bcstg. Corp. for new fm stations in
Blue Island and Elmwood Park, both Illinois, and Mrs. Evelyn R. Chauvin Schoon-

(FM) Tacoma, Wash.; *KRRC (FM) Portland,

Actions

of

Jan.

29

Granted renewal of license for following

KAIM Honolulu, Hawaii; KARI
KBRC and aux., Mt. Vernon,
Wash.; KCFA Spokane, Wash.; KFKF Bellevue, Wash.; KGDN Edmonds, Wash.; KGRL
stations:

Blaine, Wash.;

Bend, Oreg.; KGW Portland, Oreg.; KIMA
Yakima, Wash.; KING and aux., KING-FM
Seattle, Wash.;
KMVI Wailuku, Hawaii;
KNBX Kirkland, Wash.; KNPT Newport,
Oreg.; KOHO Honolulu, Hawaii; KOMO and
aux., Seattle, Wash.; KORD Pasco, Wash.;
KPAM, KPFM (FM) Portland, Oreg.; KPDQ
Portland, Oreg.; KREM Spokane, Wash.;
KTOH Lihue, Hawaii; KVI (aux. only)

KWYZ Everett, Wash.; KXA
KXL Portland, Oreg.; KYJC
Medford, Oreg.; KZUN-AM-FM OpportunWash.;
ity,
KETO-FM Seattle, Wash.; KGFM
Seattle, Wash.;
Seattle, Wash.;

(FM) Edmonds, Wash.; KGMG (FM) and
SCA, Portland, Oreg.; KGMI-FM and SCA,
Bellingham,
Wash.;
KHQ-FM Spokane,
Wash.; KIRO-FM Seattle, Wash.; KNIKFM and SCA, Anchorage, Alaska; KOAPFM Portland, Oreg.; KREM-FM Spokane,
Wash.; KTWR (FM) Tacoma, Wash.; *KCPS

Harrisburg, Pa.— Granted mod.
of cp to change type trans, and type ant.,
decrease ant. height to 690 ft., and change
ant. location to aux. tv ant. tower and

sidemount at 130

WRPM

ft.

level.

Poplarville,

Miss.— Granted exten-

sion of completion date to April

23.

Actions of Jan. 25

KIRV

Fresno, Calif.— Granted license.
KCEY Turlock, Calif.— Granted license
covering increase in power, installation of
new trans., change in ant. -trans, location
and studio location and make changes in

DA system (DA-N to DA-2).
KBRL McCook, Neb.— Granted

license

covering increase in power, installation of

new

change in ant. -trans, location
and ground system, installation of DA and
deletion of remote control.
KNEZ Lompoc, Calif.— Granted license
covering changes in trans., hours of operation and ground system, installation of
DA-N with remote control operation (day).
KIXL-FM Dallas, Tex.— Granted licenses
covering changes in ERP, ant. height, ant.
system and type trans, and installation of
new ant.; and use of presently licensed
trans, as aux. trans, employing newly intrans.,

stalled ant.

—

KNOE Monroe, La.
Granted license
covering change in frequency, changes in
DA system, change in power, change to
DA-2, type trans, and changes in ground
system.
KSCB Liberal, Kans. Granted license
covering change in hours of operation and

—

installation of

WHFB-FM

Mich.

ERP,

DA-N.

Benton

— Granted

Harbor-St.

Joseph,

license covering changes in
ant. system and in-

ant. height and
stallation of new ant.

—

KLZ Denver, Colo. Granted
covering installation of aux. trans.

license

WMAY

Springfield, 111.— Granted mod. of
license to change studio location with re-

mote control operation
only)

;

(nighttime

hours

conditions.

WARE

Ware, Mass.— Granted mod. of license for remote control operation using

DA-N;

WSJC

conditions.

Magee, Miss.— Granted mod. of

li-

cense for remote control operation; conditions.

KBIC-TV Los Angeles, Calif.— Granted
mod. of cp to change ERP to 65.3 kw vis.,
DA and 32.7 kw aur., DA; type trans., ant.
height to 2930 ft. and make changes in ant.
system.

WINT-FM

Winter

Haven,

Fla.— Granted

Continued on page 87
81


Help Wanted—Management

Detroit . . . sales management, with proven records, who loves the challenge of selling. Excellent opportunity with top independent. Complete resume please. Box 84R, BROADCASTING.

Manager unusual opportunity to manage station in one of ten leading markets. Must have previous experience as manager or sales manager of large programed station. Box 221A, BROADCASTING.

Sales manager midwest market among leading forty. Liberal guarantee with incentive. Box 40B, BROADCASTING.

All or part of daytimer in major southwest market available to qualified manager willing to make small investment of cash and large investment of effort and knowledge. Box 60B, BROADCASTING.

Golden opportunity for experienced top radio salesman, assistant manager, who wants to move up to sales manager or sales manager of network station, with excellent starting salary. Send complete details first letter to Bill Harrell, KVOC, Laredo, Texas.

Sales

Full time small market station in rocky mountain area, dry climate, college town interested in salesman. State experience and salary desired first letter. Excellent management cooperation. Box 19B, BROADCASTING.

Salesman to take over local accounts in northeast Texas. Some board work. Box 91E, BROADCASTING.

Sales-producer, experienced, ready to move up to assistant manager position in local operation. Box 37E, BROADCASTING.

Salesman announcer. Require polished salesman able to handle large accounts, southwest. Salary and commission. Experience very desirable. Send details, resume, photo first letter. Box 60B, BROADCASTING.

Wanted salesman or combination announcer-salesman who wants fulltime sales. Contact Dale Low, KNCM, Moberly, Missouri. Phone AM Herst 3-1230.

California, KCHJ, 5000 watts. Experienced salesman, $520 guarantee, 25% commission. Delano, California.

Madison, Wis., offers outstanding opportunity. We pay biggest guarantee, biggest commission on total billings. First class, immediate opening for seasoned salesman. Phil Fisher, WBSM.

FM . . . sales manager, with proven abilities. Good base and inviting commission and bonus. Excellent opportunity for one wanting immediate opening for seasoned salesman. Phil Fisher, WBSM.

Help Wanted—Announcers

Announcer, with 1st ticket, male or female, for Detroit station, $110 weekly. Box 326R, BROADCASTING.

Announcer-newman. New Jersey, Must have local experience. Box 54A, BROADCASTING.

Personality dj, modified format, Virginia. Experienced only. Send tape, photo, and resume first letter. Box 320A, BROADCASTING.

Newspaper salesmen. Send resume, photo, and tape. Box 222A, BROADCASTING.

Looking for writer or beginner to make team on radio. Send tape if turntable. Box 3B, BROADCASTING.

Announcer, hard worker, mature, personality, co-operative. Small, fulltime northern market. Send experience first letter, but not necessary. Send tape resume, salary requirements, Box 4B, BROADCASTING.

Announcer-production with knowledge and enthusiasm for techniques of top time format. Midwest. Box 41E, BROADCASTING.

Stay awake champ. Seeking proven stay awake champ who is presently employed but able to take those leaves of absence to try for new record at leading Canadian station. Send details of previous marathons. Box 50E, BROADCASTING.

Michigan 5 kw needs announcer with good voice and interest in production. Must have a minimum of one year of experience. Must be able to handle air sales. Willing to work. Good pay and opportunity for advancement. Send resume and tape to Box 40B, BROADCASTING.

Announcer with first class ticket. Desirable mid-Pennsylvania to listen to all in first letter. Box 25E, BROADCASTING.

Northeast New York five killowatt CBS affiliate with adult swinging format. Seeks strong, imaginative personality, ability to bright, enthusiastic evening personality. Good salary, fringe benefits, sound organization, Airmail check and background. Box 25B, BROADCASTING.

Wanted: staff announcer for fast-paced good music, CBS affiliate. Send tape, picture and resume to WANE, Radio, Fort Wayne, Indiana. No phone calls please!

Top rated modern format radio station in Peoria, Illinois, looking for personality to fill opening. Must have good voice for bright-sounding personalities and aggressive newsmen. Please send tape and resume to Program Director of WIRL.

DJ. 1st place, St. Louis area, $115 week to start. Contact Chuck Norman, WGNU Radio, Granville, Ohio.

Quality big band, big coverage mutual daytimer wants all around top drawer announcer, $120 minimum per week opening. No phone calls. Send tape or phone back ground to Window Porter, WJTO, Bath, Minn.

No. 1 station in Georgia second market looking for negro dj’s. Must read extremely well, and be able to think. If you are the right man, you can begin work immediately. References carefully checked. Send resume and tapes to Manager, WORS Radio, Columbus, Georgia.

Help Wanted—Technical


First class ticket holder wanted to head up engineering department for established Illinois operation, not in Chicago. Must be able to maintain transmitter and studio equipment, have good knowledge of broadcasting with supervisory ability preferred. Fine opportunity with growing station. In high class facility personnel. Good fringe benefits, good salary. Send resume to top man. Write Box 59B, BROADCASTING, with details of experience, references, availability for interview.

Sunny south Florida station has immediate opening for top first phone engineer-announcer. Must be strong in maintenance with outstanding air voice. Send resume and photo, Box 75B, BROADCASTING.

Immediate opening for chief engineer-dj jockey. Must be experienced in both and be capable of handling complete engineering. Wes Ninemire, P.O. Box 128, Phone DE 4-1637, Amarillo, Texas.

Negro Engineer capable of transmitting and remote maintenance work in two major cities. Must be able to handle as many as two locations at the same time. Must be on top of the air for bright-sounding personalities and aggressive newsmen. Send resume and tape to Program Director of WIRL.

Road, TV, Combos, technicians. Apply today. Broadcast Employment Service, 4925 10th Ave. So. Minneapolis 17, An excellent board operator, have good voice. Send complete resume, references, and tape to: Executive Vice President, McLendon Broadcasting Company, Suite 800, Milner Bldg, Jackson, Mississippi.

Chief engineer-fine music FM stereo station in full time board work. WCLV, Cleveland 24, Ohio.

Radio, TV, Combos, technicians. Apply today. Broadcast Employment Service, 4925 10th Ave. So. Minneapolis 17, An excellent board operator, have good voice. Send complete resume, references, and tape to: Executive Vice President, McLendon Broadcasting Company, Suite 800, Milner Bldg, Jackson, Mississippi.

Negro Engineer capable of transmitting and remote maintenance work in two major cities. Must be able to handle as many as two locations at the same time. Must be on top of the air for bright-sounding personalities and aggressive newsmen. Send resume and tape to Program Director of WIRL.

Program director wanted for high class Illinois fulltime operation. Fine opportunity for creative, ambitious man who is expert with music and can supervise sparkling, upbeat programming. Better than average pay for right man, plus many valuable extras, plus future raises. Write Box 11B, BROADCASTING with details of experience, references, availability for interview.
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BROADCASTING.

Winner of the Chicago Academy of Radio Arts, Crafts and Sciences Annual award for best special newscast covering for 1963. RCA

National record promotion contest; national account and various commendations, seeks

permanent position of challenging nature that requires dignified delivery, in major/

BROADCASTING.

station in major market. Personal

interview only, my expense. Therefore, no.

BROADCASTING.

your choice, 2 announcers, white and negro; hard workers any market. Willing to split

up and start the week with a new flavor. Now available. Box 40B, BROADCASTING.

Sold solid. Adult morning man desires challenging opportunity and permanency

station with advancement possibilities. Seven years radio, year television. Family,

BROADCASTING.


First phone, top announcer. Experienced

tight production, bright modern sound. Fred

Lane, 1225 Hubbard Ave., St. Paul, Minne-

Phone, 644-9165.

Go first class! A polished, professional mike man with first P.C.C. License seeks solid

spot. Dependable young fellow in late twenties. Telephone 312-328-8960 now.

Seven years diversified experience: two years morning position. Desire employment

with sound organization with chance to ad-

available. Box 256, BROADCASTING.

BROADCASTING.

Negro announcer. New sound, new ideas that will sell. Versatile, mature, broadcasting

Situations Wanted—(Cont'd)

TELEVISION

Help Wanted—Sales

Number "1" TV station in one of the top 20 markets expanding its sales force. Wanted—aggressive young salesman. Guarantee-draw plus commission. Send resume to Box 254A, BROADCASTING.

Technical

Chief engineer job open. Are you qualified to maintain transmitter and studio video and audio equipment? Prefer engineer with sufficient experience and ready to step up to chief engineer job. Apply by letter to N. W. Battles, WTVY Broadcasting Company, P. O. Box 7128, Waco, Texas.

TV control board operator. Maintenance of larger market station. Immediate opening for experienced engineer. Send resume to Box 254A, BROADCASTING.

Production—Programming, Others

Program director seeks immediate relocation of this position to larger market area. Experience in radio-television. Currently holding radio position. Prefer large market location. Write Box 254A, BROADCASTING.

News director top market. 13 years all phases. Will stay 6 months in successful market. Prefer area with most diversified programming. Inquire about relocation. Write Box 254A, BROADCASTING.

FM program director, ready for major market. Creative, proven ability. Prefer group operation, MA degree plus 6 years experience. Apply now to Box 254A, BROADCASTING.

Continuity Dept. giving you headaches? For fast relief write Box 254A, BROADCASTING.

Five years radio, seeking sports and related work. Will consider all offers. Write Box 254A, BROADCASTING.

I offer 11 years announcing experience in all phases. Can you offer permanence, opportunity, good salary? Box 254A, BROADCASTING.

Programming and promotion capabilities. Acquired thru 12 years association with top ranking stations, enables me to develop and promote a station seeking to be on the cutting edge. Strengths: Programming manager, Package manager, Consultant. Will relocate at expense. Let's talk. Box 112A, BROADCASTING.

News director top market. 13 years all phases, degree. First phone. Family. Prefer mild climate Box 43B, BROADCASTING.

FM program director, ready for major market. Creative, proven ability. Prefer group operation, MA degree plus 6 years experience. Apply now to Box 254A, BROADCASTING.

Situations Wanted—Management

TV station manager: Just separated from a UHF TV station (in all-UHF three station market). I've managed since May, 1961. Station grossed $338,000 in 1966, and running behind 1967 figures at the time I took over. In 1963 station billed $339,000 with operating profit of $175,000 plus pay-ments. Some $30,000 "non-competing" income to previous owner. My experience includes sales director and general manager. Excellent level research and sales management. I'm married with two young daughters. If you'd like to talk, just write or call: Philip J. Ritchescheidt, 3834 Sampson Road, Youngstown, Ohio. Phone: 747-9953 Area Code: 216.

Situations Wanted—(Cont'd)

TELEVISION

Help Wanted—Sales

Children's comedian interested in developing top children's show in major tv market. Highest professional and character references. Ability to provide income. Write Box 256A, BROADCASTING.

Program director for medium sized southern market television station. Major network affiliate, top rated. Competitive situation demands aggressive, imaginative professional looking for more than just a job. Up to $10,000 starting salary for right attitude and experience. Resume to Box 94A, BROADCASTING.

Production—Programming, Others

Male or female with tv experience to manage Florida NBC-TV affiliate. Please respond with resume. Send resume to Box 35A, BROADCASTING.

Program director for medium sized television station. Former sales manager and program director radio and tv. Now employed general manager 2 station radio market desires opportunity to take larger market sales management or management, Top record. Box 20B, BROADCASTING.

Situations Wanted—Management

Thoroughly familiar with all but engineering phases of radio and television. Former sales manager and program director radio and tv. Now employed general manager 2 station radio market desires opportunity to take larger market sales management or management, Top record. Box 20B, BROADCASTING.

35 year old announcer, p.d., salesman. Many years radio/tv. Looking for position in management. Not a "hopper" but a stable view to same. Box 255B, BROADCASTING.

Mature, qualified, employed television announcer, 35 years experience. Versatile, can write, produce, direct, work as director of news, commercials. Married. Box 56B, BROADCASTING.

TV station manager: Just separated from a UHF TV station (in all-UHF three station market). I've managed since May, 1961. Station grossed $338,000 in 1966, and running behind 1967 figures at the time I took over. In 1963 station billed $339,000 with operating profit of $175,000 plus pay-ments. Some $30,000 "non-competing" income to previous owner. My experience includes sales director and general manager. Excellent level research and sales management. I'm married with two young daughters. If you'd like to talk, just write or call: Philip J. Ritchescheidt, 3834 Sampson Road, Youngstown, Ohio. Phone: 747-9953 Area Code: 216.

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WANTED TO BUY

Equipment

G.R. 118A or B, or other frequency and modulation monitors. Any associated equipment.

Gates model 30 console, now in use. First check $524.00 buys as is. POB, New Martinsville, West Virginia. Contact: Harry G. Bright, RADIO WETZ, New Martinsville, West Virginia.

Presto 6N recording turntable with cutting assembly, Arthur Katt, 2700 Glenway Avenue, Cincinnati 4, Ohio.

For Sale — (Cont'd)

For Sale — (Cont'd)

Equipment

Gates model 30 console, now in use. First check $524.00 buys as is. POB, New Martinsville, West Virginia. Contact: Harry G. Bright, RADIO WETZ, New Martinsville, West Virginia.

Presto 6N recording turntable with cutting assembly, Arthur Katt, 2700 Glenway Avenue, Cincinnati 4, Ohio.

Film scratches and dirt showing on your tape? A lot of stations got rid of them by using Piclear—You can too! Piclear, Inc., 1559 Weaver Street, Larchmont, N. Y. 8-8286.

Thermometer, remote electrical; used by over 100 stations, enables announcer to read the correct outside temperature from mile position, installed in less than an hour. For brochure Electro-Temp, Co., Box 611, San Diego 6, Calif.

Magnecord PTG-A. Available immediately. KBBR, Leadville, Colorado.


MISCELLANEOUS


Pepping up farm show? Washington correspondent fifteen years (M.A. degree) will provide daily reports, features by phone, tape, Box 939, BROADCASTING.

30,000 Professional Comedy Lines! Topical laugh service featuring dejay comment, introductions. Free catalog. Barbara Comedy Books, Atlantic Beach, N. Y.

Special rates to Christian religious broadcasters 6 AM to 9 AM. WTOP, Milwaukee, Wisconsin.

Religious talent now available—special rates. ROME, Box 3623, Little Rock, Ark.

Comedy! "Days, Dates and Data" is a collection of patter, bits, one-line fillers, program ideas, etc. $25.00. Showbiz-Biz Comedy Service (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

Business Opportunities

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 268A, BROADCASTING.

INSTRUCTIONS — (Cont'd)

Eikins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instruction in Radio School, 2535 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Eikins Radio License School of Atlantic, 1139 Spring St., N.W., Atlanta, Georgia.


FCC license in 6 weeks. Waldo Brazil instructor. Lowest tuition, with guaranteed results. It's Space City's best offer. Houston Institute of Electronics and Broadcasting. 1 Main Street, CA 7-6539.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 30,000 hours instruction and over 200 hours guided discussion. Examinations required. Enrolling now for class starting April 30. For further references and reservations, write William G. Eikins, Radio Operational Engineering School, 1130 West Olive Ave., Burbank, California.


San Francisco's Chris Borden School of Modern Radio Technicians. Graduates all over the country. 1st phone, DJ instruction, placement. Free illustrated brochure. 259 Geary Street.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.


RADIO

Help Wanted — Management

EXECUTIVE VICE PRESIDENT

EVP

Radio Chain operating metro stations in North has immediate opening for executive vice presiden, with the following combination qualifications. Under 45, married, college degree or equivalent, military service at offer, 7 years broadcasting management. Must have specific knowledge of radio, promotion, electrical, programming, personnel & general knowledge of accounting, enginering, FCC, AND LEGAL. Must be a tough detail-minded administrator and listener. Attention to detail. Needs someone who possesses imagination, common sense, courage and smooth personality. Will have to make important business decisions and accomplish. If you are the man, we will pay you well and give you fringe benefits. If you work 65-70 hours a week in pleasant surrounded with knowledgeable people. Send complete resume and late photograph, in complete confidence. We will contact you confidence.

Box 208A, BROADCASTING

BROADCASTING, February 4, 1963

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PRODUCERS, INC.

405 Park Square Building

Boston, Massachusetts

Production—Programming, Others

PROS ONLY

This dominant 50,000 watt inde-

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ent in one of the nation’s

largest cities will pay top dollar for

YOUR ability. We offer up
to $12,000 for the proven morn-
ing man who can capture and

hold the market . . . up to $10-

000 for the newsmen who can un-
cover, research, and report the

BIG stories ahead of all com-
petition. This is a highly-respected
and unusually stable chain opera-
tion with radio and television in
several key markets. We have a
story to tell . . . do you? Docu-
ment your success. Only men
with consistent number one rat-
ings in medium to large markets
will be considered. Rush your
complete resume and air check to

Box 128, BROADCASTING

Situations Wanted—Management

MANAGEMENT

Top qualified broadcaster seeks
improved financial opportunity.
Executive experience includes
multiple station management,
natl sales, community program-
ming and award winning news
coverage. Past pres. of state
assoc., exec. BSA, past Natl. Dir.
of Assoc. Membership NARTPD.
Offer must be substantial.

Box 65B, BROADCASTING

Situations Wanted—(Cont’d)

Radio

TV

TELEVISION

Help Wanted—Technical

ENGINEERING ASSISTANT
Major northeastern AM-FM-TV
stations are looking for a man
who wants to move up. Excellent
opportunity if you can handle re-
ponsibilities at studios and trans-
mitters. Good salary and fringe,
also relocation allowance.

Box 39B, BROADCASTING

For Sale

Equipment:

3 GOOD BUYS

3 P-150 Playback Units

1 A-150 Record Unit

1 AMS-3 Control Unit

Package Price: $575

3 PB-150 Playback Units

1 AB-150 Record Unit

1 AMS-3 Control Unit

Package Price: $675

1 ITA 5000B Transmitter

Like New $6,500

Box 27B BROADCASTING

KINE-SCOPE RECORDERS—

Two (2) GPL 18mm kine record-
ers, model PA300. Must be dis-
posed of as quickly as possible.
Both are in excellent operating
and physical condition—recorder
with serial 279 has a Mayer
Sound Recording Head. Recorder
serial 592 is without sound. We
will listen to any offer and dis-
cuss any deal. We are interested
in moving this equipment FAST.

Box 71B, BROADCASTING

INSTRUCTIONS

RADIO-TV ANNOUNCING COURSES

ENGINEER & 1st FONE COURSES

Active Placement Service.
Attention Managers: A few Outstanding
Announcers now available for radio-tv.

KEEGAN TECHNICAL INSTITUTE

"Since 1947"

207 Madison, Memphis, Tenn.

EMERSON COLLEGE

Fully accredited liberal arts college.
Specialization in radio, TV, theatre arts,
speech, speech and hearing therapy, B.A., B.S., M.A.,
M.S. degrees. Day, evening, summer sessions. Broad-
casting, announcing, writing, radio and TV produc-
tion. Electronic production studio, theatre, FM radio
station, speech and hearing clinic. Outstanding oppor-
tunities for achieving professional competence in
acting, directing, and script writing for radio and TV.
Coed. 81st year. For catalog write: Director of Admis-
sions, EMERSON COLLEGE

303 Berkeley St., Boston 16

WANTED TO BUY

Stations

MANAGEMENT, sales and program team
seeking opportunity to secure station. Possess
small investment capital can assure proper
pay out. Prefer one man station market preferred.
Desirable opportunity for a present owner
seeking to relinquish without sacrifice.
All replies answered and confidential. No
Brokers.

BOX 227A, BROADCASTING

For Sale

ROCKY MOUNTAIN 5 KW

Dominant fulltime station in a
stable market. 1962 gross exceed of
$160,000. Priced at less than gross
with low down payment and very
favorable terms to a qualified
broadcaster. Cash flow will provide
owner-manager with good salary
and easily pay off station.

Box 316A, BROADCASTING

A Texas Major Market F.M.
station that is a showcase for
successful broadcasting. For Sale!
Owner selling due to other con-
licting business. Excellent spot
for Owner-Manager operation.
$60,000 — $15,000 down. Long
Term on balance.

Box 10B, BROADCASTING
Continued from page 81

mod. of cp to change type ant.


KZJF (FM) Alameda, Calif. — Granted licence covering changes in ant., station name, and decreased EIRP and increase in height.

WTAQ-FM Worcester, Mass. — Granted licence covering changes in frequency, ERP, and installation of new trans.; delete remote control.

WLA Cooly, S.D. — Granted licence covering change in hours of operation, installation of DA for nighttime use (DA-N) and make other changes for following vhf tv stations: KDUS, Rapid City, S.D.; K1Dx, K1DxJR, Denton, T. V., Asbury, Denton, Mont.

ALL OR PART OF DAYTIMER

in Major Southwestern Market available to qualified manager willing to make small investment of cash and large investment of effort and knowledge.

Box 62B, BROADCASTING

FULLTIME RADIO station and maximum power VHF Television station, located at most fascinating area with very good real estate.

Box 62B, BROADCASTING

FULLTIME PRESTIGE radio station in city of 125,000 population in South Central State. This is an outstanding investment with very good real estate.

Box 62B, BROADCASTING

WZP Cottsville, Pa. — Granted cp to install new trans. and transmission line; condition: delete remote control.

WHBF-FM Bluefield, W. Va. — Granted licence covering changes in type and class of station, ERP, trans. and antenna.

WFRO-FM Fremont, Ohio. — Granted licence covering change in frequency and power of new trans., class of station, ERP, trans. and antenna.


WAVU-FM Altoavista, Va. — Granted cp to install new trans. and transmission line; conditions: delete remote control.

WYLD New Orleans, La. — Granted licence covering changes in type and class of station, ERP, trans. and antenna.

WYNN Naples, Fla. — Grantedlicence covering changes in type and class of station, ERP, trans. and antenna.


WTVX-TV Springfield, Mo. — Granted licence covering changes in type and class of station, ERP, trans. and antenna.

WKBW-TX Buffalo, N. Y. — Granted licence covering changes in type and class of station, ERP, trans. and antenna.


FOR Doc. following qualified reply.


WYLD New Orleans, La. — Granted licence covering changes in type and class of station, ERP, trans. and antenna.

WYNN Naples, Fla. — Granted licence covering changes in type and class of station, ERP, trans. and antenna.

WZP Cottsville, Pa. — Granted cp to install new trans. and transmission line; condition: delete remote control.

License revoked

By memorandum opinion & order, commission revoked license for WLOV (FM) Cranston, R. I., and deleted call letters. Station has been silent since July 1961. Action Jan. 30.

Rulemakings

By report & order, commission terminated rulemakings in Doc. 14667 and as-signed to supra-commission. D. Original proposal to shift commercial ch. 7 from Jamestown to Bismarck for educational use was opposed by City Council, Chamber of Commerce and Board of Education of Jamestown, and Cheyenne Reiten, North Dakota businesswoman, who pointed out that ch. 3 assignment to Jamestown would meet mileage requirements and leave undisturbed ch. 7 assignment to Jamestown. Jamestown is presently re- served (and unapplied for) in Bismarck. However, in petition for rulemaking by Department of Public Instruction and Bismarck's public and parochial school systems and junior college indicated that funds would be available for constructing educational use of ch. 7 assigned vhf channel is as-signed. Action Jan. 30.

By report & order, commission finalized rulemaking in regard to noncommercial use ch. 52 (now commercial) licensed to National Best, Inc. for WLOV (FM) Cranston, R. I., and deleted call letters. Station has been silent since July 1961. Action Jan. 30.

PETITIONS FOR RULEMAKING FILLED

By National Educational TV & Radio Center, Litonia, Mich.—Requests amendment of Sec. 3,606 of rules so as to assign ch. 68 to Livonia and reserve it for non-commercial educational use. Received Jan. 22.

By Power TV Inc., Phoenix, Ariz.—Requests institution of rulemaking proceeding so as to assign uhf ch. 26 to Phoenix. Received Jan. 23.
Not until this moment has such a small price tag appeared on a full-size, full-featured electric office typewriter: NEW ROYAL ELECTRESS

Yes, this is a full-size, fully equipped machine, not a light-weight. It can withstand all the rigors of heavy office duty.

How is it possible to introduce such a machine for $95 under the price of any other true office electric? Basically, by simplification of the mechanism. Not by giving up any of the features.

An ingenious new cam, for example, did away with 645 parts in type-bar linkages. That means 645 fewer parts to pay for in the first place. And the fewer the moving parts, the sturdier the machine.

The motor is simplified and yet more powerful than motors half again its size.

Throughout, simplification not only saves you money but results in a strong, trustworthy machine. Quiet. Rugged.

But you do not merely save money. You get all the features you want—and a few found nowhere else. The new Magic Monitor,* for example, automatically adjusts to the thickness of the carbon pack. The result: print work as neat and uniform as a business card—with remarkably clear, crisp, carbon copies.

For full-featured ability with a small price tag, isn’t the new Royal Electress™ the logical choice? A Royal representative will be proud to show you the Electress. He is in the Yellow Pages. Or write Royal McBee Corporation, Dept. 89 BE, 850 Third Ave., N.Y., N.Y.
OUR RESPECTS to John Thomas Murphy

Television is a way of life for ex-page boy

Last spring an energetic historian undertook a basic research job—the stories of network page boys who have made good in broadcast management (Television, May 1962).

An important member of this group is John Murphy, executive vice president of Crosley Broadcasting Corp., a rank attained since he joined Crosley’s WLWD (TV) Dayton, Ohio, in January 1949. He assumed his new role last Sept. 27.

This tallish executive, with a bit of wave in his dark hair, mixes an easy smile with his businesslike demeanor. His blue eyes often twinkle when the situation is suitable; and again they can blaze with unhappiness at the way things are going.

John Thomas Murphy was born Jan. 23, 1913 in Bronx, New York. Early loss of both parents forced him to go from Fordham Prep into his first job, NBC page boy at Radio City, during the early days of the depression when he was just 17. That started an 18-year NBC career. At NBC he met many top broadcasting and advertising figures, including Robert E. Dunville, now president of Crosley but serving as sales manager at that time. Also he met James D. Shouse, now Crosley board chairman, who advised the young man to take advantage of every chance to learn all he could about the broadcasting industry. Taking this advice seriously, he soon was advanced to NBC’s station relations department as liaison with individual affiliates around the country.

This led to a liaison post between stations and the NBC sales department, another chance to learn the sales problems of stations and networks at close range. One of his assignments was negotiation of the first WLWT (TV) Cincinnati contract with the NBC-TV network.

In his last year at NBC he concentrated on television, coordinating and answering inquiries from affiliated radio stations with tv intentions. He attended opening day festivities when WLWT went on the air officially in February 1948.

Joined Crosley In ’49  •  When Crosley formulated plans to start WLWD in Dayton, Mr. Murphy was offered the managership. On Jan. 1, 1949 he became manager of a tv station that wasn’t yet on the air. All went well however, and before the first year had passed John Murphy had been called to Cincinnati to take charge of all three Crosley tv stations—WLWT, WLWD and WLWC (TV) Columbus. Later WLWA (TV) Atlanta and WLWI (TV) Indianapolis were added. (WLWA was sold in 1962.)

In 1951 he was named vice president in charge of television for Crosley as well as general manager of WLWT. When WLTA took the air in 1953 he was named a vice president of that station.

At Crosley he is credited with many developments, including the success of the whole tv structure. He was responsible for network appearances of many Crosley-originated programs, including 50-50 Club and Midwestern Hayride. He had a major role in bringing color baseball and basketball to tv and in making Cincinnati famous as “Colortown, U.S.A.”

Hot Licks  •  Once in a while he indulges himself by sitting down at a set of drums and showing a local orchestra a few tricks he learned while a page boy, when he came to know B. A. Rolfe, Benny Goodman, the Dorsey brothers and others. He had run a small orchestra while a page boy, financing three years at Fordham U.

One of John Murphy’s friends gives his impressions in this vein: “He personifies television. His belief in the industry, his sheer love of it and its potential, is legendary around Cincinnati’s Crosley Square. A man of intense drive, he uses every situation to gain more knowledge of tv. Actually, he lives tv. One Monday morning he is said to have written a memo to his sales manager that went like this, ‘While I was relaxing at home with my family last night, I decided how we will attack the problem we’re having with—.’”

Way of Life  •  Television really is a way of life as well as a career with Mr. Murphy. With an extensive knowledge of the industry, he believes good, old-fashioned hard sell must be applied to tv advertising, coupled with creativity. “If an advertiser’s message has both,” he likes to say, “the product will move.”

A decade ago, in prophetic words, he said in a talk to the Louisville Ad Club: “The time is coming when television will worry less about Faye Emerson’s neckline (a topic of that era) and more about illiteracy; less about assaults on what tv is doing to education and more about the thoroughly apparent fact that it is the greatest educator of all.” He actively aided in establishment of WCET (TV) Cincinnati, one of the first tv stations, for which Crosley provides transmitting facilities at a nominal fee of $1 a year.

Best People  •  As an executive Mr. Murphy believes first in finding the best people available and then delegating responsibility. He’s also a firm believer in promotion from within, compensating an employee for diligence, effort and company loyalty.

He takes a dim view of order-taking salesmen but admires those who know how to fight the battle of adverse numbers. He considers them the most important people in television.

As to tv programming, he’s an advocate of creativity and originality with showmanship and flair and often talks of responsibility for the tremendous impact of tv programs on viewers. He likes special events and programs with local live personalities.

And of course his faith in color is unbounded. He remarks that Cincinnati has more color sets proportionately than any other city, with 10% of the nation’s color homes located in the four Crosley tv markets.

Mr. Murphy has had numerous industry activities, including director of Television Bureau of Advertising, NBC affiliates committee, Broadcast Pioneers and International Radio & Television Society plus a yard-long list of local roles. He’s an active member of St. Gertrude Catholic Church. He married Winifred M. Meehan, Brooklyn, an NBC traffic employee, in 1940. The Murphys have a daughter, Patricia Ann, 16. John’s hobbies are golf, baseball and gardening.
EDITORIALS

What's behind the noses

They're rewriting the rule book for the numbers game. Big numbers are still important, but the trend among buyers is to wonder more about the composition of the numbers. More and more buyers are thinking like Armstrong Cork's advertising director, Max Banzhaf, who recently said that he was less interested in gross figures on cost per thousand than he was in "cost per thousand what?"

Mr. Banzhaf explains that he wants impact. This he describes as "finding the people who represent the prime target for a product" and presenting advertising that has real appeal for them.

A long step toward answering such needs was taken by CBS-TV (Broadcasting, Jan. 28, 1963) when it found a way to solve that heretofore unanswered puzzle—comparison of apples, or magazines, with oranges, or television.

Under the direction of Jay Eliasberg the research began with the concept of studying "total advertising effectiveness" rather than "audiences." This shift in target overcame the difficulty which had made such comparisons impossible.

By concentrating on the end result of effectiveness CBS-TV found TV had high marks in "awareness" of the product, "certainty" of its values and "eagerness" to buy. In cost efficiency the study determined television not only made twice as many people increase their evaluation of advertised brands as did magazines but, more important, made double the number eager to buy.

That is the kind of information high-spending broadcast buyers can use. It is a must if broadcasting is to continue to increase its share of the advertiser's dollar in face of the concentrated fire of the competition.

Both radio and television tend to fare extremely well when compared with other media by competent research. The problem is to have more of this research ready on national, regional and local levels.

If television and radio don't provide the right answers, other media will try. Their way.

Oh, Henry

The nice words, the high-sounding statements of principle, the cultivated appearances of devotion to the "public interest"—all the attractive arguments that have been used to justify government intrusions into broadcast programming—blew up last week in the FCC majority's face. By inadvertence a member of the inner circle admitted just what has been going on.

We are indebted to E. William Henry, a dedicated New Frontierman, for confirmation of the warnings that this publication has been shouting—to an audience with an astonishing incidence of deafness—for several years. Mr. Henry made the following observations in a news conference held last week while he was conducting hearings into the local programming of television stations in Omaha. The conference was held at the end of the second day of testimony.

Mr. Henry said that at that point the hearings were going "about as we had expected" and that they had shown that "most of the representative citizens of Omaha seem to be satisfied with the performance of all of the stations."

But, he said, in almost the next breath, it would have to be decided later, after the presentation of the testimony of the stations themselves, whether local programs in Omaha "are measuring up" to FCC "standards."

Here, for the first time, the semantic cover-up was removed from New Frontier thinking. To put it in still clearer words, the present majority of the FCC does not care whether the public is satisfied with television programming; what matters is whether programming conforms to the specifications of the FCC.

What the FCC majority is really doing is reserving the authority to decide whether the public knows what is good for the public. By Commissioner Henry's own description of the process, the FCC has assumed the considerable job of regulating not only television but also the television audience's tastes.

No matter the guise under which this process is conducted—to protect the public against "harmful" things, to expose the public to things that are "good," to move the public ahead in cultural and educational experience at a rate faster than the public is naturally disposed to go—the process is in fatal conflict with the fundamental traditions of American society. A government is no longer subject to the consent of the governed if it succeeds in arrogating the power to prescribe what the governed see and hear—if it is allowed to second-guess the TV audience of Omaha.

The dangers to an open society in the recent operations of the FCC are beginning to become apparent to many thoughtful people, including the architect of the FCC program policy that the regime of Newton Minow inherited and has put to censorial use. As reported here last issue, FCC Commissioner Fred Ford, who was the Republican chairman when the program policy of July 1960 was adopted, has disavowed the Omaha-type hearing on the grounds that the government is usurping the broadcaster's decision-making function. Mr. Ford has not, however, disavowed his program policy itself although it has become the instrument for all kinds of pressures on programming.

Yet the 1960 program policy must be disavowed, indeed must be eliminated, if the trend toward government intrusion in programming is to be reversed. Omaha is only the latest example of the mischief that can be worked under a policy of federal surveillance over programming. There will be more examples, and perhaps they will be more destructive, for the commission majority will act more cleverly now that it has been unmasked in Omaha.

As we have said repeatedly, the Congress must be persuaded to step in. Only by revisions in the law under which the FCC functions can the rush toward federal censorship be stopped.
WMAL-TV
The Evening Star Broadcasting Company
WASHINGTON, D. C.

announces

the appointment of

HARRINGTON, RIGHTER & PARSONS, INC.

as exclusive

national

representatives

effective

4 February 1963

wmal-tv

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Today's successful national advertisers use Spot Television more than ever before. They find that its flexibility, economy and impact make it the most practical medium. These quality stations offer the best of Spot Television in their markets.
GOOD SOUND RADIO

wgar
RADIO 1220

* Good Sound Listening

...that appeals to grown-ups of all ages... variety shows... complete news coverage... good music... sports... special events... featuring top local and NBC personalities.

* Good Sound Market

...a vast buying audience in Greater Cleveland Growthland and northeastern Ohio respond to wgar's kind of service... good sound radio to help make your sales prospects, your customers.

PEOPLES BROADCASTING CORPORATION

WGAR ......... Cleveland, Ohio
WRFD . Columbus-Worthington, Ohio
WMMN .... Fairmont, West Virginia
KVTV ......... Sioux City, Iowa
WTTM ....... Trenton, New Jersey
WNAX .... Yankton, South Dakota

Represented by HENRY I. CHRISTAL COMPANY
'KTVH IS KANSAS TELEVISION
WITH TALL TOWER POWER!'
WGAL-TV delivers a loyal, responsive audience. This unequalled viewer following results from fourteen years of pioneering, finest facilities, and the most complete and modern equipment in the area. Channel 8 is the only single medium in this entire region that assures full sales power for your advertising dollars.

WGAL-TV
Channel 8
Lancaster, Pa.
STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

BROADCASTING, February 11, 1963
Drop-ins next week

Unless current views change, FCC at its meeting on Wed. Feb. 20 will approve vhf drop-ins at sub-standard separations for eight two-station cities: Baton Rouge, Birmingham, Charlotte, Dayton, Jacksonville, Johnstown-Altoona, Knoxville and Oklahoma City (shift of ch. 5 from Enid). Controversial proposal is slated for discussion this Wednesday (Feb. 13) with vote committed for following week.

Drop-ins are opposed by Assn. of Maximum Service Telecasters on grounds they are in conflict with FCC's own engineering standards and aren't needed anyway now that vhf has been given added promise by passage of all-channel set legislation at last session of Congress. But indications were FCC might well be unanimous in approving eight-city drop-ins to provide third vhf network outlet.

Deal for KLAC?

As sequel to its $10 million purchase of KTTV (TV) Los Angeles, Metromedia is in negotiation with Mort Hall to buy KLAC-AM-FM in same city. John Kluge, Metromedia president, refused to comment, but other sources acknowledge there is basis for report. Price under consideration was not certain, but two years ago Westinghouse proposed to buy KLAC stations for $4.25 million in cash. Westinghouse dropped negotiations when its antitrust troubles began and FCC held up renewal of WBC licenses for period (but subsequently renewed them).

Proliferating pitches

CBS-TV network is losing no time in spreading word of its new research technique that permits comparison of "apples" (magazines) and "oranges" (tv)—and finds "oranges" much richer in advertising sales juices (BROADCASTING, Jan. 28). President James T. Aubrey Jr. was host at presentation luncheon for chairman, presidents and tv-radio heads of 30 top agencies in New York last week, is giving continental breakfast for 1,500 agency and advertiser executives at Waldorf-Astoria Thursday. Then presentation will go on road with group including sales vp Tom Dawson, research director Jay Eliasberg and sales promotion & advertising operations director George Bishop in Chicago Feb. 20, Detroit Feb. 21, other cities later. In addition, prints of presentation film will be made available to all CBS-TV affiliates March 1 for local use.

Catv compromise?

New approach to community antenna legislative and regulatory problems is seen in conversations under-
taken with FCC staff seeking common ground that would assure well-being of catv operations and possibly introduce modicum of regulatory controls, through legislation if need be, to protect live tv stations in smaller markets by requiring non-duplicated service on catv systems. FCC wants authority to regulate catv systems because of threat to small tv stations, but Rep. Oren Harris (D-Ark.) has taken opposed view. NAB board recently reaffirmed its determination to seek restrictive legislation.

Quest is for compromise between positions taken by FCC and NAB on one hand, and by Chairman Harris and catv operators on other. Minimal legislation that would pre-empt catv field as interstate commerce, thus removing state public utility commissions from primary control, presumably would be acceptable to catv groups as well as to FCC.

McCullough won't run

NAB joint board chairmanship—biggest job next to paid presidency—will be wide open next June. Clair R. McCullough, president, Steinman Stations, who has served two consecutive terms, has advised 43-man board that he will not be candidate and that he would "have to refuse" draft if one developed. And tv board Chairman William B. Quarton, WMT-TV Cedar Rapids, Iowa, has written board that he isn't candidate either but would, if elected, serve an additional year as tv board chairman.

Although any member of either radio or tv board would be eligible for election to joint board chairmanship in June, choice ordinarily would be between chairman of respective boards. Chairman of radio board is Willard Schroeder, vice president and general manager, WOOD-AM-FM-TV Grand Rapids, Mich. Mr. Schroeder is known to be interested in joint board chairmanship and, all things equal, he's regarded as most logical successor.

Hour of 'True'

It's now near-certain that General Electric will sponsor new hour version of True on NBC-TV next season (also see story, page 24). GE still holds option on time period where CBS-TV has scheduled new Judy Garland Show (Sunday, 9-10 p.m.), but odds now are that advertiser will relinquish it, though a buy into Garland series is still possibility. True, featuring Jack Webb, is on CBS-TV this season in Sunday, 9:30-10 p.m. slot, under sponsorship of GE. BBDO is GE's agency on show. On NBC-TV, True will fill as yet unspecified number of weeks in period where du Pont's Show of the Week appears. Early thinking had been 32 du Pont programs and 16 True episodes.

All-around writers

BBDO, New York, in continuing its "streamlining" of major functions has completed revamp of agency's copy-writing department. Agency now generally does not distinguish between writers of copy for broadcast and for print. They now write for both media on account group basis. Previously, copywriters worked on media "specialist" basis.

Albany shifts

Physical moves of transmitters of WTEN-TV (ch. 10) and WAST-TV (ch. 13) (at sub-standard separations) to enable them to improve coverage of Albany-Schenectady-Troy area, possibly with use of translators, currently is being considered by FCC with prospect or early approval. FCC previously had denied WTEN-TV move from nearby Vail Mills, by one vote margin, but WAST-TV shift hadn't been considered. WRGB (TV) (ch. 6) is NBC affiliate in area while WAST-TV is ABC and WTEN-TV is CBS.

Quick raise

Mark F. Cooper, new president of Advertising Federation of America (Week's Headliners, page 10), will be paid $25,000 annually at start, but drive already is underway to increase AFA revenues to give Mr. Cooper substantial raise. AFA realizes $25,000 is well below average stipend for similar posts in New York and wants to raise its president up to par.

News management

NAB-instigated conference with White House officials on news policies of administration (BROADCASTING, Jan. 28) will include spokesmen from all news media. Newspapers at first were reluctant to join talks promoted by broadcasting, but publishers, wire service officials and working reporters now are participating in planning for session. Actual talks with White House News Secretary Pierre Salinger and other government officials will be held outside Washington in as yet unscheduled city. Howard Bell, NAB vice president for planning and development, is taking lead in early negotiations with Mr. Salinger.

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THE FIRST W IN WJW-TV STANDS FOR WELL ROUNDED PROGRAMING.

Your Storer Television Sales Representative can give you down-to-earth facts why Cleveland is the best TV buy in the nation. Compared to the top 15 markets WJW-TV—Cleveland delivers up to twice the spot audience on a CPMH basis...on prime shows, WJW-TV's CPMH per-commercial minute is $\frac{3}{2}$ to $\frac{3}{4}$ less than the national average. Your unbeatable combination for coverage, impact and client service is WJW-TV Cleveland and your Storer Television Sales Representative.

WJW-TV CBS 8 in Cleveland.
WEEK IN BRIEF

Newton Minow has advised the White House that he will be leaving the FCC in May to join Encyclopedia Britannica. The departing chairman also suggested Comr. E. William Henry as his successor. See...

END OF THE MINOW ERA... 23

Tv networks firming up prime time schedules for next season, but final lock up depends on many factors, including opposition plans. Nevertheless, programs are being offered to agencies. See...

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING, February 11, 1963
Yes—it is great... and the world-famous San Antonio Stock Show and Rodeo held every February is typical of the many activities in the Alamo City. San Antonio... where almost 750,000 happy folks enjoy Venetian-like boat rides on the picturesque San Antonio River... Grand Opera Festival... America's third largest zoo... rides on the world's longest miniature train in tropical Brackenridge Park... South's finest golf courses... world-renowned Symphony... outdoor art exhibits on the River Walk... historic Missions... fiesta parades... outstanding Museums... world's largest Military Installations... theatrical productions... sailing on beautiful Woodlawn Lake in the heart of the city. All this and much, much more in sunny, funtime San Antonio. But beware—thousands of tourists who visit San Antonio each year make it their home!

It's Great to SELL San Antonio on KONO-TV ch.12

THE KATZ AGENCY, INC.
National Representatives

BROADCASTING, February 11, 1963
Hyde sounds alarm on program control trend

FCC MEMBER ALSO RAKES GRANDSTANDING BY TV CRITICS

FCC Commissioner Rosel H. Hyde has hit out against at what he considers trend toward “authoritarian” control by government over programming. He warned that such control stifles development of broadcasting and poses danger of electronic press being “subservient” to government.

Commissioner, in remarks prepared for delivery yesterday (Sunday) at Texas Assn. of Broadcasters convention in Austin, said “basic question ... is whether the programs should be subject of authoritarian regulation or democratic choice.”

Without naming them, Commissioner Hyde also took jab at FCC Chairman Newton N. Minow and other officials of broadcasting. He said FCC concern with programming is “in the direction of the exercise of authoritarian power,” then added: “Efforts in that direction are encouraged by the fact that an administrator attains a good public image by condemning what he deems unsuitable and demanding excellence according to his views and interests. It puts him [the administrator] on the side of the angels.”

Open Challenge – Commissioner Hyde said public interest can’t be defined in advance but “must remain as an open challenge and as a cause.” He said government effort to promote public interest by direction is likely to “limit the vision.” He warned that “sophisticated and ... subtle” method of applying direction is through commission’s policy of requiring broadcasters to adhere to programming promises.

“I do not think we should undertake to set official guidelines or establish presumptions as to programming elements usually necessary to serve the public interest,” he said “I think we should rather encourage originality.”

Commissioner said presumption that local live programming in prime time serves public interest “could be gross error.”

Discussing need for aggressive, objective reporting by broadcast newsmen, Commissioner Hyde asked, “How can a service provide objective, critical, free press type of examination of government and yet be subservient to the direction of that government?”

Commissioner Hyde was optimistic, however, that ultimately, government will fail in effort to control programming. Public, he said, “will still accept what it wants, and refuse to hear or look at matters which are not of interest.” This, not government regulation, Commissioner Hyde said, will be controlling factor.

You can’t control catv, NCAA tells FCC agency

FCC proposed rulemaking to restrict catv systems from obtaining microwave licenses is “unsubstantiated” and unconstitutional, National Community Antenna Assn. told commission last Friday (Feb. 8).

NCAA said that catv systems do not injure operations of regular tv service or impede commission assignment program and policies. Association told FCC that if threat existed there would be no problem in getting Congress to take action on problem.

FC&B bills $135 million; Cone sees shows’ key

Favorable scheduling as “vital key to winning” top tv audience was discussed in annual report to clients by Fairfax Cone, executive committee chairman, Foote, Cone & Belding, Chicago. Released by the agency Friday (Feb. 8), report shows FC&B had “most successful year” in its history in 1962 with total volume of $135 million and domestic volume of $111.5 million of which 52.6% was spent in tv and 4.5% in radio.

Mr. Cone observed tv programming “continues to be the consideration up-permost in the minds of most advertisers who use this medium.” He indicated also that networks might acquire much better audiences for documentary type shows if they would give them same best-schedule treatment as ordinary entertainment shows which have been able to beat out long-time favorites.

Mr. Cone said “changes in network programs and schedules, designed to further the networks’ own best competitive interests, caused a considerable change in viewing habits during 1962. In the struggle, long-time favorites have lost audience to rather ordinary newcomers and shows with little or no pretense through several years suddenly have emerged with huge audiences, largely by virtue of favorable scheduling.”

Agency size no criterion to corporate planning

Importance of corporate planning by small and medium-sized as well as large agencies was emphasized by Marion Harper Jr., chairman of Interpublic Inc. and of American Assn. of Advertising Agencies, in speech Friday at annual meeting of AAAA’s Southeast Council in Atlanta.

“There are more and more small agencies today to benefit from planning,” he said. “The number of agencies with billings of $5 million and over showed a 5% increase from 1957 to 1961; at the same time there was a 27% increase in the number of agencies with billings under $5 million. During the same period, there was a 12% gain in the number of agencies with billings of $10 million and over, compared to a 21% gain in those with billings of less than $10 million.”

Phillip W. Wenig, president of SRDS-Data Inc., told council automation’s most valuable contribution to advertising—helping media men reach decisions—will have to wait until computers are taught to think like humans. “The computer’s own needs are so modest,” Mr. Wenig said, that “they can be summed up in two words: information and data. But, to date, “the computer has not been getting either,” Mr. Wenig concluded.

More time on fm table

FCC has postponed deadline for comments on proposed fm allocations table from Feb. 15 to March 18. New date for reply comments is April 17. Commission announced postponement in order issued Friday.

Germany travels

Prompt overseas sales and exposure of CBS Reports program on “Germany Since Hitler: Andernauer Sums Up” was reported Friday (Feb. 8) by CBS Films Inc. Program was teletaced in U.S. on Wednesday (Feb. 6). Anticipating overseas interest, program was produced with both German and English translations. German version was carried in Holland on Thursday and in Germany Friday and has been bought in Sweden, Denmark and Austria. English version has been bought in Japan, Australia and England, CBS Films spokesman said.
James G. Cominos, executive vp and member of board of directors of Needham, Louis & Brohr, Chicago-based advertising agency, appointed managing director of NL&B-New York. Continuing as manager of NL&B’s New York office is Robert F. Steinhoff, reporting to Mr. Cominos. For past nine years Mr. Cominos has been in charge of TV-radio programs for agency and will continue to represent this activity on board of directors. Assuming additional broadcast programming duties will be John Scott Keck, vp and director of TV-radio program department.

Charles R. Denny, RCA vp and an RCA-NBC executive for more than 15 years, elected vp and managing director of RCA International Div., succeeding Douglas C. Lynch, who resigned. Mr. Denny also is a member of RCA Communications board and of RCA Great Britain Ltd. Mr. Denny was Washington lawyer and served with Justice Dept. until appointment to FCC in February 1942 as assistant general counsel, and later, general counsel. He was appointed FCC commissioner on March 30, 1945, became acting chairman on Feb. 26, 1946, and chairman on Dec. 4, 1946. He joined NBC on Nov. 1, 1947 as vp and general counsel, subsequently was elected executive vp. As latter, Mr. Denny was in charge of operations (starting in September 1956) and was responsible for owned and operated stations, spot sales, NBC Radio, facilities’ operations, California National Productions (film and merchandising subsidiary) and NBC International. He joined RCA as vp on April 1, 1958.

Herbert R. Banquer, continental sales manager for United Artists Television, elected vp in charge of foreign operations for UA-TV and United Artists Assoc., both of which are subsidiaries of United Artists Corp. He assumes duties relinquished by Manny Reiner, who joined Four Star Television as vp in charge of foreign operations (WEEK’S HEADLINERS, Jan. 21). Mr. Banquer has been with UA since 1957 in various overseas executive posts and earlier was with Motion Picture Export Assn. office in Paris. He will supervise overseas sales of 3,000 tv film series episodes for UA-TV and more than 3,500 features, cartoons and shorts handled by United Artists Assoc.

Edward A. Grey, senior vp in charge of media operations for Ted Bates & Co., New York, resigns effective April 1 in what’s described as disagreement over policy. Mr. Grey, who led last summer’s battle against station efforts to curtail product protection granted to competitive tv advertisers, has been with Bates last nine years. Earlier he was with Bow Co. for eight, served as media director of Albert Frank-Guenther Law and had been associated with other agencies. His successor at Bates not yet designated, authorities said.

Mark F. Cooper, for past five years pr director of General Telephone Co. of Southwest, San Angelo, Tex., elected president of Advertising Federation of America at meeting last week in Washington, D.C. (see story, page 34). Prior to joining General Telephone in February 1957, Mr. Cooper owned and operated direct mail advertising agency, managed KGKL San Angelo and served with San Francisco Chronicle. His many years of field and administrative AFA experience include governorship of AFA 10th District in 1961, membership on AFA board of directors for 1961-62 term and serve as vice chairman of National AFA Legislative Alertment Committee.

John J. Bresnahan, former supervisor of media schedules for Colgate-Palmolive Co., New York, joins advertising staff of Brown & Williamson Tobacco Corp., Louisville, Ky., as supervisor of broadcast media. Mr. Bresnahan will be primarily responsible for operation and administration of all B&W’s broadcast advertising, including radio and tv.

For other personnel changes of the week see FATES & FORTUNES

Public relations works in both directions

There’s a “feedback” facet to public relations that is just as important to clients as getting message across to people. This “two-way street” function was stressed by William Ruder, president of New York public relations firm of Ruder & Finn, in speech at public service institute in Washington sponsored by NAB (see page 48).

“Unless we have a system of receiving as well as sending, we will not be doing our job. Only half of our job involves sending,” he said.

He also warned that public relations can be “an enormously dangerous tool,” if improperly handled. It can, he added, be a potential for “anti-democratic forces by “steamrolling ideas.”

State briefing in S.F.

Representatives of radio, tv, press, and non-governmental organizations from northern California interested in foreign policy are invited to attend State Department briefing conference to be held in cooperation with World Affairs Council of Northern California in San Francisco Feb. 14. Sessions will be held at St. Francis Hotel. David Bell, Administrator of AID, is scheduled to give “an on-the-record” address.

CBS-TV sells Masters, PGA golf tournaments

CBS-TV reports sell out at this date for two golf tournament telecasts set in April and in July. Both scheduled for Sat.-Sun., each filling some 2 1/2 hours of late afternoon time.

Signed for Master Golf Tournament (April 6 and 7) are Travelers Insurance Co. and Chard-Peabody Inc., through Young & Rubicam; for PGA: Goodyear Tire & Rubber, via Y&R; Georgia Pacific, through McCann-Erickson; P. Lorillard, via Grey Adv., and Pabst Blue Ribbon, through Kenyon & Eckhardt, New York.
TV-gewatchenfolker snoopencounter guessenpoints

Insiden Milwaukee, der raten ben specialisch because das ABC-TV ist FIRST in der Primisch Lookentime!

Starten mit der newisch season, all der ratenbookers, mitout excepten, ben showen WITI-TV, ABC-TV en Steingehoistenburg, ist holden das TOPPENSPOT!

In der December Nielsen Guessenpoints, WITI-TV ben winnen 55 outen der 98 primisch quarter-hours.
"...Ironically enough instead of diminishing in appeal after 15 years of TV, the feature-length films appear to be, if anything, more durable than ever..."

JACK GOULD
N.Y. TIMES, WESTERN EDITION
JANUARY 16, 1963

"Mr. Gould...if you need further proof for this statement, just cite the amazing record of the Columbia Post-48's!"

ROBERT SEIDELMAN
SCREEN GEMS, INC.
Here are the TV stations that have licensed the Columbia Post-48's

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Now... another 73 great Columbia Post-48's are available for TV... great ones like these!
DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

FEBRUARY

Feb. 11—Advertising Club of Metropolitan Washington luncheon, President's Arms Hotel, FCC Commissioner Robert E. Lee, and Richard Eaton, president of United Broadcasting Co., will be guest speakers.

Feb. 11—FCC continues NBC-Philco hearings.


Feb. 14—ESMA executive director, P. O. Box 1, Belleroese, L., I., N. Y.


Feb. 14-15—British Columbia Assn. of Broadcasters annual convention, Empress Hotel, Victoria, B.C.


Feb. 15—Western States Advertising Agencies Assn., "Advertising Citizen of the Year" award luncheon, Ambassador, Los Angeles.

Feb. 15—Comments are due on FCC's proposed fm allocations table.

Feb. 15—Entries due for fourth annual American TV Commercials Festival. Entries, accompanied by $20 entry fee, should be addressed Wallace A. Ross, American TV Commercials Festival, 40 E. 40th St., New York 17.

Feb. 15—Academy of Television Arts & Sciences annual ball, Coconut Grove, Hotel Ambassador, Los Angeles.

Feb. 16—Deadline for entries for 1963 Ohio State Awards of Ohio State U. They should be sent to Ray Stanley, acting director, Institute for Education by Radio-Television, Ohio State U., Columbus, Ohio. Awards are for best productions in field of educational broadcasting.

Feb. 16—Annual dinner meeting of Mid-Western Advertising Women in Chicago. Earl Holliman, star of Wide Country series, plans to attend meeting to accept award of "television man of the year" made by group.

Feb. 20—American Federation of Television & Radio Artists, Los Angeles chapter, annual meeting, 8 p.m. Hollywood Knickerbocker Hotel. New officers will be installed and a committee will report on wages and working conditions.

Feb. 21-23—Western Radio & Television Assn., 16th annual conference on the educational use of television, Ambassador Hotel, Los Angeles.

Feb. 25—Third annual Mike Award banquet of Broadcast Pioneers, Imperial Ballroom, Americana Hotel, New York City. Cocktails at 6:30 p.m. in the Versailles Ballroom; dinner at 7:30 p.m. in the Imperial Ballroom.


Feb. 26-27—NAB Conference of the state association presidents, Shoreham Hotel, Washington, D. C.

Feb. 27—March 1—Western Assn. of Broadcasters Engineers, division meeting, McDonald Hotel, Edmonton, Alta.

Feb. 28—Academy of Television Arts & Sciences, Hollywood chapter, 8 p.m. "Meet the Creative Team" session with the producers of The Eleventh Hour, U. of California, Los Angeles.

MARCH


March 6—Assn. of National Advertisers workshop on tv advertising to discuss new techniques for testing commercials, evaluation of media budgets, participation vs. spot announcements and predicting tv success. Speakers will be David Maloney, executive vice president of Colgate Palmolive; Herbert Zeltiner, vice president and media director of Lever's & Newsell; Henry Brenner, president of Home Testing Institute and Eric Marder, president of Eric Marder Associates, Hotel Plaza, New York.

March 7—California Assn. of Broadcasters, Mark Hopkins Hotel, San Francisco.

March 8-10—Annual Radio-TV Conference and Clinic, U. of Oklahoma, Norman. It will be combined with the FCC's 11th Annual Symposium on Station Operations, sponsored by the Oklahoma Broadcasters Assn.

March 9—American Women in Radio & Television, Project '63 workshop, 10 a.m.-12:30 p.m., tv wing, McCann-Erickson Adv., 485 Lexington Ave., New York.

March 11—Florida Assn. of Broadcasters, U. of Florida broadcasting day, Gainesville.

March 12—Puerto Assn. of Broadcasters, San Juan. Howard Bell, NAB vice president, will speak.

March 13-15—Audio Engineering Society's West Coast spring convention, Hollywood Roosevelt Hotel, Los Angeles. Fm stereo broadcasting, disc recording and reproduction, microphones and earphones and other applications in the space age are among topics to be dealt with in technical papers.

March 15—Louisiana Assn. of Broadcasters, Opelousas Inn, Opelousas.

March 15—Deadline for comments on FCC proposed rulemaking to allow daytime stations to go on the air at 6 a.m. or sunrise, whichever is earlier.

March 15—Institute of Electrical & Electronic Engineers, Pacific computer conference, California Institute of Technology.

March 18—Extended deadline for comments in FCC inquiry into the objection-ability of commercial announcements and commercial continuity over am, fm and tv stations.

March 18—Reply comments to FCC's proposed fm allocations table.


March 21-25—Annual management confer-
No other commercial television station in the Miami area devotes more time to scheduling, sound, responsible programs for its young viewers than Channel 10. As with its complete schedule, Channel 10's youth programs are varied to cover many needs and are completely live and vital.

MUSIC FROM MIAMI each week spotlights choral groups, soloists and orchestras from South Florida's high schools.

PROJECT SCOUTS is the only weekly half hour television show in the Miami area produced for and by Boy Scouts.

DISCOVERIES IN SCIENCE — a panel of teens who compete by recognizing objects of science.

ANSWERS PLEASE — High School students question governmental officials and celebrities of renown.

There are many other programs serving youth from 4 to 19 — over 15 hours a week.

A complete youth program service to better serve young Floridians from the Palm Beaches to the Florida Keys.

March 22-23—Spring convention of Arkansas Broadcasters Assn., Sam Peck Hotel, Little Rock.

*March 22-23—Arkansas AP Broadcasters Assn. meeting, Little Rock.


March 26—Final date for the filing of applications for ch. 5 in Boston. Applications will compete comparatively with present occupant WHDH-TV.

March 21-April 3—Annual NAB convention, Conrad Hilton Hotel, Chicago.

APRIL

April 1—Stockholders meeting, Wometco Enterprises Inc., Miami, Fla.

April 1-5—Canadian Assn. of Broadcasters annual convention, Royal York Hotel, Toronto, Ont.

April 3-5—Assn. of National Advertisers West Coast meeting, Santa Barbara Biltmore Hotel, Santa Barbara, Calif.

*April 6—American Women in Radio & Television, Projection '63 workshop, 10 a.m.-12:30 p.m., tv wing, MacCann-Erickson Ave., 485 Lexington Ave., New York.

*April 6—Georgia AP Broadcasters Assn. meeting, Atlanta.

April 8—Oscar awards ceremonies, to be broadcast on ABC's radio and tv networks.


April 18—Assn. of National Advertisers, workshop on international advertising, Hotel Plaza, New York.

April 19—Michigan AP Broadcasters Assn. meeting, Lansing.

April 21-25—Ninety-third convention of Society of Motion Picture & Television Engineers, Traymore Hotel, Atlantic City, N. J.


April 26—Pennsylvania AP Broadcasters meeting in Pittsburgh.

April 26-27—Virginia AP Broadcasters meeting, Executive Motor Hotel, Richmond. Awards in the VAPB newscasting and telecasting contests and for public service will be presented on first night at the banquet.

April 29-May 4—"Rose d'Or" Contest; May 20-25, 1963—Television Symposium and TV Equipment Exhibition. The two events are part of the Third International Television Festival announced by The City of Montreux, Switzerland. For further Information write to Box 97, Montreux.

MAY


*May 3—Indiana U. Radio and Television Department banquet. Bloomington, Ind. Julian Goodman, vice president for news, NBC, will be guest speaker.

*May 9-11—Seminars in editorial, advertising and circulation, U. of Wisconsin School of Journalism, Madison.

*May 11—California AP Radio-TV Assn. meeting, Anaheim, Calif.

May 16-18—Western States Advertising Agencies Assn. annual conference, Riviera Hotel, Palm Springs, Calif.


*May 18—Florida AP Broadcasters annual convention. Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a luncheon, afternoon tour of Cape Canaveral and an awards dinner at night.


May 20—Georgia Radio Day, Atlanta Advertising Club, Atlanta.

**OPEN MIKE**

Radio forecast on target

EDITOR: Your lead article Jan. 28 on radio business prospects was one of the most comprehensive and helpful I have read in a trade publication. Your entire staff is to be commended.—Robert Hyland, vice president & general manager, KMOX St. Louis.

Music for ivory towers

EDITOR: Your Jan. 28 article on country and western music stations gave us a much-needed lift. Hope the agencies in their ivory towers read it. I intend to give it good circulation.—John O'Brien, manager KTON Belton, Tex.

EDITOR: Please mail 1,000 reprints of "A big new sound blows out of Nashville."—Wesley Rose, Acuff-Rose Publishers, Nashville.

EDITOR: We are pleased and delighted with the story on country music and Nashville. You did a tremendous job. We would like to reprint portions in our radio kit.—Jo Walker, executive di-
What cuts the cutting out of video tape editing? **AMPEX Electronic Editor.**

Don't cut your tape. Cut your cost. How? Simply turn the knob on an Ampex Electronic Editor. The old scene is erased, the new one added—all electronically. And both old and new sections of the tape can be viewed during actual production. The Ampex Electronic Editor inserts new scenes, new commercials, production changes, or corrects goofs—without splicing. You save time, save tape!

The Electronic Editor also lets you do stop-and-go recording, multi-camera effects with a single camera, and squeeze action—all without cutting the tape. Best news of all: no special training is needed. For more details write the only company providing tape and recorders for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Worldwide sales and service.
Plan now to attend

IEEE's special TV Symposium

Wednesday, March 27, 2:30-5:30 p.m.
Morse Hall, at the Coliseum, New York

Hear these 5 technical papers:

The South Carolina ETV Story
Part I: R. Lynn Kalnaback, General Manager, South Carolina ETV Center
Part II: W. R. Knight, Jr., Chief Engineer, Bell Telephone & Telegraph Co.

You will view Educational TV on a wide screen via closed-circuit direct from Columbia, S.C. Both studio and class room will be seen in actual operation.

Compensation for Dropouts in TV Magnetic Tape Recording
I. Moskovitz, Mincon Division, Minnesota Mining & Manufacturing Co.

New York City's UHF TV Project Reports
Mobile Field Strength Measurements: Daniel Hutton, FCC, Washington, D. C.
Analysis of Measurements & Observations: George Waldo, FCC, Washington, D. C.
Chairman: Arnold B. Coven, AT&T, New York
Organizer: Clure Owen, American Broadcasting Company, New York


EDITOR: Your special report on country music... should stimulate the imagination of sponsors throughout the country. We have been attempting to stir interest in this type of TV programming for the past two years in the Los Angeles area. Please mail us 50 reprints.—Richard Holst, president, H&S Productions, Studio City, Calif.

The judge's contributions

EDITOR: Let those who speak of country music uncover when they mention the name George Dewey (The Sollemn Ole Judge) Hay.

The judge [mentioned on page 70 of the special report, Broadcasting, Jan. 28] was standing by to give the station break following the first NBC broadcast of the Metropolitan Opera. At his side were Uncle Dave Mcvon and his son, The Fruit Jar Drinkers, The Gully Jumpers and other distinguished forebearers of today's cast of characters.

When the break came, the judge said "Ladies and gentlemen, you have just heard an historic broadcast: the first network presentation of the Metropolitan Opera. Here at WSM we don't have the Metropolitan but we do have our own Grand Ole Opry! Let 'er go. Uncle Dave!" And Uncle Dave did, and it has been going ever since.

Every hillbilly (before they knew they were "folk singers") came to see The Sollemn Ole Judge. He became their unpaid agent, confidant and friend. George Hay put his hand into no man's pocket. All he insisted on was "Keep her close to the ground boys." Almost single-handedly he developed the Grand Ole Opry into the institution it has become.

The last time I saw the judge he was living in dignified though modest retirement. Here was the man who could have been the country music czar.—Edwin M. Kirby, director of public relations, United Service Organizations, New York City.

Lauds proposed revisions


[Mr. Diehn refers to our coverage of Federal Communications Bar Assn. monographs on new Communications Act.]

A question from Georgia

EDITOR: If the claim of a first statewide news network [THE MEDIA, Feb. 4] is for West Virginia, then the article is correct. But if it goes beyond that, the Georgia News Network [started in July 1962] beat them long ago.—Bernard Brown, news director, WGST Atlanta.

[Story was in reference to West Virginia only.]

BROADCASTING THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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EDITOR AND PUBLISHER
Sol Taishoff

Managing Editor
Art King

Senior Editors: J. Frank Beatty, Bruce Robertson (Hollywood), Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Chrystison (Chicago), Dawson Nall, Edwin James

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Copy Editor: Irving C. Miller, Assistant Auditor: Ennice Weston.

Publications and Circulation

Director of Publications
John H. Cosgrove

Circulation Manager: Frank N. Gentile; Circulation Assistants: David Cusick, Christ- ine Harozenes, Edith Liu, Burgess Hess, German Rojas, Eugene Sheskin.

Bureaus

New York: 444 Madison Ave., Zone 22, Plaza 3-6534.

Editorial Director: Rufus Crater; Bureau Manager: David W. Berly; Assistant Editor: Roger Famignetti; Staff Writers: John Gardiner, Diane Halbert, Larry Litt- man; Assistant: Frances Bonovitch.

Vice President and Sales Manager: Winfield R. Levi; Institutional Sales Manager: Elea- nor M. Manning; Advertising Representatives: Sylvia Kuyk, Syd Abel; Advertising Assistant: Ellen Reilly.

Chicago: 250 N. Michigan Ave., Zone 1, Central Bldg.

Senior Editor: Lawrence Christopher; Mid- west Sales Manager: Warren W. Middleton, Assistant: Barbara Kolar.


Senior Editor: Bruce Robertson; Western Sales Manager: Bill Merritt.


BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, Broadcasting—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1933 and Telecast* in 1952. Broadcasting- Telecasting* was introduced in 1946.

*Reg. U. S. Patent Office
THE FLINTSTONES
Music by
BILL HANNA and JOE BARBERA

and there are 104 other regular network programs which use BMI music.

BROADCAST MUSIC, INC.
589 FIFTH AVENUE,
NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL
How spot radio turns the spotlight on the man who sells

Our advertising goals are no different than those of other mutual life insurance companies. Equitable wants to make its name and products so well known to the public that its agents can serve present and prospective policyholders with the greatest degree of effectiveness.

But fulfilling these goals is something else again. Life insurance companies like ours can’t flood the market with samples; they can’t sell at bargain-basement prices; and point of purchase sales are all but impossible. Ballyhoo and stunt promotions are also out. Nor can we claim superiority over competing ‘brand X’—an advertising director in conjunction with an advertising agency would seem to have a tough nut to crack in planning a broad-based ad campaign for a life insurance company.

We brought our objective to the attention of Foote, Cone & Belding, our agency. By we, I include our home office agency department which represents our 6,000-plus sales force in the field, and company committees and officers charged with the responsibility of advertising. We discussed problems and possible solutions: Did FC&B have any recommendations?

‘We Listened’ • They did. We listed—After much hard-headed analysis a campaign was developed and put into operation. Three months later, we received this response from the field:

“Of all the media used over the past few years I have had more public and agent reaction to the radio spot ad programs than anything we have done in the past,” wrote the Equitable agency manager in Boston.

“Agents reported the public heard the broadcasts,” wrote another agency head from Saginaw, Mich., “providing a better working climate for their interviews.”

From tough-to-sell New York City: “These spot announcements have done a great deal to break the ice for our salesmen.”

These are only a few of the comments plucked from a flood of responses from our agency managers, who, I should explain, have no reticence in telling the ad director which trolley to take when a sales campaign doesn’t click. The chief criticism so far has come from those managers who felt we hadn’t chosen the right outlets in their particular areas. This situation was quickly corrected when further study bore out their complaints.

Dream to Reality • Reaction such as the excerpts quoted above is the dream of every officer charged with an advertising program. What made this dream a reality was simplicity.

The radio spot campaign as recommended by Foote, Cone & Belding utilized more than 100 selected markets in all parts of the country. The spots themselves are pleasantly low key, opening with the simple announcement: “These are the sounds of the living,” followed immediately by a montage of familiar sounds, such as children singing, a small-town parade, a political convention, etc.

After a quick fade, the service “pitch” is delivered, underlining the good life which may be had through life insurance protection. The whole thing is done simply, invitingly—presented, you might say, without mirrors and without echo chambers.

The response has been so gratifying that Equitable will continue the radio series through this spring with a new opening teaser:

“There’s no better place to live than America,” and segues into brief sounds of baseball, a practice piano, and the crash of a bowling alley, all of them easily recognizable. Each spot—there are four of them—carries its own combination of sounds, its own warm appeal in behalf of an up-to-date Equitable service, such as annuities, major medical coverage, college policies or a family policy called “planned security.”

Name and Number • In this series, as in the earlier one, the local announcer wraps up the recorded one-minute spot with live delivery of the name and telephone number of the Equitable agency in the area. The entire approach is that simple.

I don’t believe we could have dropped this approach had we wanted to. The agent in the field has a public image dating back to our tv series and print ads of former years (“The Man from Equitable”) and he apparently likes what he hears on radio.

And he likes what his friends, neighbors and prospective customers are saying about the spot ads.

“We feel the present plan is excellent and would like to see it on a year-round basis,” writes one Alabama agency head.

“Please continue the present program,” is the plea from a New Yorker.

From show-me Missouri: “Very fine. Have gotten more from the radio spot ads than anything else.” And so on.

Popularity • To fall back on a time-tested advertising slogan, such popularity must be deserved. We like to think it is.

It’s the kind of popularity that’s pulling in sales, guaranteeing commissions for our agents and making for a contented field force without which no company the size of Equitable can grow.

Ours is not a product that can be seen, felt, touched or tried on for size. Until you’ve actually tried to convince a prospect (usually as grossly underinsured as he is skeptical) of the value of this “no-see, no-touch” product, you really haven’t encountered sales resistance.

That’s why when a grizzled veteran of our field force writes to say that “a walk-in applicant bought a $10,000 single premium annuity because of the radio spot campaign,” we know we have something that is working for us as well as for the public.

Charles R. Corcoran, vice president in charge of Equitable’s advertising, publications and press relations department, joined the company in 1946. He was a vice president of a Providence, R. I., advertising agency and was in charge of Equitable’s sales promotion and sales development. He serves as chairman of the Public Relations Society of America’s workshop committee; is on the board of directors of Abilities, Inc. and the Human Resources Foundation.
puzzle:
Name, Rank and Secretarial Number

Three of the pillars of WMAL-TV's National Rep team (Harrington, Righter & Parsons, Inc.) are Jack Harrington, Turk Righter, and Jim Parsons. Their titles, not respectively, are Secretary, Treasurer and Vice-President. Their secretaries, also non-respectively, are Lillian, Joan and Madelon. The team is in adjoining offices 110, 112 and 114. The Vice-President is in 110.

Last Tuesday, Harrington took Lillian to lunch because she had helped him when his own secretary was ill for a few days. (This is typical of H.R.&P. team spirit. It works for clients, too.) Madelon went to a higher numbered office to eat with Parson's secretary. Later that afternoon, Righter sent his secretary to the Treasurer's office, which had a lower number than his, to get some sales figures for a client.  

What title does each man hold and what is his secretary's name? Correct answers will earn one of our fascinating awards.

Solidify your sales figures in the D. C. area with a spot program on WMAL-TV's popular late-afternoon Westerns—"The Lone Ranger" at 5 and "Maverick" at 5:30, Monday through Friday. Check Harrington, Righter & Parsons for availabilities.

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.
WKRG-TV
MOBILE CHANNEL 5 PENSACOLA

Exception To The Rule

Year After Year ARB PROVES
WKRG-TV IS
"THE EXCEPTION TO THE RULE"
50% or More SHARE of Audience

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager

BROADCASTING, February 11, 1963
End of the Minow era now in sight

HEADED FOR PRIVATE JOB, FCC BOSS PUSHES HENRY AS SUCCESSOR

Newton N. Minow has advised the President of his intention to leave the FCC and has recommended the appointment of Commissioner E. William Henry to succeed him as chairman.

Mr. Minow expects to leave the government at the end of May and to join Encyclopedia Britannica Inc. as a high officer and chief legal counsel. As Mr. Minow planned it, no announcement of his departure from government was to be made for some time—perhaps not until or after the early April convention of the National Assn. of Broadcasters, at which he will be a principal speaker.

It was at another NAB convention— in May 1961—that Mr. Minow was catapulted to national fame. It was his first major speech as chairman of the FCC, and he made headlines coast-to-coast when he called television a "vast wasteland."

According to a number of sources in a position to know, Mr. Minow told the President of his plans during a private conversation at the White House two weeks ago. The conversation was at first presumed to have concerned Mr. Minow's role in a forthcoming UN conference in Geneva on the use of science to benefit underdeveloped nations. Mr. Minow leaves for Geneva Feb. 14. He will be spokesman for the U.S. delegation at conference sessions dealing with communications. (Mrs. Minow will accompany him. They will return about Feb. 24, after stopping in London.)

The President was understood to have expressed regret at the prospects of Mr. Minow's resignation. The President's reaction to the chairman's recommendations of Mr. Henry as his successor was not known.

Henry's Chances • Mr. Henry, 33, is the junior member of the FCC in age and term of service. A commissioner for less than five months, he was the second Kennedy appointee to the FCC (Mr. Minow was the first). A third Kennedy appointee, Kenneth Cox, is awaiting confirmation by the Senate, a formality that has been delayed only by the Senate's preoccupation with the debate over filibustering.

When Mr. Minow resigns, the President will make his fourth appointment to the commission, and it will undoubtedly be a Democrat to replace the Democratic Mr. Minow. The President will also be able to choose a chairman—also undoubtedly to be a Democrat—from his own appointees, the new commissioner and Messrs. Henry and Cox, or the fourth Democrat, Robert Bartley, who became a commissioner in 1952—long before the Kennedy era in national Democratic politics. (Under the law no more than four members of the seven-member FCC may be of the same political party.)

Mr. Henry, a Memphis lawyer, was an active worker in John F. Kennedy's presidential campaign in 1960. He took his undergraduate work at Yale and his law degree at Vanderbilt in Nashville. He is said to have strong political connections with influential Kennedy supporters in Tennessee.

As the junior member of the FCC, Mr. Henry in the past two weeks has been given unusual national exposure as the commissioner presiding over the hearings into local television programming in Omaha (see page 50). His views on broadcast regulation seem to coincide with Mr. Minow's.

Magnuson's Protege • Mr. Cox, now 46, is a Seattle lawyer who carries the endorsement of Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. Sen. Magnuson recommended Mr. Cox for appointment to the FCC at the beginning of the Kennedy administration. It was not until the third vacancy occurred during the Kennedy tenure that Mr. Cox got the job. Meanwhile he had been appointed chief of the FCC's Broadcast Bureau.

Mr. Cox did not take an active role in the 1960 presidential campaign.

Minow's New Career • Before joining the FCC, Mr. Minow, as a lawyer in the Chicago firm headed by Adlai Stevenson, represented Encyclopaedia Britannica Films, then headed by Maurice B. Mitchell, onetime president of the Broadcast Advertising Bureau (predecessor to Radio Advertising Bureau).

Mr. Mitchell has since then become president of the parent Encyclopaedia Britannica Inc. The chairman of the company is former Sen. William Benton, co-founder of the advertising agency, Benton & Bowles.

It is known that Mr. Minow was offered an executive job with the company before he took the FCC chairman-ship, but he chose to join the government at the time. His interest in joining the company was reportedly reawakened in the past couple of months (CLOSED CIRCUIT, Dec. 31).

His new post will return him to Chicago where the Encyclopaedia Britannica has its headquarters.
'63-'64 TV PROGRAMS NEARLY SET

Juggle, juggle, toil and trouble at networks as more shows are fitted with sponsors and dropped into schedule for year

The television network drive for a quick lockup of next season’s nighttime schedule is at its peak this week.

CBS-TV, of the three networks, is closest to that objective. Nearly all of its major program components are installed, and the network reportedly expects this week to begin filling the openings which remain.

The customary companion campaign to sell a part or all of the schedules’ key programs to major advertisers has begun, and initial reports of commitments are trickling in.

The current status of next fall’s schedules comes to this: There are still many uncertainties, particularly about the exact time position of some shows, but the networks are making their preliminary schedule pitches to agencies. A composite boxscore of what the schedules appear to be on the basis of what’s being offered appears on page 25.

Despite all advance planning and slotting, a single move by one network could upend matters and change the stakes. Such a development appeared likely late Thursday of last week with a report that CBS-TV was negotiating for a switch of one of NBC-TV’s program underpinnings—the half-hour situation comedy, *Hazel*—to its nighttime schedule.

A compilation of next season program sales to advertisers would illustrate the situation at this time:

Colgate-Palmolive signed for *Harry’s Girls*, a show it owns through a production deal with MGM-TV. It is set for NBC-TV.

Armstrong Cork Co. and U.S. Steel are expected to remain in their usual Wednesday, 10-11 p.m. hour on CBS-TV and as alternate week advertisers, but on *The Danny Kaye Show*.

Alberto-Culver is said to be signed for an alternate-week half (15 minutes on a weekly basis) of the one-hour new *Jamie McPheeters* slated for 7:30 p.m. Sundays on ABC-TV.

Procter & Gamble is holding firm in its 8:30-9 p.m. slot on NBC-TV, may stick with *Car 54 Where Are You?* or come in with a new show.

Menley & James’s Contac is reported to be ready to sign with CBS-TV for an alternate half-hour of the new hour *Judy Garland* showcase on Sunday.

Renews are about in or on their way from such advertisers as General Foods and Procter & Gamble. GF, in particular, appears firm with its *Andy Griffith* and *Danny Thomas* shows on CBS-TV, to which it is adding a new half-hour comedy starring Phil Silvers. P&G has the NBC-TV half-hour on Sunday, is in on *Dick Van Dyke* and Ben Casey among others.

*Firestone will be back with its Voice of Firestone on ABC-TV Sunday*. Kraft is firm on NBC-TV Wednesdays, though there’s been talk about a “unseating” over Perry Como’s future frequency. Bell Telephone is set on NBC-TV for a show parcel to alternate with Huntley-Brinkley on Tuesday. Du Pont is set for the 10-11 period on Sunday on NBC-TV. Gillette is certain with fights on ABC-TV Fridays.

General Electric was reported negotiating with two networks—it had not released its option on the 9-9:30 period Sunday on NBC-TV over which the *Garland* vehicle will straddle, and was said to be interested in following *True* (in an hour version) to NBC-TV on Sunday.

Chrysler Corp. appeared to be in favor of saving the one-hour *Empire* on NBC-TV even to the extent of buying additional time if other advertisers fail to renew the show. Chrysler currently is an advertiser on the show.

Lever Bros. is expected to make one additional purchase—probably a network show—for its network lineup, the advertiser renewed for another season its CBS-TV vehicles (*Lucy Show, The Defenders, Red Skelton* and *Candid Camera*).

According to those executives involved in negotiating next season’s show properties, the current programming-sales period is characterized differently depending on the network involved.

For example, it’s said that CBS-TV, which has fewer holes to worry about than the other two networks, is programming from strength and freighting over exact time slots in which to fit shows. The network presumably tries to nail down the advertisers once the schedules are positioned.

*ABC-TV*, on the other hand, is on a slightly different tack, having sketched a near-complete nighttime schedule and then “peddled” this to potential advertisers. If enough interest and commitments are received, the network will continue along the lines indicated, otherwise a revised schedule will be blocked out. NBC-TV is programming and selling somewhere in between these two approaches.

**Usual Delays**  
*This pre-seasonal planning and selling is much the same as in other years. Once again networks have been held up by such unpredictable as key advertisers delaying decisions, name talent problems, and some late arrivals of new show pilots.*

In the area of name talent, Jackie Gleason perhaps is the most illustrative. For some time, the comedian vacillated over whether or not he would wish to continue with his show that appeared to have earned its niche this season on CBS-TV’s schedule. By the week’s end, it appeared Jackie Gleason was set for the next season and there was a report that the network may have agreed to schedule—adjacent to (before or after) the *Jackie Gleason Show*—a new half-hour comedy that would be produced next year by Mr. Gleason’s company.

Another question mark among the star ranks is Perry Como. Reports are recurrent that the popular singer may not return next season in a weekly series but in an infrequent, occasional appearance on NBC-TV.

Several film producers last week were said to have only then come in with their first pilots for network-advertiser showing. Only a few of these: *Patty Duke Show* and *Inside Danny Baker* by United Artists Television, and Ford &...
**Hines** by Four Star Television.

Though it's certain that many of the time spots for the programs now committed for network showing may be changed over the next few months, show titles are expected to resemble in general those listed in the table.

**Program Trends** - A look at the composite schedule presents at least some trends now clearly defined. For example:

- A move to schedule an individual program in a larger chunk of time continues. Next season already appears to indicate committal to the renewal of the 90-minute *Virginian* on NBC-TV, an expanded to 90-minute *Wagon Train* on ABC-TV, and a two part *Arrest and Trial* on ABC-TV (in which two 45-minute programs are placed back-to-back), all produced by Revue Productions.

In addition, there is at least one time block set aside for motion pictures—on NBC-TV Saturdays, and there is a possibility remaining that another motion picture run would be slotted by the same network on Mondays. Another large chunk of prime time will be occupied by Jerry Lewis on ABC-TV Saturdays, starting at 9:30.

- An acceleration of a trend to big-name personalities coupled often with variety (musical or comedy), and adherence to star names is noted. CBS-TV is leading the movement, and the other two networks also are adding top names in either film series or in variety showcases.

Other trends: continued color increase in programming—ABC-TV's *Wagon Train* (90 minutes) is expected

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### How next fall's tv network lineup looks now

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Network</th>
<th>Show</th>
<th>Show</th>
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<th>Show</th>
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<tbody>
<tr>
<td>SUNDAY</td>
<td>7:30-8</td>
<td>ABC</td>
<td>Jamie McPheeters</td>
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<td>8:30-9</td>
<td>ABC</td>
<td>My Favorite Martian</td>
<td>Ed Sullivan</td>
<td>Judy Garland</td>
<td>Candid Camera</td>
<td>What's My Line</td>
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<td>9:30-10</td>
<td>CSC</td>
<td>Walt Disney</td>
<td>Car 54 or</td>
<td>Bonanza</td>
<td>DuPont Show</td>
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<td>Montague (P&amp;G)</td>
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<td>10:30-11</td>
<td>NBC</td>
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<td>8:30-9</td>
<td>ABC</td>
<td>Dakota</td>
<td>Wagon Train</td>
<td>The Breaking Point</td>
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<td></td>
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<td>CBS</td>
<td>To Tell The Truth</td>
<td>I've Got A Secret</td>
<td>Lucy</td>
<td>Danny Thomas</td>
<td>East Side, West Side</td>
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<td></td>
<td>Andy Griffith</td>
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<td>TUESDAY</td>
<td></td>
<td>NBC</td>
<td>Mr. Novak</td>
<td>Match Game</td>
<td>Richard Poone Show</td>
<td>Huntley-Brinkley and Bell Telephone</td>
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<td>6:30-8</td>
<td>ABC</td>
<td>Greatest Show On</td>
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<td>7:30-8</td>
<td>ABC</td>
<td>Ozzie &amp; Harriet or</td>
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<td>Inside Danny Baker</td>
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<td>CBS</td>
<td>CBS Report</td>
<td>Hillbilies</td>
<td>Silvers or Van Dyke</td>
<td>Silvers or Van Dyke</td>
<td>Danny Kaye</td>
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<td>WEDNESDAY</td>
<td></td>
<td>NBC</td>
<td>The Virginian</td>
<td>Perry Como or</td>
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<td>Kraft Theatre</td>
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<td>THURSDAY</td>
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<td>NBC</td>
<td>Robert Taylor</td>
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<td>6:30-8</td>
<td>ABC</td>
<td>Standby</td>
<td>McHale's Navy</td>
<td>The Dean Show</td>
<td>Fight of the Week</td>
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<td>CBS</td>
<td>The Free and the</td>
<td>Twilight Zone?</td>
<td>Route 66?</td>
<td>Hitchcock</td>
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<td>Brave</td>
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<td></td>
<td>7:30-8</td>
<td>NBC</td>
<td>International Show</td>
<td>Adamsburg or Empire</td>
<td>Harry's Girls?</td>
<td>Joey Bishop</td>
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<td></td>
<td></td>
<td>Time</td>
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<tr>
<td>SATURDAY</td>
<td></td>
<td>NBC</td>
<td>Thunderhead or Burke</td>
<td>Welk</td>
<td>Jerry Lewis Show</td>
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<td>or Naked City?</td>
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<td></td>
<td></td>
<td>CBS</td>
<td>Jackie Gleason</td>
<td>&quot;Gleason&quot; Comedy?</td>
<td>Defenders</td>
<td>Gunsmoke</td>
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<td>6:30-8</td>
<td>NBC</td>
<td>The Lieutenant</td>
<td>Bill Dana?</td>
<td>Saturday Night at</td>
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<td>the Movies</td>
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</tbody>
</table>

? — Question mark indicates status not definite.
'63-'64 TV PROGRAMS NEARLY SET continued

Du Pont only remaining live original drama program for '63-'64

The present blueprint of the 1963-64 network season (story page 24) indicates that the only live-tape original drama set for next season will be provided on NBC-TV's Du Pont Show of the Week.

Both Armstrong Circle Theatre and the U. S. Steel Hour, which have been mainstays on tv for many years, appear destined for cancellation. The low stage of original drama for next season is underscored by the report that in 1963-64, seven of the Du Pont one-hour programs will be of that genre. The remainder of Du Pont shows will be actuality and special programs, whereas this season there were seven original dramas and a group of drama programs based on works previously published or exposed in the theater or motion pictures.

The original dramas presented on Show of the Week this season and projected for 1963-64 are produced by the Directors Co., which is headed by executive producers Franklin Schaffner and Fielder Cook. They were both active in the so-called "golden age" of television when as many as seven original drama series flourished up to 1955. They are convinced that even today there is a need for this type of programming for both audiences and advertisers.

Acceptance Possible * They told Broadcasting in an interview that their experience with Du Pont leads them to believe that quality drama shows can acquire a substantial audience and gain advertiser acceptance. They acknowledged that tv cannot sustain the large volume of original drama programs that were on the air in the mid-1950's but are convinced there is room for additional programming of this type.

Mr. Schaffner reported he is currently negotiating with CBS-TV for a group of dramatic specials to be carried on the network next fall. No decision has been made as yet on this project.

Though the outlook seems bleak at this time for quality original drama, both Messrs. Cook and Schaffner feel there will be some increase in the future, though it may be modest. They believe that "fear" is the main factor in the diminution of quality drama. As tv costs grew, both advertisers and networks became rating-conscious and looked to "sure-fire" entertainment, they assert.

The reason they believe that quality drama has a place in television, they point out, is that Du Pont drama programs have been achieving approximately 40% of the audience for the time period (Sunday, 10-11 p.m.). The Cook-Schaffner formula is to provide viewers with a range of dramatic forms—allegory, comedy, melodrama, realistic mood pieces—to satisfy Du Pont's requirements that its productions be provocative, contemporary and responsible.

Mr. Cook's capsule commentary: "I'm not saying that every tv show must be loaded with meaning. But for just a few hours a week, the medium should try—even if some of the tries are failures—to break away from mediocrity."

Du Pont Show (NBC-TV, Sun., 10-11 p.m.) aims for provocative, contemporary drama, as in "Two Faces of Treason," which starred Lloyd Nolan (I) and Larry Blyden. The program was telecast yesterday (Feb. 10).
WHO-TV's FIGURES "STACK UP"!

The Nielsen '61 map shows how WHO-TV covers Central Iowa, plus—but take a look at the market-data figures for this 42-county area:

<table>
<thead>
<tr>
<th>Category</th>
<th>Figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Homes</td>
<td>290,560</td>
</tr>
<tr>
<td>Households</td>
<td>328,590</td>
</tr>
<tr>
<td>CSI</td>
<td>$1,914,739,000</td>
</tr>
<tr>
<td>Farm Households</td>
<td>72,994</td>
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<tr>
<td>Gross Farm Income</td>
<td>$1,006,961,000</td>
</tr>
<tr>
<td>Food Sales</td>
<td>$295,009,000</td>
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<tr>
<td>Gen. Merch. Sales</td>
<td>$136,641,000</td>
</tr>
<tr>
<td>Home Furn. Sales</td>
<td>$ 57,579,000</td>
</tr>
<tr>
<td>Automotive Sales</td>
<td>$241,026,000</td>
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<tr>
<td>Gas Station Sales</td>
<td>$119,710,000</td>
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<tr>
<td>Drug Sales</td>
<td>$ 43,530,000</td>
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<tr>
<td>Total Ret. Sales</td>
<td>$1,377,012,000</td>
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</tbody>
</table>

(Source: May, '62 SRDS; Iowa Annual Farm Census, 1960: June 10, 1962 Sales Management.)

Get your share of this great market—most economically. WHO-TV offers you lowest costs-per-thousand on many great spot buys. Ask Peters, Griffin, Woodward, Inc.

CHANNEL 13 • DES MOINES WHO-TV

PETERS, GRIFFIN, WOODWARD, INC., National Representatives

BROADCASTING, February 11, 1963
that in which the chapter is located), Mr. Lewine said. The nine finalists will then be sent for final judging by a jury of outstanding citizens, which will determine the program that most merits the award.

Only commercial stations may make entries for this award, however, non-profit educational stations are supposedly programmed exclusively as a public service and their performance cannot be measured on the same basis as that of a commercial station.

**Wolper Productions buys Paramount News**

Wolper Productions has purchased Paramount News, including its complete news film library of more than 10 million feet of film covering news events of the past 36 years, from Paramount Pictures Co. on basis where price could exceed $500,000. David L. Wolper, president, Wolper Productions, said the company will be renamed Wolper Newslfilm Library. It will be closed for three weeks for reorganization and personnel changes.

**Dale Robertson heads new Hollywood firm**

Dale Robertson & Assoc., has been formed by the actor-producer to produce theatrical and tv films, animated commercials and film, tape and radio spots, plus personal management service. Headquarters for the new firm is 729 N. Seward St., Hollywood 38. Phone is HOLlywood 6-3279. The new company is a subsidiary of Juggernaut Inc., which is also the parent company of Eagle Animation.

Dale Robertson is president of Dale Robertson & Assoc. Vern Carstensen, who continues as secretary-treasurer of Juggernaut, is executive vice president. Harry Koplan, head of Harry Koplan Productions, will also serve the new company as vice president and producer of tv properties. H. Mike Gurney, formerly general manager of Mel Blanc Assoc., is vice president in charge of radio and tv commercials. Jack Easton, talent agent who discovered Robertson, will be vice president in charge of personal management in addition to serving his own clients.

**Official producing new war series**

Official Films Inc. will produce a new half-hour television actuality series, tentatively titled *Men at War*, based on the major battles of World War II, Seymour Reed, president of Official, announced last week.

The 26-episode series will have author-columnist Jim Bishop as host-narrator. Film footage for the programs will be obtained from sources throughout the world and each segment will present a survivor of a specific engagement.

The series will be produced in Hollywood for Official by Sherman Grinzberg, production supervisor on *Biography*, another OF presentation.

Production is nearing completion on the first episode of the new series, which will deal with Iwo Jima. Other segments will include the Battle of Stalingrad and Rommel's desert campaigns. Official is seeking a network sale on the series.

**WPIX documentaries to run in prime time**

WPIX (TV) New York will introduce next week a new monthly series of documentaries covering major events and personalities in recent history. Programs will be presented in prime time.

The series, titled *Special of the Month*, will be produced by Walter D. Engels and William L. Cooper, creators of WPIX's *The Secret Life of Adolph Hitler*, Castro and Communism and other documentaries.

Initial telecast to be presented Feb. 19 (8:30-9:30 p.m.), will be a profile of the late Eva Peron. Subsequent programs will examine the war in Viet Nam and the rise and fall of Mussolini.
ONE: You get dominant coverage (42.1% average share) in the five-county Metro Atlanta market, where retail sales soar to $1,352,520,000 annually.

TWO: You reach 132 counties in Ga., Ala., S. C., N. C., and Tenn., where retail sales total $3,869,409,000 annually.

Buy the one that gives you two . . .

WSB RADIO
Georgia's 50,000 watt clear channel station
A drop in foreign language programming

More foreign languages are being used in programs broadcast by U. S. radio stations than seven years ago, but the number of stations carrying foreign language programs and the number of hours of such programs are down considerably.

The changes in foreign language programming since 1956 were shown in tabulations from information furnished by U. S. radio stations for their listings in the 1963 Broadcast-
ing Yearbook.

The new 1963 Yearbook lists a total of 45 languages in which programs are being carried. The 1956 tabulation totaled 40 languages.

But the total number of foreign language hours carried weekly on U. S. radio stations was down from some 4,500 hours in 1956 to 3,420 hours in the 1963 Yearbook. The stations carrying such programs are down in number from 463 in 1956 to 397 outlets, the figures show. Total stations on the air were 2,935 am and 540 fm in 1956, and 3,795 am and 1,062 fm at the end of 1962.

50 States Now - The big reason for the increase in total languages was the admission of Hawaii and Alaska into the union. It added Eskimo and Athabaskan on Alaskan stations and Samoan, Filipino and Chinese on Hawaiian outlets.

The addition of Hawaii as a state also added 253 hours of Japanese to U. S. radio programming and placed that language in third place in total hours of foreign language programs aired weekly by U. S. broadcasters.

The Spanish language, though down from 2,800 to 1,885 hours, remained the dominant foreign tongue on U. S. radio. Italian retained second place with 277 hours (450 in 1956); Japanese was third with 264; Polish was displaced from third place to fourth with 250 hours (390 in 1956). Other languages with more than a hundred hours of programming weekly on U. S. radio stations; German 150 (115 in 1956); French 127 (135 in 1956). Yiddish dropped out of the hundred-plus group with 53 hours (102 in 1956).

Nine of the languages are, strictly speaking, not foreign, but North American Indian or Eskimo tribal tongues: Acoma, Athabaskan, Cher-

okee, Chippewa, Eskimo, Navajo, Pueblo, Seminole and Ute.

Other Languages - The other, non-Indian languages, and total hours; Albanian 0.5; Arabic 0.5; Armenian 6.5; Austrian 0.5; Basque 1; Chinese 23; Croatian 1.5; Czech 22; Dutch 6; Filipino 46; Finnish 12.75; French 126.75; Gaelic 6; German 149.75; Greek 39; Hungarian 22.5; Italian 277.25; Japanese 263.58; Latin 0.5; Lebanese 0.75; Lithuanian 12.25; Polish 250; Portuguese 82; Rumanian 1; Russian 2; Samoan 1; Scandinavian languages 13.25; Serbian 6.5; Slavic 7; Slovak 1.5; Slovenian 11; Spanish 1,885; Syrian 1.5; Ukranian 2.75; Yiddish 53; Yugoslav 45.

There were no foreign language programs reported by stations in ten states: Arkansas, Delaware, Georgia, Kentucky, Montana, Nevada, South Carolina, Tennessee, Vermont and Virginia.

The 1963 Broadcasting Yearbook lists foreign language programming under the regular radio station listings, which also include other pertinent information about each station.

The 1963 Broadcasting Yearbook, the largest compilation of broadcasting facts in the 28-year history of this basic reference encyclopedia, contains 632 pages with a total of nearly two-thirds of a million words. The Yearbook includes 50 separate directories of basic economic, technical and business facts indispensable to all working in or contacting the worlds of radio and television. Single copies of the Yearbook are available at $5 each so long as the supply lasts. The Yearbook issue plus the 52 weekly issues of Broadcasting are $12. Orders should be sent to Broadcasting Circula-
tion Dept., 1735 DeSales St. N. W., Washington 6, D. C.

State Dept. plans filming at WTTG (TV)

The third of a series of one-hour specials, entitled "State Department Briefing: Red China and the USSR," was filmed Feb. 2 in the studios of WTTG (TV) Washington.

The program featured a briefing team including Dean Rusk, Secretary of State, U. Alexis Johnson, Deputy Under Secretary for Political Affairs, W. Averell Harriman, Assistant Secretary of State for Far Eastern Affairs, as well as other department and non-government notables.

The briefing was followed by a ques-

Film Sales . . .

Seven Arts, Volumes 4 and 5 (Seven Arts Assoc.): Sold to KSL-TV Salt Lake City and WMT-TV Cedar Rapids. Now in 90 markets.

The Detectives (Four Star): Sold to KSHO-TV Las Vegas, WGN-TV Chicago and KMBC-TV Kansas City. Now in 29 markets.

Dick Powell's Zane Grey Theater (Four Star): Sold to KSHO-TV Las Vegas; WSPD-TV Toledo; WOC-TV Davenport, Iowa; and KOA-TV Den-

ver. Now in 20 markets.

Stagecoach West (Four Star): Sold to KCOP-TV Salt Lake City. Now in 5 Markets.

Program notes . . .

Available: 'Michael Shayne' - NBC Films reports it is placing the hour Michael Shayne series into syndication. Local stations and advertisers will be offered 32 episodes which appeared on NBC-TV during 1960 and 1961.

New school show - The pilot of a new 60-minute TV program, produced by Red Skelton's and Jack Webb's production companies for CBS, has been started in Hollywood. The V.P.'s, starring Dennis Weaver and Jane Wyman as vice prin-
cipals of a small-town high school, will be directed by Mr. Webb.

Tv tee - Production has begun on The Golden Tree, a 90-minute tv special on golf produced by Jack Douglas Orga-
nizations. Mr. Dougals, who claims the show will be the most expensive ever made on golf, plans to sign several celebrities for the production, including golfer Byron Nelson.

26 instead of 12 - Trans-Lux Television Corp. reports it will distribute 26 episodes of the Frontiers of Knowledge half-hour science series instead of 12, as originally planned, because of growing audience and station interest. The series is produced by WFTI-TV Phila-
delphia in cooperation with the U. of Pennsylvania.

Now in color - Telesynd, New York, a division of the Wrather Corp., is offering for network sale 78 episodes of Sgt. Preston of the Yukon which were filmed in color.
Us hayseeds got a real OASIS!

Going back to fundamentals a little bit, we’d like to remind you that the Red River Valley is one of the most fertile areas in America—thousands of square miles of ancient lake-bed with deep, rich soil—so fabulous that even the Encyclopaedia Britannica comments on it. Look up “Red River Valley,” and see!

Fargo is the very heart and center of this enormous and prosperous Valley. People listen to WDAY Radio, all over the Valley—come in from miles and miles around for shopping, recreation, big-ticket spending.

Ask PGW for the whole story. We know you’ll be fascinated.

WDAY
5000 WATTS • 970 Kilocycles • NBC
FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
MATTEL EXPLAINS NEW PLAN

Station purchasing its 'Funny Company' show will get matching spot buys from toy maker

Plans of Mattel Inc., toy maker whose year-round use of network television revolutionized toy advertising, to finance the production of a spot tv program series and to become a participating sponsor of the program (CLOSED CIRCUIT, Feb. 4), were spelled out Tuesd.y at a meeting of more than 40 station salesmen and representatives in Los Angeles. Eddie Smardan, radio-tv director of Carson/Roberts, Mattel's agency, explained the scheme at a two-hour breakfast meeting, at which three five-minute episodes from the series, The Funny Company, were screened.

Key of the plan is an agreement by Mattel to buy one-minute participations or adjacencies in The Funny Company on a two-year non-cancellable contract at the same price the station pays for an unlimited run, three-year license period for each five-minute episode. In effect, the station sets its own price for the series and for the Mattel commercials, Mr. Smardan explained. Assume the price set is $100. The station would then pay the program producers $26,000 for three years' use of the programs. Mattel would contract to buy 260 minute spots a year for two years in A markets (at the assumed $100 rate, this would mean a total expenditure of $52,000). In B markets, Mattel would agree to buy 156 spots a year ($31,200 total for two years). Only in C markets, where the Mattel guarantee would be for 130 spots, would the toy company's expenditure for time be just equal to the station's expenditure for the program.

"Since the time rates are set in advance on a non-pre-emptible basis for the entire two-year period, the total of the two-year time contract for the first 130 minutes used by Mattel each year becomes the total amount of the film contract," a fact sheet explains. On participations in excess of 130, Mattel will pay "normal" rate increases, not to exceed 15%

Mattel has set Jan. 13, 1964, as the date it will start its use of The Funny Company as an advertising vehicle. By that time 90 of the five-minute episodes will be ready. However, if stations want to start broadcasting the program earlier, in September, say, when 60 episodes are scheduled to be completed, the company would have no objection. Similarly, while broadcasting the series as half-hour programs made up exclusively of Funny Company films is advocated, no restrictions are placed on stations which feel another schedule is better, such as including one or more of these films in an established children's program period.

It's a Cartoon • The program itself is a cartoon, available either in color or black-and-white prints, which the

plained. Assume the price set is $100. The station would then pay the program producers $26,000 for three years' use of the programs. Mattel would contract to buy 260 minute spots a year for two years in A markets (at the assumed $100 rate, this would mean a total expenditure of $52,000). In B markets, Mattel would agree to buy 156 spots a year ($31,200 total for two years). Only in C markets, where the Mattel guarantee would be for 130 spots, would the toy company's expenditure for time be just equal to the station's expenditure for the program.

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It's a Cartoon • The program itself is a cartoon, available either in color or black-and-white prints, which the

thing but prosaic), to the bizarre, like giving a guided tour through a haunted house, or selling toothpaste to a walrus.

While the programs are chiefly sequences of fast-moving comedy-dramatic action, each episode includes one-to-two minutes of education, so naturally introduced that it will be as acceptable to young viewers as it will be approved by their parents and teachers, or so Mattel and Carson/Roberts believe. They screened almost 200 children's tv shows in search for one that "would please kids, advertisers and Minow," as c/R's vice president explained in his MONDAY MEMO (Dec. 24, 1962). Not finding what they were after, a program that "would give the kids something to take away with them" and would avoid both the "stufiness of an old-fashioned schoolroom and the same-ness of more 'sillytoons,'" they encouraged the creation of The Funny Company and financed its production.

The programs are produced by The Funny Co., a group of Hollywood producers, writers, animators, voice talent and musicians, formed expressly to produce this series. The members work for minimum scale and will share in the profits of the production, if any, on a co-op basis. Head of the group as executive producer and script supervisor is Ken Snyder, senior vice president of Needham, Louis & Brorby, recognized lyricist and composer as well as a top-flight producer of tv and radio commercials. Sam Nicholson, for 10 years creative director for TV Spots, is animation producer. Leo Salkin, associate producer of The Alvin Show, has the same title with The Funny Co. Musical director is Jack Fascinato, who started in tv with Kutka, Fran & Ollie and today is one of the best known musical directors in the film business.

Wanted a Change • In addition to looking for a worth-while juvenile tv vehicle for its advertising, Mattel wanted to change its tv expenditures, which this year are made mostly in network television, in accordance with a belief that "the dynamics of local programming, local personalities, station selection, local promotion and merchandising can be utilized in such a way as to overcome the apparent advantages of network over spot." Despite its lack of any equity in the films it is financing, Mattel is willing to support them because of its ownership of product merchandising for The Funny Company characters. The producers will share in revenues derived from product merchandising. Without Mattel ID's in the films or restrictions on other toy firms taking adjacencies, Mattel may ask for adjacencies of its own beyond those in its basic contract.
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Described for your specialized "must know" references, the 1963 BROADCASTING Yearbook issue is the largest (632 pages) and most complete encyclopedia-type book ever published for the business of radio-tv broadcasting and the associated arts and services. It includes 50 separate directories of basic economic technical and business facts indispensable to all working in or contacting the worlds of radio and television.

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Please send to home address—
Advertising and government came face to face in Washington last week with the focus on federal efforts for additional controls over the medium.

Following two days of discussion at the 5th annual mid-winter conference of the Advertising Federation of America and the Advertising Assn. of the West, these developments captured the spotlight:

- A dispute between the AFA’s general counsel and a Republican congressman and former agency head over how friendly the Kennedy administration is to business and advertising.
- A strong counterattack by Peter G. Peterson, president of Bell & Howell Co., on the current popular pastime of attacking all forms of advertising.
- A pitch by Federal Trade Commission Chairman Paul Rand Dixon for AFA-AAW support of his agency’s request for legislation giving it the authority to order questioned advertising stopped while the wheels of litigation are turning. “The time is overdue for you who represents reputable elements in the advertising industry to realize that the FTC is not trying to run your business or even to tell you how,” Chairman Dixon said.
- Just as strong words by Mr. Peterson and others against the same “unprecedented” proposal advocated by Mr. Dixon.
- A telegram from President Kennedy praising the “dynamic role which advertising plays in improving our living standards and expanding our national economy. . . . It is through such conferences as yours, where representatives of advertising and government meet for frank and open discussion of the issues involved, that consumer interests will best be protected.”

At the start of the two day conference, Mark W. Cooper was announced as the new president of AFA (see WEEKS’ HEADLINERS, page 10). Mr. Cooper, director of public relations for the General Telephone Co., will take over his new duties in two weeks. His appointment was announced by George Head, AFA board chairman and advertising and sales promotion manager of the National Cash Register Co.

Some 700 delegates, representing the blue chip advertisers and agencies, attended the conference last Tuesday and Wednesday in Washington. It closed with a reception for members of Congress and other government officials.

Pennsylvania Ave. Dispute • Two speakers at the Tuesday night opening session took opposing views on just how friendly President Kennedy’s administration is toward advertising—with a member of Congress warning delegates not to believe the “high sounding statements” from the White House.

Rep. Bob Wilson (R-Calif.), a former agency executive in San Diego, disputed the contention of John J. Ryan, AFA general counsel, that advertising now is enjoying an “unaccustomed era of good rapport with a national Administration.” Mr. Ryan maintained the President is keenly aware of the importance of cultivating the assistance and cooperation of business and that there can be no doubt about the sincerity of his statements friendly to business and advertising.

Mr. Ryan, a Democratic member of America, huddles at last week’s conference in Washington with AFA Board Chairman George Head, National Cash Register Co.

Bell & Howell president Peter G. Peterson warns that no sin of advertising could compare with its regression under federal regulation.

Mark F. Cooper (l), public relations director of General Telephone Co. of the Southwest and newly elected president of the Advertising Federation of America, huddles at last week’s conference in Washington with AFA Board Chairman George Head, National Cash Register Co.
the New York State Legislature, said that it is evident the President has spurned the advice of his advisors who advocate "pump priming"—increased government spending and false aids for economy. The administration has not fallen for the theory, advocated by some of his advisors, that advertising is a totally unproductive industry "to be harassed in every fashion," he said.

Rep. Wilson, on the other hand, said "I don't see much to be happy about in the attitude of the administration" toward advertising. He said he is disturbed over the voices around the President which are anti-advertising. He charged the FCC and FTC are "running rampant over a lot of businesses and unduly influencing advertising, radio and tv."

Mr. Ryan, member of the New York firm of Sawyer, Sullivan & Ryan, also had harsh words for agencies seeking greater powers over the industry in citing apparent "contradictions" in the attitude of the administration. He said the FCC is trying to take a "larger and larger part in radio and tv programming" and that "bureaucratically-concealed inhibitions" are being placed by government against some forms of advertising.

Hitting the FTC request for cease-and-desist and injunctive powers as an "unprecedented" grab for power, Mr. Ryan warned: "We must be constantly alert to insure that misguided zealots in government do not foil upon us restrictions and regulations which we . . . know can only lead to chaos or destruction."

Concern Lessened • Arthur Fatt, board chairman of Grey Advertising Inc. and chairman of last week's conference, said the industry no longer looks with fear on the Kennedy administration but now has an opinion of "quiet confidence."

In a keynote address, he disclosed that 11 of 16 agency heads (representing billings of nearly $2 billion) feel that advertising's relations with government are much the same at the present time as during the Eisenhower years. Only 5 of the 16 said they thought the government-advertising relations had worsened since President Kennedy took office, Mr. Fatt said.

Government and advertising "can't afford the luxury of being antagonists," he said.

One criticism of the administration given in the survey, Mr. Fatt said, was "the method of FCC pronouncements in respect to its guardianship of public taste."

Peterson Hits Controls • Warning against government attempts to control the imponderables of advertising, Mr. Peterson said: "No sin that advertising could commit could be as great as its regression by government forces—for if advertising can be forced into a bureaucratic strait jacket, where does this end?"

For the last few years, he said, Madison Avenue has been America's most popular villain. "The Wolves of Wall Street, as they were vividly described in the twenties, are probably greatly relieved to give up their pre-eminent position," he said.

Attacks on advertising should be broadened to include the businessmen, who design and market the products and the consumers, who buy the products. If the consumer is to be protected against outside forces, Mr. Peterson said, it is well that he be confronted directly with what he is being protected against and what the methods and costs of protecting him are likely to involve. "If it is his tastes that are being criticized, then let us say so directly," the Bell & Howell president said to government.

The basic question is the freedom of the consumer to make a choice among the widest possible number of alternatives and whether he has the wisdom to make these choices which advertising gives him, Mr. Peterson said.

In the long run, he said, the only formula that will raise the standards of advertising is the raising of the level of American culture generally. If media continue their present rise in culture, the consuming public will in the future mold advertising patterns at least as much as the public is influenced by advertising, he said.

Government Talks Back • The chairman of the FCC, Newton N. Minow, and the Federal Trade Commission, Paul Rand Dixon, participated in a panel on "Government Speaks to Advertising." Mr. Minow had no prepared statement but Chairman Dixon made a ringing attack on the opponents of his agency's efforts to acquire authority to issue cease-and-desist orders.

Departing from his prepared text, the FTC chairman said that members of his agency are "experts" on advertising and that federal judges—to whom the FTC must now go for temporary injunctions to stop questioned advertising—are not. The FTC knows the law and how to enforce it, he said, and if advertisers do not like it "then get yourselves some new laws."

He predicted that if the trade commission is not given the authority to order a stop temporarily of advertising it has questioned during litigation there will be no small business 20 years from now. Because of present due process requirements and despite numerous speed-ups in work procedures, "any unprincipled advertiser can delay justice long enough to make a killing," Chairman Dixon charged.

If the FTC had the authority to issue temporary stop orders, it could put an end to the "pitifulness of belated final
Sen. Vance Hartke (D-Ind.) (r) listens as Wilbur G. Kurtz Jr., product pro-
orders," he said. A lot of "misinformation" has been spread concerning the
FTC's request for new powers, he said, in giving the government version of
safeguards written into the legislation to prevent abuses by future trade
commissions. The bills in dispute were introduced by Rep. Wright Patman (D-
Tex.) (HR 1105) and Rep. Tom Steed (D-Okl.) (HR 594).

Minow Theory • Chairman Minow said that the broadcasting industry does
not realize that most broadcasters come to him to request more regulation of
radio-tv, not less. They want their competitors regulated but not them-
selves, he said.

He said he is "very pleased" that the trade commission has taken steps to
control rating services but saw no need for a written definition of the term
"public interest." The FCC's theory, he said, is to let the broadcaster deter-
mine the needs of the public in his area and then "we hold him to his evalua-
tion."

Chairman Minow praised Bell & Howell for its "conspicuously courage-
ous job in tv advertising" in its sponsor-
ship of Close Up and urged more adver-
tisers to put some of their budgets in
such programming. "This is not just
good citizenship but good business," he
said.

Arthur Motley, publisher of Parade
Publications Inc. and moderator of the
panel, expressed concern over govern-
ment trends. As government has grown
big, it is not merely the law that causes
concern but also the agencies, he said.

The third panelist, Dr. Persia Camp-
bell, a member of the President's Con-
sumers Advisory Committee, said the
committee is designed to serve buyers
who want reliable information "so they
are not aware of the protections
have and the marketing services
offered by government.

Advertising's Role • "Advertising's
Role in American Communications" was
discussed by a panel consisting of
Donald McGannon, president of West-
inghouse Broadcasting Co.; Andrew
Heiskell, board chairman of Time Inc.,
and Denver Post publisher Palmer
Hoyt. RCA vice president Ralston H.
Collin, conference vice chairman, was
moderator.

Mr. McGannon stressed that "it is
the essence of the media of radio and
tv that they be mass in their application
and direction." He pointed out that the
Communications Act charges broadcast-
ing with providing a service to "all the
people of the U.S." The great role and
challenge to radio and tv is to maintain
the largest possible audiences by the
best and most creative forms of pro-
gramming oriented to the American
family and to afford them opportunities
for learning, for challenge, for inspira-
tion and for information, he said.

Mr. McGannon explained the "del-
cicate process" necessary in the effective
use of communications media—the level
and flow of audience. "We must exer-
cise ingenuity and courage in daring
to reach millions on the one hand but
collaterally certain specific thousands . . .
" he said, "We must contribute . . .
to the people's understanding of the
issues of the day."

Freedom a Must • Democratic gov-
ernment could not exist for long with-
out communications media free from
government control, according to Mr.
Heiskell. Radio-tv and the newspapers
could not exist without advertising, and
advertising could not exist without the
free enterprise system, he said. The only
alternative is subsidy by government,
Mr. Heiskell and other speakers stressed.

Advertising is the "financial warrant-
y of free electronic communication and
it is the guarantee of our free press,"
Mr. Hoyt told the AFA-AAW dele-
gates. "The much-maligned institution
of American advertising is really a solid
cornerstone of our freedom," he said.

Even if advertising did not have a
special economic role as the mover of
goods to the consumer, as the basic
guarantee of free communications me-
dia it is worthy of protection and pres-
servation, he said. Radio-tv and news-
papers can remain free from govern-
ment only with a continued source of
income from advertisers, Mr. Hoyt said.

Ad Pitch • A pitch for the President's
proposal to cut individual income taxes
was made in a luncheon address to the
conference by Ivan A. Nestingen, un-
der secretary of Health, Education &
Welfare. The proposed tax cut will
increase sales and "will generate a
larger gross national product in which
we all will share," he said in drawing a
parallel with advertising.

When a business runs into economic
trouble it would be tempted to trim
its advertising budget when it "might
be better advised to do just the oppo-
site—to borrow if need be—so that it
can step up advertising and raise sales
levels," Mr. Nestingen said. This may
make the balance sheet look temporar-
ily worse but in the long run the added
advertising expense can prove to be a
good investment if it halts the down-
ward spiral of sales, he maintained.

"The same result will come about
from a tax reduction—even though it
comes at a time when the federal gov-
ernment needs more, not fewer, dollars
to meet its obligations," he said.

Paul S. Willis, president of the Groc-
ery Manufacturers Assn., cited adver-
tising as one of the principal reasons
for the "fabulous and steady" growth of
the food industry. The advertising
industry has made great contributions
to the American people and to the
total economy, he said. "Promotion and
advertising are the lifeblood" of food
marketing, he said.

The latest listing of the top 100
advertisers shows that 30 of the first 50
are GMA members and 57 of the top
100. Advertising is necessary, he said,
because very few have been able to
build a successful and profitable na-
tional marketing food business without
the use of effective advertising. "The
record supports the facts that advertis-
ing is a great force that influences con-
sumer purchases," Mr. Willis said.

Feb. 15 entry deadline
for tv commercial contest

A Feb. 15 entry deadline has been set
for the fourth annual American Tv
Commercials Festival. All commercials
telecast in the U.S. and Canada between
March 1, 1962, and March 1, 1963, are
Judge it where tv viewers do... where today's best-selling pictures come from **Scotch**® BRAND Video Tape

Today's great American theatre is the living room—not the projection room. If you're viewing tv commercials or pilots on the conference room screen, remember: the only "screen" the tv audience sees is the face of the tube! When you view shows or commercials as you would a movie you're sitting in the dark all alone... no one you're trying to reach will see them that way! The tube is the test every time! Put your commercial or show on "**Scotch**" BRAND Video Tape and view it on a tv monitor. Then you'll be looking at it with the same eyes as the customer. There are no optical-to-electronic translation problems. Every image is an electronic original completely compatible with the tv set in the home. Picture-prove it! View a filmed and a video-taped production side by side on monitors. See the inimitable "here and now" quality that "**Scotch**" Video Tape offers agencies, advertisers, producers, syndicators. Extras are pushbutton ease in creating unlimited special effects, immediate playback, and no processing wait for either black-and-white or color. For a free brochure "Techniques of Editing Video Tape", write **3M** Magnetic Products Division, Dept. MBX-23, St. Paul 19, Minn.
eligible in the competition which is open to advertisers, their agencies, production companies and television stations.

Approximately 40 product categories are planned for the contest and special citations will be made for achievement in the areas of single market, Canadian market, children's market and premium offers.

John P. Cunningham, chairman of the executive committee of Cunningham & Walsh and past chairman of the Advertising Federation of America, is heading the council which plans and judges the festival competition.

Entries should be addressed to Wallace Ross, American TV Commercials Festival, 40 E. 49th St., New York 17. A $20 entry fee is charged "to help defray judging costs."

ANA offering course to management

A new course in advanced advertising management will be offered by the Assn. of National Advertisers as a recurring service for its member companies, with the first scheduled March 10-15, ANA announced last week. The course will be for "executives in middle or upper advertising management in ANA member companies who have had several years of responsible advertising experience."

It will be conducted in an academic atmosphere with practicing experts in advertising management as the faculty. Subjects will include the creative function, planning, media strategy, organization and agency relations, budgeting, appraisal of measurement opportunities and measurement of advertising effectiveness.

The March 10-15 session will be held at the Westchester Country Club, Rye, N. Y. Registrations will be limited, if necessary, to 60. Tuition is $250.

Another session is expected to be held later this year, and additional ones subsequently. Some may be held in Chicago and on the West Coast and possibly elsewhere. In addition, different courses may be held for management executives holding other responsibilities.

Prof. Albert W. Frey, director of executive management programs at the U. of Pittsburgh and co-author of ANA's so-called "Frey Report" on advertiser-agency relationships a few years ago, is serving as academic advisor for the project. Ernest P. Zobian of Vick Chemical Co. is chairman of the ANA advertising management development committee, which is presenting the course.


New filters, packs in PM market tests

Philip Morris Inc. last week introduced two new kingsize filter cigarettes, Paxton and Saratoga, with a test campaign in four U. S. cities.

Saratoga is being introduced in Hartford, Conn., and Sacramento, Calif.; the mentholated Paxton in Fresno, Calif., and Tulsa, Okla. Both brands will use television, radio and print for the test.

Both cigarettes offer a "team of filters, back to back" and patented waterproof "Humiflex" packaging, and sell at popular prices.

The theme being stressed in the brands' advertising, according to Roger M. Greene, PM's vice president and director of advertising, "is that both the product and the package represent true technological achievements within the industry. For that reason, the advertising presentation in all media is in a factual and journalistic style."

Television commercials will show the package submerged in water to demonstrate its water-proof qualities.

Benton & Bowles Inc., New York, is agency for the new Philip Morris brands.

'Cleopatra' budget includes network tv

"Cleopatra," 20th Century-Fox's much-publicized film extravaganza, will be promoted with a network television campaign in addition to heavy poster and print advertising.

Unusual use of network tv for movie promotion in lieu of spot advertising is based on the fact that 20th Century hopes to open the film in some 60 markets simultaneously. It also is claimed that "Cleopatra" will eventually reach virtually all markets, and that the time lag between tv promotion and showing of the picture will be compensated for by the large advance publicity it's already enjoyed.

The tv promotion will begin approximately three months before the picture's June 12 opening date and continue through the premiere. Still in the planning stage, the campaign is loosely described as a high frequency of 30-second announcements.

A 20th Century official suggested that probably more than one network will be used because it is planned to place announcements in or around "athletic events and public service shows."

The movie will premiere in New York and should the newspaper strike there still be in effect, 20th Century says that it will use a saturation radio campaign in that city around the premiere date. Agency for 20th Century-Fox is Schiffer & Co., New York.

Business briefly...

Maradel Products Inc., New York, cosmetics manufacturer, has bought a schedule of participations in a variety

'Broadcasting, February 11, 1963'
Slash
office typing costs up to 67% with . . .
New Filetape™ Royaltyper®—

The advanced high-speed, low-cost automatic
typewriter using exclusive FILETAPE.

Now, you can dramatically increase the production and
slash the cost of every repetitive typing job in your of-

dice—without adding a single extra person to your staff.

Every form mailing that your company sends out can
be warm, individually typed, personalized. The kind
that looks important. That gets read and acted upon.

The bulk of your sales orders, invoice writing, envel-
lope addressing, legal documents, etc., can all be
typed at the astonishing speed of well over 100 words
a minute. Without errors or erasures.

New Filetape Royaltyper, made by Royal McBee, can
do all this for you—bringing high speed and low cost
to more of your repetitive typing jobs than any other
kind of automatic typewriter on the market today.

The reason is exclusive Royal McBee Filetape. File-
tape is the easiest automatic typewriting tape to file,
to retrieve from file—to use.

It can be cut to any length. For one word . . . or
pages of copy. Form paragraphs can be punched and
easily combined to make up dozens of different letters.
Think of the savings this one application can mean in
dictation costs alone!

It is a fact that in the average office, 75% of the
correspondence and typing of forms is repetitive. New
Filetape Royaltyper can cut these costs for you—to the
bone. Get the facts. Also look into our leasing plan.

SEND FOR THIS
VALUABLE FREE BROCHURE
Royal McBee Corporation, Dept. 89BR
850 Third Avenue, New York, N. Y.
Please send me my copy of "Filetape
Royaltyper—New Dimensions in
Automated Typing." I understand
there is no obligation.

NAME______________________

COMPANY______________________

POSITION______________________

CITY & ZONE______________________STATE______________________
Jingle singer appears with Cincinnati Symphony

It may seem like a far cry from a commercial jingles studio to a symphony hall, but Barbara Cameron was slated to make the transition glissando.

The first commercial jingles singer ever to perform as guest soloist with the Cincinnati Symphony Orchestra, Miss Cameron and The Satisfiers, a New York quartet in which she sings the female lead, appeared with the 100-piece orchestra in Cincinnati in a musical "Theatre Train" of Broadway show tunes. It was her third performance with the Cincinnati Symphony.

Miss Cameron and The Satisfiers have performed in commercials for many national advertisers including Newport, Winston and Kent cigarettes, Frosty root beer, Lee's carpets, Mohawk Airlines and McGregor's sportswear. They also have done commercials, as yet not released, for Sophia Loren's new motion picture, "Madame."

Before moving to New York Miss Cameron was a featured performer in Cincinnati television and radio. In private life she is the wife of Joseph Kotler, vice president of Warner Bros. television division.


Pennsylvania Grade Crude Oil Assn., Oil City, Pa., in its first radio campaign, is co-sponsoring ABC Radio's News and Comments by Alex Dreier (Mon.-Fri., 6:30-6:40 p.m. EST), for 39 weeks. Agency: Meldrum & Fewsmith Inc., Cleveland.

Agency appointments...
- Allied Old English Inc., Newark, N. J., has appointed Venet Adv. Inc., Union, N. J., as agency for two product lines of its Mother's Pantry brand of prepared foods and beverages, Polynesian Punch and Maple Butta. Venet will inaugurate a TV campaign in the New York City area this spring.
- KGFJ Los Angeles, all-Negro-programmed radio station, has appointed Enyart & Rose, Los Angeles, as its advertising agency. Jerome L. Simons is account supervisor.
- KTVP (TV) St. Louis, Mo., has appointed Winitus-Brandon Co., advertising agency, that city, to handle advertising and assist with promotion, merchandising and public relations.

Rep appointments...
- WJAR Providence, R. I.; The Katz Agency Inc., New York, as national representative.
- WFOX Milwaukee, Wis.; Spot Time Sales Inc., New York, as national representative.
- WSOQ Syracuse, N. Y.; Bolling Co., New York, as national representative.
- WCGM Biloxi-Gulfport, Miss.; WGOW Greenville, N. C.; WGTA Summerville, Ga., and WROY Carnill, Ill.; Hal Walton & Co., New York, as national representatives.
- WIXI Birmingham, Ala.; Elisabeth M. Beckjorden Inc., New York, as national representative.

FM Group Sales lists American Express buy

FM Group Sales, New York, representing fm station groups in major cities, has scored what is generally labeled as the biggest advertising contract in the rep firm's nine-month operation. American Express, through Ogilvy, Benson & Mather, has placed a campaign calling for 20 spots per week for each station on a 39 week basis on a total of 20 fm stations (6 in Los Angeles, 5 in Chicago, 5 in Washington-Baltimore and 4 in Boston). The advertiser also is running am and tv campaigns.

The new fm contract started Feb. 4, and adds to other FM Group Sales'

contracts, such as P. Lorillard (Newport cigarettes) in Los Angeles for 18 weeks starting Feb. 19 (through Len- nen & Newell), and Texaco, which through Benton & Bowles, had used stations in Chicago, Detroit and Cleve-

land and is expected back this spring. Two other advertiser contracts still on fm through this rep: Philip Morris and United Air Lines.

Hicks & Greist adds $1.5 million in billings

Hicks & Greist Inc., New York, last week announced the addition of $1.5 million in billings in two months, bringing its total annual billing-and-fees rate to "close to $18 million."


Agency changes made by Noxzema

Noxzema Chemical Co., Baltimore, last week announced a realignment of accounts, due to product conflicts, at three of its agencies. Sullivan, Stauffer, Colwell & Bayles, New York, continues to handle Noxzema Skin Cream and Cover Girl products, along with two new products, to be introduced in test markets within two months.

Dancer-Fitzgerald-Sample, New York, also gets two new products for test marketing, as well as Noxzema Shave Creams, currently at Doherty, Clifford, Steers & Shenfield, and Noxzema Skin Lotion, which was at SSC&B.

Admen get their own commercial kitchen

A new studio set up as a kitchen for advertisers and agencies producing food and healer commercials on video tape has been instituted by MGM Tele-

studios, New York.

The new studio includes complete kitchen work facilities, modular kitchen sets, an "invisible" oven for inside-the-

oven photography, appliance props and specialized lighting equipment. A transparent washing machine, enabling cam-

eras to photograph moving parts and washing action, is also part of the studio.

Known as studio 60, the kitchen con-

sists of 525 square feet of work space equipped with sinks, stoves, refrigerators, freezers, work tables, cabinets, mixers, blenders, toasters and griddles.

Helen MacArthur, home economist, is participating in commercial produc-

tion in the new studio as director of culinary arts.

BROADCASTING, February 11, 1963
Repeat!

An encore for a computer tape reel? Absolutely! Especially when it is packed with television audience data from an ARB survey. The premiere performance provided audience estimates by time period for that familiar industry standard, ARB’s local market report. But when clients ask for more, it gives more — an almost endless number of new and interesting encore performances for a variety of ‘special’ needs.

And here’s the secret. Every time ARB conducts a local market survey, special care is taken to organize and store the data that is collected so that on short notice it can give ‘an extra measure of audience’ whenever called upon. Special Tabulations offer clients the advantages of research to meet specific requirements without the expense of a new survey. Because data is available now and ready to perform, a special staff of researchers can compute the needed estimates and deliver them quickly. For an economical answer to some of your most critical audience problems, call for an ARB Special Tabulation.
THE MEDIA

Court access fight gets major setback

ABA VOTE ENDS 5-YEAR BROADCASTING EFFORT TO REPEAL CANON 35

A five-year campaign to persuade the American Bar Assn. to revoke or relax its ban against tv cameras and radio microphones in courtrooms ended last week in failure.

By an overwhelming vote, the House of Delegates of the ABA adopted a committee report which recommended retention of the controversial Canon 35. This prohibits the use of tv cameras, radio microphones or news cameras during court trials. It was adopted in 1937 following the circus-like news coverage of the Lindbergh kidnapping trial in New Jersey.

The ABA action took place last week in New Orleans where the association was meeting in annual convention. It followed adoption of the report by the ABA board of governors (AT DEADLINE, Feb. 4).

The decision was made by voice vote, with about 10-15 dissenters, after three speakers attempted to persuade the delegates to refuse adoption of the report.

Speaking in opposition were Douglas Anello, NAB general counsel; Joseph Costa, chairman of the National Press Photographers Assn., and James K. Groves, a member of the Colorado bar.

The ABA action was castigated by NAB President LeRoy Collins and by Bill Small, chairman of the Freedom of Information Committee of the Radio-TV News Directors Assn.

What Now? - Broadcasters will now have to begin working at the local level, Mr. Anello said last week after the ABA action. “It is imperative.” Mr. Anello said, “that broadcasters begin working on the local bar and courts to convince them that tv and radio belong in the courtroom on the same basis as any other reporters.”

The ABA prohibition does not have any legal standing with the courts or state bar associations unless it is adopted by state judiciary. About half of the states have adopted the ABA canon, it is understood.

In its report, the ABA special committee on Canon 35 urged that states adopt the ban.

The ABA consideration of changes in Canon 35 began in 1958 following pressure by broadcasters to eliminate or revise the prohibition. A special ABA committee was established to look into the subject. Chairman of the committee was John H. Yauch, Newark, N.J., lawyer. The committee held an all-day hearing in Chicago in February 1962 and issued an interim report last August.

In its conclusions, the committee urged the retention of Canon 35 “as essential safeguards of the individual’s inviolate and personal right of a fair trial.”

In a bow to the sensitivities of broadcasters, the committee recommended (and the ABA adopted) the deletion of a phrase which referred to broadcasting and televising of trials as degrading to the courts.

In countering media arguments as to why Canon 35 should be eliminated or changed, the committee contended: - Tv and radio reporters are eligible to cover trials but without the tools of their trade. They may attend a trial, observe and report via their medium outside the courtroom, just as a newspaper reporter does when he takes notes and writes his story at his office. - The right of a public trial is to ensure a fair trial to the defendant; it does not mean that a trial must be thrown open to satisfy the curious.

• Although the mechanics of covering a court trial by radio and tv have improved since 1937, there is still serious doubt that a fair trial can be guaranteed, particularly in light of the experience in the Graham trial in Colorado and the Billie Sol Estes trial.

(The Graham case took place in Denver and involved charges that the defendant placed a bomb in an airliner. The Estes case, which took place in Tyler, Tex., involved the Texan charged with fraud in obtaining U.S. government cotton allotments. Both received extensive tv coverage. - To permit trial judges to rule on whether or not tv, radio and photographers should be permitted to cover a trial places an undue burden on the bench because in many states judges are elected and their attitude might be influenced by the possibility of personal publicity.

The committee also quoted the consensus of the Judicial Conference of the United States, as reported by Chief Justice Earl Warren, in opposition to permitting tv, radio and photographic coverage of federal courts.

The committee acknowledged that the industry’s proposal that a test of tv coverage be made using the facilities of 20 tv stations was offered in good faith, but could serve no positive purpose at this time.

Anello Plea - In his plea to the ABA delegates, Mr. Anello charged that the committee had failed to develop “reliable factual data” to back up its conclusions.

“As a matter of fact,” the NAB spokesman said, “the committee turned its back on the one good opportunity that was available to it to base its conclusions on fact rather than opinion, hearsay and supposition.”

He concluded: “Broadcasting is a fact of public life. It is here to stay. It cannot be willed away by sticking our heads in the sand. Bench, bar and media must get together and devise rules and procedures so that this young, graphic medium can serve the administration of justice.”

Mr. Costa, speaking for news photographers, claimed that his medium was being “tarred with the same brush as tv.” He asked that news photographers not be considered in the same category as tv and charged that this was “guilt by association.”

Mr. Groves related the experience

Henry approves coverage, unsure of repeal

There’s one FCC commissioner who’s not entirely convinced Canon 35 should be repealed—although he has nothing but praise for the dignified and unobtrusive manner in which electronic journalists used their cameras and microphones to cover the proceedings over which he presided.

The commissioner is E. William Henry (mentioned as a possible successor to Chairman Newton N. Minow, see page 23). Commissioner Henry made his remarks at a news conference at the close of the Omaha tv hearing when he was asked if the techniques displayed enabled him to comment on proposals to change Canon 35:

“I’d like to see a courtroom trial with such coverage before I make up my mind. I think you always run the danger, though, of distorting the proceedings by having coverage of them, and certainly I think the tendency to cover only those whose interest is more spectacular than others. Let’s put it this way. I sort of come with a feeling that Canon 35 is appropriate and I have not yet been convinced that it ought to be repealed.”

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BROADCASTING, February 11, 1963
Tubes designed from the user's viewpoint

...use them wherever reliability is essential

When reliability really counts—as it does in industrial control applications—be sure with tubes custom-designed and tested for the job.

Sylvania engineers traveled the country—met with engineers and maintenance groups in broadcasting, public service radio, industry, the airlines—listened to their problems and studied them. From this came GB Gold Brand, a superior line of new and upgraded tubes, each tailor-made to a specific job. A given tube may have, for example, low noise, exceptional stability or vibration resistance. Or a critical parameter may be as much as three times the usual value. In each case, performance and reliability have been verified by actual user experience as well as laboratory testing.


Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main St., Buffalo 9, N. Y.

AVAILABLE FROM YOUR SYLVANIA INDUSTRIAL TUBE DISTRIBUTOR

SYLVANIA

SUBSIDIARY OF

GENERAL TELEPHONE & ELECTRONICS

BROADCASTING, February 11, 1963
Low blow

American Bar Assn. delegates were treated to a graphic display of television trial coverage when they assembled to vote on retention of Canon 35. In the room were two large bulletin boards, each covered with some 20 photographs of television gear and personnel, at the opening session of the Billy Sol Estes trial. Although the pictures were unlabelled, the bar's special tv study committee had quoted in its report a New York Times dispatch about the Estes trial that read in part:

"A television motor van, big as an intercontinental bus, was parked outside the courthouse, and the second-floor courtroom was a forest of equipment."

KFMU's pay fm is in Japanese

Los Angeles, which has heard much talk about pay television, has missed the opportunity to become the first U.S. city to introduce that service, but it has scored a first in an allied field by the inauguration of a pay-fm service. More than that, the programming received by the subscribers to this new service is entirely in Japanese.

The Japanese pay-fm operation is not a new station, but operates on a subcarrier of KFMU (FM) Los Angeles. Joseph Parsons, manager of KFMU, explained that the new programming is part of the station's multiplex operation. "There are three channels," he said. "The main channel and the stereo channel are receivable by regular fm sets. The subcarrier channel, on which the Japanese programming is broadcast, can be received only by sets specially tuned for it. It's like broadcast background music service for restaurants or offices, except that this programming is in Japanese."

The Japanese programming, which begins at 8 each morning and runs until 11 each night, is largely music, narrative and drama, taped in Japan, plus news of special interest to the Los Angeles Japanese-speaking community. "Our programming is entirely in Japanese at present," said Noboru Shirai, president of Homecasting Corp. of America, operators of the service, "but we expect to become bi-lingual by adding programs in English. The people who came to California from Japan speak Japanese and so do their children, but the third generation does not, although they can generally understand it. So we plan to shift gradually until we are broadcasting about half in Japanese, half in English."

Homecasting Corp. has imported 2,000 receivers from Japan to get its service started. These are leased to subscribers, who pay an installation fee of $5 and a monthly service charge of $6. Homecasting in turn pays KFMU $1.50 a month for the first 1,000 subscribers, $1.25 for those over the number.

Changing hands...

ANNOUNCED - The following sales of station interests were reported last week subject to FCC approval:

- WPOP Hartford, Conn.: Sold by Tele-Broadcasters of Connecticut to Joseph C. Amaturo, Walter B. Dunn and associates for $665,000. Mr. Amaturo is president of WIRE Indianapolis and is associated with Mr. Dunn in the ownership of WFTL Fort Lauderdale, Fla. Tele-Broadcasters, which is headed by H. Scott Kilgore, owns KALI San Gabriel and KOFY San Mateo, both California and KULD Kansas City. It recently bought for $1 million KKTV (TV) and KFMH (FM) Colorado Springs, and KGHL Pueblo, all Colorado. WPOP operates on 1410 kc with 5 kw fulltime.

- WOTT Watertown, N. Y.: Sold by James Johnston and associates to Earl

Outstanding Values in Radio-TV Properties

This attractive listing includes diversified assets of profitable AM and FM fulltime radio stations and valuable deluxe income real estate in fast growth area with best climate. Sufficient cash flow to cover up to 18 year payout $250,000 cash down payment.

FAR WEST

$850,000

CALIFORNIA

$145,000

Profitable daytimer. Excellent growth market. Due to health, owner must sell. Low down payment and liberal terms.

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS
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Stanley Whitaker
John C. Willmott
Gerard F. Hurley
1102 Heasley Blvd.
Jackson 5-1576

BEVERLY HILLS

Colin M. Selph
G. Bennett Laram
Bank of America, Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
Crestview 4-8181

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BROADCASTING, February 11, 1963
L. Cump, Rev. Roland W. Renkel, both of Chambersburg, Pa., and William E. Sullivan, account executive with WYLY-TV Lebanon, Pa., for $150,000. Mr. Johnston is principal owner of WMVY Rochester, N. Y. WOTT is a daytime station on 1440 kc with 5 kw. Broker was Blackburn & Co.

APPROVED • The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 69).

KVON Napa, Calif.: Sold by Jack and Alyce M. Powell to Lawrence B. Scheer and Janice Lynn for $275,000. KVON operates fulltime on 1440 kc with 1 kw day and 500 w night.

NAB BOARD ELECTIONS
33 running for 13 vacancies; results expected March 1

It’s NAB Radio Board election time and 33 broadcasters have been nominated for 13 vacancies on the association’s board of directors. Of the nominees, six are seeking reelection to a second two-year term on the board.

Four other board members are not eligible for another term, having served four consecutive years, and three present directors did not seek renomination, the NAB announced.

Ballots will be mailed to member stations Wednesday (Feb. 13) and must be returned to the NAB by Feb. 28, according to Everett E. Revecomb, NAB secretary-treasurer. Results will be announced March 1, he said. To be elected are directors from odd-numbered districts, three at-large and an fm director.

Directors eligible for a new term but who are not seeking reelection include John S. Hayes, Washington Post-Newsweek Stations; B. Floyd Farr, KEEN San Jose, Calif., and James L. Howe, WIRA Ft. Pierce, Fla. The four who are not eligible include John S. Booth, WCHA Chambersburg, Pa.; Hugh O. Potter, WOMI Owensboro, Ky.; Odin S. Ramsland, KDAL Duluth, Minn., and A. Boyd Kelley, KRRV Sherman, Tex. The 33 nominees:


District 5 (replacing Mr. Booth)—Roy E. Morgan, WILK Wilkes-Barre, Pa.; Mrs. Jason T. Pate, WASA Havre de Grace, Md.; Cecil Woodland, WEJL Scranton, Pa.

District 5 (replacing Mr. Howe)—Kenneth R. Giddens, WKRQ Mobile, Ala.; Hugh M. Smith, WCOV Montgomery, Ala.

District 7 (replacing Mr. Potter)—Paul F. Braden, WPFB middletown, Ohio; Gene Trace, WBBW Youngstown, Ohio.

District 9—George T. Frechette (incumbent), WFHR Wisconsin Rapids, Wis.; Edward Allen Jr., WDOR Sturgeon Bay, Wis.

District 11 (replacing Mr. Ramsland)—N. L. Benton, WLOL Minneapolis; Helen S. Duhamel, KOTA Rapid City, S. D.; John H. Lemme, KLTJ Little Falls, Minn.

District 13 (replacing Mr. Kelley)—John J. Coyle, KVIL Dallas; Bill Dahlen, KAWA Waco, Tex.; Wendell Mayes, KBWD Brownwood, Tex.; David H. Morris, KNUZ Houston.

District 15 (replacing Mr. Farr)—Ellsworth Peck, KWIP Merced, Calif.; Ned Richardson, KPAY Chico, Calif.; Hugh Turner, KTIM San Rafael, Calif.

District 17—Ray Johnson (incumbent), KMED Medford, Ore.; Lee Bishop, KORE Eugene, Ore.; Hale Bondurant, KIXI Seattle; Lester M. Smith, KKL Portland, Ore.

Class A Markets (over 500,000 population, replacing Mr. Hayes)—Daniel W. Kops, WTRY Troy, N. Y.; Jack Lee, WPRO Providence, R. I.

Class B Markets (100,000-500,000) —William Schroeder (incumbent), WOOD Grand Rapids, Mich.; Merrill Lindsay, WSOY Decatur, Ill.

Class C Markets (less than 100,000) —Ben B. Sanders (incumbent), KICD.

Women’s clubs have announced a new awards program to honor managers of local radio and tv stations “for their outstanding job in serving the best interests of their local communities.”

The project is being undertaken in cooperation with the NAB. Awards to broadcasters will be made on the local level by individual women’s clubs affiliated with the national organization, according to Mrs. Dexter Arnold, GFWC president.

GFWC will provide upon request certificates for presentation to honored broadcasters. The national organization said that its program is not a “show business” award for announcers, disc jockeys or entertainers but is intended to honor managers of stations which do an outstanding local job.

ATTRACTIVE WESTERN BUYS!

Excellent power, daytime-only radio station serving marketing area of 200,000. Heavy fixed assets. Grossing $75,000.00 monthly and capable of doing much better. Priced at $175,000.00 with $50,000.00 down and balance over years. Another H & L Exclusive!

Daytime-only radio station with excellent coverage of one of the top 65 markets of America. This beautifully-equipped facility needs aggressive owner-operator to realize potential. Priced at $155,000.00 with 29% down and balance out over ten years. Another H & L Exclusive.
Seven to eight weeks after they started, the newspaper strikes in New York and Cleveland were having "little or no effect on total shopping," according to an independent study being released by the Radio Advertising Bureau today (Feb. 11).

In both cities, RAB reported, surveys of adult women—the main targets of most retail and much national advertising in newspapers—showed their spending in newspaperless January of this year equalled or exceeded that of January a year ago, when the newspapers were in full operation.

This buying pace was being maintained, RAB pointed out, even though most major stores—except those normally heavy in radio and other media—diverted only a part of their newspaper budgets to non-newspaper media when the newspapers closed.

"The real questions advertisers might ask about the newspaper strikes," RAB asserted in a brochure reporting the survey findings, "are these:

- "What if major retailers had advertised as heavily in several other media as they normally do in newspapers?"
- "What if they had not cut back on their total advertising pressure?"

The surveys, RAB continued, showed that "on just part of the normal budget" radio and other media "managed to help maintain the economy of both cities" by keeping the strike's economic impact to "minor" proportions.

No Ghosts • RAB commissioned the study, made by the independent market research firm of Richard Manville Research Inc., New York, to counterbalance newspaper suggestions that New York and Cleveland had practically become ghost towns since the papers closed.

Miles David, administrative vice president of RAB, said:

"We would prefer to make no comment on the strikes other than to deplore the fact that any communications medium is blacked out. But claims made for newspaper 'indispensability' in a manner derogatory to other media made it necessary that we provide a balanced analysis.

"We believe that all media play a vital role in the economy of any market. We believe the major advertiser who uses a 'media mix'—several media—advertisers most wisely. Such advertisers are far more effective under normal conditions. And they are in a far better position when newspaper strikes occur because they do not have to rush in uncertain media under emergency circumstances."

The surveys found that, comparing January 1963 with January 1962, in New York 29% of the women questioned said they were spending more this year, 52% said they were spending as much, and 19% said they were spending less. In Cleveland, 21% said they were spending more, 58% were spending the same, 21% were spending less. Thus, RAB observed, "New York women were, on balance, spending more during the strike, and Cleveland showed no total decline."

Listening Patterns • The study also investigated listening patterns. Compared to a national average of 2 hours 49 minutes of daily radio listening by adult females, RAB reported, the women in New York said they were averaging 3 hours 54 minutes each day during the strike, and those in Cleveland reported 4 hours six minutes a day. (The average female readership of daily newspapers, according to RAB, is about 40 minutes a day.)

Not only were they listening more but they appeared to be getting the heart of the news. In Cleveland 58% of the women and in New York 56.8% felt they were getting most of all the news despite the newspaper strikes.

To doublecheck, Manville interviewers questioned them about four specific major news stories—the freeing of Cuban prisoners, federal income tax cut plans, the newspaper strike itself and Moise Tshombe in Katanga—and found that 87% of the Clevelanders and 80% of the New Yorkers were up to date on those developments.

(in New York 11% were not aware that the newspapers were on strike: in Cleveland 3% did not know.)

Limited Figures • RAB's brochure noted that Federal Reserve Bank figures on retail sales are often quoted as a measure of the strikes' effects. But FRB figures, it maintained, "have a certain built-in limitation," including the fact that they cover department store sales only and that department store sales are subject to a variety of factors.

Even so, RAB noted, Cleveland and New York made good showings in the FRB figures when they are studied in context. In January both cities fell behind their previous year's levels—but, RAB added, "other areas which did have newspapers fell even further."

For example, the brochure reported, during the second week in January Boston's FRB figures were down 133% more than Cleveland's, and during the third week in January metropolitan Milwaukee was down 160% more than New York and Birmingham was down 240% more than New York.

These conclusions were the opposite of those reached last week by the Bureau of Advertising of the American Newspaper Publishers Assn. The Federal Reserve Board figures, the Bureau of Advertising said, "give a clear and unmistakable indication that the absence of New York newspapers has been costly for the city's retailers."

Cleveland radio-tv pool for strike debate

Radio and tv in Cleveland operated through a pool arrangement last Wednesday (Feb. 6) to present a one-hour debate and question and answer period on the Cleveland newspaper strike, then in its 68th day. Program participants were Louis B. Selzer, editor of the Cleveland Press, and Noel Wicai, of the American Newspaper Guild.

The city's six radio stations KYW, WDPK, WERE, WGAR, WHK, WJJ and WMJO (Cleveland Heights) carried the program from the Cleveland City Club live 7-8 p.m. KYW-TV, WEWS (TV) and WJJ-TV showed an unedited video tape of the debate later that night.

The pool arrangement was handled by KYW-TV, and the debate was moderated by Bart Claussen, editor-manager for the station.

Time and production costs for the broadcast over all stations were about $11,000, according to a spokesman for the Cleveland stations.
YOU CAN ALMOST SET YOUR WATCH BY NO 194

Day after day—like clockwork—common carriers in the trucking industry move millions of tons of freight over regularly scheduled runs, serving the cities, suburbs, towns and farms of America! Business today depends on modern transportation—and modern transportation means trucks!

AMERICAN TRUCKING INDUSTRY
THE WHEELS THAT GO EVERYWHERE
American Trucking Associations, Inc. • Washington 6, D. C.
NAB’S FREE TIME SCHOOL

Washington institute spells out ‘how-to’ of public service programming for help groups

The do’s and don’ts of how to obtain and effectively use free public service time on radio and television were examined from all angles last week for over 50 delegates to the NAB’s first Public Service Institute in Washington.

And the representatives of non-profit organizations most interested in getting their messages on the air heard NAB Executive Vice President Vincent Wasilewski warn that there can be no public service broadcasting if it is forced by rules or laws. “The essence of public service is its voluntary spirit,” he said. “Without it, public service becomes public servitude.”

“The good deed is spawned by free will. It cannot be performed by command. If the broadcasters should ever be told how much or in what fashion public service fare should be programmed, I believe the industry, your good causes and ultimately perhaps the nation, would be the victims of a massive larceny,” Mr. Wasilewski said. “It would be tantamount to robbing us of our right to do good.”

NAB’s second-ranking executive pointed out that broadcasting is licensed to operate in the public interest — and that “license” is a positive word with no negative aspects. “But so many give it a reverse — even perverse — interpretation,” he said. “They seem to believe that license means complete, unrestricted freedom to hem in the licensee and to fashion him in their own mold. License stems from the family tree of liberty.”

John M. Couric, NAB manager of public relations, in keynoting the Thursday-Friday institute, said that the industry can make its greatest contribution to those seeking time on their stations by pointing out the capabilities as well as the limitations of radio and tv. Mr. Couric called on a faculty of 15 professionals to help get both points across.

The producers of public service broadcasts were introduced to the industry’s code to give aids in creating spots and programs; told how to approach the broadcaster: shown the latest in studio equipment, and heard many things—all said before—about the FCC.

John F. Cox, tv coordinator for the National Education Assn., explained the common false attitude he called “FCC-itis” — the attitude that the stations owe us a living or the stations must run what we offer. It is a disease which cripples creative effort before it really starts. This affliction has flared up more recently due to a misinterpretation about a new wonder drug called ‘Newton Minow.’

The delegates toured the facilities of WAVA-AM-FM Arlington, Va., and WRC-AM-FM-TV Washington. The institute was held in cooperation with American University and classes were conducted in the university’s fully-equipped classroom studio.

CBS shuffling 3 newsmen; Schoenbrun key to move

Changes in assignment of CBS news correspondents David Schoenbrun, Eric Sevareid and Harry Reasoner were announced in part last week.

The reassignment of Mr. Schoenbrun, who is expected to leave Washington, where he is chief correspondent, for Paris to become CBS’s chief European correspondent, had not been confirmed by CBS as of Feb. 7.

Underlying the expected shift is Mr. Schoenbrun’s first-hand knowledge of Europe, and particularly Gen. Charles de Gaulle’s rise to power.

Announced by CBS News President Richard S. Salant: Harry Reasoner replaces Eric Sevareid in the CBS-TV Sunday Night News program on Sunday, 11 p.m., to enable Mr. Sevareid to take increased assignments—a series of four additional Great Challenge broadcasts and participation in next season’s weekday evening, half-hour news broadcast on Mon.-Fri. (Walter Cronkite will be anchorman and managing editor on the show).

In addition, Mr. Salant said that Mr. Sevareid will be involved with a “major two-years series of special broadcasts” that will be announced soon for a start this fall.

Mr. Reasoner continues on the weekday Calendar on CBS-TV at 10-10:30 a.m., and will have added assignments for the new half-hour news broadcasts next season. He continues with another news show that is seen Mon.-Fri., 12:25-12:30 p.m.

GAB plans to hold editorial workshop

An invitation has been issued by the Georgia Assn. of Broadcasters for news directors and other station personnel involved in editorial production to attend a “how-to-do-it editorial workshop” at U. of Georgia this summer.

GAB announced plans for its workshop, in conjunction with the university’s Henry Grady School of Journalism, following a survey of association member stations which showed that 75% now are editorializing or will begin to do so early this year. GAB President Charles C. Smith of WDEC Americus said the seminar would not be for general managers or station owners who attend the annual NAB session on editors but for news, editorial and public affairs directors involved in the daily writing, production and delivery of opinion statements.

The workshop has been tentatively scheduled for July 25-27, with Dick Mendenhall, WSB-AM-FM-TV Atlanta editorial director, chairman. Mr. Smith said the sessions would deal with such subjects as how to conduct research, how to write an editorial and how to make it sound right on the air.
Now, a solid-state video distribution amplifier with four outputs at less than the price previously paid for two outputs. The new VDA4-S is a compact plug-in module that is completely solid state — with resulting long life, high reliability and low power consumption. Drawing only 3½ watts of power, the VDA4-S features less than 1° differential phase and less than 1% differential gain. Frequency response is within ±0.5 db to 10 mc. Each unit has an adjustable gain control on the front panel. Yet, eight of these amplifiers, each with its own built-in power supply and supplied with their own mounting frame, require only 3½" of standard 19" rack space.

With all these features the new VDA4-S saves you money — in original price and in maintenance and operating costs. Compared to most tube type amplifiers the multiple savings of the VDA4-S enables it to actually pay for itself within a year.

Also available is the new PAT-4, a four output pulse regenerating distribution amplifier with the same basic features as the VDA4-S.

Find out for yourself — write now for complete details.

* TM, General Communications Div., Electra Megadyne Inc.
Windup of Omaha probe: just reprise

FCC HEARS ECHOES OF PRAISE FOR LOCAL PROGRAMMING

The second phase of the FCC’s probe of local live television in Omaha—the direct testimony of the stations themselves—took on the aura of anti-elimax last week.

The state portion dedicated to WOW-TV, KETV (TV) and KMTV (TV) concluded Tuesday, earlier than expected. It served chiefly to echo in detail what a parade of more than 130 public witnesses had already told the commission the previous week: That Omahans, with a few exceptions, overwhelmingly love their local television stations and highly commend their local live program efforts (BROADCASTING, Feb. 4).

Once again, FCC’s presiding commissioner, E. William Henry, held a post-hearing conference with newsmen and told them it still was too early for him to judge, irrespective of how much Omaha liked its local television, just how well the three stations have exercised their affirmative duty as conceived by FCC to seek out and serve local needs over and above what the local people have asked (see story, page 52).

Among highlights of the station phase of the Omaha tv inquiry:

• Contentions by the three stations that their local live programming performance and efforts to serve local needs far exceed the narrow limits of the FCC’s statistical definitions and analysis.

• Close questioning by FCC attorneys of station executives concerning the commission’s analysis of October 1962 logs. The FCC lawyers wanted explanations as to why—depending on station or instance—so little or no local live shows turned up in such categories as religious, children’s agricultural or controversial issue shows. At one point a station lawyer protested that the repetitious interrogation looked like efforts to impeach his witness.

• Replies by station officials to Commissioner Henry that they believe it is just plain “good business” to seek out and anticipate local needs and to make a superior effort to satisfy them. They indicated they would do this anyway, even though they admitted that the FCC’s present programming attitude has had its impact, and they try to balance out programming to fill application statistical quotas.

• Explanations by station officials to Commissioner Henry that even if antitrust waivers were obtained they would not want to get together to cooperate on “improving” children’s programming. The stations are just as competitive in public service areas as in fighting for sponsors, they said, and they feel this system assures the best performance all around.

• Broadcaster feeling that FCC places too much emphasis on station role as outlet for local self-expression because this function can be served well in normal programming, including news, without special “show case” type shows. Perhaps overcooked: The station as training ground for regular professional staff and on-air talent.

• Suggestion by WOW-TV’s Frank Fogarty that FCC re-examine its programming “folklore” and improve local live definition and statistical accounting concepts.

• Contention by KETV’s Eugene Thomas that the “quality” of public service programming is much more important than the “quantity.”

• Belief of KMTV’s Owen Saddler that appraisal of tv’s performance should be kept within framework of community as whole and all the varied institutions and mass media serving its diverse needs. TV supplements home, church, school etc., doesn’t supplant them, he said.

No Patsies • During cross-examination by commission attorneys, Mr. Saddler related instances of KMTV’s pre-emption of network prime time programs to present local in-depth documentaries which the station considered important. “We’re not network patsies,” he remarked, also pointing out occasions when KMTV turned down both network and local advertising for adults-only movies. “We’re going to run our own operation and keep it as clean and as fine as we know how,” Mr. Saddler asserted.

He said KMTV doesn’t believe in advertising adults-only movies and this is something the station does for children that doesn’t show in the FCC’s statistics on KMTV’s performance. He said KMTV turned down network spots for “Lolita” and refused to carry a good hunk of local business offered by an Omaha drive-in theatre to advertise a movie called “Cheap White Trash.”

Contradictions • Mr. Saddler contended the record contradicts some of the critical remarks made the previous week by a few of the public witnesses.

He noted Rev. Walter Daniels, Omaha Area Council of Churches, had testified he felt certain religious programs could be enhanced if his cooperation were obtained. Mr. Saddler said KMTV has sought out council cooperation since 1956 on a children’s show idea but every time the council was not prepared to help so the station used other religious shows.

Mr. Saddler challenged AFM and AFTRA witnesses’ statements that not enough opportunity for local talent had been provided. Answering Lad Tesar, AFM local 70, Mr. Saddler said that if the local musicians “need a transfusion, it should not be at the expense of our red ink.” He explained that “when anyone appears at our station for an audition, he gets it,” but “good talent in any field is really scarce.”

As for the program study for the week of Oct. 21, 1962, reported by AFTRA’s national executive secretary, Donald Conaway, which found “insignificant” local live programming in Omaha, Mr. Saddler reported, “Why these so-called program experts picked the week of Oct. 21 baffles me.” It was the Cuba crisis week, he said. “Maybe they want to be like Nero, fiddling away at trivia while the world explodes around us,” he said.

Biggest laugh during Tuesday’s windup came when Mr. Saddler told Commissioner Henry that in spite of some compliments, more viewers objected to KMTV’s pre-emption of NBC-TV’s “Price Is Right” the previous week to
present the live remote of Commissioner Henry's opening statement in the Omaha probe. KMVT got 34 complaints, Mr. Saddler said, including one who warned, "You better watch out. The FCC is here to stop these interruptions."

Frank P. Fogarty, executive vice president of Meredith Broadcasting Co. in charge of broadcast operations and vice president-general manager of WOW-AM-FM-TV Omaha, expressed concern about the FCC's efforts to regulate programming during testimony Feb. 1 (At Deadline, Feb. 4). He testified following S. Payson Hall, Meredith president, who was the lead-off witness for the stations' portion of the inquiry.

FCC 'Folklore' Mr. Fogarty addressed himself to "what might be termed 'folklore' of the commission's attitudes toward industry programming practices and problems" and said his views came in the wake of what the three Omaha tv stations went through last year in obtaining their license renewals from the commission.

He pointed out that all filed extensive programming information required in the renewal applications. "They were further required to advertise in the local newspaper and on the individual stations that such applications had been filed and were available for public inspection," he continued.

"Thus," he said, "the stations thereby were actually required to invite the public to file complaints or comments with the commission."

In spite of this "extensive publicity," Mr. Fogarty said, as the public witnesses in the inquiry have shown, "television service as the Omaha area is singularly devoid of complaints from the viewing public." These and other facts, he argued, "afford bases for thoughtful consideration of the justification of an inquiry such as this... one must also give thoughtful consideration to the wisdom which may be derived from the facts adduced from the public witnesses and from the industry."

Mr. Fogarty urged the FCC to revise programming regulations, definitions and guide lines "to be more realistic and thereby convey more useful information." As an example he pointed out that "it is unrealistic to impose arbitrary restrictions on the accounting of local live programs, such as barring from the local live classification productions largely composed of film, video tape or in some cases network programming."

He cited the Methodists' Talkback program which consists of 15 minutes of film and equal time for a local panel to discuss the film. "When this program became available," Mr. Fogarty recalled, "we didn't wait for the Metho-

### WNCT Greenville

**THE TOP 40 PROGRAMS IN THE 81st MARKET**

** nielsen station index**

**Greenville - Washington**

**GREENVILLE-WASHINGTON AREA NOVEMBER, 1962**

<table>
<thead>
<tr>
<th>Rank</th>
<th>PROGRAMS</th>
<th>Total Homes</th>
<th>The Other Station</th>
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<tr>
<td>1.</td>
<td>Beverly Hillbillies</td>
<td>65,200</td>
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<td>2.</td>
<td>I've Got A Secret</td>
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<td>3.</td>
<td>Route 66</td>
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<td>To Tell The Truth</td>
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<td>5.</td>
<td>Ed Sullivan</td>
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<td>6.</td>
<td>Flintstones</td>
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<td>Lassie</td>
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<td>8.</td>
<td>My 3 Sons</td>
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<td>9.</td>
<td>Defenders</td>
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<td>10.</td>
<td>Perry Mason</td>
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<td>11.</td>
<td>Highway Patrol</td>
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<td>12.</td>
<td>Arthur Smith</td>
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<td>13.</td>
<td>Wagon Train</td>
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<td>Amos 'n Andy</td>
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<td>Lloyd Bridges</td>
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<td>Jackie Gleason</td>
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<td>Rifleman</td>
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<td>Leave It To Beaver</td>
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<td>Andy Griffith</td>
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<td>Danny Thomas</td>
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<td>The Deputy</td>
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<td>29.</td>
<td>Lawrence Walk</td>
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<td>30.</td>
<td>Dick Van Dyke</td>
<td>50,150</td>
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<td>31.</td>
<td>Have Gun Will Travel</td>
<td>49,750</td>
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<td>32.</td>
<td>Sat. Night At Movies</td>
<td>49,738</td>
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<td>33.</td>
<td>Dr. Kildare</td>
<td>49,650</td>
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**WNCT 9**

**Greenville**

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**BROADCASTING, February 11, 1963**
Henry still thinks FCC knows best what people should see on tv

It may have been another Omaha news conference but Commissioner E. William Henry quickly made it apparent that he hadn't changed the views he expressed at a similar session a week earlier.

A broadcaster's performance, he said then, is judged by the FCC's standards rather than by the approval or disapproval of the public. (Broadcasting, Feb. 4, 1963.)

Questioned again as the Omaha TV program hearings closed the Kennedy-appointed commissioner reaffirmed this belief and elaborated his views under questioning:
- Parts of the new program report form referring to local live programming "will be made more flexible...that is it will be broadened."
- One reason Omaha was chosen for the program hearings was that "the stations were financially able to produce local live programs that would not be necessarily commercially successful."
- Speaking of TV coverage of the hearings the commissioner complimented stations, then made clear his doubt that Canon 35 of the American Bar Assn. should be erased with the remark "I sort of came with the feeling that Canon 35 is appropriate and I have not yet been convinced that it ought to be repealed." (See story page 42).

Here are the highlights of Commissioner Henry's news conference.

Asked to what extent he feels the FCC has authority for actual regulation of programming, Commissioner Henry replied: "I think first of all we certainly have authority to investigate the manner in which television stations are producing programs of local interest. That is the area of this inquiry and I think we have jurisdiction to study that area of responsibility."

Requirements? Could he further define the basis for this in terms of what the FCC can require stations to do in local programming?

"Basically I think we can determine if they are serving the public interest in this area," Commissioner Henry replied, "and that when so determining we direct our interest as to how they are seeking out or attempting to determine the needs and interests of the local community and how they are meeting these needs in a general sense."

FCC has jurisdiction to study, but does FCC jurisdiction go so far as action? What action can the commission take against a broadcaster who may not be serving the public interest by commission standards?

"I do think that our jurisdiction extends to action," Commissioner Henry replied. "It extends to action in the sense that any policy making is action, any rule making is action," he continued, because this affects "the manner in which broadcasters operate."

How well did Commissioner Henry feel the three Omaha stations came through the hearing?

"It would be premature for me to come up with any specific conclusions as to the operations of these three stations," he replied. "I do feel however that I can make a conclusion now that the hearings made an impact on Omaha and probably on the broadcasters of the television industry."

Definitions • Will the FCC revise its program definitions? The commission explained that the FCC is presently considering revision of its application program report form and since local live programming is one part of this form will come under rather close scrutiny as a result of this hearing.

Asked how it might be changed, Commissioner Henry replied, "I imagine that it will be made more flexible. That is, it will be broadened to include certain...local live aspects that it would not now include."

To a question further pursuing this line he said, "I think the whole area of local live programming and the emphasis which the commission

dists to approach us. We went after them. But the point is that here we have a program which could narrowly be construed as 15 minutes local."

Real Test • However, Mr. Fogarty observed that the local panel is better because of the film and the film is better because of the local panel, hence it should be rated 30 minutes local. "Essentially, the film is only another 'prop.' The real test should be whether the program was produced to meet local needs," he said.

Mr. Fogarty also contended that the FCC should give due weight to the value of public service announcements as distinguished from programs in support of community projects. "Commercial advertisers increasingly are buying participations rather than sponsoring programs," and a one-minute public service spot reaching 30,000 homes "is quite likely to be more useful than a 15-minute panel show reaching 2,000 homes," he noted.

Regarding the FCC's attention to public affairs programming in prime time, Mr. Fogarty felt this concept needed re-examination too. "Prime time for public affairs programming is the time when most people are available for viewing," he said. "If therefore such programs do not rate well, as generally speaking they don't, it is because the people reject them and not because they are offered at an inconvenient hour."

During cross examination of Mr. Fogarty, Commissioner Henry recalled the recent proposal of the FCC chairman to the TV networks suggesting that they get together to improve children's programming and to arrange better scheduling of these programs, such meeting to be with the sanction of the U. S. attorney general. He asked the witness that if anti-trust waiver were provided, would it be feasible for the three Omaha TV stations to get together on children's programming?

Yes and No • "I think it would be feasible but not desirable," Mr. Fogarty replied. "We are competitors for audience, the advertisers' dollars, and we are competitors for public service programming."

Commissioner Henry also observed that he felt a "key question" in the Omaha hearing is the station role in raising the cultural level of the community. He asked the witness if he considered this to be a station duty. Mr. Fogarty said yes and indicated he feels the present system achieves this.

C. Alfred Larson, WOW-TV station manager, gave a brief historical review of the station since its inception in August 1949. He sketched in detail the professional biographies of the executives and department heads of the station and pointed out that all 15 cited "are life-long residents of Omaha and/or the Midwest and thus are the most knowledgeable of the customs, mores, needs and interests of the citizens of the community."

William B. McBride, WOW TV program director, outlined the station's extensive news, documentary and farm programming, as well as sports, editorializing and special projects such as the "farm family of the week" and WOW-TV farm study tours.

Six Points • Eugene S. Thomas, vice president, director and general manager of Herald Corp., licensee of KETV, testified Monday that KETV ascertainment community needs through six principles:

1. By having KETV people work...
places on it will come under careful scrutiny. These comments that we have heard from both the stations and the public witnesses will play a large part in our decision. But I couldn’t say at the moment whether there will be any relaxation or tighten for maintenance of the status quo.”

A reporter recalled Commissioner Henry’s statement at his Jan. 29 news conference that the standards of the community for local live programming may or may not be the same as the standards the commission might have. Would he clarify that?

“I did make a statement along those lines. You are correct,” Commissioner Henry replied. “The commission has no fixed ‘standards’ in this field—those that we referred to at our last conference. [The FCC does] have policies however with respect to local live programming.

“Maybe that helps to call them policies. You could call them time-tested standards of the FCC. I meant those policies or time-tested standards that have evolved over a great many years and which the commission has enunciated as being in their judgment appropriate and pretty well accepted by the broadcasting industry as being a measure of station performance in this field.

“Now it is my feeling that these policies place certain responsibilities on the broadcasters and one of our main efforts is, of course, to make known our policies and regulations not only to the public but more clearly to the stations.

“I felt and still feel that in certain respects the broadcasters themselves and the FCC—through its constant historical dealings with the broadcasters—have a greater awareness of these policies, these time-tested standards, than does the public.

Continuing his explanation, Commissioner Henry then outlined what he believes these policies include:

“They include consideration of such things as the educational aspects of commercial broadcasting. The responsibility of a broadcaster to act as an outlet for the expression and development of local talent. The area of children’s programs and the programming specifically directed at children.

“They include such things as programming decisions. For example, the programming which would be contrary to the FCC’s policy. They include the responsibility to see that conflicting viewpoints are aired and given expression. They include the broadcaster’s responsibility to give some consideration to the timing of programs, to the promotion of programs.

“These are the things that I meant that the public is not aware of as the FCC is aware of or as the stations are aware of,” Commissioner Henry stated in clarification of his Jan. 29 comments.

Ability to Pay • He continued: “I think also that there are certain financial aspects to the operation of broadcasting stations which the FCC is more aware of than the general public. Those include the profits that stations have made over the years and are making and as those profits relate to the ability of a station to put on local live programming.

“One of the reasons, for example, we chose Omaha was that when considered as a market the stations were financially able to program, to put on certain programs that would not be necessarily commercially successful.”

Asked if he could go in this respect is not a controversy gray area. Commissioner Henry agreed that the execution of those responsibilities, “how far the FCC goes in establishing those criteria, is certainly a matter of present debate among broadcasters.” To another similar question he replied: “I would agree that there is disagreement in how far the FCC should go in enforcing its policies and there is disagreement in how those policies should be interpreted as they apply to local live programs.”
stock center. Mr. Thomas said KETV has regular film programs from such sources as universities and the U. S. Dept. of Agriculture which provide information the farmers need in a far better way than local live could do. He also explained weather ranks "very high" with farmers and KETV is on top of this as it also is with farm spot news coverage.

Asked if KETV has actively sought out sources such as local school authorities for the development of educational TV programs, Mr. Thomas said yes, but these sources indicated they needed more time to prepare for such programs as well as more money for staff TV specialists.

Owen L. Saddler, executive vice president of May Broadcasting Co. and general manager of KMTV, also testified as the only witness for his station. He appeared Monday afternoon and Tuesday and took special note of the fact that "the overwhelming majority of the testimony was favorable" to Omaha's three stations.

He pointed out that the KMTV area "is served by 98 newspapers with a circulation of over 6 million, 43 AM radio stations and 8 FM radio stations, 77 motion picture theaters, 55 public libraries with an annual circulation of over 3 million volumes and 12 television stations outside Omaha," all quite apart from many other recreational and cultural facilities throughout the area.

"In short, other agencies and institutions likewise have a role to perform in endeavoring to satisfy the numerous and varied needs of a given community," Mr. Saddler said. "Television can, however, supplement and complement those agencies and institutions. This KMTV endeavors to do."

Commercial Help * Mr. Saddler felt KMTV's commercial campaigns benefit Omaha "by improving business conditions," by providing job security for those working for these firms and by helping boost the number of jobs available. He didn't think Omaha's great number of charitable drives—so extensively supported by local TV out of town—could be a success "unless the people and firms were prosperous enough to make the necessary donations."

KMTV's management feels that television is a creative medium and that the program staff "must not only be alert to, but ahead of, the desires and interests of the audience," Mr. Saddler said. That KMTV has succeeded in this respect, he said, is witnessed by the fact his station has won 43 of the 55 "Gold Frame Awards" made by the Omaha Area Radio-Television Council.

KMTV's mid-day Conversations show Monday-through-Friday, now in its sixth year, has featured 308 separate civic groups in the last three years alone as well as provided a showcase for various local amateur and professionals. Mr. Saddler said. Among other local live shows he also cited Kv Classroom in conjunction with the U. of Omaha for 11 years, Your Doctor and You annual series since 1955 and the third year of the February-March series Great Decisions in cooperation with the Omaha Adult Education Council which sponsors neighborhood talk groups based on the program. He listed numerous specials, including KMTV's role as official information center for the "Sabin Oral Sundays" mass inoculation project last summer.

The FCC attorney, noting KETV's citizen advisory group meets but once yearly, asked how many new programs have resulted from these sessions. Mr. Thomas recalled an education week special about a year ago and community chest feature last fall. But KETV would have done latter anyway, he said.

FCC also introduced revision of its analysis of KETV's October 1962 logs to reduce station's total local live to 7.4% from previous 9.8%. FCC allowed adding of morning-evening devotions but disallowed "Cracker's Animals" show which KETV unsuccessfully contended should have been counted live. FCC's total local live figures of 11.6% for WOW-TV and 14.7% for KMTV in October remained unchanged.

Magnuson rises in Senate and party

The most influential senator in broadcasting matters has added a new dimension to his authority—out space. Sen. Warren G. Magnuson (D-Wash.), who, as chairman of the Commerce Committee since 1955, has been key man in the Senate on broadcasting and communications legislation, will in the future be top man on space communications legislation as well.

As reported last month—and con-
REVISION PROPOSALS FIND FAVOR

Communications Act changes going to FCBA executive unit

Proposals to revise the Communications Act, made in a series of monographs by a special committee of the Federal Communications Bar Assn. (Broadcasting, Jan. 28), have received a groundswell of approval, principally by broadcasters.

Authors of the individual proposals report they have received "overwhelming" comments from broadcasters and some bar members favoring the recommendations.

The first meeting of the 1963 FCBA executive committee is scheduled today (Feb. 11), and its first order of business will be the Communications Act proposals, according to Donald C. Beelar, newly elected president of the law group.

Mr. Beelar emphasized that the outcome of what to do with the proposals will be what a majority of the 12-man executive committee decides.

The accepted method, according to previous plans, is to reprint the four monographs for distribution to FCBA members and interested parties. About two months later, it is thought, a full meeting of the FCBA might be held at which the items could be discussed.

There is some feeling among communications lawyers, including some members of the FCBA executive committee, that the documents should be returned to the special committee for a full-fledged committee report including recommendations as to what the bar association should do. The main objections are that the suggestions for changes are the views of individuals, not a formal committee report.

A few members of the bar, it is learned, oppose the changes suggested in the four reports.

The reports proposed a broad scale reorganization of the FCC, splitting the present commission into a single administrator, a court of review, and a commission of five members for policy making. Also recommended was the deletion of Sec. 315, the political equal time provision; a drastic revision of Sec. 326, the "no censorship" section, to prohibit completely any FCC interest in programming in any form whatever, and a complete overhaul of the common carrier provisions.

The monographs were written by

N.Y. party denied time; asks for probe by FCC

The Liberal Party of New York State last week claimed it had been refused the opportunity to buy program time on three New York radio stations and called for an FCC investigation.

Ben Davidson, executive director of the party, said that WNBC, WQXR and WMCA had declined to sell time for a 15-minute program on alternate weeks, during which the Liberal Party intended to hold educational discussions of current events and problems.

Mr. Davidson told the FCC the Liberal Party was concerned with "the consequences for democracy if radio companies are to have the power to silence political parties through denying them even the right to purchase time on mass communications media . . . ."

R. Peter Straus, president of WMCA, called the Liberal Party's statements "irresponsible, inexcusable and illiberal." He told a news conference in New York that he has written the FCC asking for a hearing on the Liberal Party's charges.

He said the Liberal Party specifically had asked to buy time on WMCA during a weekday, 10:30-11 p.m., and the station had replied that this period traditionally has been public service time which has been sold only rarely on a single program basis.

Spokesmen for WQXR and WNBC both said they sell time to political parties during campaign periods but otherwise have a policy of not selling such time.
The case for aid to translator stations

The Tri-State Tv Translator Assn., representing translator operators in Idaho, Montana and Wyoming, has told the FCC that it should reconsider its decision against WIBW-TV (ch. 13) Topeka, Kan., donating funds to community operated tv translator KO3-BR (ch. 3) in Clyde, Kan. (Broadcasting, Jan. 7).

A proposed $500 donation by WIBW-TV was denied because the commission refused to waive its rule which prohibits vhf stations from extending their normal Grade B contour by owning or contributing to the support of vhf translators.

Tri-State pointed out the position the Canadians take in aiding translator stations. The association noted that in Canada much of the preliminary engineering for new translators is done by tv stations, that they often pay for a small portion of the costs of 1 w translators and aid in translator maintenance. The result is better service to tv viewers, according to Tri-State.

Tri-State said that to its understanding “tv viewers are worth about $3 per thousand to tv stations” and if a community can talk a tv station into contributing to the support of its translators “why not let them?” The public would be better served if stations were allowed to aid translators, Tri-State concluded.

Leonard H. Marks (administration), Phillip G. Loucks (Sec. 315), W. Theodore Pierson (Sec. 326) and Reed T. Rollo (common carrier).

Other members of the committee were Fred W. Albertson, Edward P. Morgan, Harry Plotkin, William Porter and J. Roger Wollenberg.

The FCC last week...

* Received a request by WBMT Black Mountain, N. C., for more time to file a statement with the commission “to mitigate or justify” an alleged deception concerning the ownership of the station and other charges (Broadcasting, Jan. 7). The WBMT statement was due Feb. 8, but by grant of petition would have until March 8. WBMT also waived the right to a hearing.

* Was requested by Monterey (Calif.) Peninsula College to institute a rule-making proceeding looking towards the reservation of uhf ch. 35 at Salinas-Monterey for non-commercial educational use. College said that nearest vhf station is KQED (TV) on ch. 9 in San Francisco, and plans to operate station on ch. 35.

* Received proposed findings from the ten applicants for ch. 13 in Rochester, New York. The applicants, which participate in interim operation WOKR (TV) pending the commission pending a final decision (Broadcasting, July 9, 1962), are: Rochester Area Educational Tv Assn., Federal Broadcasting System Inc., Heritage Radio & TV Broadcasting Co., Star Tv Inc., Main Broadcasting Co., Rochester Telecasters Inc., Genesee Valley Tv Co., Citizens Tv Corp., Community Broadcasting Co., and Flower City Tv Corp. All of the applicants cited their backgrounds and experience in broadcasting, qualifications of management and programming to support their bids.

FCC satisfied, renews WFAA-TV

WFAA-TV Dallas, Tex., received a license renewal from the FCC last week on a finding that the station has fulfilled local programming needs. The FCC staff had questioned the station’s performance.

The commission staff, which had previously sent WFAA-TV a letter questioning to what degree the station had held to its proposals for local programming, had proposed a second such letter because it had not been satisfied by the station’s first response. The second letter was halted by the FCC (Closed Circuit, Feb. 4).

Two weeks ago WKY-TV Oklahoma City was granted a license renewal under similar circumstances. After station refused to bend to commission staff pressure to revise its programming policy, the commission renewed WKY-TV’s license and in a letter stressing the importance the agency attaches to a station’s efforts to determine community needs (Broadcasting, Feb. 4).

Like WKY-TV, the Dallas station did not have set, scheduled local programs, but based its availability of time on a policy of pre-empting regularly scheduled programs during the prime hours. The commission noted that in addition to WFAA-TV’s pre-emption policy it instituted in 1961 a local program, entitled Let Me Speak to the Manager, which was carried every Sunday from 10:30-11:00 p.m. The program specifically concerned itself with the problems of determining and serving the needs and interests of the community, the commission said.

The commission concluded that “these actions are a reasonable measure of your (WFAA-TV) policy for the ensuing license period, and have renewed your license in reliance upon such an understanding.”

As it did in the WKY-TV renewal the commission cited portions of its decision in the KORD Pasco, Wash., case in which it said that “programming proposals are not binding to the very letter.” The commission set its “promise vs. performance” policy in the KORD decision (Broadcasting, July 17, 1961). At that time the commission stated it proposed revision of the programming section of “the basic broadcast application forms” that applicants notify it of any “significant changes in over-all broadcast operations.”

IRS NON-CHARITABLE ON DEDUCTIONS

VOA may pay ‘reasonable’ costs for Cuban broadcasts

The IRS isn’t going to be much help in settling the Voice of America’s IOU to 10 U. S. radio stations.

So the Voice is trying to find a way to pay up out of its— or the public’s — pocket.

The United States Information Agency, the Voice’s parent, and USIA Director Edward R. Murrow failed to obtain a ruling from the Internal Revenue Service that the stations which broadcast Voice programs during the Cuban crisis last fall may deduct their actual and potential losses as charitable contributions. No authority for such deductions exists, the IRS said (Closed Circuit, Feb. 4).

Mr. Murrow last week forwarded copies of the IRS ruling to each of the stations involved and asked them to let him know what they consider “appropriate charges.” The agency will review the statements, and if the requests seem reasonable, they will be paid, said Henry Loomis, director of the Voice, Thursday (Feb. 7).

Mr. Murrow explained that each station’s financial situation was an individual matter. The agency now feels it was wrong to try to find a single universal treatment for all the cooperating stations (Broadcasting, Dec. 10).

Two stations which said they sought no reimbursement were thanked again for their position.

OK to Pay Stations * Earlier reports that the agency has no statutory authority to pay for broadcast time grew from a firm policy the agency has followed not to pay for broadcasts, but the authority exists, Mr. Loomis explained. The issue just had not come up until the Cuban crisis.

Mr. Murrow consulted with Morti-
mer M. Caplin, IRS commissioner, and his staff in some detail when outlining the agency's request for a ruling on the broadcasters' tax problems.

Here, in summary, is what IRS has told the stations:

"Out of pocket expenses incurred in operating a radio station at times the station is normally not operated" may be deducted as charitable contributions (subject to percentage limitations). Operating expenses incurred during normal operating hours are not deductible as contributions, but are considered business expenses.

Following precedents relating to gifts of newspaper space to charitable organizations, the tax agency said "the gift of radio time is, in effect, a gift of the privilege to use the station's facilities" which has been held to be nondeductible.

To allow a charitable deduction for the loss of advertising revenue which stations incurred either because they were unable to fulfill previously signed contracts for advertising time, or because they were unable to accept new contracts for such time, would be permitting a deduction for the fair rental value of the radio time contributed. Such deduction is not allowable.

Looking to the Voice's probable payment to the stations for some of their expenses, IRS said, "Any reimbursed expenditures of the radio stations must be included in their income and these expenses will be deductible."

These rulings do not apply to non-profit stations exempt from income tax IRS said, but do "apply equally to individuals engaged in the trade or business of operating a radio station as sole proprietors or as members of a partnership and profit making corporations."

Paid for Time Before • WRUL, New York, an international shortwave station, contracted with the Voice to produce and transmit Spanish and some Portuguese language programs during the 1950s, but the service ceased in 1960, the Voice said last week.

The Voice is still beaming nine hours of programs daily to Cuba from two mobile transmitters in the Florida keys.

**Proxmire opposes FCC favoring congressmen**

Sen. William Proxmire (D-Wis.) last week re-introduced legislation which would prohibit the FCC from giving special weight in the award of licenses to broadcast properties in which members of Congress hold interest.

"The FCC has in the past justified the award of a lucrative television channel in part on the ground that stockholders of the company were members of Congress," the senator said Wednesday (Feb. 6). "This was held to give the applicant an edge in the 'civic participation' criterion. Specifically favoring an application because it has a congressman participating could turn into a form of payola."

Sen. Proxmire sought to introduce the legislation in 1960 as an amendment to Sec. 315 legislation, but was asked to offer it as a separate bill. He did that toward the end of the previous Congress (Broadcasting, July 9, 1962), but the bill failed to receive a hearing.

The senator's interest was sparked by the FCC's award of ch. 10 in Vail Mills, N. Y., to Capital Cities Broadcasting Co., in which five New York congressmen were then minority stockholders.

**Onondaga favored for Syracuse ch. 9**

**LOCAL OWNERSHIP, GOOD MANAGEMENT CITED**

An FCC hearing examiner has recommended that Syracuse ch. 9 be awarded to Onondaga Broadcasting Inc., one of nine remaining applicants that have been competing for the outlet since the fall of 1961.

The initial decision of Hearing Examiner David J. Kraushaar favored Onondaga because of its local ownership, integration of management and ownership and "the fairly recent experience of a major stockholder in the management of a going television station with a satisfactory performance record."


Syracuse ch. 9 was one of three vhf drop-ins authorized by the FCC in the summer of 1961. The other two are in Rochester, N. Y., and Grand Rapids, Mich. In all three cities, the applicants for the channels have, with the FCC's urging combined to render temporary service pending a final decision by the commission. The Syracuse case was the first to reach the initial decision stage.

"Lines Blurred" • In arriving at his decision, Mr. Kraushaar said that he found the lines of distinction among several of the applicants "were blurred"
and noted that, ideally, the residents of Syracuse could probably best be served "if the three stations of Onondaga, Baker and Six Nations were to be re shaped and combined into a single new applicant."

Onondaga didn't rank at the top in any of the categories in which Mr. Kraushaar judged the applicants. But it did score high, in Mr. Kraushaar's view, in every area considered. In terms of "area familiarity," the hearing examiner ranked Onondaga behind Baker and Syracuse Civic.

In considering "meaningful" integration, to ownership with management, Mr. Kraushaar found that WAGE ranked first, with 80% of its stock owned by management. Onondaga was second, with 42% such ownership.

Although Onondaga had no broadcast experience of its own to point to, the hearing examiner placed great weight on the experience of one of its principals, Vance L. Eckersley, a 10% stockholder and the company's proposed general manager. Mr. Eckersley was vice president and general manager of WDAU-TV Scranton, Pa., from 1956 to 1960.

During that time, the examiner said, "the subject matter of the station's programming was meritorious in character and ... the station ... received awards for outstanding news coverage."

Schreiber, MCA vs. FCC in federal court

FIGHT CONTINUES OVER 'CONFIDENTIAL' RECORDS

Whether Taft B. Schreiber, vice president of MCA Inc., will have to answer FCC questions about the television operations of his organization, and whether MCA will have to submit records publicly as ordered by the FCC, were argued Wednesday (Feb. 6) in Federal District Court of Appeals in Los Angeles, with no immediate decision.

The three judges, Gilbert Jerberg, Roger D. Foley Jr. and James Browning, listened to argument by Max Pinn, FCC general counsel, and Allen E. Susman, of the Beverly Hills, Calif., law firm of Beilinson, Meyer, Rosenfeld & Susman, representing Mr. Schreiber and MCA, in the matter under submission. A decision is not expected for several months.

Last week's argument was the latest installment of an FCC-MCA disagreement that dates back to the fall of 1960, when Mr. Schreiber provided the dramatic highlight of a Los Angeles session of an extended FCC hearing into the control of network television by refusing to answer the questions of FCC Examiner James D. Cunningham or to produce a list of tv network programs for which MCA had acted as selling agent (Broadcasting, Oct. 31, 1960). He and his attorney (Mr. Susman) argued that the hearings rules set by Mr. Cunningham deprived him of "the effective and knowledgeable assistance of counsel." Defying the examiner's order to sit down and testify, Mr. Schreiber left the witness box and the hearing room.

Refuses Again • Since then, many legal documents have been filed by both sides. Mr. Schreiber again refused to testify when the hearing was resumed the following March (Broadcasting, March 12, 1962). It was the legality of that order that was debated last week.

Mr. Susman repeated his former arguments that the FCC questions called for answers that would divulge to MCA's competitors the policies and practices that have given MCA its outstanding success.

Mr. Paglin asserted that the commission was investigating the whole scope of tv programming in order to insure the conduct of this vast enterprise in the public interest; that the commission cannot properly be bound to keep evidence confidential as it must be free to divulge any information it has to Congress as a guide to enact whatever legislation may be required. And, he argued MCA's testimony is needed to fill an important void in the overall picture. He noted MCA's competitors, such as William Morris, had testified freely, without any demand for confidentiality and asked why MCA should be entitled to any preferential treatment.

When Mr. Susman argued that the Administrative Procedure Act required publication of hearing ground rules which he charged the FCC had not done, Judge Foley told him he was talking about abstract matters unrelated to the specifics of this case.

Fair payment offered if applicants win

The top officials of two of WLBW-TV's three competitors for ch. 10 Miami said last week that, if successful in their bid for the channel, they would be willing to pay the station "the fair market price" for its transmitter and equipment.

William B. MacDonald Jr., president and executive officer of South Florida Television Corp., and Charles H. Cran don, president and chairman of the board of Civic Television Inc., made the statements under questioning as the comparative hearing on the channel went into its third week.

WLBW-TV, which has been operating on the channel on a four-month license, contends that the courts and commission rulings have held that a station's investment shouldn't be jeopardized "except for compelling reasons." The station said it spent $722,462 on its equipment.

In addition to Mr. MacDonald, 80% owner of South Florida, that company's case was presented by Walter M. Koeslser, vice president, general manager and 10% owner; Mrs. Eleanor May, secretary, program director and 5% owner; and William R. Needs, chief engineer and 5% owner.

Messrs. Koeslser and Needs and Mrs. May had worked together at WGBS-TV Miami (ch. 23), now dark, and at WPST-TV when that station operated on ch. 10, from 1957 until Nov. 20, 1961. They testified they were brought together with Mr. MacDonald, a wealthy Miami area businessman, by George T. Baker, who had been head of WPST-TV and its parent corporation, National Airlines. The air line lost its grant because of "ex parte" contacts.

Mr. Crandon, who began presenting Civic's case Thursday, is a former chairman of the board of county commissioners of Dade Co. The remaining applicant to be heard is Miami Television Corp.

Verbose senators delay hearings

Hearings on communications legislation and presidential nominations to the FCC and Communications Satellite Corp. may not be acted on by the Senate until late this month or early in March.

Delays caused until last week by a filibuster on rules and the traditional congressional inactivity permitted for Republican speech making during the week of Lincoln's birthday combined to put off Senate committee organization for at least another week or two.

The Democratic Steering Committee meets Thursday (Feb. 14) to thrash out the ratio of Democrats and Republicans in committees and assignments of members. Approval of the Senate on organizational matters is not expected until the following week, and organization of internal committee matters—such as the naming of subcommittees and their chairmen—cannot take place until then.

Directly tied up by the delay is the nomination of FCC Broadcast Bureau Chief Kenneth A. Cox to be a commissioner replacing Commissioner T. A. M. Craven, who was to have been retired Jan. 31, but who is serving until Mr. Cox's nomination may be approved by
the Senate.
Questions which Sen. Strom Thurmond (D-S.C.) said Jan. 31 he wanted to ask Mr. Cox in executive (closed) session (Broadcasting, Feb. 4) might be answered without need for such a proceeding, Sen. Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee which is handling the nomination, said Thursday (Feb. 7).
House Commerce Committee organization was incomplete last week.

Broadcasters scorn FCC's 'reference library' idea

The FCC-proposed rulemaking that stations maintain a local reference library of all applications to the commission for public inspection (Broadcasting, Nov. 26, 1962) met little favor in reply comments last week.
The California Broadcasters Assn. echoed the findings of other broadcaster associations in former comments (Broadcasting, Jan. 24) that keeping public records would place heavy burdens on the stations, particularly in small cities. The Oklahoma Broadcasters Assn. joined a California group in charging the commission has not shown that a public desire to inspect station records has been expressed.
The California association said that the general public is not a party of interest concerning the station and that the financial dealings of the station particularly should not be made public to competitors and creditors. Oklahoma said that the commission's policy to keep financial data confidential at its Washington offices is sound.
Westinghouse Broadcasting Co. turned in the only concurring statement. However, Westinghouse said that records should be maintained for only one year and that provisions allowing stations to discipline use of the records should be added.

Interference computing by FCC called erroneous

A broadcaster seeking to change from daytime only to day and night operation attacked the FCC's method of computing nighttime skywave interference last week in a federal court in Washington.
WLOU Louisville, Ky., now operating on 1350 kc with 5 kw daytime only, asked the FCC to permit operation at night with the same facilities. Last June the FCC denied the request, claiming that the nighttime service would deprieve 2,200 people in and around Cocoa Beach, Fla., of their only nighttime service. WLOU appealed, claiming that the FCC's method of calculating interference was erroneous.
The case was heard by Circuit Judges Wilbur K. Miller, George T. Washington and John A. Danaher.

Uhf advisory committee proposed by FCC

COMMISSION TO SEEK HELP IN FOSTERING UHF GROWTH

The FCC announced last week it intends to create a committee of government and industry representatives to help find methods of stimulating the growth of uhf television.
The commission said the all-channel receiver law, passed last year, is an important step in the development of uhf. But, it added, it is "vital" to follow through with "all appropriate steps to enhance the development of uhf broadcasting."
The government-industry committee—to be called a "Committee for the Full Development of Uhf Broadcasting"—would be composed of representatives of the commission and various industry groups, such as the Electronic Industries Assn., NAB, National Assn. of Educational Broadcasters, NET, the three major tv networks, and uhf broadcasters. Anyone else interested is invited by the commission to participate.
The idea for the committee apparently grew out of a suggestion from officials from EIA that was taken up by FCC Chairman Newton N. Minow and Commissioner Robert E. Lee.

It was understood that Commissioner Lee, the commission's staunchest supporter of uhf television, would be named chairman of the committee, with Commissioner E. William Henry as his alternate. No date for an organizational meeting has been set yet, but Commissioner Lee thought it might be held during the NAB annual convention March 31-April 3 in Chicago.
The commissioner said there are no specific plans for the committee, but that its job would be largely one of stimulating ideas as to how the development of uhf television could be expedited.
The only known dissent to the proposed committee was entered by Commissioner Frederick W. Ford. He said he felt that by sponsoring such a committee, the commission departed from its rightful role as a regulatory body to assume the function of a trade association in promoting a business. "That's not our job," he said. "That's for private enterprise."

Offers an Insight – The commission said that through the uhf committee, as it functions in the "coming critical

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years," the commission will be offered insights to the problems of uhf broadcasting as they arise. Where appropriate, corrective measures could be taken through rulemaking or other actions.

A commission example: action might be taken to assure the technical development of uhf broadcasting and reception. The commission said that it feels that it is necessary that there be "continuing forums for face-to-face exchanges between the uhf broadcasters and the television set manufacturers during this critical period."

According to the proposal, the committee also would collect and disseminate (1) useful information concerning practical problems faced by uhf stations in differing market situations, (2) methods with which to meet these problems and (3) information on the effectiveness of these methods.

The FCC noted that "in recognition of the fact that such practical marketing questions are matters for the broadcasters—and not the commission," it would not participate other than in keeping with regulations for "industry advisory committees."

**Tv's value underscored in Kennedy comments**

The Kennedy administration was obliged to use television to convey the "truth" about Cuba to the American people the President said last week. Newspapers, he said, had overplayed rumors about an offensive Soviet buildup in Cuba and underplayed the facts.

"...Now, I remember a story the other day in one of our prominent newspapers which had a report of a congresswoman about the presence of missiles in Cuba)—no supporting evidence, no willingness to give us the source of his information. We are not, after all, a foreign power."

"On page 10 was the statement of the Secretary of Defense, giving very clear details. That was page 10 and the other was page 1.

"So, it is a responsibility of ours, and, it seems to me, also of the press. I would think a good many Americans, after the last three weeks of headlines, have the impression that there are offensive weapons in Cuba. It is our judgment, based on the best intelligence that we can get, that there are no offensive weapons in Cuba.

"I think it is important that the American people have an understanding and not compel, because of these various rumors and speculations, the Secretary of Defense to go on televisions for two hours to try to get the truth to the American people and in the course of it give a good deal of information which we are rather reluctant to give about our intelligence gathering facilities."

**NO PUBLICATION OF MEDIA RECORDS**

Celler says agency information will be kept confidential

The nation's top 100 national advertisers—requested early last month to disclose their advertising strategy and detail their media expenditures to a congressional subcommittee—have subsequently been told the information will be held in confidence.

Rep. Emanuel Celler (D-N.J.), chairman of the House Antitrust and Monopoly Subcommittee, which is investigating concentration of ownership in news media, said in Washington last week he had promised the advertisers that information they provided his staff would not be published.

Only the conclusions which the subcommittee draws from the information will be made public, the chairman said, and that only in the development of testimony from media and advertiser witnesses.

Rep. Celler also announced last week that FCC Chairman Newton N. Minow would be the leadoff witness when the ownership hearings begin March 13. Chairman Minow will be asked to describe the impact radio and television have had on the nation's newspapers, said Rep. Celler. Further, the chairman will be asked what influence newspapers, which own or control broadcast properties, have on radio and television operations.

Adviser Concern • ANA officials met in New York with Rep. Celler when association members expressed their concern at the extent of "inside" information sought by the Celler subcommittee. A questionnaire asking the top advertisers where, how and why they spend their advertising dollars was sent to the top 100 over the signature of Rep. Celler (Broadcasting, Jan. 28). The query failed to offer confidentiality to advertisers who cooperated. It is believed that provision was added after the meeting between ANA and Rep. Celler.

Asked last week if advertisers were providing information sought by his subcommittee, Rep. Celler said that "most advertisers" have cooperated and given the House unit what it asked.

"We're satisfied," Rep. Celler said.

Although selection of Chairman Minow raised questions whether the investigation was placing greater emphasis on broadcasting than previously indicated, Rep. Celler said last week the electronic media were only a part of an examination of the newspaper business. Newspapers remain the focal point of the inquiry, he indicated, and radio and television will be brought in "only collaterally."

Witnesses other than Chairman Minow will be announced "at the proper time," Rep. Celler said. The hearings, the result of more than a year's investigation, were expected to last one to two weeks.

Seminar postponed, no new date set

FCC defense officials have postponed the date of the defense seminar, held annually in Washington. Originally Feb. 28-March 1 was picked, but this has been cancelled indefinitely.

Meanwhile a special National Industry Advisory Committee has been chosen to work on a new alerting system using am, fm and tv broadcast stations (Broadcasting, Feb. 4). Under the chairmanship of John F. Meagher, NAB radio vice president, the committee will seek to draw up a method of using radio and tv to alert the public in the event of a national emergency. NIAC was asked to do this by the Civil Defense office of the Dept. of Defense. The Conelrad system remains in effect, however, until a new emergency broadcast service is inaugurated.

**WMIS 'short' renewal is for 17 months**

WMIS Natchez, Miss., was granted a license renewal by the FCC last week, but only for the remainder of its full term license which runs to June 1, 1964. The commission said WMIS should consider the renewal the "equivalent of a short-term grant" because of its failure to have a first class operator on fulltime duty and several technical violations.

According to the commission, WMIS
licensee, P. K. Ewing, reasoned that the violations occurred because of his own illness and "general derelictions" on the part of station staff. The commission noted that WMIS has since employed a full-time first class operator and operated the station "in full compliance" with commission rules.

The commission told the station that since its past actions had fallen short "of that degree of responsibility" required of it, short-term renewal will allow the commission an opportunity to re-examine the WMIS operation in June 1964.

**Fifth Amendment fight reaches federal court**

Whether applicants for radio operators' licenses from the FCC can take the Fifth Amendment—and refuse to answer whether they have been members of the Communist Party—was argued last week before a federal court in Washington. Last July, the FCC dismissed applications for operators licenses from Stanley Blumenthal, Rudolph William Jones and Wayne P. Paschel. All three had refused to answer completely a questionnaire sent to them by the FCC regarding affiliation with the Communist Party and other organizations aimed at the overthrow of the U. S. government.

In the argument last week, FCC counsel Ruth V. Reel contended that because the questionnaires were not fully answered the commission could not make a judgment on the qualifications of the applicants. Basically, the three applicants refused on Fifth Amendment grounds to reply to the question concerning past membership in the Communist Party. Attorneys for the three applicants argued that the applications must be accepted, and cannot be refused.

All three had held licenses from the FCC; Messrs. Blumenthal and Jones as commercial operators; Mr. Paschel as an amateur operator. Case was heard by Circuit Judges David L. Bazelon, Charles Fahey and J. Skelly Wright.

**INTERNATIONAL**

**CANADA TO STAY BLACK AND WHITE**

U.S. color figures cited; costs prohibitive, according to BBG

There will be no color television for Canadians in the immediate future. This was the decision of the Board of Broadcast Governors announced on Feb. 1 after public hearings at Ottawa.

Canada's regulatory body decided that costs were still too high for broadcasters as well as viewers. Its decision was in part based on public demand in the 1,000,000 Canadian homes near the border where U. S. color telecasts are received. Of these million homes only 4,500 had color TV receivers, the BBG pointed out. Cost of cheapest color TV receiver in Canada is $700, BBG stated. It also pointed to the slow sale of color TV sets in the United States, where sets are cheaper and slightly over a million are in use.

BBG would not set a target date for the start of color telecasting in Canada nor for the setting of color telecasting standards by the Department of Transport in Ottawa.

Demand for color telecasting had been strongly urged by most members of the Electronics Industries Assn. of Canada. Canadian Assn. of Broadcasters had recommended that those broadcasters who wanted to use color television should be allowed to do so. But the Canadian Broadcasting Corp. and the CTV Television Network had urged a go-slow policy as they were not prepared financially to enter the field.

**CJLR loses to CBC for Quebec City outlet**

The Canadian Broadcasting Corp. has been recommended by the Board of Broadcast Governors for a new French-language television station at Quebec City with 173 kw video and 87 kw audio on ch. 11. An application by CJLR Quebec City, for a TV station on ch. 11 was turned down.

CBC was also recommended for a ch. 5 TV satellite station at Fort Frances, Ont., with 20.5 kw video and 10.2 kw audio, to rebroadcast programs of CBWAT Kenora, Ont., itself a relay station for CBWT (TV) Winnipeg, Man.

CJLR Kenora, Ont., has been recommended for construction of a daytime satellite radio station on 900 kc with 1 kw power.

CJBQ-FM Belleville, Ont., had a

**NBC-RKO hearing resumes Feb. 25**

Hearing on the NBC-RKO General station transfers will resume Feb. 25, according to an order issued last week by FCC Chief Hearing Examiner James D. Cunningham.

The hearing has been in recess since the agreement between Philco Corp. and RCA, which provided among other things for Philco to withdraw its application for the ch. 3 facility in Philadelphia now owned by NBC (BROADCASTING, Jan. 7). The issue of reimbursement to Philco for its out-of-pocket expenses in prosecuting the Philadelphia application, opposed by the FCC's Broadcast Bureau, is now under consideration by the FCC commissioners.

The NBC-RKO General exchange involves the network's WRCV-AM-TV Philadelphia and RKO General's WNAC-AM-TV and WRKO (FM), all three in Boston.
power boost recommended on 97.1 mc from 3.43 kw to 17.4 kw.

CBC was authorized for a tv satellite station at Sheet Harbour, N.S., to rebroadcast programs of CBHT (TV) Halifax, N.S. New satellite will have 660 w video and 330 w audio on ch. 11.

CFWH Whitehorse, Yukon, has been recommended for a power boost from 250 w to 1 kw and change of frequency from 1240 kc to 570 kc.

CHRC-FM Quebec City, Que., has been authorized for one year to program separately from CHRC-AM, after which there will be a review of operations on a proposed enactment of new regulations for fm stations.

BBG ruled that henceforth stations requesting authority to make changes in existing station equipment and new applicants for radio or television stations, must start construction within three months and complete construction within 12 months from date of granting of authority. The Minister of Transport is to be allowed to extend these times where circumstances beyond the applicant's control have delayed work.

A new limitation has been placed on total commercial time permitted radio stations. Daily limit, between 6 a.m. and 12 midnight, is placed at 250 minutes, and during the week from immediately after midnight Monday to immediately prior to midnight the following Sunday, the limit is 1,500 minutes. Daytime stations are limited to 200 minutes of commercials daily, 1,000 minutes weekly.

Abroad in brief...

Liquor commercials • ZFB-1 Bermuda has been given permission to broadcast liquor commercials between 10 p.m. and 7 a.m. Ruling by the local Board of Broadcasting Commissioners came Jan. 21 following a petition by the station, according to ZFB-1.

License increase • During November 1962 the number of combined radio-tv set licenses in Britain and Northern Ireland increased by 57,125, bringing the total to 12,224,303.

BBC-SESAC agreement • SESAC Inc., New York music licensing firm, has signed an agreement giving the British Broadcasting Corp. rights to its long-playing record service. The BBC order represents several thousand recordings including concert, "pops," jazz and country and western music. SESAC foreign activity includes business in Europe, South America, Asia, Australia and Africa.

U. S. rep • EMT Wilhelm Franz GmbH, Wettingen, Switzerland, and its West German parent company located at Lahr in the Black Forest region, have appointed Gotham Audio Corp., New York, as their exclusive sales and service representative for the U. S. and territories. EMT manufactures broadcast reverberation units, studio turntables, Studer model C-37 professional tape recorders, and electronic test equipment.

500-kw outlet planned

Next Oct. 1 will signal the start of operation for what is claimed to be the world's most powerful Protestant radio station, according to Dr. Paul E. Freed, president of Trans World Radio. Trans World, with international headquarters in Chatham, N. J., presently operates a 100 kw station in Monte Carlo. The new station, on the Caribbean island of Curacao, will have a short wave transmission with a power of up to 500 kw. The transmitter is being built by Continental Electronics, Dallas.

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**EQUIPMENT & ENGINEERING**

**Home viewers may see Cooper in orbit**

3 GROUND STATIONS PLANNED TO RECEIVE PICTURES

When astronaut Leroy Cooper makes the third U.S. plunge into space this spring—for a possible record 22 times around the earth—American home tv viewers may see him in flight.

Aboard the Cooper spacecraft will be a small, 4-in. vidicon tv camera, transmitting on slow scan pictures of the astronaut during his orbits. Three ground stations a projected for receiving these tv pictures: Mercury Control at Cape Canaveral, the Coastal Sentry, a tracking ship stationed in the South Pacific, and possibly the Canary Islands, off the coast of Africa in the North Atlantic.

If the pictures are usable, space official say, it will be possible to feed them to U.S. television networks from the Canaveral receiving point. This would be similar to the practice in previous manned space flights when excerpts of voice conversations were fed to radio and tv networks.

**Technical topics...**

New SCA products • The Sound Corp. of America has announced the marketing of two new products—a continuous tape transport and a lightweight tape cartridge. The tape transport, featuring heavy duty drive to alleviate maintenance problems, is available with manual, semi-automatic or automatic operation and with ½ or ¼ track play. The new cartridges have been engineered for radio and tv (model S) and for the background music industry (model L). Bendix c-c system • A closed circuit television system that is expected to have "widespread commercial applications" will be placed on the market shortly by the Bendix Corp., Baltimore. Originally created for military and space operations, the system holds promise for use including scrutiny of manufacturing processes, underwater search in oil drillings and astronomy study of X-ray and operation procedures in hospitals, according to a Bendix spokesman.

**Tests of Federal tube undereway at WLW**

A lifetime service test of a new Federal tube which holds promise of permitting standard radio powers up to 750 kw is underway at WLW Cincinnati.

With the permission of the FCC, the Crosley station is running Federal's D-1060A super power vacuum tube for four months in its regular transmitter, but only at 50 kw output.

The new tube, developed by IT&T, has already been tested in the main WLW transmitter at 125 kw into a dummy antenna.

The operation of the new tube, 12 of which are being used in the Crosley-operated Voice of America facility, is under the supervision of R. J. Rockwell, Crosley engineering vice president. The tube will be subject to modulation and other conditions during normal 12-hour-per-day program operation.
DENVER TV FACES NEW TAX

City seeks levy on film rentals; if successful, it may lead to other assessments on radio-tv

Local governments, hungry for revenues, have begun to fix their eyes on tv stations and their film rentals.

Latest move in this direction is taking place in Denver. There, municipal tax collectors have engaged in preliminary moves which would bring under the city's use tax laws the gross amount of rentals paid yearly by Denver tv stations. It's estimated by Jim Moore, KBTV (TV) Denver, that this could amount to something in the neighborhood of $700 per month for each station—figuring a monthly average of $35,000 spent on film rentals.

City tax men have indicated also that they feel tv stations' payments to ASCAP and BMI and other licensing organizations should come under the use tax.

If successful, it was indicated, the city expects to blanket in radio stations' rental payments for records and transcriptions as well as license payments.

The four Denver tv stations have turned over the problem to their tax attorneys. Meetings with the city's tax department are underway.

Last April the city's 1% sales tax was amended to include rental items as well as those purchased outright. In June the tax was raised to 2%. The state of Colorado also has a 2% sales tax.

Several years ago the state of Maryland instituted a tax on rental payments made by tv stations for films. This was not challenged. A similar move in Kansas was compromised after meetings between state tax officials and television broadcasters so that payment is made on the value of the raw film.

RKO '62 billings show 15% increase over '61

RKO General in 1962 set records in both billings and earnings, it was reported last week by M. G. O'Neill, president of its parent, General Tire & Rubber Co. Billings, he said, were 15% above the previous year.

The RKO General figures were not included in the General Tire consolidated annual report for the year ended Nov. 30, 1962 and announced last week. Consolidated sales totaled $959,769,316, up 18.6% from the previous high in 1961 of $809,020,262. Net income for the 1962 year was $26,744,802 ($1.55 per share), down $27,343,341 ($1.62 a share for 1961 year).

MPO Videotronics' net income down

MPO Videotronics Inc., New York, producer of tv commercials, sponsored and industrial films, reported net income after federal taxes of $102,631 (22 cents a share) for the fiscal year ended Oct. 31, 1962. This compares to net revenues in 1961 fiscal year of $210,688 (50 cents a share). Total operating revenues for the 1962 year totaled $8,231,-917, compared to $8,328,662 for the same period in 1961.

Not included in 1962 figures were the company's operation in Detroit. This is now a joint venture operation with the Hafod Kerbury Co. of that city, with MPO owning 51% interest. This business had a volume of $672,215 for the seven months ended Oct. 31, 1962.

Working capital at the end of the fiscal year equaled $1,954,283, which included cash and U.S. government securities of $1,077,482.

Annual stockholders meeting is scheduled to be held in the company's offices in New York on Feb. 25, with the following current directors nominated for election: Jud L. Pollock, president; Marvin Rothenberg, vice president-secretary; Gerald Hirschfeld, vice president; Arnold Kaiser, vice president; Gerald Kleppel, vice president-assistant secretary, and Morris Goldstein, partner in Francis I. duPont & Co. Messrs. Pollock, Rothenberg, Hirschfeld and Kaiser, each owning 11% of Class B stock, are the principal stockholders.

Each received $41,600 aggregate direct return during the 1962 fiscal year.

FINANCIAL REPORTS

TRANSCONTINENT SHOWS INCREASE

1962 net up 22% over 1961 figure

Transcontinental Television Corp reported a net income of $1,620,583 (92 cents a share) for the year ended Dec. 31, 1962—an increase of 22% over the net income of $1,331,179 (75 cents a share) for the 1961 year.


The 1962 results exclude a non-recurring charge of $218,000 (12 cents per share) covering losses on the sale of land and the establishment of a reserve for abandonment of property, principally the vhf transmitting equipment for KERO-TV Bakersfield, Calif. KERO-TV is scheduled to change to uhf ch. 23 from ch. 10 under FCC orders.

Included in the 1962 report are operations of two station properties not included in the 1961 tallies. WNEP-TV Scranton/Wilkes-Barre, Pa., and WDKO-AM-FM Cleveland. TTC acquired the remaining 40% interest for full ownership of WNEP-TV last Feb.; the Cleveland stations were purchased last May. The 1961 figures include revenues and income from WROC-TV Rochester, N. Y., which was sold by TTC last November.

TTC owns in addition to the Bakersfield, Scranton/Wilkes-Barre and Cleveland stations: WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo. and KFMB-AM-FM-TV San Diego, Calif.

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y.

ELDORADO 5-0405
CBS executive wins Cooper Union's highest award

Louis Dorfsman, creative director of sales promotion and advertising for CBS-TV, has won the highest award to an alumnus of Cooper Union, New York.

The award, the Augustus St. Gaudens Medal for Professional Achievement, will be presented to Mr. Dorfsman by the Cooper Union Alumni Assn. Feb. 16 at a dinner at Hotel Biltmore, New York. The medal was only awarded once prior to its presentation to Mr. Dorfsman.

Mr. Dorfsman, who graduated with honors from Cooper Union in 1939, has received eight Gold Medals and nine Awards of Distin- tive Merit of New York Ad Directors Club, the 1963 Gold Medal of the Printing Industries of Philadelphia and many awards from the American Institute of Graphic Arts and Type Directors Club.

Prior to his present post with CBS-TV, he was vp in charge of advertising and promotion for CBS Radio.

THE MEDIA

Jack Dunn promoted to general manager of WDAY Inc. (WDAY-AM-TV Far-go, N. D.), Norman D. Black Jr., firm's president, announced last week. Thomas Barnes, who had combined duties of executive vp and general manager for last 2½ years, will continue as executive vp. Mr. Black stated that continued growth of radio-tv business there necessitated separation of two positions. Mr. Dunn, who has been with WDAY since 1931, started as an engineer. For past several years he has been assistant general manager. Mr. Barnes has been with WDAY since 1938, starting as salesman and announcer. He became sales manager in 1944, general manager in 1954, and was elected executive vp in 1960.

James K. Kuser, former lighting consultant for Kliegl Bros., New York, appointed general manager of WTOA (FM) Trenton, N. J.

Robert D. Vieno, former account executive with WVEC-AM-FM Hampton, Va., and CBS sales representative, appointed general manager of WTVI Newport News, Va. Other WTVI appointments: Bob Koolage, program director; Bruce Wright, news editor and...
director of special events; Glenn Allyn, sports director-air personality; Eric Jantzen and Johnny Sherwood, air personalities.


Albert Christy, vp and director of radio-tv operations for Potts-Woodbury, Kansas City advertising agency, joins WHB, that city, as general sales manager, effective Feb. 15. Mr. Christy was also member of P-W’s board of directors. Prior to joining Potts-Woodbury in 1954, he served as program director of WDAF-TV Kansas City.

Ed Shaughnessy, formerly with Concert Network in Boston, appointed managing director of WLIP (FM) Kenosha, Wis.

Larry Zeman, account executive in Chicago office of KTTV (TV) Los Angeles, promoted to midwest sales and marketing manager. He succeeds Frank Browne, who now heads station’s New York office, as head man of Chicago operation.

Bruce N. Bauman, head of his own advertising agency in Harrisburg, Pa., appointed station manager of WBFD Bedford, Pa.

Bob Sprouse, national sales service manager of WBNS-TV Columbus, promoted to national sales manager.

Ron Maines, account executive at WBAL-TV Baltimore, appointed general manager of WTAP-AM-TV Parkersburg, W. Va. Prior to joining WBAL-TV, Mr. Maines served as WTAP-TV sales manager and as operations supervisor of WJBF-AM-FM-TV Binghamton, N. Y.

James Nathan appointed sales manager of WINN Louisville, Ky.

A. Victor Sylvia, member of sales staff of WPRO-AM-FM Providence, R. I., since December 1960, named to local sales staff of WPRO-TV as account executive.

Morton L. Jaffe appointed account executive at WXYZ-TV Detroit.

Macey I. Schaffer, director of advertising and promotion for WLBW-TV Miami, Fla., resigns to join WQAM, that city, as account executive.

Rudy B. Wissler Jr. joins Los Angeles office of Blair Television as account executive.

Marian Stein, former account executive with Simons Michelson Co., Detroit, joins ABC-TV as sales presentation writer.

Eric Mart, formerly with sales planning division of NBC-TV, New York, appointed assistant research director for tv division of Edward Petry & Co., that city. Earlier, Mr. Mart served for five years in various research and sales development posts at ABC-TV.

Nancy Hurd, former assistant sales service manager of WCBS New York, joins staff of KTAC Tacoma, Wash.

Bob Fields, former technical director of The Mike Douglas Show for KYW-TV Cleveland, promoted to engineering management staff of Westinghouse Broadcasting Co. as tv technical operations supervisor.

Herb Evans, chief engineer of eta outlets WSEC-TV (ch. 17) and WTHS-

NBC’s Rash sworn in at National Press Club

Bryson Rash (1), NBC News Washington correspondent, was sworn in as president of the National Press Club by Chief Justice Earl Warren at the club’s inauguration dinner Feb. 2. Mr. Rash, broadcast newsmen in Washington for 25 years, succeeds George Cullen as head of the journalists.

Press Club presidents are usually presented with mock copies of their publication when they are inaugurated, but in honor of his broadcast status, Mr. Rash and other members of the club received a long-playing record, called “Is Bryson Rash?,” featuring a humorous account of his career.

tising and promotion for WLBW-TV Miami, Fla., resigns to join WQAM, that city, as account executive.

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Now heard on 82 stations in 42 states . . .

“WHAT WILL THEY THINK OF NEXT?”

Available to your station at no cost, this three minute public service program can be used as a “wild spot,” a cut-in on one of your present shows or, in script form, to add interest to any of your personality shows. Soon to begin its third 13-weeks series, “What Will They Think of Next?” is offered without charge, exclusive in your station area, in either script or recording form. For a sample show, write Department 703PP, Sears, Roebuck and Co., 925 South Homan Avenue, Chicago 7, Illinois.

BROADCASTING, February 11, 1963
Chauncey helps United Fund drive over top

With the aid of a veteran broadcaster, the Greater Phoenix-Scottsdale (Arizona) United Fund topped its goal this year for the first time in a decade.

With three days remaining and $60,000 to be raised, Tom Chauncey, president of KOOL-AM-TV Phoenix, ordered an intensive spot and editorial campaign on both stations. Mr. Chauncey also took to the telephone and received additional contributions from those who had already given. The result was $1,727,954.50 for the fund, a little more than $1,000 over the goal.

For his efforts, Mr. Chauncey (above, !) received the first annual Tom Chauncey Award, a silver bowl. The award is a permanent one through a special grant set up by the United Fund chairman, Herman Chanen (c), and a Phoenix investor, Col. Louis Himelstein (r).

TV (ch. 2) Miami, named technical director of learning resources at Florida Atlantic U.

Bob Terry named program director of WLAV Nashville, Tenn. Adelaide Waller and Roger Scutt join outlet as station coordinator and news director, respectively. WLAV plans to go on the air March 1.

Joe Murray, former air personality and music director of WALT Tampa, Fla., appointed program director of WQUA Moline, Ill.

John M. Fouts, sales director of WHAS Louisville, Ky., joins Henry I. Christal Co., New York-based station representative firm, as manager of Detroit office. Mr. Fouts will begin his management duties at Christal in March. He joined WHAS in 1950 and was named sales director in 1952.

Dick Fain appointed director of newly created special programs unit of

WCUE-AM-FM Akron, Ohio, responsible for formulating and producing local documentaries and in-depth news reports. Fran Pettay joins WCUE announcing staff.

George Diab, operations manager of WTRF-TV Wheeling, W. Va., promoted to assistant general manager. Mr. Diab joined WTRF in 1953 as director of news and sports departments.

Peter V. Taylor, former promotion manager of KPEN (FM) San Francisco, appointed program director of KFOG (FM), that city. Currently KBAY (FM), the station expects to begin operation with new call letters on March 1.

Harvey Boyd, former program director of KASE Austin, Tex., joins WBAP-AM-FM Fort Worth as program manager.

Richard Orkin, news director and chief announcer at WLAN-AM-FM Lancaster, Pa., joins KYW Cleveland as production supervisor. Ron Beach, former promotion director, will assume Mr. Orkin's responsibilities at WLAN and perform in capacity of production supervisor. Kenn Allan will share some of this responsibility as news director.

Bob Harrington named WLAN's promotion director.

Dan Markham, sales manager of KTVR (TV) Denver, promoted to general manager. Mr. Markham was at one time sales manager of KIMN Denver and served for three years as sales manager of KXLY-TV Spokane, Wash., where he was also manager of KXLY-AM-FM for some time before returning to Denver six months ago.

Jack Stockton, program director and air personality at WJKF (FM) Chicago, joins WBBM-AM-FM, that city, as producer of station's new Composite program.

Robert L. Simmons, formerly on sales staff of WJZ-TV Baltimore, joins WVAJ, Chicago, as salesman. He succeeds Patrick J. Devlin, who has been transferred to rep firm's New York sales staff. William A. Morris, account executive in TVAR's New York office, rejoins WBCS-TV, that city, in similar capacity. Mr. Morris originally joined WBCS-TV in 1958 as sales promotion manager and was made account executive in 1959.

Fred Cusick resigns as news director of WEEI Boston, effective Feb. 18, to devote more time to free-lance sports activities. Mr. Cusick will remain, however, as WEEI sports director and continue his nightly sports programs.

Mike Powell, afternoon and evening news editor of KSFO San Francisco, promoted to assistant news director.


While continuing his position with VFW, Gen. Hittle will analyze and interpret world military developments for network.

Robert W. Matthews appointed news director of WEBB Baltimore, Md.
NASA cites staffer

Morton J. Stoller, 45-year-old scientist-engineer who has directed government's efforts in space communications and meteorological fields, has been awarded National Aeronautics & Space Administration's medal for outstanding leadership. Mr. Stoller is chief of NASA's Office of Applications, where he has been in charge of such U.S. space efforts as Echo, Telstar, Relay, Tiros and the soon-to-be-launched Syncom.

Paul D. Droste, formerly with WHAK Rogers City, Mich., joins WFCJ (FM) Miamisburg, Ohio, as news director and director of special production programs.

Bob Bruce and Tom Brown join WOKW Brockton, Mass., as news director and disc jockey, respectively.

Wayne Farrar, staff announcer with WDBJ-AM-FM Roanoke, Va., since July 1961, promoted to news editor.

Bob Woodel, news editor-public affairs director of WLBW Carrollton, Ga., resigns to join staff of WLAG-AM-FM La Grange, Ga.

Ron Hall joins news staff of KXOL Fort Worth, Tex., replacing Russ Bloxom, who leaves for active duty with Air Force Reserve.


Dr. Thomas Belviso, manager of music and literary rights for NBC, retired last week. Dr. Belviso joined NBC in April 1930 as program builder and music director and conductor. In 1932 he was appointed manager of music division and assigned to reorganize and coordinate music functions. Dr. Belviso was among first to apply original compositions to individual radio programs. He conducted first American Symphony, "Sinfonia," in its first radio performance.

Pat McCarthy named farm director of KBAT San Antonio, Tex.

Mrs. James (Mary) Spencer, since 1945 executive vp of Nat Gavender Inc., resident buying organization, St. Louis, joins staff of KSD-AM-TV, that city, for special community interest assignments.

Dick Porter, account executive for past two years with KONO San Antonio, Tex., promoted to director of merchandising.

Betty Quadt, production assistant with NBC News, appointed coordinator of public service announcements. Miss Quadt will act as network liaison with and consultant to Advertising Council, national welfare organizations and government and civic agencies. She succeeds Hilda Watson, who retired last month.

Carl J. Tutera, former air personality with WCVS Springfield and WEAW-AM-FM Evansion, both Illinois, joins WGSB Geneva, Ill., in similar capacity.

Don Steele, formerly of KOIL Omaha, joins KXLY Spokane, Wash., as disc jockey.


Shirley Dunham named promotion-publicity director of WRFD-AM-FM Columbus-Worthington, Ohio.

Howard C. Hosmer, assistant managing editor of Rochester (N.Y.) Times-Union, named managing editor of news department of WHEC-AM-TV, that city. The appointment, to be effective Feb. 15, was announced by John L. McClay, manager of broadcast division of Gannett Co. and vp and general manager of WHEC stations. In newly created post, Mr. Hosmer will be responsible for news and all other information services for both stations. He joined news staff of Times-Union as reporter in June 1936.

In 1950 Mr. Hosmer was named city editor, a post he held for seven years until his promotion to assistant managing editor.

Dave Hamer named assistant news director of KMTV (TV) Omaha, Neb.

Ron Cochran, ABC-TV newscaster, has signed with General Artists Corp., New York, for representation in all fields. Mr. Cochran is currently anchorman on network's ABC Evening Report (Mon.-Fri., 6:15-6:30 p.m. EST).

INTERNATIONAL

William R. Gillen, former vp-continental European operations of BBDO, New York, joins Cheseborough-Pond's Inc., that city, as vp, international division.

Charles S. M. Quigley, international advertising manager, named director of newly formed staff marketing department of international division.

Richard C. Clarke, former production manager of CKVR (TV) Barrie, Ont., joins Freemantle (Australia) Pty Ltd., Sydney, as executive producer.

Max Dutch, formerly with CFRN-TV Edmonton, Ont., joins Freemantle as sales executive.

George Harper named general sales manager of CHFI-AM-FM Toronto.

Gordon Hatton, local sales director of CKKW Kitchener, Ont., promoted to sales manager, Bill Stoltz, announcer, named promotion manager.

Sue Haggarty, promotion director of

United Press International news produces!
British broadcast electronics pioneer dies

Sir Isaac Shoenberg, 83, who led the team of scientists and engineers which developed the 405-line system used by BBC in 1936 for the world's first regular public high definition television service, died Jan. 25 at his home near London.

Sir Isaac was born in Pinsk, Russia, and studied mathematics, mechanical engineering and electricity at the Kiev technological institute. After graduation he joined a Russian firm and was responsible for research, design and installation of the earliest radio transmitters in Russia. In 1914 he settled in Britain and worked for the Marconi Co., becoming a British citizen in 1919. He joined the Columbia Gramophone Co. as general manager in 1928 and when that company merged with the Gramophone Co. in 1931 to form Electric & Musical Industries Ltd., he became research director.

In 1954 Sir Isaac was awarded the Faraday Medal, highest award of the Institute of Electrical Engineers, for his pioneer work in television. He became a director of EMI in 1955 and was awarded a knighthood in 1962 for his services to sound recording and broadcasting.

CFPL-AM-FM London, Ont., joins Standard Broadcast Sales Ltd., Toronto, in similar capacity.

ALLIED FIELDS

Mary G. Dooling, organizer of Talent Inc., Chicago, and more recently with her own agency in New York, joins Lauren-Finger Agency, Hollywood, as director of commercial department. Miss Dooling will specialize in building select clientele to perform in radio and tv commercials, and also focus on supplying talent for industry, documentary and educational pictures.

PROGRAMMING


James Marshutz, recently resigned as commercial sales manager of Paramount Teleproductions, joins VPI Productions, New York, as vp in charge of sales and production.

Bill Vidas, former independent film representative, joins Independent Television Corp., New York, to cover sales territory in central states from headquarters in Chicago.

Harry E. Jenkins, planning and merchandising manager of RCA Victor Records, New York, elected to new post of division vp for marketing. Mr. Jenkins joined RCA Victor as quality control supervisor in 1941.

Don Medford, who directed episodes of MGM-TV’s Dr. Kildare, Sam Benedict and Eleventh Hour series during current season, has been signed to exclusive directing contract by company for both tv and motion pictures. He has also directed segments of U. S. Steel Hour, Alfred Hitchcock Presents, Twilight Zone, General Electric Theatre and Kraft Theatre.

Frank McGrath, co-star of Revue’s Wagon Train series, has been signed to new seven-year exclusive contract by studio, calling for his services in theatrical motion pictures as well as on tv.

Gil Cates, former producer of ABC-TV’s Camouflage daytime series, named director of International Show Time on NBC-TV (Fri., 7:30-8:30 p.m.).

Mr. Gillespie
Mr. Ringlep


Don Taylor, actor-turned-director, has become writer as well. His original teleplay, “Gym in January,” has been sold to Four Star Television for use on The Lloyd Bridges Show. He will direct episode he wrote, with filming started Feb. 6.

Buck Houghton has been signed to produce new Goodson-Todman series of hour-long original dramas which will be seen on NBC-TV next fall. Series, as yet untitled, will have Clifford Odets as contributing author and editor of all scripts.

EQUIPMENT & ENGINEERING

Lorin C. Weiss, senior sales engineer in western region of Sylvania Electric Products, appointed western district manager in Los Angeles for semiconductor division. He succeeds Roger A. Swanson, who was recently named divisional product-manager-transistors.

David K. Elwell, director of procurement and facilities services for Sylvania in New York, appointed director of new product planning.

William A. Rinefelder appointed chief engineer of product development department of Ameco, cat equipment manufacturing division of Antennavision Inc., Phoenix, Ariz. Mr. Rinefelder, who will be responsible for research and development programs, comes to Ameco from Motorola’s semiconductor products division in Phoenix, where he was applications consultant and solid state circuit design specialist for past six years.

John S. Chamberlin, manager of product planning and market research for tv receiver department of General Electric, Syracuse, N. Y., appointed marketing manager for radio receiver department. He succeeds William B. Clemmons, who has been named distribution sales manager for GE’s major appliance division.

Alvin Barshop, sales manager for tape recorder division of Emerson Radio, Jersey City, N. J., named sales manager for company’s phonograph division.

William S. Hepner Jr., manager of information office of Electronic Industries Assn., Washington, promoted to association’s marketing services department in dual role of manager of industrial electronics marketing services and manager of special projects and publications. Mr. Hepner joined EIA as head of information office and editor of association’s weekly news publication in early 1960 after four years as information officer for business and defense services administration of Commerce Dept.

Francis J. McCarthy appointed technical marketing manager for Williamsport (Pa.) operations of microwave device division of Sylvania Electric Products. He succeeds Forrest E. Gehlke, who resigned. Mr. McCarthy joined Sylvania in 1946.

Charles T. Lee, manager of market development for Philco International, promoted to marketing and sales manager for that division. Mr. Lee will be in charge of division’s New York City
office and overseas sales and export activities, both from U. S. and from foreign factories. He came to Philco in 1956 from Aveo Manufacturing Corp., where he was marketing and advertising manager of Aveo's international division.

John P. Prymak, former advertising and merchandising manager of industrial, receiving and cathode-ray tubes for Westinghouse Electric Corp., Elmira, N. Y., appointed advertising manager for five product lines of Du Mont Labs, division of Fairchild Camera & Instrument Corp., Clifton, N. J.

Henry J. Bechtold, staff writer with public affairs department of RCA, New York, appointed product news manager. Mr. Bechtold will be responsible for supervising and coordinating news and information of RCA's divisional product operations. Benjamin I. French Jr., manager of press and information for RCA Sales Corp., named trade news editor.

William J. Demorest Jr., account executive, promoted to scientific instrumentation sales manager for Honeywell's midwest region. He joined company in 1950.

DEATHS

Mr. McDonald

Services were held Tuesday, Feb. 5, at St. Catherine's Catholic Church, North Pelham, N. Y., for Joseph Albert McDonald, partner in Washington communications law firm of Hennessey & McDonald, who was killed Feb. 1 when he fell from a bridge near his Bethel, Md., home. In 1951 he was at Woodlawn Cemetery. Mr. McDonald, former NBC vp who has been in private practice in Washington since 1958, is survived by his wife, Louise Muth, one son and two daughters (At Deadline, Feb. 4).

Cecil McGivern, 55, executive of Granada TV Network Ltd., died Jan. 30 from burns following an accident at his home in Chalfont St. Peter, Buckinghamshire, near London. Mr. McGivern was formerly deputy director of BBC-TV. He joined BBC as drama producer in 1936. Beginning in 1950 Mr. McGivern helped develop Eurovision tv network.

Roland Pamler, 57, former resident of Chicago Heights and co-owner of city's first radio station, died Jan. 22 at his home in Glen Ellyn, Ill. Mr. Pamler, along with three other persons, was responsible for putting WCBZ on the air in May 1924. Three years later, station license was sold to WOK Homewood, Ill. He had also been employed as engineer for WHO Des Moines and WJJD Chicago.


Willie Donald Brooks, 20, engineer and chief announcer at WACR Columbus, Miss., was killed Feb. 3 in automobile accident near Aberdeen, Miss. He joined station six months ago.

Raphael Fleming (Mac) McGuire, 43, host of early morning show on WPEN-AM-FM Philadelphia, died Feb. 2 of stroke. Mr. McGuire, WPEN in 1955, was band leader and musician and in recent years owned and managed Town House Supper Club in Gloucester City, N. J.

James E. Rennie, 60, account executive at KGNU-TV Tucson, Ariz., for past 14 years, died Jan. 29 at his home in that city.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Jan. 31 through Feb. 6 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.


New stations

Greenwood, Miss.—William E. Hardy. Granted exp for new am on 1540 kc, 500 w-D. P. O. address 415 Howard St., Greenwood. Estimated construction cost $20,771.

New tv stations


APPLICATION

Breele, Hawaii—American Island Bestg. Corp. 720 kc, 5 kw, unl. P. O. address William Lee Short, Box 64 Hanapepe, Kauai, Hawaii. Estimated construction cost $20,157; first year operating cost $30,000; revenue $36,000. Richard P. Hobby, medical doctor, is sole owner. Ann. Feb. 5.

Existing am stations

WALO (Miami, Fla.), W. R.,—Waived Sec. 324 (g) of rules and granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions, Action Feb. 6.

WVNA (Tuscaloosa, Ala.),—Granted change on 1590 kc. from 5 kw-D. to 1 kw-N. 5 kw-LS. DA-N: change trans. site to 0.9 miles northeast of present site and increase non directional daytime ant. height to 336 ft., conditions, Action Feb. 6.

WOKJ Jackson, Miss.—Granted change on 1560 kc. from 5 kw-D. to 1 kw-N. 5 kw.

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164

Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531
APPLICTIONS


KTNM Tucumcari, N. M.—Cp to increase daytime and nighttime stations of 1 kw and install new trans. Ann. and new ant. Apr. 4.


New fm station

ACTION BY FCC


Ownership changes

ACtIONS BY FCC

KVON Napa, Calif.—Granted assignment of license and cp from Jack L. Powell and Al还有内容...
PROFESSIONAL CARDS

JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. Federal 3-4800
Member AFCOE

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lohman, Chief Engr.
INTERNATIONAL BLDG.
DI 7-1319
WASHINGTON 4, D. C.
Member AFCOE

RUSSELL P. MAY
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1735 DeSales St. N.W.
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SPOT YOUR FIRM'S NAME HERE...

BROADCASTING, February 11, 1963
OPERATING TELEVISION STATIONS

Compiled by Broadcasting, Feb. 6

<table>
<thead>
<tr>
<th>Lic.</th>
<th>CPS</th>
<th>TOTAL APPLICATIONS for new stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td></td>
<td></td>
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<tr>
<td>FM</td>
<td></td>
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<tr>
<td>TV</td>
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</tbody>
</table>

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Dec. 31

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,746</td>
<td>1,050</td>
</tr>
<tr>
<td>Cps on air (new stations)</td>
<td>64</td>
<td>31</td>
</tr>
<tr>
<td>Cps on air (new stations)</td>
<td>30</td>
<td>76</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>288</td>
<td>173</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>155</td>
<td>13</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>483</td>
<td>186</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>31</td>
<td>42</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>55</td>
<td>3</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>386</td>
<td>110</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Cps deleted</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Includes 3 stations operating on unreserved channels.


a By order, commission granted motion by Santa Maria Telecasting Corp. and extended time to Feb. 18 to file exceptions to initial decision in proceeding on its application and that of Central Coast TV for new tv stations to operate on ch. 12 in Santa Maria, Calif. Dec. 18, 1962, initial decision favored Central Coast. Action Feb. 6.

b By memorandum opinion & order, commission denied petition by Reliable Best Co., applicant for new ch. in Calhoun, Ga., for reconsideration of Sep. 12, 1962, grant to Gordon County Bestco, Inc., for short-term renewal of license of WGA Calhoun. Re- quired petitioned commission to set aside renewal grant and to designate it for hearing on character qualification of licensee in consolidated proceeding with Reliable's application and that of Blue Ridge Mountain Bestco. Inc. for new station in Ellijay, Ga. On Jan. 18, WGA was made party to Calhoun-Ellijay proceeding and issues were enlarged to include so-called "strike issues" as to applicant Blue Ridge. Commission noted that current license of WGA will expire Sep. 1, 1963, and feels it more proper to confer with BHC party respondents, in light of likely litigious nature of proceeding, for purposes of (a) determining if, and under what terms, if any, new ch. will be assigned in Blue Ridge, and (b) protecting party respondents' interests in the Calhoun proceeding. Action Feb. 6.

c Commission gives notice that Dec. 10, 1962, initial decision which looked toward granting application of Smith Radio Inc. to change facilities of WNEP Fort Walton Beach, Fla., from 950 kc., 1 kw.-LS, 250 w.-N. in, to 1,400 kc., 1 kw.-LS, 250 w.-N. in, effective Jan. 20, pursuant to Sec. 1.135 of rules. Action Feb. 5.

Routine roundup

a On own motion, postponed Feb. 4 oral argument in proceeding on am applications of Simon Geller, Gloucester, and Richmond Brothers Inc. (WMEX), Boston, both Massachusetts, pending disposition of petition by Geller for leave to amend and return application to processing line. Action Feb. 1.

b Granted petition by KFKN West, Corp. (KFKN), Sherdon, Iowa, and extended to Jan. 29 time to file replies to exceptions to initial decision in proceeding on its application for new ch. in Sherdon. Action Feb. 5.

c By memorandum opinion & order in consolidated proceeding on applications of Northfield & Hastings Bestco. Inc. and Reliable Bestco. Inc. for new am stations in Northfield and Hastings, Minn., to increase daytime power of KATE Albert, Lsa, all Minnesota, In Docs. 14684-6, granted petition of Northfield and waived a filing fee of $35. In Docs. 1316 (b) (2) of rules to permit publication of its intended dismissal order once a week for three weeks in weekly newspaper of general circulation in Northfield since there is no daily newspaper in city. Action Jan. 31.

d By memorandum opinion & order (1) denied untimely filed petitions by Broadcast Bureau and Finley Bestco. Inc. (KSKO), Santa Rosa, Calif., party respondents, to enlarge issues in proceeding on application of Bay Shore Bestco. Inc. for new ch. in Hayward, Calif., in Doc. 144444: (2) on own motion, enlarged issues to include financial qualifications of applicant; and (3) dismissed as moot Bay Shore's related pleadings and motions. Action Jan. 31.

e Granted petition by Carol Music Inc. and extended to Jan. 31 time to respond to opposition to Broadcast Bureau to petition for review filed by Carol in proceeding on re-visions of license and Sec. 2 of WCLM (FM) Chicago, Ill. Action Jan. 31.

f By memorandum opinion & order in consolidated proceeding on applications of L. B. Wilson Inc. for renewal of license of WLBC, Inc. for new ch. in Miami, Fla., and Civic TV Inc., South Florida TV Corp. and Miami TV Corp. for new stations on that channel in Docs. 14738-8, denied petitions by South Florida and Civic TV to delete certain requirements and by Miami TV and L. B. Wilson for enlargement of issues. Action Jan. 30.

g By memorandum opinion & order in consolidated proceeding on applications of The Prattville Bestco. Co. and Billy Walker for new daytime stations at Prattville, Ala., in Docs. 14767-8, granted in part motion of Prattville for enlargement and clarification of issue of record and enlargement of issues to determine whether Walker's proposal would cause interference to existing operation of WGWC Selma, Ala., or any other station within range of WKIU and extent thereof, areas and populations affected thereby, and availability of other primary services to such areas and populations. Action Jan. 30.

h In proceeding on applications of Carlson Bestco., Inc., and Barcelona Bestco., Inc., for new am stations in San Diego and La Mesa, respectively, both California, granted their joint request for additional time to file joint petition requesting approval of agreement looking toward possible acquisition of Cabrillo's application. Action Jan. 30.

i Corrected in various respects transcript of oral argument on application of 1240 Radio Inc. Richmond, Va., Ellijay, Ga., and Hope- well, both Virginia. Action Jan. 30.

j By memorandum opinion & order in proceeding on applications of York-Clover Bestco. Inc. to change facilities of WYCL York, S. C., from 1530 kc., 250 w.-D, to 1540 kc., 2 kw.-D, and to WYCL-Lex for new daytime station at 1540 kc., 1 kw., in Charlotte, N. C., granted (1) joint request for approval of amendment to WYCL-WCL application would be dismissed, and (2) petition of Lyon & Healy to dismiss of Lyon petition to dismiss agreement whereby Lyon will forgo incorporation and thereby acquire 40% of stock; dismissed with prejudice WYCL application; and retained in hearing status Lyon application. Action Jan. 29.

ACTIONS ON MOTIONS

a Commission on Feb. 4 granted request by Sarks Tarzan Inc. (WTTV), Bloomington, Ind., and extended from Feb. 4 to Feb. 23 time to reply to opposition of Indiana Broadcasting Corp. (WISH-TV) Indianapolis, to Tarzan's petition for reconsideration of Oct. 16, 1962, report and order denying motion of ch. 4 from Bloomington to Indianapolis.

b By Chief Hearing Examiner James D. Cunningham

(1) Granted petition by Broadcast Bureau and extended from Feb. 4 to Feb. 18 time to file proposed findings in proceeding on am application of Storer Bestco. Inc. (WJKB), Dearborn Mich., pending, from Jan. 24.

(2) Granted petition by Continental Bestco. Inc. and dismissal of its application for new ch. in Wren, S. C., and dismissal of order for rehearing, with prejudice and retained in hearing status remaining applications involved in matter. Action Jan. 29.

(3) By memorandum opinion & order, granted petition by Broadcast Bureau and extended to Feb. 18 time to file reply to opposition of WCCB Calif., Blythe, Calif., on evidence hearing on application of Geoffrey A. Lapping for new am station in Elk Grove, Calif., and continued hearing to March 4. Action Feb. 1.

(4) By Hearing Examiner Basil P. Cooper


(2) By Hearing Examiner Charles J. Frederick

(1) Pursuant to agreement reached at Feb. 1 prehearing conference in proceeding on am application of KASY Bestco. Inc. for renewal of license of KASK, Inc., and extended to Feb. 15 time to file reply to opposition to renewal application for hearing on Feb. 28. Action Feb. 4.

(3) By Hearing Examiner Walter B. Guenther

(1) In proceeding on application of Triangle Publications Inc. (WNIC-TV), New York, N. Y., to add four television stations in New York City to compel respondents Connecticut TV Inc. and Springfield TV Bestco. Corp. to furnish information regarding their true and exact costs and requests for subpoena duces tecum and subpoenas, each directed to Walter N. Arnesberg, president and controlling stockholder of Triangle. (2) Denied Triangle's motion to quash subpoenas issued on Apr. 2, 1963, and continued hearings on subpoenas to be held April 11, 1963. Action Jan. 14, 47 (3) Granted Triangle's motion to quash subpoenas issued on Apr. 11, 1963, and continued hearings on subpoenas to be held April 11, 1963. Action Jan. 14, 47.
discharged Annenberg from compliance with that agreement. The grantee motion to quash subpoena duces tecum is without prejudice to respondents' right to file contempt proceedings on applications for new license to cover new installation and operation of new transmitters.

- **WTOX** Washington, D.C. — Grantor, increased to March 7 in order to complete installation of new station.
- **WBP** (FM) Jenkintown, Pa. — Grantor, moved for new installation of new transmitters. Grantor, increased to March 7 in order to complete installation of new station.
- **WIAF** (AM) Kenilworth, Ill. — Grantor, increased to March 7 in order to complete installation of new station.
- **WIS** (FM) Madison, Wis. — Grantor, increased to March 7 in order to complete installation of new station.
- **WSSB** (FM) New York, N.Y. — Grantor, increased to March 7 in order to complete installation of new station.
- **WSP** (FM) San Diego, Calif. — Grantor, increased to March 7 in order to complete installation of new station.
- **WSQ** (FM) San Francisco, Calif. — Grantor, increased to March 7 in order to complete installation of new station.
- **WSW** (FM) Seattle, Wash. — Grantor, increased to March 7 in order to complete installation of new station.
- **WXY** (FM) Boston, Mass. — Grantor, increased to March 7 in order to complete installation of new station.
- **WZQ** (FM) Minneapolis, Minn. — Grantor, increased to March 7 in order to complete installation of new station.

**WSBB** Copper Hill, Tenn. — Grantor, authority to operate spring 1963 and for period beginning Feb. 1 and ending May 1.

- **Washington** (FM) San Francisco, Calif. — Grantor, increased to March 7 in order to complete installation of new station.
- **WBB** (FM) Madison, Wis. — Grantor, increased to March 7 in order to complete installation of new station.
- **WSSB** (FM) San Diego, Calif. — Grantor, increased to March 7 in order to complete installation of new station.
- **WSP** (FM) San Francisco, Calif. — Grantor, increased to March 7 in order to complete installation of new station.
- **WSW** (FM) Seattle, Wash. — Grantor, increased to March 7 in order to complete installation of new station.
- **WXY** (FM) Boston, Mass. — Grantor, increased to March 7 in order to complete installation of new station.
- **WZQ** (FM) Minneapolis, Minn. — Grantor, increased to March 7 in order to complete installation of new station.

**BROADCAST ACTIONS**

**by Broadcast Bureau**

**Actions of Feb. 5**

- **WFAAS** White Plains, N.Y. — Grantor license to cover increase in daytime power and installation of new transmitters.
- **WFAAS** White Plains, N.Y. — Grantor license to cover increase in daytime power and installation of new transmitters.
- **WFCM** Washington, D.C. — Grantor, increased to March 7 in order to complete installation of new station.
- **WIF** (FM) Jenkintown, Pa. — Grantor, increased to March 7 in order to complete installation of new station.
- **WIBF** (FM) Kenilworth, Ill. — Grantor, increased to March 7 in order to complete installation of new station.
- **WFAA** White Plains, N.Y. — Grantor, increased to March 7 in order to complete installation of new station.

**Actions of Feb. 6**

- **San Juan Non-Profit TV Assn., Farmington, N.M.** — Grantor, increased to March 7 in order to complete installation of new station.
- **KEZI-TV** Eugene, Ore. — Grantor, increased to March 7 in order to complete installation of new station.
- **KZM** Muleshoe, Texas. — Grantor, increased to March 7 in order to complete installation of new station.
- **K3AV** Sargents, Colo. — Grantor, increased to March 7 in order to complete installation of new station.
- **K7AR** Bowdrie, S.D. — Grantor, increased to March 7 in order to complete installation of new station.
- **KCBTV** Lubbock, Texas. — Grantor, increased to March 7 in order to complete installation of new station.
- **KAF-TV** Jonesboro, Ark. — Grantor, increased to March 7 in order to complete installation of new station.

**Broadcasting Application**

**BROADCASTING** The Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington 6, D.C.

Please start your subscription immediately for—

- $2 weekly issues $7.00
- $2 issues and $1963 Yearbook $12.00
- $1963 Yearbook $5.00

name: [ ] title/position*

[ ] company name

[ ] address

city: [ ] state: [ ]

zone: [ ] state: [ ]

Send to home address—

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*Continued on page 79*
RADIO

Help Wanted—Management

Detroit . . . sales management, with proven record of sales, who loves the challenge of selling, opportunity with top dependent. Complete resume please. Box 584B, BROADCASTING.

Manager unusual opportunity to manage station in one of ten leading markets. Must have previous experience as manager or sales manager of negro program station. Box 25B, BROADCASTING.

Sales manager midwest market among leading forty. Leberal guarantee with incentive. Box 46B, BROADCASTING.

Wanted-immediately. Experienced sales minded manager for western N.Y. Some top salary and benefits. Send photo and full particulars. Box 588B, BROADCASTING.

Once in a lifetime an opportunity for sales manager, radio time salesman or assistant who is self starter, knows how to sell, wants permanent position. Security, competitive salary plus marvelous incentive plan, Send details Bill Harrell KYVO. Laredo, Texas.

Sales

Full time small market station in rocky mountains forAnimate, state. Wanted experienced, interested in salesman. State experience and salary desired first letter. Excellent management cooperation. Box 19B, BROADCASTING.

Sales-producer, experienced, ready to move up to manage expanding eastern local operation. Box 51B, BROADCASTING.

Salesman announcer. Require polished salesman able to account for large accounts in midwest. Salary and commission. Experience needed. Please, resume, photo, tape first letter. Box 60B, BROADCASTING.

A top flight, successful fm station on the air for 2½ years in northern California with one successful time salesman needs a second man. Permanent position, salary, plus commission. Good living conditions. Million and half population in prime coverage area. Reply full details first letter, but only if two years' successful sales experience in radio. Box 79B, BROADCASTING.

Leading California market, long established broadcast group operation, expanding sales staff. Golden opportunity for earnings, sunshine, and city living. Immediate. Box 118B, BROADCASTING.

Sales opportunity . . . prove you can both carry big billings and manage a sales staff and you'll earn $40,000 the first year in California field. Only real radio men need apply. Reply to Box 122B, BROADCASTING.

Radio sales department manager wanted. Desire experienced, family man who seeks permanent position. Opportunity for advancement. Send application, references and background information to F. Robert Woodward, Jr., General Manager, Radio Station KDFH, Dubuque, Iowa.

Wanted salesman or combination announcer-salesman who wants fulltime sales. Contact Dale Low, KNMC, Moberly, Missouri. Phone AHIers 3-1238.

Help Wanted—(Cont'd)

Sales

SSS here's your chance to make money with a growing station. The surface hasn't even been scratched if you have at least a sales experience and a proven sales record, write or call Bob Dullinger Sales Manager, WCNT, Centralia, Illinois.

Salesman for quality northern Ohio fm station. Excellent opportunity for aggressive ambitious and qualified salesman. P. O. Box 2800, Port Clinton, Ohio.

Announcers

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sounding daytimer, $100 weekly. Box 328B, BROADCASTING.

Announcer-newsman. New Jersey. Must have minimum experience. Box 94A, BROADCASTING.

Announcer, hard worker, mature, personality, co-operative. Small, fulltime north-east market. Some experience preferred but not necessary. Send tape resume, salary requirements. Box 42B, BROADCASTING.

Announcer-production with knowledge and enthusiasm for techniques of top tune format. Midwest. Box 62B, BROADCASTING.

Announcer with first class ticket. Desirable mid-Pennsylvania location. Tell all in first letter. Box 67B, BROADCASTING.

Small midwest station. Newsmen and small-newsman, Ideal commuting station. No floaters or wild "dj's." Box 93B, BROADCASTING.

Personality dj: No looks. If you can keep a lively pace, deliver a sizzling spot, like pop music (not junk), run a tight board, and will let us run the station, let talk. Top rated station, eastern market. Send tape, photo and background. Box 111B, BROADCASTING.

Experience announcer with 1st phone, good commercial delivery, for solid midnight station operation. Permanent, pleasant surroundings, many company benefits. No maintenance or technical work required. Send resume to Box 113B, BROADCASTING.

Leading New Jersey am-fm station needs first phone Announcer. Good salary, full paid pension and hospital plans. Immediate opening. Box 129B, BROADCASTING.

Immediate opening at major Houston station. Adult personality, experienced with a professional with resonant voice, intelligent news delivery or news voice, needed. Send tape, resume. Box 135B, BROADCASTING.

KLIX, Twin Falls, Idaho seeking experienced announcer for radio and television. Immediate opening. Above average salary, paid vacation, group insurance, credit union, Rush tape, photo or film, references and resume to Buzz Langdon, Production Manager.

Quality, big band, big coverage, Mutual daytimer wants all around top drawer announcer. $120 minimum per week to start. No prima donna. Send tape, photo background to Winslow Porter, WJTO, Bath, Maine.

Help Wanted—(Cont'd)

Announcers

Wanted: staff announcer for fast-paced good music, CBS affiliate. Send tape, picture resume to WANE, Radio, Fort Wayne, Indiana. No phone calls please.

Top rated modern format radio station in Peoria, Illinois, is constantly on the alert for bright-sounding personalities and aggressive salesmen. Please send resume and tape and resume to Program Director of WIRL.

DJ, 1st phone. St. Louis area, $115 week to start. Contact Chuck Norman, WGNU Radio, Granite City, Illinois.


Mature, experienced announcer, first phone. WJL, Jacksonville, Ill.

 Experienced 1st phone announcer-newsman no maintenance, Michigan daytimer Mutual. Good opportunity for young fellow with growing organization. Salary depends upon experience and ability. Send tape, resume and photograph, WJUD, St. Johns, Michigan.

WWIZ, Lorain, Ohio wants announcer with Good voice, Good experience and Excellent character even if you have little experience. Write, wire, phone Joe Leonard.

Wanted announcer: Mature experienced radio man for large radio and tv combination. Man we hire will be expected to work radio and live tv. Salary and talent conditions can be talking once income right man. Mail tape and resume to Chief Announcer, Box 731, Amarillo, Texas.

Capable morning man. Our listeners like to talk to good people—a cheerful voice, authoritative news well prepared. What else can you do? Play by play, farm programs. Will send tape, resume and references. Reply to V. J. Kaspar, WILO AM-FM, Frankfurt, Indiana.

Indiana am daytimer and fm fulltimer needs first ticket announcer. Possibility of becoming pd for right man. Salary open. No maintenance but no applications without first ticket. Contact Frank Haag, WMRI, Marion, Indiana. Phone North 4-7206.

Phil's most successful fm popular music, fake station. Needs tapes and resume please. WQAL, Phila. 18.

Negro gospel. The nation's highest rated Negro group has immediate opening for an experienced gospel man. Must be excellent board operator, have good voice. Send complete resume and references. Reply to: Executive Vice President, McLendon Broadcasting Company, Suite 860, Milner Bldg., Jackson, Mississippi.

Technical


Engineer-announcer strong on maintenance, wanted. Immediately. Chance for advancement in Florida multiple station chain. Salary open. Tape references requested. Don't wait. This could be your break. Box 85B, BROADCASTING.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

• SITUATIONS WANTED 20¢ per word—$2.00 minimum • HELP WANTED 25¢ per word—$2.00 minimum.

• DISPLAY ads $20.00 per inch—STATIONS FOR SALE and WANTED TO BUY STATIONS advertising require display rate.

• All other classifications, including Employment Agencies, etc., 30¢ per word—$4.00 minimum.

• No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

BROADCASTING, February 11, 1963
Help Wanted—(Cont’d)

Technical

First class ticket holder wanted to head up engineering department for established Illinois station. Must be able to maintain transmitter and studio equipment, and have supervisory ability preferred. Fine opportunity. Box 1349, BROADCASTING.

Sunny south Florida station has immediate opening for experienced announcer. Must be strong in maintenance work, including repair of antennas. Write photo and resume. Box 703, BROADCASTING.

Wanted—1st class engineer and announcer. WCQI, Whitehall, Michigan. Station going on air March 1st. Send all information to radio station WCEN, Mt. Pleasant, Michigan.

First ticket announce. Would prefer engineer who could serve as announcer. Immediate opening for family man who likes small town. Salary dependent upon ability and versatility. Rush details, salary expected, tape and snapshot. References will be required. Opening 188, BROADCASTING.

Wanted-chief engineer for WHIG, 5 kw, in Greater Philadelphia area. Must have experience in the phases of technical maintenance including building operation and maintenance. Must assume responsibility for technical department and keep it open. Phone 272-6125 or write P. O. Box 1807.

Chief engineer experienced with directional antennas. Some mike work. Immediate opening at KIOX, in Bay City, Texas, near gulf coast and Houston. Write giving qualifications to KIOX, Box 1291, Bay City, Texas.

Production—Programming, Others

Program director wanted for high class Illinois full-time operation. Fine opportunity for creative, imaginative man who is expert with music and can supervise sparkly, upbeat broadcast. Must have experience for right man, plus many valuable extras, plus ideas, plus desire to progress. Box 1877, BROADCASTING with details of experience, references, availability for interview.

Action newsman wanted. One who can find the news. We need a first prime. Interviewing, deep reporting, on the scene type. Must have a good, strong voice. Top rate. Top salary. Rush. Experience. Top. Top. Top. Top. Top. Box 1249, BROADCASTING.

Newcaster, Authoritative. Capable writer, talker, newscaster, air newscast. Near New York City. Box 95B, BROADCASTING.

Looking for a step up. Better pay. Top rate. Near by. Shifts on maintenance but last class license and successful announcer experience. Box 1417B, BROADCASTING.

Modern radio newsmen needed by growing group. Fill vacancy forced by promotion. New location, new salary, new opportunities. Send tape and resume. Box 147B, BROADCASTING.

Program director, suburban Chicago. No requirement for experience. Excellent chance to strive for maintenance but last class license and successful announcer experience. Box 134B, BROADCASTING.

Program manager. Must be highly creative. Dignified announcing in fast moving top 60 format. Dependability, credit must check out. Top money plus hops. Start March 1st. KRDY, Box 1066, Minot, N. D.

Production—Programming, Others


Newman—have immediate opening for qualified experienced newsmen, must be able to gather, write and air news in factual authoritative manner for 5,000 watt medium effective station. Excellent reputation as prestige news station. Resume, photo, tape and references first letter to Box 1347, WCMX, Marquette, Michigan.

Script writers wanted. The broadcasting commission of the Chicago Board of Rabbis is looking for a writer for their series "The Magic Door." Allocated weekly at 8:30 am Sundays on WDBM TV. These are programs for children, children's programs, which include lessons in morality, and dramatization of new history. For further information including format, contact: Henry H. Minet, WA-TH, 73 East 11th Street, Chicago, Ill. Ill.

RADIO

Situations Wanted—Management

Want station to manage, buy into, strong sales, experienced, employed. Box 116A, BROADCASTING.

Thoroughly familiar with all but engineering phases of radio and television. Former sales manager, present radio manager and tv. Now employed general manager station radio market desires opportunity to manage station. Top record. Box 206B, BROADCASTING.

35 year old announcer, p.d., salesmen. Many years radio/tv. Looking for position in management, or with view to same. Box 52B, BROADCASTING.

Attention New York state . . . small market, manager, sales manager, strong on sales and programming. Excellent Bay. Box 107B, BROADCASTING.

Manager with executive sales experience, radio and tv, familiar with merchandising, administration, recruiting, training, marketing and labor negotiations, seeks responsible position. Box 129B, BROADCASTING.


Mr. station owner, what have you to offer? Thirty five years old, 11 year broadcasting experience. Strong, active, experienced. Desires any position in any situation. Have worked in every phase, from playing to announcing. All experience. Box 129B, BROADCASTING.

General manager. Proven record of top sales, administration and programming. Many years interest Florida, west or southwest. Could invest. Box 153B, BROADCASTING.

General manager. Proven record of top sales, administration and programming. Many years interest Florida, west or southwest. Could invest. Box 153B, BROADCASTING.

Sales

Top jobs in sales, management. Also general manager. Prefer metropolitan New York City, New Jersey or eastern Pennsylvania. College grad. Box 137B, BROADCASTING.

Top sales, sales management. Also general manager. Prefer metropolitan New York City, New Jersey or eastern Pennsylvania. College grad. Box 137B, BROADCASTING.

Georgia, Alabama, Mississippi, Florida, Louisiana. Prefer内陆 position with accent on sales. Single, ambitious, previous employment experience. Prefer location in state prep football plans by play experience. One year remote experience from Wall Street. Box 137B, BROADCASTING.

DJ Personalities Needed.

Prefer Midwest. Box 137B, BROADCASTING.

Personalities Needed. Box 137B, BROADCASTING.

Desires permanent with good station with friendly staff. Box 129B, BROADCASTING.

Announcers

DJ/personality. Now employed. Adult program director needed. Excellent opportunity. Box 69B, BROADCASTING.

Announcer first phone. Experienced. Air, sales and creative copy. Seeks solid opportunity. Also to relocate. Box 21B, BROADCASTING.

Negro announcer with smooth sound. Personal and dependable and available. Any format-market. Strong radio, and commercials. Box 501, BROADCASTING.

D.J. newscaster, middle of road dj. Audio and visual news, fast board, tight production. Not a floater. Box 706B, BROADCASTING.

1st phone announcer. Good sound, experienced, in town. Box 106B, BROADCASTING. Wanted—second worker—2 years experience, dependable. Must possess ability to work and receive on request. Box 77B, BROADCASTING.

Recent announcing school graduate age 22, married with 5 years broadcasting experience, prefer to start in radio as d-j. Announced, news, sportscasting, etc. Box 80B, BROADCASTING.

Staff announcer, young, experienced, college graduate. Pleasure to work in an ambitious good music station offering additional opportunity. Box 59B, BROADCASTING.

I am a top 40 disc jockey that needs more money. Who are you? Box 383B, BROADCASTING.

First phone announcer, 5 years experience. Family man, $35 minimum. Box 84B, BROADCASTING.

Announcer, 1st phone, no maintenance. 20, interested in announcing single, relocate. Box 88B, BROADCASTING.

Boston P.D., 8 years experience station manager, news, programming, seeks good opportunity. Box 105B, BROADCASTING.

Young-ambitious d j-newsmen. Personality, talent. Willing to work. Prefer metropolitan, New York, New Jersey area. Box 198B, BROADCASTING.

Live format wanted. First phone, experience, good talker. State minimum. Box 106B, BROADCASTING.

Experienced first phone announcer needed for new eastern station. Going on air soon. Box 102B, BROADCASTING.

This thoroughly experienced top announcer needed for new eastern station. Going on air soon. Box 102B, BROADCASTING.

Top 40 nighttime d j., 5 years experience, family, veteran. Box 129B, BROADCASTING.

Announcer, aggressive 29 year old dj, 10 years experience, excellent copy. Top 40 to classical clock seeks medium market or better in east coast area Boston to Florida. Married vet. Prefer employed, worked successfully in pd, and sales management. Box 129B, nearest PM or write Box 129B, BROADCASTING.

DJ, newscaster. Smooth delivery, pleasant personality, Reliable, Ambitious. Available anytime. Box 106B, BROADCASTING.

Personality dj, first phone. Tight production. Ready to move up. Box 133B, BROADCASTING.

Hard worker, disc jockey, newscaster, sincere, honest. Any format, good board, well trained-good delivery. Third phone. Tape, photo. Box 189B, BROADCASTING.
Help Wanted—(Cont'd)

Help Wanted—Announcers

Top man with good music, commercials, author-
torial news, and ticket. Larger market, $600 min. worth it. Box 141B, BROADCAST-
ing.

Experienced first phone announcer seeking better chance.演习 Fantastic experience. Reli-
able. Box 143B, BROADCASTING.

Announcer-first class license. Presently em-
ployed, Prefer Minnesota, Wisconsin, Iowa. Box 116B, BROADCASTING.

First phone combo, minimum experience. Look-
ing for right opportunity. Contact G. Sanders, 4693 Colorado Avenue, Harrisburg, Pennsylvania. Phone KI 5-6202.

Announcer-salesman. First phone. New Eng-
land preferred. Box 161B, BROADCASTING.

Announcer-engineer. Ist phone. Available im-
mediately. Prefer northwest area or Hawaii. Box 151B, BROADCASTING.

10 years radio veteran of big eastern mar-
tet. (Top rated show) desires new location with good music and/or jazz, or play by play. Am also available p.d. and album reviewer. Box 152B, BROADCASTING.

Sports director small market. Ready to move up. First class play by play looking for an opportunity. Local baseball and sales. College graduate, good appear-
ce. Fine references. Will rush tape. Some tv experience in college. Box 155B, BROAD-
CASTING.

Four years experienced first phone an-
ouncer desirous of getting into a small market in Iowa or Minnesota. Phone 373-
742 or Write Dwaine Brownington, Route 3, Albert Lea, Minnesota.

Ron Roberts, formerly night man ( swinger) with WOWO, Ft. Wayne, WEBC, Duluth, WSPD. Toledo wants to locate for per-
mart employment in Wisconsin or northern Indiana or Illinois. 9 years experience, major markets. Phoned Ashfield, Ohio. In dept. Write Ron Roberts, Tekonsha, Michigan.

News, dj, 2 years all phases. Radio tv ex-
erience. Single, college education, top credit and top references. Stable, sober. Dick Harris, 1215 East First St., Mitchell, South Dakota. 966-7712. Need job now!

Have #1 hooper, recommendation from former employer. Immediate need. Position in-
box. Prefer eastern U. S. format. Contact us. Box 159B, BROADCASTING.

Experienced first phone announcer, dj. Tight production, bright modern sound. Fred Lane, 1225 Hubbard Ave., St. Paul, Minne-
sota. Phone 644-863.

Seven years diversified experience; two years present position. Desire employment with sound organization with college re-

Help Wanted—Technical

Chief engineer. Excellent past record and experience. Desires move due to overhauler climate, although unusually good opportu-

nity would be deciding factor. Mature image of a drifter. Box 153B, BROADCASTING.

Five years radio, seeking sports and related work. Will consider all offers. Box 273A.

I offer 11 years announcing experience in all phases. Can you offer permanency, op-
portunity, good salary? Box 325A, BROAD-
CASTING.

Newman—good commercial announcer. Matured, dependable. Metropolitan area preferred. Box 85B, BROAD-
CASTING.

Copyrightter with imagination, college de-
gree, experience. 4 years looking for a market. Box 87B, BROADCASTING.

Newman-announcer, 5 years experience. Gather, write and deliver. Major southern markets. Box 152B, BROAD-
CASTING.

Is there a job east coast, west coast or Chicago for top rated negro newscaster? Experienced, currently employed midwest market. H.S. education and college double major. Position desired with prestige radio operation that is vitally concerned with news. Excellent references. Box 90B, BROADCASTING.

Kiddie show personality: Ventriloquist, pups, strong on commercials ten years broadcasting experience, self starter, have tried and proven format for large or medi-
un market. Will go anywhere. Box 161B, BROAD-
CASTING.

Extra sharp. Top programmer-production ace wants chance as either or both in medium to metro market. Young, creative, versatilie, good personality. Available full profes-
sional showman. 9½ years. Box 163B, BROAD-
CASTING.

Top sports man available. 11 years in busi-
ness complete experience play by play baseball, football, basketball, golf, tennis. Want play by play position coupled with daily sports shows on television or radio or both. Prefer college, program director duties. Major baseball experience and good color. Available March 15th. If you want a good fulltime, young, sportsman drop me a line and we'll talk. Box 164B, BROADCASTING.

Experienced radio ad man. Creative con-
tinuity writer, employable immediately. Master's degree. Box 150B, BROAD-
CASTING.

Little Rock, Memphis areas. Air personality, copywriter, newsmen, production, traffic, AV.

CASHLESS, college, vet, young, employed metro market. Available April 1st. Box 142B, BROADCASTING.

Experienced first phone announcer desires move up to program director 25, N.A.O.B. graduate, five years on the air. I've done it all—maintenance, idol staff how. Box 145B, BROADCASTING.

News and special events man, radio-tv. Skilled in reporting, writing and airing news right and producing penetrating doc-
umentaries, editorials and features. Norman S. Morris, 1400 Lakeshore Drive, Shreve-
port, Louisiana. Telephone 631-2273.

Help Wanted—Announcers

Technical

Television

Situations Wanted—(Cont’d)

Situations Wanted—(Cont’d)

TV control board operator. Maintenance experience helpful. Radio telephone first required. Box 41B, BROADCASTING.

Chief engineer for full power vhf, midwest network affiliate. Must be able to admin-
istrate and direct operation for 15 man staff. Started position. Prefer Anchorage, Oklahoma. Send full particulars to Box 135B, BROAD-
CASTING.

Need studio engineer with basic know-
edge and drive for optimizing operation. Opportunities exist for either, Anchorage. Box 135B, BROAD-
CASTING.

Major power UHF tv station in south cen-
tral Pennsylvania. Personnel interview. 3 years class radio telephone operator for transmitter and studio operation. Starting salary commen-
turable with background and ability. Liberal company benefits taxable. Re-
sume to Box 157B, BROADCASTING. Strict-
ly confidential.

Engineer first class license. Immediate opening television swticher/shifter. Call Carl Anderson, KKET-TV, Montrose, Colorado.

Immediate opening for experienced engi-
neer in position with full power, channel 2 station in Montana's largest market. Pre-
fessional position available. Salary for television maintenance for daytime schedule, five days a week. Fisherman's apartment. Call Grant F. French, 232-5611 or write P. O. Box 2557, Billings, Montana.

Experienced VHF engineer, interested more in future than big salary now. Maintenance-
work, RAIL-TV, channel 33, AM 4-1300-AM 4-2120, Fresno.

Engineer with firstclass FCC license, 40 hour week normal. Possible assignment at both transmitter mountain site and down-
town office. Operating profit of $175,000 plus. Contact R. M. Cleveland, KGUN-TV, Tuc-
cson, Arizona.

Production—Programming, Others

Male or female with tv experience to man-
age traffic department in south Florida station. Submit resume to Box 55A, BROAD-
CASTING.

California network tv station in medium market. Wants highly professional experi-
ted tv artist promotion man. Give all details in first letter. Box 146B, BROAD-
CASTING.

Thoroughly familiar with all but engineer-
ing phases of radio and television. Former sales manager and program director radio and tv now employed by a general manager 2 station radio market desires opportunity larger market sales management or manage-
ment, Top record. Box 208B, BROAD-
CASTING.

Situations Wanted—Management

TV station manager: Just separated from a UHF tv station (in fairly competitive market). I've managed since May 22, 1961. Station grossed $352,000 in 1960, and grossed $405,000 figures at the time I took over. In 1962 station billed $350,000 operating profit. I have no open-
ment of $20,000 "non-competitive" payment to previous owner. I have excellent national and local level research and sales management. I'm married with two children and willing to relocate. If you'd like to talk, just write or call: Philip J. Richtscheider, 3584 Sampson Lane, Youngstown 5, Ohio. Phone: 747-9995 Area Code: 216.

BROADCASTING, February 11, 1963
**Situations Wanted—(Cont'd)**

**Management**

Enthusiastic 36 year old sales executive, idea man, now assistant manager, 75,000 market, seeks greater opportunity in larger market. Earning $30,000, Civic leader, family man, married, N.Y. \& N.J. \& N.C. \& N.G.

Interested in organizing or managing a film-video tape department, 10 years experience. (UHF \& VHF) Box 161B, BROADCASTING.

**Sales**

Tom Brown wants radio/tv station (one with a sales problem) Tom Brown has the knowledge and experience and needed to sell major N.Y. ad agencies on using your station. Tom Brown has the know how to train your staff in the proven techniques of successful selling to your ad- vertisers, and your local agencies, too. If you want to grow, Tom Brown wants you. If you need Tom Brown, act fast! Thomas J. Brown, 445 West End Avenue, New York 22, New York. TR 3-6536 (Home) or PL 7-1800 (Office)

**Announcers**

Nine years television and radio announcing, mature. Dependable. Prefer tv or tv and radio, references 33, married, Cal Hardwick. 1637 Midtown Daisy, Dallas 1, Texas.

Desire tv position, New England, First place. Box 165B, BROADCASTING.

**Technical**

Chief engineer or supervisor position desired, 14 years tv, 8 years as chief. All phases. Box 106B, BROADCASTING.

1st ticket, desires to learn tv transmitter operations. Box 78B, BROADCASTING. Will consider other areas if good opportunity permanently permanent. Box 127B, BROADCASTING.

**Production—Programming, Others**

Traded major for minor market for overall experience. Now have it in film, production, programming and administration. Also have family, degree, many friends, presently operations-production manager. Will move for $6000. Box 78B, BROADCASTING.

Newscaster - writer - announcer, journalism graduate. Now having lasting 50 Vecs. Seeking change, tv, or radio, preferably west-south-west. Salary open. Box 105B, BROADCASTING.

Writer-director-announcer in 20th market. Created shows topping anything local or net. Never lost an account. Box 42B, BROADCASTING.

TV newsman experienced in digging, shooting, writing and editing. Regular airing required. Box 110B, BROADCASTING.

News director. Award winning, mature authority. Journalism graduate. Top rated major, market. Offered every facet tv-radio news. Prize for quality news. Minded management interested top ratings. Box 112B, BROADCASTING.

News. On-camera; editorials; credits; 14 years. West (present employment), or mid-west. Reply wire or airmail. Box 149B, BROADCASTING.

Woman program specialist 16 years broadcast experience, 16 years as tv program manager affiliated networks. Air experience in radio and tv as newscaster, interviewer, commentator, announcer. Production, traffic, film buying, public relations and license renewals. West Coast preferred. Available April 1st. Box 141B, BROADCASTING.

Newscaster—10 years reporter, writer, newscaster, cameraman, background. Seeks television operation where can gather, write, film and broadcast news. Box 162B, BROADCASTING.

**WANTED TO BUY**

6 kw am transmitter, Gates preferred. Box 542, BROADCASTING.

We need fully equipped tv mobile unit on truck basis: 3,000 purchase. Box 286A, BROADCASTING.

Used Presto 895's or Ampex 350's. Full back in good condition. Box 123B, BROADCASTING.

122Z Collins 4 position program pick-up amplifier. Must be in top condition. Box 150B, BROADCASTING.

5 kw transmitter. Reeves, box 904, Concord, California Phone 685-1480. Full description please.

Recent model 5000 watt transmitter in good condition. Will prefer Gates or RCA. Give price and conditions to Martin Martenson, Spadeo Electro Mic Insurgents Sur, 1870 Mexico City.

Wanted Ampex model 1060 Modulator/de-modulator, for video, or related equipment. Box 110B, T.A., WAGP-TV, Huntsville, Alabama. Phone 539-1783.

Wanted: used microwave equipment, RCA or Howard. BAYview, Near Keith Townsend, KAYS TV, Hays, Kansas.

**For Sale**

**Equipment**

RCA BTF-10B. 10 kilowatt fm transmitter. $6500. Box 325B, BROADCASTING.

Sony Newscaster EM-1, all transistor portable tape recorder for field and spot interviews. New. $1500. Steve Baline Productions, 59 Oviedo Court, Pacifica, California.


**For Sale**

 Possibly $20,000. Box 784A, BROADCASTING. Incomplete, but telly, newscast, tv and radio. Seven-speed three-speed turntable, Poor condition, $250. Box 290B, BROADCASTING.

**Telecommunications**

Microphones, has two 45 tables, one three-speed turntable, and public address system, combination air conditioner and heater. Reasonable. Call or write, WASA, 1411 H St. NW Washington, D.C. 20005.

Two 15" Helix 50 coaxial Jacketed Cable 90' per foot. $80. 15" and 13" coaxial Jacketed Cable 100' per foot. $150. 13" and 11" coaxial Jacketed Cable 100' per foot. $125. Box 784A, BROADCASTING.

**Suspicious**

for sale: Remote custom built trailer, 12 by 6 nears 645000. Will handle three microphones, has two 45 tables, one three-speed turntable, and public address system, combination air conditioner and heater. Reasonable. Call or write, WASA, 1411 H St. NW Washington, D.C. 20005.

**Miscellaneous**

Thomas Patrick Stanton, formerly of St. Peter's, C. V., will be in residence at the hotel and telephone number so we may contact you regarding a mutual interest. Box 106B, BROADCASTING.

Resumes by Ph.D. currently in television industry. Past service. Details airmailed. (Cont'd)

Pepping up farm show? Washington correspondent fifteen years (M.A. degree) will provide daily, weekly, farm news reports, $5000. Write: Box 969, BROADCASTING.

39,000 Professional Comedy Lines! Topical laugh service featuring deelyclip, introductions. Free catalog. Orin Comedy Books, Atlantic Beach, N. Y.

Special rates to Christian religious broadcasters. AM & 9 AM. WTOS, Milwaukee 13, Wisconsin.

**Business Opportunities**

Unlimited funds available for radio and television promotions, in financing for the broadcasting industry. For details to Box 286A, BROADCASTING.

Experienced sales and management team of two with substantial capital interested in participating in new station, with possibility of eventual full purchase. Radio station with good convenience in 73 markets Box 93B, BROADCASTING.

Station making money wants someone to buy 1st mortgage, 10 year pay-out. Box 162B, 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, 1506 N. Western Ave. Hollywood 27, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 1 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Two weeks course, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2605 Inwood Road, Dallas 35, Texas.


Be prepared, First class F.C.C. license in six weeks. Top quality theory and laboratory instruction, G. I. approved. Request free brochure. Elkins Radio License School, 2605 Inwood Road, Dallas, Texas.

FCC license in 6 weeks. Waldo Brazil Instructor, Lowest tuition, with guaranteed results. It’s Space City’s best offer, Houston Institute of Electronics and Broadcasting, 1 Main Street, CA 7-6529.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 400 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 150 West Ave., Burbank, California.


San Francisco’s Chris Borden School of Modern Radio Technique. Graduates all over the country. 1st phone, DJ instruction, placement. Free illustrated brochure. 329 Geary St.

Jobs waiting for first phone men. Six weeks gives you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.


EMPLOYMENT SERVICE

OPPORTUNITY! ALL BROADCAST PERSONNEL PLACED ALL MAJOR U. S. MARKETS MIDWEST SATURATION Write for application NOW

BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So.
Minneapolis 17, Minn.

RADIO

Help Wanted

Management

EVP
EXECUTIVE VICE PRESIDENT

Radio Chain operating metro stations in South has immediate opening for executive vice president, with the following combination qualifications.

Under 42, married, college degree or equivalent, military service or offer, 7 yrs broadcast management. Must have specific knowledge of sales, promotion, clerical, programming, personnel & general knowledge of accounting, engineering, FCC and local.

Must be a tough detail-oriented administrator and decision maker with follow through who possesses imagination, common sense, courage and smooth personality. Willing to make sacrifices necessary for success and accomplishment. If you are this man, we will pay you well and give you fringe benefits while you work 65 to 70 hours a week in pleasant surroundings with wonderful people. Send complete resume and late photograph, in complete confidence. We will contact you confidentially.

Box 208A, BROADCASTING

RADIO

Help Wanted

Situations Wanted

MODERN RADIO PROGRAMMER SEeks LONG-TIME RELATIONSHIP WITH LONG-TIME OWNERSHIP STATION

If you're in the radio business and dedicated to it for not only monetary reasons . . . if you realize that audience needs must be answered intelligently and vibrantly in this modern society. If you believe in ratings . . . if you're not prejudiced about music . . . if you believe in Leadership and wholesome competition I would like to hear from you.

Box 330A, BROADCASTING.

PROGmAM DIRECTOR

at number one 50 KW coast power seeks. Best recommendations from current employer. On air with top ratings and good rating story. 10 years in radio. Top operator that can do the job for you. Major markets only. Currently in top 40.

Box 188, BROADCASTING

TELEVISION

Help Wanted

Management

WANTED: GENERAL MANAGER for midwestern Radio-TV operation located in midwestern market city and area. Must have business acumen and sales-organizational ability. Must have at least five years experience as a station manager or in the top administrative part of management. Good, livable salary. Write in detail giving references and salary ideas.

Box 101B, Broadcasting

FM STATION MANAGEMENT/SALES

Unusual opportunity with leading West Coast market FM operation. Ideal chance to grow with established broadcast group. Salary, plus. Immediate. Box 114B, BROADCASTING

ANNOUNCERS

WANTED BY PHILADELPHIA

area station, two popular personalities. No screamers. First phone desirable, top pay.

Call: MANAGER

609-382-6646

ASSISTANT TELEVISION PROGRAM MANAGER

Major Western Market.

Need at once experienced television programmer. Must have five years experience as program manager or assistant program manager in a major market. Include complete background and salary requirements. Reply to Box 117B, Broadcasting

ENGINEERING ASSISTANT

Major northeastern AM-FM-TV stations are looking for an engineer who wants to move up. Excellent opportunity if you can handle responsibility at studios and transmitters. Good salary and fringe, also relocation allowance. Box 398, BROADCASTING

BROADCASTING, February 11, 1963
For Sale

Equipment

MISCELLANEOUS (Cont'd)

MOVING TO CHICAGO?
Contemporary suburban executive ranch. Four bedrooms, two baths, full base-
mament, gas heat, wooded lot. Near shop-
ing, best transportation, all schools.
$37,900. Phone: Mrs. Hutchinson: Chicagoland
WO 8-8665 or HU 3-0020

For Sale

DIRECT from EUROPE
Custom Interviews and News Features—Taylord for YOUR
MARKET.
Box 998, BROADCASTING

For Sale

KINE-SCOPE RECORDERS—Two (2) GPL 16mm kine record-
ers, model PA303, must be dis-
posed of as quickly as possible.
Both are in excellent operating and
physical condition—recorder with serial #75 has a Mauer
Sound Recording Head. Recorder
serial #92 is without sound. We
will listen to any offer and dis-
cuss any deal. We are interested
in moving this equipment ASAP.
Box 71B, BROADCASTING

INSTRUCTIONS

RADIO-TV ANNOUNCING COURSES
ENGINEER & 1st FONE COURSES
Active Placement Service.
Attention Managers: A few Outstanding
Announcers now available for radio-tv.
KEEGAN TECHNICAL INSTITUTE
"Since 1947"
207 Madison, Memphis, Tenn.

AD LIFS!
A new monthly publication of Clean
Lines for DJ's Comics & Speakers.
Sample sheet on request.
Write:
2510 Queens Chapel Road,
Apt. 304, Hyattsville, Maryland
or Phone: 301-864-9151

THE PIONEER FIRM OF TELE-
VISION AND RADIO MANAGE-
MENT CONSULTANTS
ESTABLISHED 1946
Negotiations Management
Appraisals Financing
HOWARD S. Frazier, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

EASTERN TV
Money-making UHF station in all uhf area.
Price relative to cash flow.
CHAPMAN COMPANY
2045 Peachtree Rd., N.E., Atlanta 9, Ga.

Continued from page 73

Auburn, Wash.: KBOY-AM-FM Medford, Ore.: KGEN Toppenish, Wash.: KLSD La-
Grande, Ore.: KXAJ, KJIB, Hot Springs
TV Club, Hot Springs, S. D.; K74SD, K82AW,
KRZL, Dubuque Area Translator Co., Du-
buque, Iowa; KHVH Honolulu, Hawaii.

WOLE-AM Aguadilla, P. R.—Granted li-
cense for 1500, AM station, at location
Atayala Peak, near Anasco, P. R., and
specify studio location as WABA Radio
Building.

KCAL Redlands, Calif.—Granted mod. of
station to change type, trans., and ann-trans.
and studio locations.

KFAR Vancouver, Wash.—Granted mod.
of cp to change type to trans.

KCKW Jena, La.—Denied request for mod.
of pre-sunrise condition attached to out-
standing cp.

Following stations were granted exten-
sions of completion dates as shown: KGAR
Vancouver, Wash., to June 1: WKHM-FM
Jackson, Mich., to June 23; WPIT Pitts-
burgh, Pa., to March 15; KUFY (FM) Red-
wood City, Calif., to March 1; WTU-FM
Grafton, N. C., to July 1; WPRT Pren-
stonburg, Ky., to July 10; WPFF Herrin, Ill.,
to March 13; WAPE Jacksonville, Fla., to
June 30; WEL-FM Battle Creek, Mich., to
June 25; KULD Kansas City, Mo., to Aug.
1; WCAL Ashland, Ky., to April 15; WTVS
Cohocton, Ohio, to April 15; WUHN Minne-
apolis, Minn., to April 6: KARL Oakland,
Calif., to July 29; WCII Chillicothe, Ohio,
to March 16; WBRR Monroe Corner, S. C.,
to Aug. 1; WLS Chicago, Ill., to Aug.
4; KFTW Fredricktown, Mo., to June 26;
KFSB San Diego, Calif., to April 30.

Actions of Jan. 29

WKY-AM-OV Oklahoma City, Okla.—
Granted renewal of license for am and
aux., for aux. trans. and aux. only of
am, and adjacent stations.

Actions of Jan. 29

WGBF-FM Greenville, Tenn.—Granted au-
thority to remain silent for period ending
Feb. 29.

License renewals

FULL-TERM

- Commission granted renewal of license of
  WJPF Austin, Tex., for 10-yr. term, to
  May 14, 1963, with renewal option in
  5-yr. increments.

SHORT-TERM

- Commission granted new license of
  WIRL-AM, Waco, Texas, for one
  year.

For Sale—(Cont'd)

For Sale

FLORIDA FULLTIME
Single market station, Florida West
Coast area. $45,000 total price; 20%-
down, balance 7 years. Sale due to ill-
ness. Principals only.
Box 1608, BROADCASTING

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. CRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
B'etulor 2-2311

STATIONS FOR SALE

SOUTHWEST. Full time. Billing $70,000.
Profitable! Priced at $90,000 including real
estate. 25% down.

UPPER MIDWEST. Exclusive full time. Three
year annual average billing close to $90,000.
Priced at $150,000. 25% down.

JACK L. STOLL & ASSOC.
Suite 600-601 6381 Hollywood Blvd.
Los Angeles 28, Calif. 90028-7279

(BROADCASTING, February 11, 1963)
"...I urge you to join with me...

GEN. DWIGHT D. EISENHOWER
American Heart Association
Honorary Chairman,
Board of Directors

"...Each of us has a highly personal stake in the conquest of heart disease. There are few families who do not live in its shadow or have not met it face to face. . . . Your Heart Association is mobilized for the conquest of heart disease and I urge you to join with me in aiding the Heart Fund. Your support, and the part you play, have a very important role, a very important influence on the outcome of this vital effort."

More will Live the more you Give
HEART FUND
OUR RESPECTS to Julian Mortimer Kaufman

Success is writing “how to do it” article at right time

Are you looking for a better job but don’t know how to go about getting one? The formula is simple, according to Julian M. Kaufman, vice president and general manager of XETV (TV) Tijuana-San Diego, and vice president of KMEX-TV Los Angeles, newly established all-Spanish programmed station on uhf ch. 34.

“Writing article for Broadcasting” is Mr. Kaufman’s advice. “I did and got 28 job offers inside of a week.” Of course, he admits, the timing may have had something to do with it. He was manager of KPHO-TV Phoenix and his article “How to operate a tv station in a medium-sized market” appeared coincidentally with the lifting of the freeze on tv construction. Grants were being issued once more and a lot of people found themselves about to enter a field in which they had no experience, so anyone who knew his way around a tv station was in great demand. Points in the article seemed to answer many of the questions that people considering the medium had in mind so it wasn’t surprising that a great deal of mail was directed to his attention.

The letter that interested Julie most came from Emilio Azcarraga, Mexican broadcasting tycoon, offering him the management of XETV. Soon after that, Julie moved to San Diego, where XETV’s sales offices are located. The transmitter and studios are across the border in Mexico. (“Everything from a new tube to the engineer’s lunch has to go through customs.”)

In The Middle • Operating a Mexican station programmed in English for the San Diego market presented social and financial problems as well as those of logistics. “They loathed us on one side of the border and hated us on the other,” Julie says of those early days. XETV was then an independent station dependent for its programs on syndicated films, old movies and what programs could be produced locally. Julie went heavily into public service. Two hours each morning were given to California Western U., whose professors, in those pre-video tape days, rose at dawn to make the trek across the border to deliver their tv lectures live.

Julie and his wife, nee Katherine Likins, made the rounds of San Diego civic affairs, volunteering their services to worthwhile causes and donating time on XETV as well.

Julie has been as particular about the station’s advertisers as its programming, ruthlessly rejecting commercials he found in bad taste and trying not to think of finances but to concentrate on the right image. He handpicked the station’s on-air personalities and insisted that XETV live up to the FCC standards as well as those of the Mexican government.

It was a hard regime, but it paid off. Today, XETV is a full-fledged ABC-TV affiliate and is accepted as an integral part of San Diego television. “The early resistance has evaporated,” Julie says. “San Diego is now considered a three-station market. It’s been a long time since I’ve heard us referred to as ‘that Mexican station.’ Our sponsor list includes top San Diego advertisers—banks, department stores and the like.”

Jolly Ollie • One of the things that keep Julie busy is a thriving syndication service for programs and commercials produced in Tijuana for use by U.S. advertisers and stations. Jai alai games, on tape, have become popular fare in many cities other than San Diego and one of Julie’s favorite anecdotes is about a telephone call from the manager of a tv station in a southwestern state who wanted to know more about “that Jolly Ollie show of yours.”

For the past year Julie has been involved in establishing uhf stations in U.S. cities for a new company, Spanish International Broadcasting Corp., of which he is 5% stockholder, and of which Sr. Azcarraga owns 20%, the maximum permitted a non-U.S. citizen. “When I heard ‘uhf,’ I shuddered,” Julie says, “But I found out that Shakespeare was right—the play’s the thing for sure.

“We took over a uhf station in San Antonio that was almost dead, put in all-Spanish programming and inside of 60 days we’d increased billings by 30 times, bringing the volume up to a five-figure total a month. In Los Angeles, after four months, we’re on the verge of breaking into the black and we’ve got an application in for the New York market.”

The Early Years • Born April 3, 1918, in Detroit, Julian Mortimer Kaufman grew up in Newark, where he graduated from high school in mid-depression and at 17 became possibly the nation’s youngest publisher—of the Elizabeth (N.J.) Sunday Sun. By doing everything himself and working virtually around the clock he made the weekly shopping news a profitable operation which he sold for enough money to support him while “I became a writer.” A year of much writing but no sales killed that idea and before he had time to wonder what to try next he got the answer from Washington: Four years of service in the Army Air Corps.

The war over, he took his bride to Tucson. Another shopping news, another success, again a sale and they were off to Minneapolis where Julie enrolled in a tv school—determined to get in on the ground floor of the new medium. KSTP-TV was broadcasting experimentally; the students were given the run of the studio and here Julie learned his tv abc’s.

Illness in his wife’s family took them to San Diego, where Julie became tv director of an advertising agency. This led to an account executive’s job at KG0-TV San Francisco, which in turn led to the post of sales manager at KPHO-TV Phoenix. He had been promoted to station manager when he wrote the article that Emilio Azcarraga read.

Julie and Kitty have two youngsters, Nikki, 18, and Keith, 8. They live in an adobe house near Escondido (“about as far as I can get from the studio and still get a perfect picture”). Golf, tennis, swimming, baseball, and basketball (company team), and a controlled diet (he learned four years ago of a diabetic condition) keep Julie slim, trim and tanned.

Of his many affiliations, he is proud of his membership in the University Club (by special board action), his inclusion in the Hall of Fame of the San Diego Ad Club and his appointment by Governor Brown of California to the state’s mental health board.
**EDITORIALS**

**Momentum**

This could be the big year for broadcasters. Big not merely in dollar volume or programming successes, but in relief from the harassment of government and perhaps in legislation that will retrieve the freedom assured them by Congress in 1927 when the first radio law was enacted.

The local television hearings in Omaha have boomeranged on the FCC and have evoked new congressional attention. The monographs drafted by members of the Federal Communications Bar Assn. proposing drastic changes in the Communications Law to prevent the FCC from imposing its programming judgments upon broadcasters have elicited applause—and action—from many thinking broadcasters. FCC Commissioner-designate Kenneth Cox learned, perhaps with dismay, that members of the Senate Commerce Committee are against the FCC's "big brother" attitude. He got the message during his confirmation hearing 10 days ago.

A significant change in the posture of NAB President LeRoy Collins also has helped. Heretofore he has been disposed toward peaceful co-existence with the FCC. He suddenly became a bellicose defender of broadcasters' rights in attacking the FCC's Omaha inquisition.

The momentum must not be lost. A new opportunity to accelerate the pace will be presented Feb. 26-27 when the conference of state broadcaster association presidents meets in Washington under NAB auspices. Here is a direct line to all of the state legislatures and to all of the members of the congressional delegations.

The state presidents should be urged to support the new legislation to redefine the limits of FCC authority, to repeal the political section (315) and to impart to broadcasters freedom from censorship, direct or indirect.

We said this could be the big year for broadcasters. It will be if they want it. They must work for it at the state as well as the federal level. They must insist through their state associations and their NAB directors that their trade association get behind the legislative drive.

The troops and the guns are there. The spade-work has been done. It's time to launch an all-out offensive.

**Kangaroo court**

Broadcasters might as well resign themselves to a long and uphill struggle in their efforts to get their cameras and microphones into most of the courts in this country. By voice vote (a chorus of "ayes," a scattering of "nays") the house of delegates of the American Bar Assn. voted last week to retain the association's Canon 35 which prevents the photographing and broadcasting of trials.

It is too early to predict the effects of the bar association's action, but we cannot imagine they will be salutary. The association's canons already have the force of law in many state courts and are voluntarily observed in most others. Now that the association's house of delegates has reaffirmed Canon 35, on the recommendation of a special committee that had been studying the subject for several years, state courts that may have been waverin toward liberalization are bound to have second thoughts.

The report of the bar association's special Canon 35 committee is a document that will obstruct the broadcasters' cause, although it contains imperfections that can, in time, be turned to the broadcasters' advantage. We must agree with NAB president LeRoy Collins that the committee failed to give broadcasting a fair trial and that it betrayed a shocking lack of confidence in the character of judges.

As Gov. Collins pointed out, in a statement issued after the committee's report was made public but before the house of delegates adopted it, the committee rejected a proposal by the NAB and the Radio and Television News Directors Assn. for a series of tests of broadcast coverage under actual trial conditions to determine its effect on the conduct of trials. The committee said the tests would not be "fruitful." As Gov. Collins put it, the tests would have given the committee "an opportunity to base its conclusions on fact rather than supposition."

The committee also opposed the granting of discretion to individual judges to open or close their courts to radio and TV, and it gave as its reason: "Since most of our state judges still are elected in political campaigns, in which their success can be affected by the media of public communication, it is unfair to subject them to potentially powerful pressures for a favorable decision as to courtroom privileges."

Surely there will be state judges who object to the bar association's assumption that they lack the nerve to control their own courts. There will certainly be some who will question the committee's rejection of tests before reaching its conclusion. It is to those local judges and local bars that broadcasters must turn now.

In those communities where the possibility of court access exists, broadcasters must do their best to exploit it. And when broadcasters are admitted to cover trials, they must plan their coverage to be so unobtrusive that the most reactionary member of the bar cannot later complain that broadcasting clutters up a courtroom. It might have helped the broadcasters' cause before the bar association's study committee if some of their fellows had performed less ostentatiously in courtrooms in the past.

**Articles of faith**

If a common theme ran through the Washington meeting last week of the Advertising Federation of America and the Advertising Assn. of the West, it was articulated by Peter G. Peterson, president of Bell & Howell. Mr. Peterson decried generalized criticisms of advertising and attempts to invoke crippling government controls.

Mr. Peterson said the government should protect the consumer "from the hit-and-run lie perpetrated by the fly-by-night company, but beyond this obvious exercise of authority against fraud we must tread very gingerly indeed." We hope that bureaucrats will come to share Mr. Peterson's appraisal of the public. "My confidence in the brains and backbone of the consumer grows daily," Mr. Peterson said.

To that it might be added: In America freedom is our most important product.

"I'm in advertising, really ... that's just to keep tv repair men on their toes!"

Drawn for Broadcasting by Sid Hix
RCA maintains a stock of more than 6 million exact replacement parts—covering RCA Broadcast Equipment built as far back as the early '30's. RCA Replacement Parts Service is open 24 hours a day.

RCA The Most Trusted Name in Electronics
All together, it's Michigan's 3-in-1 shopping center and America's 37th Metropolitan TV market!

And why not put it together, as it is on our sign? After all, that's exactly what happens every time WJRT turns its transmitter on: the highways shrink, the hyphens fall out and you get metropolitan Flint, Saginaw and Bay City in a single TV buy. A buy that, by virtue of its 183,100 metropolitan TV homes, represents the 37th market!

If you're an advertiser, you'd do well to look into WJRT, which created "FLINTSAGINAWBAYCITY" in the first place. Which gets the lion's share of the TV audience, morning, noon and night. And registers a 70% or better net weekly circulation in most of the surrounding 23 counties. Better call Harrington, Righter and Parsons today. Just ask for "FLINTSAGINAWBAYCITY"!

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Changing hands: tv station transfers down in '62, while radio increased .......... 100

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WTREffigies

PUBLIC RELATIONS TEAM

(BATTLE OF DIVULGE)

Important... WTRF-TV Wheeling Market... Dominant in Rich Booming Wheeling-Steubenville Industrial Ohio Valley... 2½ Million People spending 1½ Billion Dollars Annually... 7500 Retail Outlets. Tops in Sales... Service... Results! Better Buy... WTRF-TV Wheeling!

#21 WTREffigy TV SERIES FROM WHEELING, WEST VIRGINIA • Scan Zoo Animals, Inc., Los Angeles, California

Represented Nationally by George P. Hollingbery Company
SELL THE BIG SPENDERS!

Aim straight for the big spenders... the parents who budget and buy for their growing families! These families need more of all kinds of products and services! Reach them and you reach the most important buying segment of the growing Baltimore metro market!

WCBM best delivers your radio message to them... because they prefer WCBM’s adult-level programming... the outstanding regional news... the CBS network features... the mature personalities and the serious community service WCBM offers.

Sell the “big family spenders” every day on the radio station that consistently delivers the most adult radio audience in the huge Baltimore area—WCBM!

WCBM
A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland

National Sales Representative

Metro Broadcast Sales
A SERVICE OF METROPOLITAN BROADCASTING

BROADCASTING, February 18, 1963
In every measurement published by ARB and Nielsen for 1962, KRLD-TV was the NUMBER ONE station in the Dallas-Fort Worth market... largest Metro Share in the average week... greatest Total Homes per average quarter-hour.

1963 promises to be even more rewarding for Channel 4 advertisers. To place your schedule in the finest perspective, call your ADVERTISING TIME SALES representative.
Waiting for word

It's unlikely there will be formal confirmation of Newton N. Minow's resignation as chairman of FCC until after he returns from European trip Feb. 2. If so, then chances are he won't comment until he's confronted on Capitol Hill by either House or Senate Commerce Committee, which might develop week or so later. There's avid congressional interest because Commerce Committee chairman had no inkling of Minow plans until publication in Feb. 11 issue of Broadcasting of report that he had advised President Kennedy of his intention to leave in late May and had recommended FCC's newest commissioner, 33-year-old E. William Henry, Tennessee Democrat, as successor.

Customarily there has been no time lag when member of FCC has resigned. But, in extremity of Minow situation, it's recalled that in most instances committee has been left before completion of their appointed terms they have either joined entities in communications or in law practice which would have posed conflict of interest questions. In Mr. Minow's case, however, his association with Encyclopaedia Britannica would present no such question since firm isn't licensed in broadcasting.

Early lock-up

CBS-TV President James T. Aubrey Jr. is expected to send letter to affiliates this week giving full schedule for 1963-64 season (also see story, page 60). Letter expected to contain personal note to effect that this is earliest CBS-TV, or any network, has ever locked up full schedule. Torrid programming pace also is reflected in CBS-TV's selling. Judy Garland's new vehicle, Sunday, 9-10 p.m., next fall, reportedly already is SRO and with advertisers actually waiting for possible opening. Advertisers already in show are said to include Menley-James (Contac), American Tobacco, S&H Green Stamps, and fourth unidentified advertiser.

Ratings witnesses

"Who's Who" of broadcasting, advertising, program production and government are expected to be called to testify early in March when House Special Subcommittee on Investigations begins long-awaited hearings on broadcast rating services (see story, page 34). Although subcommittee sources are mum about plans, it's known that number of broadcasters in both radio and television have been interviewed in "use" made of rating surveys and may be called to testify.

Among program men with gripe against ratings are David Susskind, Peter Tewksbury of It's a Man's World and Sylvester L. (Pat) Weaver. It also is anticipated that testimony will be solicited from network heads and their programming vice presidents, leading advertisers and responsible government agencies. After opening round on generalities of surveys, investigation will likely turn to individual rating firms.

Two for one

There's good change A. C. Nielsen Co. will act soon, as number of its clients have been urging, to resolve measurement problem that otherwise will get bigger month by month. Problem is in its treatment of multiple-set tv homes: If there are two sets in home and both are tuned to same channel, it's counted as one home; if they're tuned to different channels, it's two homes. And in computing "Homes Using Television" it's counted as two homes in any case as long as both sets are on. "HUT" figures, then, are inflated to extent that there's concurrent multiple-set usage within homes.

Multiple-set homes now represent about 12% of national total (more in some areas such as New York), but Nielsen says non-concurrent usage reduces inflation to "insignificant" proportions. It acknowledges, though, that situation will get worse as multiple-set homes increase, so is trying to work out solution now. This may take form of multiple processing to eliminate duplication.

Local and live

FCC is expected to act within 30 days on license renewals of most of some 100 California and Texas stations whose applications have been held up because of questions about programming (Broadcasting, Dec. 3, 1962). Staff is now reviewing applications in light of FCC decisions in WKY-TV Oklahoma City and WFAA-TV Dallas cases. Both stations had been cited by staff because of alleged lack of proposed local, live programming. But commission renewed both after ruling they had made substantial showing in 6-11 p.m. time period through policy of pre-emption. Rule of thumb being used is that stations that can make similar showing are to be renewed.

CBS-TV affiliates study

Basic study of contractual relations between network and affiliates is being undertaken by CBS-TV Affiliates Assn., which last week retained counsel to undertake project. Dr. Harold J. Barnett, Ohio State economist, and Charles H. Smith, of U. of Minnesota, former CBS economist, were retained, along with Ernest Jannes, Covington & Burling, and Tom Wilson, of Dow, Lohnes and Albertson, as Washington legal counsel with Mr. Jannes as coordinator. Cost of project understood to be in area of $35,000 and will be underwritten by contributions of highest half-hour rate of affiliated stations. Study will include affiliate compensation as well as option time, clearances and related factors. Individual compensation agreements will not be covered. Project was approved by affiliates board at meeting in Palm Springs, Calif., last December.

Affiliates board last week approved retention of experts on recommendation of its economic and legal study committee, which met in Chicago Feb. 6. Members of committee are Howard Lane, KOIN-TV Portland, Ore., chairman; T. B. Baker Jr., WLAC-TV Nashville, chairman of full board; Thomas S. Murphy, Capital Cities Broadcasting, New York, secretary; Charles H. Crutchfield, Jefferson Standard Broadcasting Co. (WBTN), Charlotte; William B. Quarton, WMT-TV Cedar Rapids; Tom Chauncey, KOOL-TV Phoenix, and Richard A. Borel, WBNS-TV Columbus.

New ally

Sen. J. Howard Edmondson (D-Okla.) has heeded complaints of Oklahoma broadcasters against FCC programming intrusions and plans to take action. Senator, who resigned as governor two weeks before end of his term to accept appointment to Senate, plans conference with Oklahoma broadcasters this weekend. Conference was called because of protests against FCC's Omaha hearing on local television programming (Broadcasting, Feb. 11, 4).

Location shooting

Dearth of prime time, first-run syndicated series is expected to continue in 1963-64, but one strong contender in this category is United Artists Television's "Lee Marvin Show." UA TV is reportedly to be producing and selling series with following twist: If station in given market agrees to buy series, UA TV will film an episode there and engage station to serve as co-producer. Details expected to be announced by UA TV in next few weeks.
YOU CAN'T COVER
INDIANAPOLIS
FROM
INDIANAPOLIS

*The Indianapolis market, we mean!

This provocative headline is more than a facetious approach to a marketing problem. If you presently have distribution in and are exerting advertising pressure on the Indianapolis market, then consideration of the Terre Haute market is of vital importance to your sales success.

HERE’S WHY:

1. Terre Haute is closely linked to Indianapolis for its distribution.
2. Two of the Leading Supermarket Chains in the Terre Haute-Indianapolis coverage area credit the WTHI-TV area with more than one fourth of their total area sales.
3. Indianapolis Television, even when extensively used, misses 80% of the Terre Haute metro area.

4. Combining WTHI-TV with any Indianapolis television develops sizeable, additional penetration without additional cost.
5. The combination of WTHI-TV with an Indianapolis effort reduces excessive duplication, substituting new potential customers.
6. The Terre Haute-Indianapolis media approach does not reduce the level of impact in metro Indianapolis.

These facts were revealed through a series of special studies conducted by ARB. These are presented in detail and are available through your Edward Petry Man.

WTHI-TV delivers more homes per average quarter hour than any Indiana station* (November 1962 ARB)

*except Indianapolis

WTHI-TV
CHANNEL 10
TERRE HAUTE,
INDIANA

*AN AFFILIATE OF
WTHI AM & FM

Edward Petry & Co., Inc.

BROADCASTING, February 16, 1963
WEEK IN BRIEF

Television's audience is delineated in CBS-sponsored, $135,000 study. Findings: most people love programs, but feel vaguely uncomfortable about not being educated or informed. Smaller group is more critical. See . . .

TV'S A BLESSING TO MOST . . . 27

Rating services due to be put on congressional griddle as House subcommittee prepares to start sessions early next month. If rumors of hanky-panky activities are true, broadcasting is due for another scandal. See . . .

OREN HARRIS SET TO GO . . . 34

Words fly in station rep circles about group station selling. McGavren, announcing elimination of own group plan, calls it form of rate cutting. Eastman disagrees and defends practice. See . . .

KILLS GROUP SALES PLAN . . . 50

SPECIAL FEATURE: PERSPECTIVE '63

Radio and tv can look forward to good year no matter which way the economy goes. If slippage occurs, advances will be mild; if business moves ahead, tv will benefit substantially, radio at lower level. See . . .

RADIO-TV OUTLOOK GOOD . . . 67

Change in strategy indicated for RAB as Ed Bunker readies to take over leadership. Different era for radio, he says, and need now is for concentration on agencies and a bigger budget to move on all fronts. See . . .

BUNKER'S EYE VIEW OF RAB . . . 72

Composition of city's radio listeners are researched by WTOP Washington. Presentation lists not only each station's audience, but details characteristics down to what brand of coffee they drink. See . . .

RESEARCH BREAKTHROUGH . . . 46

Second BBC tv network is scheduled to start next year. To be known as BBC2, second program begins with 25 hours a week and will use 625-line standards. Need seen for three more London studios. See . . .

BBC'S SECOND NETWORK . . . 110

WHAS Louisville becomes sixth 50 kw outlet to join ABC Radio in less than a year. Pauley looks for three more high power radio stations to become affiliated with network in next six months. See . . .

WHAS JOINING ABC RADIO . . . 120

All signs point to continuation of FCC's "activist" policy in regulation. Even with Minow gone, present attitudes on programming, renewals, sanctions are seen as persisting with administration in control of commission. See . . .

FCC OUTLOOK: MORE OF SAME . . . 80

Which advertiser will be Mr. Big of 1963? Not one but several are seen for both radio and tv, including a number new to tv who are expected to considerably increase their commitments. See . . .

WHO'LL BE THE SUCCESSES? . . . 86

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Broadcasting, February 18, 1963

Published every Monday. Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $12.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 83 cents per copy. Yearbook Number $3.00 per copy.

Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1235 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses plus address label from front cover of magazine.
NEED: Eradicate paralytic polio by inoculating over 70% of Omaha's population with Sabin Oral Vaccine. Medical Society names KMTV "Official Information Center" for Omaha area SOS Days. (Summer, 1962)

ACTION: Cancelling all commercials and regularly scheduled programs, KMTV conducts a seven-hour telecast for the Omaha-Douglas County Medical Society.

RESULT: Success. 85% inoculated and KMTV Television Awards for the three Medical Society men most responsible.

KUDOS: Ray Scherer, guest speaker at KMTV's Fifth Annual Television Award Dinner. 1/28/63. Live, Remote, Award Banquet.
Hope package on NBC-TV costing $18 million

CHRYSLER BUYS HOUR-LONG REVUE-PRODUCED SERIES

NBC-TV announces today $18 million Chrysler Corp. buy of weekly hour tv show for next season that will be built around Bob Hope. Earlier estimates had placed tab at some $14 million in time and talent (see story, page 58). Spokesmen, however, placed package price at some $11 million for talent and production, and about $7 million for time. New program will fill Friday, 8:30-9:30 p.m., on NBC-TV's schedule next fall, starting Sept. 27.

Chrysler's purchase was made final after long negotiations by Richard E. Forbes, Chrysler's director of corporate advertising; Charles (Bud) Barry, Young & Rubicam's senior vice president and director of tv and radio; NBC President Robert E. Kintner; Walter D. Scott, NBC-TV executive vice president; James Saphier, representing Bob Hope, and Lew Wasserman, MCA president, representing Revue Productions.

In addition, Chrysler will co-sponsor with Gillette the following sports coverage on NBC-TV: World Series, All-Star Baseball Games, Rose Bowl and Blue-Gray Football Games.

Contract for Hope series is for 52 weeks, with total of 48 color productions in which comedian will be seen. Five will star him in variety format and sixth will feature his annual Christmas presentation (expanded this year to 90 minutes). Also included are two full-hour dramatic shows in which Mr. Hope will star.

Revue will film all other programs in series, emphasizing suspense and adventure with Mr. Hope appearing as host.

NBC-TV proclaimed buy as major and outstanding, noting that as single-season, one-advertiser purchase, new series places Chrysler in position of being one of few companies with full sponsorship of weekly hour on tv. It's pointed out also that Chrysler's tv effort will enable its dealers to benefit by weekly continuity with tv audience.

NCTA board wants 'simple' legislation

National Community TV Assn. board of directors, meeting in New Orleans, "unanimously" adopted resolution that NCTA seek "federal legislation."

Individuals at meeting reached Friday refused to elaborate on legislation to be sought pending series of regional meetings with NCTA members to explain plan and seek endorsement. It was learned, however, that responsible community tv leaders feel "simple" legislation from Congress is necessary to assure orderly growth and control of catv. Points that reportedly will be covered in proposed bill:

(1) federal government, through FCC, assumes control of catv thus preempting restrictive and non-conforming regulation by states and local communities; (2) protection for individual, local tv station with its signals to be put on catv system and non-duplication of programming from outside station; (3) provision for adequate signal strength of local station at least as good as those brought in from other cities.

All 25 NCTA board members were at New Orleans meeting and voted for resolution after presentation of alternatives to regulation or no regulation by Washington attorney E. Stratford Smith of Smith & Pepper. NCTA spokesmen said there is still "a lot of planning to be done" before formal presentation is made to Congress.

Board members know that they will have tough selling job to do before plan is accepted by rank-and-file membership who are repelled by any mention of regulation, it was pointed out. Leaders reportedly feel very strongly that they have taken right step and that "degree" of regulation is needed in view of catv overlap with regular tv.

In Congress * This same view was expressed Friday by powerful member of House Commerce Committee. He said NCTA directors evidently have decided to take this approach rather than have "tougher regulation forced on them." "Simple" regulation will be hard to come by, however, if catv continues to spread into cities already well served by tv stations, he said.

Present climate among catv leaders and government is much better today than it was some weeks ago, community antenna spokesman said.

In recent weeks, Mr. Smith and Robert L'heureux, NCTA general counsel, have met with key FCC officials on proposed federal legislation (CLOSED CIRCUIT, Feb. 11). NCTA leaders feel that views of NAB—which wants much stricter control and has authorized own committee to study situation—are not important to overall plan.

Lobbying before Congress for NCTA plan already is underway. It is understood that month ago FCC Chairman Newton N. Minow asked Washington communications consultant Frank (Scoop) Russell to use his office to mediate differences between FCC, Congress, broadcasting and catv on proposed regulation. Mr. Russell, former NBC vice president and present RCA-NBC consultant, owns half-interest in Ellensburg, Wash., catv.

Catv bill failed to pass Senate by one vote three years ago and FCC has given request for strict regulation top priority legislative request for 1963. Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, has taken opposite view. NAB, with, would like to see regulation at least as strong as that originally sought by FCC.

Personal touch needed in successful advertising

Advertising that fails to survive in today's keen competition for prospect attention probably lacks "interpersonal" quality, Paul C. Harper Jr., president of Needham, Louis & Brorby, Chicago, said Friday in keynote talk before Ad Forum of Houston. He noted advertising often has to pass through so many steps for approval, checking and development "that by the time it gets through it has lost the qualities of humanity that are needed to make any communications successful."

Mr. Harper said communications with consumer to be effective "must be mathematically precise in their selection of the prospect and they must be totally and utterly human in their expression."

LeRoy Collins, NAB president, spoke at same meeting (see story, page 52).

Some problem!

Three glamorous women television announcers have been banished from their independent network news program in London because they were too glamorous and too emotional.

One of the girls admitted that "our fashions and hair styles tend to detract" from news. She also revealed she sometimes had to "control my emotions" when reading tragic stories involving children.

Network officials said trio had not been fired, just retired from on-camera newscasting.

more AT DEADLINE page 10
Ray M. Stanfield, eastern sales manager of Peters, Griffin, Woodard, New York, elected vp in charge of radio. Mr. Stanfield, former vp and general manager of Belk Radio Stations and general manager of WIST Charlotte, N. C., for more than five years, joined PGW in May 1962 as director of radio promotion and research. He was promoted to eastern sales manager in July of that year. Previously, Mr. Stanfield was director of sales and programming, and news-sports director of WIS Columbia, S. C., from 1953-56, and had been associated for 10 years with stations WFBC and WEJF Greenville, S. C.

Richard A. R. Pinkham assumes new executive role at Ted Bates & Co. in reorganization of media and programming departments. Mr. Pinkham, senior vp in charge of radio-tv and member of board of directors and of executive committee, elevated to senior vp in charge of media and programs. In effect, Mr. Pinkham becomes department head and chairman of new “planning committee.” Media and programming operations now come under planning committee whose members are John E. Koeper, vp, network tv; Joan A. Geiger, vp, media research; Donald W. Severn, vp, media relations; Harold J. Saz, vp, media services. Bates also named J. M. Murphy, William T. Kammerer, Winston W. Kirchert, Robert P. Engelke and Norman H. Chester, who are all vps, as media group directors. Edward A. Grey, senior vp in charge of media operations at Ted Bates, resigned earlier this month.

Scott Paper buys NBC ‘White Paper’

Scott Paper Co., Philadelphia, has purchased one-half sponsorship in third NBC-TV White Paper on Communism, “Who Goes There?” to be presented March 1 (7:30-8:30 p.m. EST). Second half of show was purchased by Upjohn Co. last December. Scott with Upjohn also sponsored first two NBC-TV specials on Communism, “The Death of Stalin” and “The Rise of Khrushchev.”

In other network tv purchases, Proctor & Gamble will sponsor Grindl, half-hour situation comedy series starring Imogene Coca and produced by Screen Gems, on NBC-TV this fall. Sunday 8:30-9 p.m. (EST) is tentative time slot.

Ralston-Purina Corp., St. Louis, through Guild, Bascom & Bonfigli, San Francisco, has renewed sponsorship of Stump the Stars on CBS-TV, Monday 10:30-11 p.m. through September.

McIntire and Congress

FCC says controversial broadcasts of Rev. Carl McIntire do not concern it as much as short-wave station over which he broadcasts, WINB Red Lion, Pa., agency is telling Congress. Commission said Friday it is investigating station to determine whether it is operating in accordance with terms of its license and representations made to FCC. Agency makes statements in form letter it has prepared for members of Congress who have been deluged with complaints because FCC is investigating Rev. McIntire, whose programs are carried by 400 am and fm stations.

Commission says its investigation of station involves question of whether it is operating in accordance with rules governing international broadcasting. These rules require short-wave stations to help promote goodwill for U. S. on part of foreign listeners. Rev. McIntire’s broadcasts reportedly often denounce U. S. foreign policy.

WEEK’S HEADLINERS

Mr. Stanfield

David Schoenbrun, chief Washington correspondent and bureau chief for CBS News, appointed to newly created post of chief European correspondent, effective March 1. Bob Allison assumes role of Washington bureau manager vacated by Mr. Schoenbrun and Bill Small becomes director of news in City. Mr. Allison had been news director and executive producer in Washington and Mr. Small had been bureau’s assistant director of news since July 1962. The new position, which had been expected (Broadcasting, Feb. 11), will mark a return to Europe for Mr. Schoenbrun who was CBS News’ Paris bureau chief from 1947 until November 1961. CBS News President Richard S. Salant indicated, however, that Mr. Schoenbrun will make the countries of the Common Market his beat and not just France. Mr. Schoenbrun was a high school teacher in mid-30s who took freelance writing in New York, served Office of War Information in 1941 and served as combat war correspondent with Army during World War II. He opened Overseas News Agency bureau in Paris after the war and reported for CBS News as a stringer until being named Paris bureau chief for the network news operation in April 1947.


Mr. Schoenbrun

Mr. Walker

Mr. Bacus

Mr. Kammerer

Mr. Hough

Mr. Hoagland

Mr. Kammerer

Mr. Bacus

For other personnel changes of the week see FATES & FORTUNES
No. 1 in its time period—rating...share...homes

Indianapolis, WISH-TV
Monday to Friday, 6 to 7 pm
ARB: November 1962

No. 1 in its time period—rating...share...homes

Sacramento, KXTV
Monday to Friday, 5:30 to 6:30 pm
ARB: November 1962

No. 1 in its time period—rating...share...homes

Birmingham, WBRC-TV
Sunday, 5:30 to 6:30 pm
ARB: November 1962

No. 1 in its time period—rating...share...homes

Binghamton, WNBF-TV
Tuesday, 7 to 8 pm
ARB: November 1962

Warner Bros. Television Division • 666 Fifth Ave., New York, New York • Gi 6-1000
...a lot of New Yorkers are eating later.
From 6 to 7 PM every weekday a big slice of New York’s public is satisfying another appetite. For news, WABC-TV’s The Big News.

What sets The Big News apart from five, fifteen and thirty minute newscasts is not merely the fact that it is one solid hour of news. It is the concept. The premise that a community-minded station is a station that is sensitive to the needs of the community.

And that a city like New York deserves the full treatment in news. Not just the headlines. Not just the highlights. But all of it.

International, national, local, sports, weather. Not just what happened and where. But why. The stories behind the news. The people who make it. The features and personalities who give it life. The sights and sounds of a day the wide world over.

You can’t produce this kind of a news show, you can’t create this kind of excitement, and do it in less than an hour. And you can’t do it unless, like WABC-TV, you have a full complement of newscasters, reporters and camera crews.

The New York Herald Tribune called it “the most exciting new contribution to the local TV scene we’ve seen in months.”

The operative word in this review is “local.” Each ABC Owned Television Station is showing equally vigorous leadership in local news coverage.

KABC-TV’s similar hour newscast in Los Angeles...WBKB’s Alex Dreier’s unique personality in Chicago. KGO-TV’s “American Newsstand” for young people in San Francisco...WXYZ-TV’s award winning “Rural Newsreel” in Detroit...are all highly local reflections of the same enthusiastic will to contribute to the active life of the communities.
A calendar of important meetings and events in the field of communications

**Indicates first or revised listing**

**FEBRUARY**

**February 20:** American Federation of Television & Radio Artists, Los Angeles chapter, annual meeting, 8 p.m. Hollywood Knickerbocker Hotel. New officers will be installed and a committee will report on wages and working conditions.

**February 21-23:** Western Radio & Television Assn., 16th annual conference on the educational use of television, Ambassador Hotel, Los Angeles.

**February 21-23:** Alpha Epsilon Rho, annual regional convention, Ambassador Hotel, Los Angeles, in conjunction with Western Radio & Television Assn. conference. Two panel discussions for WKTA by the fraternity are "Talking in Radio & Television" and "Another Threat to American Broadcasting: The Controversial Pilkington Report."* 

**February 25:** Third annual Mike Award banquet of Broadcast Pioneers, Imperial Ballroom, Americana Hotel, New York City. Cocktails at 6:30 p.m. in the Vendome Ballroom; dinner at 7:30 p.m. in the Imperial Ballroom.

**February 25:** Hearing on NBC-RKO General station transfers resumed on "The Eleventh Hour." U. of California, Los Angeles.

**MARCH**

**March 6:** International Radio & Television Society banquet, Waldorf-Astoria Hotel, New York.

**March 6:** Assn. of National Advertisers workshop on tv advertising to discuss new techniques for testing commercials, allocation of media budgets, participation vs. spot announcements and predicting tv success. Speakers will be David Mahoney, executive vice president of Colgate Palmolive; Herbert Zeltner, vice president and media director of Lennen & Newell; Henry Brenner, president of Home Testing Institute and Eric Marder, president of Eric Marder Assn. Hotel Plaza, New York.

**March 7:** California Assn. of Broadcasters, Mark Hopkins Hotel, San Francisco.

**March 8-10:** Annual Radio-TV Conference and Clinic, U. of Oklahoma, Norman. It will be combined with the Seminar on Station Operations, sponsored by the Oklahoma Broadcasters Assn.

**March 9-10:** Oklahoma Broadcasters Assn. seminar on FCC rules and regulations. Oklahoma Center for Continuing Education, U. of Oklahoma, Norman. Speakers will include FCC commissioners-designate Kenneth Cox and NAB Executive Vice President Vincent Wasielski.

**March 9-12:** American Women in Radio & Television, Projection '63 workshop, 10 a.m.-12:30 p.m., tv wing, McEvers Annex, 483 Lexington Ave., New York.

**March 11:** Florida Assn. of Broadcasters, U. of Florida broadcasting day, Gainesville.

***March 11-12:** Deadline for filing proposed findings in Grand Rapids, Mich., ch. 13 proceedings.

**March 12:** Puerto Assn. of Broadcasters, San Juan. Howard Bell, NAB vice president, will speak.

**March 13-15:** Audio Engineering Society's West Coast spring convention, Hollywood Roosevelt Hotel, Los Angeles. FM stereo broadcasting, disc recording and reproduction, microphones and earphones and audio applications in the space age are among topics to be dealt with in technical papers.

**March 15:** Louisiana Assn. of Broadcasters, Opelousas Inn, Opelousas.

**March 15:** Deadline for comments on FCC proposed rulemaking to allow daytime stations to go on the air at 6 a.m. or sunrise, whichever is earlier.

**March 15-16:** Institute of Electrical & Electronic Engineers, Pacific composite conference, California Institute of Technology.

**March 18:** Extended deadline for comments in FCC inquiry on objectionable loudness of commercial announcements and commercial continuity over am, fm and tv stations.

**March 18:** Reply comments to FCC's proposed rules on allocation of time.

**March 20-23:** Spring conference of Electronic Industries Assn., Statler-Hilton Hotel, Washington, D. C. To be preceded by a seminar on "The European Electronics Market," featuring talks by authorities on overseas business development, on March 19.

**March 21-22:** Second annual Collegiate Broadcasters Conference, sponsored by International Radio & Television Society, Hotel Park-Sheraton, New York.

**March 21-25:** Annual management conference of the National Federation of Advertising Agencies, Scottsdale, Ariz. Conference arrangements are being handled by Robert C. Garland, president of the Garland Agency of Phoenix.

**March 22-23:** Spring convention of Arkansas Broadcasters Assn., Sam Peck Hotel, Little Rock. Speakers will be Blair Vedder, vice president and media director of Neotham, Louis & Brorby and Roy Moore, special agent, FBI's Little Rock office.

**March 22-23:** Arkansas AP Broadcasters Assn. meeting, Little Rock.

**March 23:** Annual national convention of Intercollegiate Broadcasting System, New York University.

**March 25-28:** Institute of Electrical & Electronic Engineers, convention, New York Coliseum and Waldorf-Astoria Hotel.

**March 26:** Final date for the filing of applications for ch. 5 in Boston. Applications will compete comparatively with present occupant WBBH-TV.

**March 26:** Board of Broadcast Governors hearing, Ottawa.

**March 29-30:** National Assn. of Educational Broadcasters Region II conference, Tampa, Fla.; WEDU-ETV host station. Meetings and programs to be held at WEDU and the International Inn. Work sessions on programming, in-school instruction, public relations and graphic arts.

**March 31-April 2:** Annual NAB convention, Conrad Hilton Hotel, Chicago.

**APRIL**

**April 1:** Stockholders' meeting, Wometco Enterprises Inc., Miami, Fla.

**April 1-5:** Canadian Assn. of Broadcasters annual convention, Royal York Hotel, Toronto, Ont.

**April 3-5:** Assn. of National Advertisers West Coast meeting, Santa Barbara Biltmore

**DATEBOOK**

**ONLY KCEN-TV CHANNEL 6 OFFERS**

**MAXIMUM POWER COVERAGE IN THE WACO-TEMPLE MARKET center of Texas' population density**

Midway between Dallas, Fort Worth, Houston and San Antonio, KCEN-TV's maximum 100 KW Power on Channel 6 offers greatest coverage in the market and assures:

LOWEST COST per 1000° BIGGER audiences*

*Waco-Temple Market ARB Mar. '62

**BROADCASTING**, February 18, 1963
"Words, words, words... all they have to do is look at your figures"

"I like your type!"

No matter how you spell it out, it all adds up to WJXT as the only efficient way to reach the entire North Florida/South Georgia regional market! Inside Jacksonville, WJXT delivers 27% more homes. And outside the Jacksonville metro area WJXT romps away with a record 307% more homes reached!

source: Nov. 1962 NSI, 9 A.M. to Midnight
Two-Way Radio: the vital interaction of the San Francisco buying public with KCBS... more than 17,000 listeners phoned in their questions and opinions for broadcast last year. Interaction such as this is an adult response to the variety of thought and information delivered by our award-winning staff and by the famous and the fascinating who are our guests (2,000 during 1962). KCBS Two-Way Radio is not mere background sound. Response to this foreground programming is so great it calls for a new measurement of effectiveness: not sets in use, but number of minds engaged. In the San Francisco Bay Area your advertising gets the attention it needs on

RADIO/KCBS
A CBS OWNED STATION
REPRESENTED BY CBS RADIO SPOT SALES

Hotel, Santa Barbara, Calif.
April 6—American Women in Radio & Television, Projection '63 workshop, 10 a.m.-
12:30 p.m., TV wing, McCann-Erickson Ave.,
485 Lexington Ave., New York.

April 6—Georgia AP Broadcasters Assn.
meetings, Atlanta.

April 8—Oscar awards ceremonies, to be
broadcast on ABC's radio and tv networks.

*April 11—Deadline for reply comments to
proposed findings in Grand Rapids, Mich.,
ch. 13 proceedings.

April 17—American Marketing Assn.
conference on new product marketing, New
York Hilton.

*April 17—Deadline for reply comments on
FCC's proposed fn allocations table.

April 18—Assn. of National Advertisers,
workshop on international advertising,
Hotel Plaza, New York.

April 19—Michigan AP Broadcasters Assn.
meeting, Lansing.

*April 19—20th Annual convention, New
Mexico Broadcasters Assn., Alvarado Hotel,
Albuquerque. NAB President LeRoy Collins
will be principal speaker.

April 21-25—Ninety-third convention of
Society of Motion Picture & Television
Engineers, Traymore Hotel, Atlantic City,
N. J.

April 25-27—Annual meeting of American
Assn. of Advertising Agencies, The Green-

April 26—Pennsylvania AP Broadcasters
meeting in Pittsburgh.

*April 26—15th anniversary ball of Bedside
Network of Veterans Hospital Radio & Ty
Guild. Plaza Hotel, New York.

April 26-27—Virginia AP Broadcasters
meeting, Executive Motor Hotel, Richmond.
April 26—Chrysler TV in the VAPB newscasting and tele-
casting contests and for public service will
be presented on first night at the banquet.

*April 29-May 1—Assn. of Canadian Ad-
vertisers, Royal York, Toronto.

April 29-May 4—"Rose d'Or" Contest; May
20-25, 1963—Television Symposium and Ty
Equipment Exhibition. The two events are
part of the Third International Television
Festival announced by the City of Mon-
treux, Switzerland. For further information
write to Box 97, Montreux.

MAY

May 2-5—American Women in Radio &
Television annual convention, Sheraton
Palace Hotel, Philadelphia. James T. Quirk, TV
Guide publisher, will speak.

May 3—Indiana U. Radio and Television
Department banquet, Bloomington, Ind.
Julian Goodman, v.p. for news, NBC, will be guest speaker.

*May 5-7—Television Programming Confer-
ence annual meeting (formerly SWAPDTV),
Royal Orleans Hotel, New Orleans. The
meeting is primarily for program execu-
tives from Louisiana, Texas, Oklahoma and
Arkansas. Those interested in attending
should contact: Jerry Romig, 529 Royal St.,
New Orleans. Program details to be an-
ounced.

May 9-11—Seminars in editorial, advertis-
ing and circulation, U. of Wisconsin School
of Journalism, Madison.

May 11—California AP Radio-TV Assn.
meeting, Anaheim, Calif.

May 16-18—Western States Advertising
Agencies Assn. annual conference, Riviera
Hotel, Palm Springs, Calif.

May 17-19—Louisiana-Mississippi AP Broad-
casters meeting, Lafayette, La.

May 18—Florida AP Broadcasters annual
meeting, Cape Colony Inn, Cocoa Beach,
Fla. News panels in the morning, a lunch-
eon, afternoon tour of Cape Canaveral and
an awards dinner at night.

May 19-21—Assn. of National Advertisers,

BROADCASTING, February 18, 1963
Fly United jets to Chicago

United is the first choice of many convention travelers—not just because we offer more jets to more U.S. cities than any other airline, but because of our special convention services.

For example, United offers a Group Occupancy Plan that lets you travel together as a group. United's Passenger Reserved Air Freight lets you take exhibits and display material along with you easily and economically. We'll even help you with convention planning, if you wish.

Providing you with these special services is the natural result of an attitude of Extra Care—for people—that guides everything we do at United. For reservations, call United or your Travel Agent.
Bob Rowell, of F., C. & B., joins Tricorn Club

Our club hat crowns some of the smartest market media brains in the land. Because they’re the ones “in the know” about North Carolina’s Golden Triangle Market. Bob made the club’s exclusive ranks by correctly answering this required quiz: 1. What is the Golden Triangle Market? 2. What is North Carolina’s No. 1 metropolitan market in population, households and retail sales? Answer to both: the 3-city Golden Triangle of Winston-Salem, Greensboro, High Point. He then scored a triple play by knowing that North Carolina ranks 12th in population. But the real money winner is the marketing team that knows WSJS Television is the No. 1 sales producer in the No. 1 market in the No. 12 state.

Source: U. S. Census.

Ed Coughlin, of Peters, Griffin, Woodward, passes the club hat to Bob.

May 20—Georgia Radio Day, Atlanta Advertising Club, Atlanta.

*May 20—22—Electronics Parts Distributors Show, Conrad Hilton Hotel, Chicago.

*May 22—Annual spring managers meeting, New Jersey Broadcasters Assn., Rutgers U., New Brunswick, N. J.


JUNE

June 1—UPI Broadcasters of Illinois, Hotel Jefferson, Peoria.

*June 4—Board of Broadcast Governors hearing, Ottawa.

*June 7-14—Annual convention of National Community Tv Assn., Olympic Hotel, Seattle.

June 8-11—Georgia Assn. of Broadcasters annual convention, Callaway Gardens, Ga.

*June 11-13—WAB Convention, Jasper Park Lodge, Alta.

*June 15-19—Annual convention, Advertising Federation of America, Atlanta, Ga.

June 18-20—Annual convention of Electronic Industries Assn., Pick-Congress Hotel, Chicago.

*June 20-22—Florida Assn. of Broadcasters convention, Robert Meyer Hotel, Jacksonville, Fla.

*June 21—Colorado AP Broadcasters Assn. meeting, Durango, Colo.

June 22-27—Advertising Assn. of the West annual convention at Ambassador Hotel, Los Angeles. Junior conclaves, June 22: business sessions, June 24-26; president’s dinner, June 26; golf tournament, June 27.

JULY


*July 28-Aug. 1—Radio Broadcast Seminar of Barrington Summer Conference, Barrington College, Barrington, R. I. Lecturers include: Dr. Eugene R. Berlmann, president National Religious Broadcasters; Ralph Brent, president Worldwide Broadcasting; Dr. Clarence Jones, chairman of board World Radio Missionary Fellowship (RFMB).

AUGUST

*Aug. 4-6—AAB Convention, Newfoundlander Hotel, St. John’s.

Aug. 20-23—Western Electric Show and Convention, San Francisco; trade show and technical program at Cow Palace, other events at midtown hotels. Submission of papers for the technical program of the convention are requested by the committee headed by Dr. Jerre D. Noe, director of the engineering sciences division of Stanford Research Institute, April 15 is the closing date for submissions. Authors should send abstracts and summaries to Dr. Noe, WESCON Technical Program Chairman, Suite 2210, 701 Welch Road, Palo Alto, Calif.

*Aug. 27—Board of Broadcast Governors hearing, Ottawa.

SEPTEMBER

*Sept. 10-12—Fall conference of Electronic Industries Assn., Biltmore Hotel, New York.


*Sept. 13-22—International Radio, Television & Electronics Exhibition (FIRATO) at the R.A.I. Building in Amsterdam. Live tv programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch tv channels.
who is the nighttime tiger of Omaha TV?

KETV leads all Omaha stations in average homes reached and share of sets-in-use, 6:30 p.m. to midnight. Of the two stations offering feature films six nights a week, KETV dominates with 66% or more of this total movie audience. When most Omahans watch, they watch KETV. Who says so? Both ARB (Nov.-Dec., 1962) and Nielsen (Oct.-Nov., 1962).
LEADS IN SERVICE

“K” may rattle his missiles and Fidel harangue... but during February and March most Hoosiers will be caught up in the annual Hoosier Hysteria... the crowning of a new high school basketball champion. Over one and a half million people will see the tournaments in person. Millions more will follow the progress on radio. WIBC audiences will hear all the action described by Sports Director Sid Collins just as he has done each year since 1947.

LEADS IN AUDIENCE

Basketball is but one of the many popular features heard on WIBC. Sports reports plus thirty-five daily newscasts, consistent editorializing, air personalities with general appeal and farm programs are combined in a program format that has earned for WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.* This huge and loyal audience is available to you... the national advertiser!

  Pulse Metropolitan Area Survey, October, 1962.
  Pulse 46-County Area Survey, October, 1962.

OPEN MIKE

Believe what you say

EDITOR: Some of us have spent years telling ourselves, our clients, our wives, dogs, cats and anyone who would listen that air media are the most effective methods of communication. For years, we have stressed the immediacy of news and weather and sports on radio. We have laid equal stress on the visual impact and vast audiences of television.

If this is true at all, why in the name of Marconi have so many stations, especially in New York, treated the newspaper strike as a major catastrophe...?

I spent several days in New York during the strike. I watched television and listened to the radio in my hotel room for hours on end. Television kept showing comic strips and bragging about its expanded news coverage. Other stations kept presenting columnists. Radio stations expanded the news and talked about the newspaper strike as though the end of the literate world was upon us. The impression was that without newspapers, the public would be devoid of news, comics and feature writers.

If the radio or television stations were struck, would the newspapers expand their news coverage...? I have a big life-size picture of any major paper running front page stories by Huntley, Brinkley, Edwards, Collingwood, etc., in the event of an air media strike.

As an advertising man, I have often noticed that a promotion manager of a station will practically frame a two-inch newspaper mention of a show placed by the agency and pay little or no attention to the value of his own station's on-the-air promotion spots for the show.

I object strenuously to this seemingly inbred inferiority complex of all air media for their 19th century competitor. Print is not king any more. Air media are. How can we sell or use them effectively if a newspaper strike makes us look like only newspapers are capable of responsible newscasting, entertainments, sportscasting, advertising and general coverage?

Let's stop saying how powerful air media are... or let's believe it ourselves.—Marshall Hawks, vice president, Emery Advertising Corp., Baltimore.

'Thanks'

EDITOR: With the conclusion of the 1963 United Cerebral Palsy campaign, we take this opportunity to express our sincere thanks for your publication's cooperation with our effort.

The space devoted by your maga-
"KFAX purchased its complete 50 kw transmitting plant on a turn-key contract from Continental Electronics. The Type 317B Transmitter has been in service just over a year now, and we are more than pleased with its performance. Frequency response is excellent, and overall distortion including San Francisco studio equipment averages less than 2%. Much of our programming originates at the transmitter, so the actual sound we get on the air is even better than reflected in the overall performance curves. The transmitter operates into a four-element directional antenna with excellent stability. We like the reasonable size of the transmitter, and the accessibility for servicing. Continental personnel have been thoroughly cooperative; and this meant a great deal to us during the construction phase."

Roger L. Roberts, Chief Engineer, Argonaut Broadcasting Co.

For more information on putting the sound of quality to work in your market, write or call:

Continental Electronics
PRODUCTS COMPANY • MAILING ADDRESS: BOX 5024 • DALLAS 22, TEXAS
AD 5-1251 • TELEX CEPCO 4795, SUBSIDIARY OF LING-TEMCO-VOUGHT, INC.
Designers and Builders of the World's Most Powerful Radio Transmitters
See Continental Electronics exhibit, booth 25W, NAB Show
BROADCASTING, February 18, 1963
zine to the cause of cerebral palsy served not only as a means of bringing before the public the magnitude of the cerebral palsy problem, but was also of invaluable assistance to our fund-raising effort.—William Clay Ford, National Campaign Chairman, United Cerebral Palsy Assns. Inc.

Echoes to Nashville sound

EDITOR: A word of thanks for your fine article on the Nashville sound. Since going on a country music format the first of this year, WXL's mail pull is now nearing the 6,000 letter mark. Sponsor results are the most encouraging in the station's history. Take it from our sales department, country music really sells both sponsor and listeners.—Garnet Bradley, WXL Detroit.

EDITOR: As president of the Country Music Assn., I would like to take this opportunity to thank you for the wonderful layout country music had in the Jan. 28 issue. It was a very fine job.—Gene Autry, Country Music Assn., Nashville.

EDITOR: In the San Joaquin Valley of California we have found a wide acceptance of country music with more people enjoying it every day. Congratulations on your excellent report on Nashville, the home of country and western music.—Robert Scholz, program director, KEEP Fresno, Calif.

EDITOR: Your report on Nashville sound is just the thing to show those who make their living in radio yet know nothing about music or the current tastes of the listening public. Country music is not the nasal twang that some people think it is.—Dale Elchol, KMA Shenandoah, Iowa.

Charges inconsistency

EDITOR: I find it difficult to understand why Brooks Russell, of WESR Tasley, Va., should wish that the FCC had put an am grant freeze into effect in the 1940's (OPEN MIKE, Jan. 21).

Where would Mr. Russell be if they had? WESR was granted on Jan. 23, 1958.—David Watt, Texan Stump Co., Austin, Tex.

On the Omaha scene

EDITOR: Your comprehensive story about the FCC's Omaha programming hearing (BROADCASTING, Feb. 11, 4), particularly that vignette regarding interested observers, was very interesting. Imagine my surprise, however, when I failed to find mention that among them were two staff members of the NAB, both of whom were in attendance for the greater part of the hearing.—Douglas A. Anello, National Assn. of Broadcasters, Washington, D.C.
HOW IS FREEDOM WON? As the 13 colonies prepared to fight for freedom, Patrick Henry said, “The battle, sir, is not to the strong alone; it is to the vigilant, the active, the brave.”

These qualities are found today in America’s dynamic Rural Electric Systems. When existing power suppliers refused to build lines into the countryside, rural people formed their own organizations—cooperatives or power districts—borrowed capital from the Rural Electrification Administration, and built their own electric systems.

Today, nearly 1,000 rural electric systems serve 20 million people in 46 states. They have strengthened the entire economy by creating a new, continuing billion-dollar-a-year market for electrical appliances and equipment. They help build the areas they serve by providing leadership in the development of small industries, recreational and other community facilities. The entire nation benefits as once-depressed rural areas are revitalized.

Economic freedom, too, is won by “the vigilant, the active, the brave...”
Whenever the subject of our television series, Death Valley Days, is brought up people almost invariably are curious to know why the program is still on the air after so many years, particularly when most other programs fade away in much less time.

During its 33 years on the air, Death Valley Days has been the envy of many other programs that have attempted to emulate us. Most of them have been unable to overcome the fickleness of the American viewing public. We at U. S. Borax have always been deeply honored that the public elected to support Death Valley Days through their purchase of our 20 Mule Team products and have done everything in our power to maintain this confidence.

Authenticity Pays Off • Probably the biggest single reason for the show's consistent popularity since 1930 on radio and since 1952 on television is its unvarying authenticity. This has been a "must" since the show's beginning for which the public has expressed its appreciation and confidence. The viewing audience believes in our show and their confidence carries over to our products. This has resulted in steady sales increases. The program's quality would be our best guess as to why our series has been around since radio and television's toddler days. It's real American, and what better ingredient is there to sustain the life of a program?

The history of this unique entertainment vehicle began during the infant days of radio. During the summer of 1930, the management of Pacific Coast Borax Co. (now United States Borax & Chemical Corp.) requested the newly established radio department of McCall-Erickson, our advertising agency since 1926, to create a radio show which would tell authentic stories of the old west, set in and around Death Valley, where our Borax product was originally mined.

Radio Pioneer and Veteran • An audition was held at NBC during August, and on Sept. 30, 1930, the now famous bugle call was first heard on radio. Sales of our consumer products showed an almost immediate increase and we knew before long we had a winner. For the next two decades the program ran consistently and successfully on network radio.

To say that we had a lot working for us when in 1951 we decided to convert our valuable radio property into a tv show would be a gross understatement. We had tested various media and found that the medium that would afford us the greatest sales increases for the dollars spent was television. Initially, we wanted to use one-minute spots to carry our advertising message, but late in 1951 there were very few available. That fact, plus our desire for national coverage, forced us, you might say, into spot tv— but on a program basis.

In Death Valley Days we had a name deeply imprinted in the public's consciousness as representing good entertainment, a musical theme which was linked closely with the name, and a well-established host-narrator, "The Old Ranger," who was "real" to hundreds of thousands of past listeners.

A Tv Natural • There were other advantages, too. The show had wonderful photographic possibilities in the visual beauty of Death Valley, as well as other outdoor locations throughout the west. There were excellent promotional and merchandising possibilities for, among other things, the public connected 20 Mule Team Borax products with Death Valley Days and the famous 20 mule team was one of the most recognizable trademarks in the world. The most important strength we had in our favor was the fact that Death Valley Days has an anthology format with no "regular" personality, which can lead to early decline in popularity.

Another asset was our rich mine of story material highly suitable for conversion into tv dramas. Last, but not least, we were most fortunate to have Ruth Woodman, who researched the story material and wrote all but a few of the original radio scripts. Her familiarity with the story problems and her writing experience were of almost irreplaceable value. All of these factors came into play when we made our final decision, early in 1952.

Our desire for national coverage of the program posed some problems because in 1952 the television networks were limited regional hookups, not the nationwide affairs they are today. So in order to obtain national coverage we bought spot time. Buying time was quite a chore because of the coverage demanded and the shortage of prime after-dark time. The spot lineup was spread all over the nighttime map, with every day in the week included and the time segments ranging the gamut from 7 to 10:30 p.m. in the 62 cities we entered. This buying pattern remains basically the same, even today.

Once we were in a market we had little trouble in establishing ourselves, and by the time competition did appear we had amassed a loyal following which stayed with us. Fortunately for us, westerns were among and still are the most popular type of tv entertainment. So our anthology series set in a western locale, which is closely identified with our products, fared very well.

In the beginning, Death Valley Days was broadcast every other week. As our sales increased, the schedule was stepped up to broadcast each week in major markets until today our program is seen in over 102 top markets each week, representing over 92% of all tv homes in the country.

New Into Color • This year marked another step when we produced several of our Death Valley Days episodes in color. It is our intention to make certain the show keeps pace with the rapid and challenging growth of color television as a medium.

Personally, I see continued progress for the series in the future. As long as the public enjoys authentic dramas of real people and events of the pioneer days and continues to support our program by purchasing our consumer products, the 20 mule team wagons will continue to roll across the nation's tv screens.

David V. Parker is vice president in charge of the 20 Mule Team Products Dept. of U. S. Borax responsible for the sale and distribution of the company's household and industrial maintenance products. He joined the company as a sales representative in 1942. In 1946 he was made assistant to the director of sales and advertising—a position he held until 1952 when he was named director. He held this post until 1957 when he was appointed vice president of the 20 Mule Team Products Dept.
FAVORITE THROUGHOUT MARYLAND  PIMLICO RACE TRACK, BALTIMORE; SCENE OF THE PREAKNESS

WBAL-RADIO 1090 & BALTIMORE  MARYLAND'S ONLY 50,000 WATT STATION

BROADCASTING, February 18, 1963  25
If you lived in San Francisco...

...you'd be sold on KRON-TV
WHAT PEOPLE REALLY THINK OF TV

■ Deepest look yet at tv audience finds everybody watching
■ Some feel guilty about time they spend, but go on viewing
■ Entertainment is what they want; commercials cause unrest

The most painstaking study of television viewer attitudes ever offered to programmers and advertisers is being published this month, after three years of field work, tabulation and analysis. It is The People Look at Television, a 422-page book reporting on a study undertaken by the Bureau of Applied Social Research of Columbia U. The profile that emerges depicts the American viewer as grateful for the blessings television brings into his home but inclined to wish, when he feels required to justify his devotion to his set, that the programs would do a little more to inform and educate him—in an entertaining way.

The study is a major research project carried out to find who watches tv, how and when and why. It was financed by a $135,000 grant from CBS, whose president, Frank Stanton, first proposed such a project in 1955. The field work was conducted by the National Opinion Research Center at the U. of Chicago and by Elmo Roper Assoc. The book is being published by Alfred A. Knopf, New York ($7.95).

The People Look at Television, which presents the "key findings" of the study, was prepared by Gary A. Steiner, associate professor of psychology at the U. of Chicago's Graduate School of Business, who headed the research project. The book's three parts treat the viewer's reaction to television as a medium, to tv viewing as an activity and to tv programs and commercials.

Its major findings:
- There are two predominant viewing types: (1) The "average American" viewer, who has become almost dependent on his television set for relaxation and entertainment; who accepts its offerings uncritically and in some cases with extreme enjoyment, and who wishes vaguely that tv programs could be "more informative and educational and yet entertaining. (2) The "average non-average" viewer, who is more sophisticated, better educated and in a higher socio-economic group, who also watches tv for relaxation and entertainment and has his favorite programs, but who is likely to be more critical of tele-

vision "in general" and more concerned with selective viewing.

Dr. Steiner adds his own "conjectures and opinions," reached after making the study. Clearly labeled as separate from the study itself, Dr. Steiner's views nevertheless place the study in perspective with the present FCC policies and the differing approaches involving television programming.

He concludes that:
- Those who are concerned about what television does to or for the viewer will have to consider the two philosophies under which tv programming might be dispensed: the "cultural democracy" concept by which the public would be provided the kind of programs it prefers, with audience approval the principal factor in determination; and the Platonic approach by which viewers would be provided only those programs "good" for them (informative, educational, aesthetic, inspirational), as determined by those considered qualified and authorized to pass judgment on what ought to be and what ought not to be shown. Dr. Steiner leans toward the "cultural democracy" view.

Large Sample • The CBS-initiated study was based on a national survey of 2,497 adult viewers (18 to 70) in widespread parts of the country. Of the 2,497 respondents interviewed, 207 reported no tv set in their homes; the 71 of those who said they "never watch" tv were subtracted from the total to leave 2,427.) Also included in the project was an additional study of 300 viewers in the metropolitan New York area, conducted as a check.

In the national survey, the National Opinion Research Center and the Roper organization each interviewed approximately 1,250 adults in their homes during March and April 1960. The interviews were conducted in 537 small areas in both metropolitan and non-metro
dopolitan regions, selected to offer a representative mixture of geographic, demographic, economic and social characteristics.

The NORC and Roper interview techniques and methods were somewhat similar and so were the results, though arrived at separately. Both organizations took precautions to interview a heavy proportion of evening and weekend viewers as well as the daytime viewer represented by the housewife. A specified portion of the NORC residents were Negroes.

In thoroughness, scope and ambition, the CBS-supported project outclasses all other research in the field. The only project remotely approaching it was a study of the television audience conducted in nine major U.S. cities by Social Research Inc., Chicago, for Campbell-Ewald Co., Detroit agency (Broadcasting, May 1, 1961). Both took exhaustive surveys of viewer attitudes toward tv and its programs: and both stressed how the viewer's attitudes toward television are largely determined by his socio-economic and educational background. Both were based on interviews made in the spring of 1960.

But the differences in methods, findings and conclusions, where they could be compared, were even more pronounced. (The findings in the Campbell-
The dilemma of programmers is pointed up in this chart: a program that pleases one viewer stands a good chance of displeasing another (except news and religious programs, which have no admitted objectors). In leading categories there's close balance between those who like and those who dislike; in several others more "don't care" than do care. Chart is adapted from one in "The People Look at Television," subtitled "a study of audience attitudes."

The Campbell-Ewald study, obviously, was intended to help the agency in its media decisions and media use.

The Campbell-Ewald study used a sample of 255 persons living in major U.S. cities, interviewed by Social Research Inc. researchers. The CBS-financed study consisted of interviews of 2,427 persons, in both metropolitan and non-metropolitan areas, and the division of interviewing between NORC and Roper, even though methods were similar, could be considered as a check of one organization's accuracy against the other's.

Interest Gain • Whereas, the 1961 report found the average viewer to be jaded and bored with TV and ready to seek solace from other media, the current report finds no such trend away from TV, in fact, more interest than ever, and a general contentment with programming itself.

(If may be fairly said that the current report has the advantage of 20 months' hindsight in actual conclusions drawn from findings about the viewer's attitudes toward TV. Both studies, for instance, reported viewer demands—and a corresponding trend—toward more light entertainment such as comedy, and the return of the Gleasons, Caesars, etc. In the Campbell-Ewald document this was more of a prediction: in the current report, a statement of fact.)

Whereas, the earlier report could only surmise, from findings, that actual viewing does not always coincide with the attitudes about TV expressed by viewers, especially the better-educated, higher-income viewers, the current report indicates this condition actually exists, based on its checks of the ARB diaries.

The earlier report examined the various types of programs and viewers' attitudes toward them, but there was no attempt to define the elements that constitute a "public service" program: there was no discussion of whether program content should be determined by the response of the viewers (and therefore, advertisers) or by the decisions of others based on what is "good" for the public; there was no discussion of program "balance" (percentages of "public service" vs. other types of programs).

The current report discusses all these issues, though Mr. Steiner labels them as his personal conjectures and opinions.

Average Viewer • Here is a profile of the "average American" viewer as sketched by the study's findings:

He spends hours with TV daily and finds it relaxing, pleasant and an integral part of his life, well worth its substantial costs. Its advantages are easier to see than the activities it replaced and its advantages for his children outweigh the dangers and problems involved.

He has come to depend on daily, routine viewing and he is no longer overthrown by what he sees. He thinks the programs are good and some especially so. He feels no lack of specific kinds of programs and is aware of no "imbalance"; he watches what's available. He recalls some serious TV dramas, but remembers especially TV's comedy stars; his favorites, therefore, are likely to be in the "action" and "comedy-variety" categories, relaxation and entertainment, which TV gives him in plenty.

He'd like TV to be more informative and educational, but not without entertainment; except for the day's news and the weather he rarely tunes in serious and informative public affairs shows, even when he's watching.

And, in fact, he considers TV tops in entertainment. He turns to the newspaper for more important local and other happenings. He likes radio for quicker, capsule summaries and magazines for limited, specialized interests, but TV is what he prefers for relaxation and diversion. It seems unlikely that

BROADCASTING, February 18, 1963
any home medium will replace it in this regard.

He is of the opinion there's too much violence on tv, but feels the broadcaster should take the blame, not the parent of the child viewer. He doesn't feel parents should have to screen the programs the youngsters watch, especially since parents often benefit from the time children spend with tv.

**Critical of Commercials** He thinks there are too many commercials (see story page 30), especially those that are boring, repetitious and irritating, and he wishes those in charge would do something to improve the situation.

But his real worry comes from his guilt feeling at the amount of time he "wastes" watching tv during his leisure hours (and perhaps for women, during "working hours"), "doing" nothing but relaxing, and it arouses some ambivalence in him toward the medium. To active Americans, tv watching is not as easy to justify as golf ("healthful"), reading ("admirable"), sleep ("restorative"). "The average viewer," the report sums up, "would not give it (tv) up if he could—of course, he could if he wanted to."

When the set breaks down, he loses no time getting it back into working order. This "average American" viewer has no more than a high school education, an annual income of less than $8,000, and he accounts for more than three quarters of all tv homes and a still higher percentage of the effective audience at any given time because he watches more.

And here is a sketch of the "average non-average" viewer composite arrived at in the study's findings:

He has a higher education, a higher income and is more cosmopolitan and sophisticated. In many ways he is like the average viewer, but there are notable exceptions. He is generally negative in talking about tv, and though he finds the same basic satisfactions in it as does the average viewer, he is more concerned about its "costs" to him.

**Quick to Praise** Like the average viewer, he turns to tv mainly for relaxation and entertainment. He has more alternative sources of serious information, especially magazines, but when he watches television he selects informative programs from what is available.

He, too, remembers fondly the comic greats of past seasons and wants to see them return. He watches a lot of tv, a bit less than average, but still quite a bit. He is quicker to praise his favorite programs than the average viewer.

But he's less satisfied with tv and its programs "in general," and is likely to emphasize the issues of "productive" programming and selective viewing. He may claim he's more selective than he

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### Program Composition:
The DIET vs. the MENU

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Average number of programs watched per week</th>
<th>Average number of programs scaleable per week</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LIGHT ENTERTAINMENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Action</td>
<td>121.8</td>
<td>7.0</td>
</tr>
<tr>
<td>Comedy Variety</td>
<td>134.0</td>
<td>6.0</td>
</tr>
<tr>
<td>Light Drama</td>
<td>61.3</td>
<td>2.2</td>
</tr>
<tr>
<td>Light News</td>
<td>22.8</td>
<td>1.2</td>
</tr>
<tr>
<td>Sports</td>
<td>28.4</td>
<td>1.0</td>
</tr>
<tr>
<td>Educational</td>
<td>159.9</td>
<td>9.2</td>
</tr>
<tr>
<td>Information &amp; Public Affairs</td>
<td>68.4</td>
<td>1.5</td>
</tr>
<tr>
<td>Heavy Drama</td>
<td>15.3</td>
<td>1.5</td>
</tr>
<tr>
<td>Religion</td>
<td>42.0</td>
<td>0.7</td>
</tr>
<tr>
<td>Movies</td>
<td>112.4</td>
<td>1.9</td>
</tr>
<tr>
<td>Heavy Music</td>
<td>0.9</td>
<td>0.3</td>
</tr>
</tbody>
</table>

**SUMMARY:**

<table>
<thead>
<tr>
<th>Programs Available</th>
<th>63%</th>
<th>20%</th>
<th>15%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs Watched</td>
<td>61</td>
<td>4</td>
<td>29</td>
</tr>
</tbody>
</table>

*All programs watched by all viewers (viewer exposures)*

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How closely what's offered coincides with what's available is indicated in this chart, based on a study conducted for prime-hour periods among Arb diarists in New York. Conclusion: by and large there's reasonably close correlation. One notable exception, as shown: regular news shows represented 20% of the programs available but totaled 29% of the programs watched by the average viewer. From "The People Look at Television."

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is, but probably no more than he would like to be. He is attracted to specific, outstanding dramatic programs, but these account for only a small share of his viewing, which is, like the average viewer, devoted mostly to light entertainment.

Though he calls for more informative television (it's his No. 1 complaint about tv), he apparently doesn't want more like the present, for he takes little advantage of informative programs available on commercial channels and still less of those on educational tv outlets. He often lists current informational shows as his favorites, but has little to suggest when asked for specifics.

Although his answers are made partly because he feels they're expected of a well-educated, sophisticated respondent, there seems to be some indication he's concerned with the social and cultural implications of so much television and
Wanted: shorter, funnier, fewer commercials

Advertisers who would have their commercials better liked should try making them more entertaining and informative, less aggressive and distasteful—and shorter and fewer and less intrusive of the programming in which they appear.

This advice attempts to crowd into a one-sentence lesson a solution to the main things that viewers think are wrong with tv commercials, as detailed in The People Look at Television, the massive study conducted by the Bureau of Applied Social Research of Columbia U. (see page 27).

The study's examination of viewer attitudes toward commercials reports that, unlike programming, which is not a source of widespread dissatisfaction, commercials do frequently rub people the wrong way and probably do displease almost everyone at one time or another, for one reason or another.

System Okay • But this dissatisfaction is not nearly enough to make people want to replace commercial broadcasting with a non-commercial system, the report continues, though it notes that the study did not explore the alternatives deeply.

It did find that three-fourths of the people felt that "commercials are a fair price to pay for the entertainment you get," and that more than half said they would want tv without commercials.

Nor does it reflect itself in any impressive desire for pay television, either as an alternative or as an adjunct to the present system, the report asserts. A total of 31% voted for a trial of pay tv at 50 cents per program if additional stations would be used; 20% if some of the existing stations were to be used. A flat 22% favored a trial at $1 per program.

its use for "escape" among the masses. Thus, he reasons, the country needs more informative and educational tv programs, not for him, but for the common good when adopted by others. Sekel also thinks in large numbers that programs can be both enjoyable and intellectually satisfying. He wants to justify the time he spends with tv by learning something worthwhile to him. The mere fact that he has alternatives to television may make him dissatisfied with the seductive "influence" of television, the easier time-killer.

The big difference between the two groups, the study says, is not so much in how they use it, but in how they feel about it. Thus:

"What the majority accepts as a legitimate use of television, the minority may think of as abuse of it (or its abuse of them). The mass audience is more likely to think tv for keeping those in the family together, physically: the class viewer is more apt to blame it for keeping them apart, socially. The large segment concentrates on the help it gives them in keeping their children out of mischief; the small, on the fact that it (also) keeps them out of books or bed."

The average and non-average viewers are at least as concerned with how they watch television as what they watch, and so are the popular critics and observers, the report says. This concern does not deny the significance of programming, however, for the actual use of tv influences programming by determining what is most popular. But popular programs and popular criticism of tv, they must be read against the criteria the public actually applies, both that expressed willingly and that not readily admitted.

Dr. Steiner, in his discussion of "cultural democracy" of tv programs (response to audience demands) versus the argument that what the public wants is irrelevant, quotes FCC Chairman Newton N. Minow and New York Times columnist Jack Gould as stating the latter view, and Sir Robert Fraser,
Question—What, if anything, do you dislike most about commercials?

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Sex</th>
<th>Education</th>
<th>Grade</th>
<th>High</th>
<th>Col. &amp; Beyond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: 100%</td>
<td>2427</td>
<td>177</td>
<td>1246</td>
<td>627</td>
<td>1214</td>
</tr>
<tr>
<td>Aspect of Commercials Mentioned</td>
<td>CONTENT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boring, dull, repetitious</td>
<td>48%*</td>
<td>51%</td>
<td>46%</td>
<td>34%</td>
<td>49%</td>
</tr>
<tr>
<td>Misleading, dishonest</td>
<td>17</td>
<td>18</td>
<td>17</td>
<td>13</td>
<td>18</td>
</tr>
<tr>
<td>Stupid, insulting to intelligence</td>
<td>11</td>
<td>16</td>
<td>18</td>
<td>14</td>
<td>11</td>
</tr>
<tr>
<td>Bad taste, &quot;private&quot; products</td>
<td>3</td>
<td>5</td>
<td>6</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Hard sell, aggressive, overdone</td>
<td>6</td>
<td>10</td>
<td>7</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Other or general</td>
<td>4</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>TIMING</td>
<td>48</td>
<td>46</td>
<td>50</td>
<td>42</td>
<td>53</td>
</tr>
<tr>
<td>Interruptions in program</td>
<td>21</td>
<td>19</td>
<td>22</td>
<td>19</td>
<td>23</td>
</tr>
<tr>
<td>Too long</td>
<td>54</td>
<td>44</td>
<td>50</td>
<td>42</td>
<td>53</td>
</tr>
<tr>
<td>TOO LOUD</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>TOO EFFECTIVE ON CHILDREN</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>DISLIKE EVERYTHING</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>DISLIKE NOTHING</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>PAY NO ATTENTION—DON'T WATCH</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>PARTICULAR COMMERCIAL DISLIKED</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>GENERAL OR OTHER</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

*Multiple responses: The detailed percentages within major categories do not necessarily add to the category totals, which show % of respondents mentioning any one or more of the subordinate categories.

Home appliances 34 4
Toilet soap, shampoo 29 29
Drugs, patent medicines 25 158
Tobacco paste 18 44
Gas and oil products 14 5
Undergarments, bras, etc. 7 39
Other 136 80

The report offers this conclusion on "content":

"The specificity of praise and criticism regarding the content of commercials indicates the difference in acceptability among the various approaches presently being used. In one sense, this should encourage and challenge those who wonder whether commercials can be improved.

"Clearly, commercial content per se is not objectionable. Some are good and some are bad; and viewers pretty well agree on which is which, and why. None of this, of course, speaks to effectiveness, 'good' and 'bad' here means only 'liked' and 'disliked' and perhaps that distinction is at the root of the problem.

"The point, however, is that advertising agencies—unlike program producers—would face relatively few dilemmas if their object were to please their audience."

Advertising they like "best" or consider "worst," the viewers gave responses which were assembled into categories as follows:

| Mentions | Mentions
|-----------|-----------|
| Category | "Best" | "Worst"
| Beer, wine | 187 | 52
| Foods, soft drinks, gum | 173 | 54
| Automobiles | 124 | 40
| Laundry soap, detergent, cleanser | 84 | 102
| Deodorants, cosmetics, hair products | 55 | 80
| Cigarettes, cigars | 51 | 110
| Industrial organizations | 36 | 1

Dr. Steiner begs to differ with the FCC's definition of "public service" programs as news coverage, informational programming, and religious or secular editorializing. The FCC and "other evaluators" of broadcaster performance must recognize entertainment as "a legitimate and perhaps most significant 'public service.'" There's serious question as to which does the most good within the civic objectives sought, especially if the size of audience is considered, he says.

In other words, he says, if broadcasters are to be evaluated on how well they serve the public, the FCC might expand consideration to the whole schedule, for entertainment shows do many of the things the public service shows are supposed to do, and do them better; and "good, enriching" entertainment may be the most important public service performed by tv.

Dr. Steinera challenges those who raise the question of "balance" in tv programs. Suppose, he said, that there are only two audience segments, A and B, and two types of programs, A and B, and that A will watch only a and B only b. Suppose, further, that A's out-number B's by three to one, and that A's usually watch twice as much tv.

How to Balance • Now, he asks, what
would a perfectly balanced schedule look like? Should there be equal amounts of “a” and “b” so every audience member has an equal chance to be served? Should there be three times as much “a” because it has three times the potential audience? Or twice as much on the grounds that each “a” consumer has twice the appetite? Or should it be sixfold over “b” to take both of these differences into account?

Of course, in real life the A’s will watch some “b,” and vice versa. “But the chances are not the same; for example, the college-educated watch comedy or adventure far more frequently than the barely literate will tune to heavy information. In some cases, then, the first choice for one segment is a close second for another; while the preferred face of the second may be entirely uninteresting or incomprehensible to the first.”

Uses a Factor • Should the different uses these segments make of tv be a factor? Such problems usually are left to the free market, he said, and “that giant computer” decides what shall be produced and in what quantities.

Some argue, he says, that the free market system of balance is not workable because in tv a limited resource is allocated to a limited number of licensed producers or distributors, who sell not directly to the public, but to advertisers. If balance cannot be defined as the result when the present system is simply left alone, then it seems to rest with those talking about program balance to “state precisely what they mean, and how they know,” he says.

Dr. Steiner deals a telling blow to advocates of mandatory educational-informational programs with this quotation from Sir Robert Fraser:

“If you decide to have a system of people’s television, then people’s television you must expect it to be . . . and it will reflect their likes and dislikes, what they can comprehend and what is beyond them. Every person of common sense knows that people of superior mental constitutions are bound to find much of television intellectually beneath them. If such innately fortunate people cannot realize this gently and with good manners, if in their hearts they despise popular pleasures and interests, then, of course, they will be angrily dissatisfied with television. But it is not really television with which they are dissatisfied. It is with people.”

The People Look at Television includes a foreword by Bernard Berelson, director of the Bureau of Applied Social Research, who reviews the background and also expresses his gratitude to Dr. Stanton and CBS for underwriting the study and “allowing the bureau full freedom in its planning and execution.”

There also is an afterword by Paul F. Lazarsfeld, also of the bureau, and co-editor, with Dr. Stanton, of earlier works on radio and other communications research and co-developer of the Lazarsfeld-Stanton program analyzer.

More Studies • Dr. Lazarsfeld looks at “some problems which television research has not yet adequately explored” and suggests some possible ways of studying them. He describes these areas as “detailed study of the audience’s experience”, “experiments in changing public preferences”; “studies of the long-range effects of television”; “research on matters of taste” and “research on decision-making in the broadcasting industry.”

Dr. Lazarsfeld ventured that “probably the greatest gap in our knowledge about television pertains to the structure of the industry, its relations to the advertiser and to the FCC.”

He noted that broadcasters, like leaders in other industries, fear that competitive information will be revealed if they let themselves be researched too fully. But he thought this “might be a short-sighted view” because as things work now, congressional investigations occasionally break through and “the public gets not a balanced picture but a series of horror stories.”

“What is so badly needed is various kinds of studies of the industry, such as detailed biographies of programs: take a successful tv program; through what steps did it go from the moment when the idea was first conceived? Who had influence and in what direction did he exercise it? Here one should not just shrug off the controversial role of the advertiser. On aesthetic matters who exercised the judgment which would correspond to, say, the Artists’ Council Inc, in French broadcasting? It would be equally interesting to take a number of unsuccessful programs and attempt a similar biography.”

Dr. Lazarsfeld thought another useful study might center on “The Industry’s Relation to the FCC.” He said Chairman Minow, “who is relatively active in the exercise of his office,” and the industry and public “could learn a great deal if we knew what happened when Clift Durr [FCC member 1941-48] played a somewhat similar role 15 years ago. But no history of his regime was ever written.”

In network-affiliate relations, he continued, it would be “instructive to compare situations where the affiliates take the good sustaining program and situations where they don’t. Is the difference due to the personality of the local managers or to a different objective structure in the market? How do communities actually react” to local station policies?

The complicated relationships among networks, sponsors, FCC and audiences, he said, requires “a whole series of studies . . . to give a rounded picture.”
13 Financial Firms Can't Be Wrong
(at least not for very long)

We are sure you'll agree that banks, savings and loan, and other financial institutions are about as choosy an advertiser as you could ask for, when it comes to making a media buy.

Therefore, we are quite proud that thirteen have chosen WFAA to carry their message to Dallas, Fort Worth and the surrounding area.

The list includes several of the largest banks, as well as smaller suburban banks. It includes Texas' largest savings and loan association and many of its competitors, both in and out of the State.

And the fact that some of them have been with us for as long as 16 years proves one thing for sure. They must be getting their money's worth!

Assuming that you don't work here and are not familiar with the market, you may appreciate this particular group testimonial. We could talk all day about the "cut" and quality of our audience — and not say it half so well. Or convincingly.

If it's further evidence of results you want (in another category) we welcome the chance to provide it. Call your Petry office or write us direct.

WFAA-AM-FM-TV
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.
Oren Harris set to go after ratings
AS PLANS NOW STAND, HE'LL COME IN LIKE A LION IN MARCH

Rep. Oren Harris (D-Ark.), whose old Legislative Oversight Subcommittee shook the broadcasting industry and the FCC with three years of headline-making investigations, this week will announce plans for a new round of hearings on radio-tv rating services by the old subcommittee under a new name.

The hearings, under present plans, will begin the first week in March and will be spread over several weeks.

Even as plans were crystallizing, however, it was learned that pressures were being exerted from outside the subcommittee to prevent the hearings from being held.

Chairman Harris will head a Special Subcommittee on Investigations—of his House Commerce Committee—to be organized tomorrow (Feb. 19). The special group is a carryover of the Subcommittee on Regulatory Agencies of the last Congress, itself a successor to the widely publicized oversight unit which helped disclose payola, rigged quiz shows and ex parte contacts with FCC commissioners. Many of the same regulatory agency subcommittee staff and members of Congress will join Rep. Harris in the ratings investigation.

An organizational meeting of the Commerce Committee will be held tomorrow just before the first session of the special group. Other standing subcommittees of the Commerce Committee are slated to be named at the same time.

Members of the Subcommittee on Investigations, to be announced tomorrow, in addition to Chairman Harris include: Democrats—Reps. John Moss (Calif.), Paul Rogers (Fla.), Gillis Long (La.) and W. R. Hull Jr. (Mo.); Republicans—John Bennett (Mich.), William Springer (Ill.), J. Arthur Younger (Calif.) and Donald G. Brozman (Colo.). All except Reps. Long, Hull and Brozman were members of the old Subcommittee on Regulatory Agencies.

Reps. Long and Brozman are freshmen. Rep. Hull has transferred to the Commerce Committee from the Public Works Committee. Going off the investigative subcommittee are Reps. Walter Rogers (D-Tex.), who will be named chairman of the Communications Subcommittee tomorrow, Robert Hemphill (D-S.C.) and Vernon W. Thomson (R-Wis.).

Well-Banked • Rep. Harris has asked the House to appropriate approximately $206,000 for the investigative subcommittee, included in the some $500,000 he is seeking for the full Commerce Committee.

Two subcommittee staffers—Rex Sparger and Bob Richardson, working under Chief Counsel Charles Howze—have spent 18 months investigating the rating services in preparation for next month's hearings. They have visited practically every measuring firm in the country and have reportedly interviewed dozens of broadcasters, advertisers, agencies and survey interviewers in many cities. All the top services and some minor ones will be called to Washington to testify during the hearing.

The hearing will run for only a few days early in March and then will recess for an undetermined time, it is understood. A subcommittee spokesman said this method was planned to permit the full committee to take up legislative matters during the interim.

Efforts reportedly have been made to stall the hearings both from within Congress and outside. A senator's office, according to a reliable source, has accused Messrs. Sparger and Richardson of undue harrassment of at least one of the services. However, it was learned last week that the hearings will go on as scheduled despite outside interference.

No. 1 question in Washington: Who gets Minow's job?

The guessing game in broadcasting and government circles last week was about the successor to Newton N. Minow as chairman of the FCC. Broadcasting's Feb. 11 report of Mr. Minow's intention to leave government was accepted as fact, and Mr. Minow did nothing to dispel this.

The 37-year-old chairman accompanied by his wife, left on a 10-day trip to Europe last Friday without shedding official light on his plans. His terse 13-word statement released last Monday, following publication of Broadcasting's story of his plans, was interpreted generally as tacit confirmation of his impending resignation, to join Encyclopaedia Britannica Inc., in his home town of Chicago, as a high officer and legal counsel.

The statement, issued by the FCC's information office Monday, after the press associations and other media had picked up Broadcasting's story, said:

"Broadcasting Magazine frequently speculates about my future—and often engages in wishful thinking."

Matter of Fact • Although no other authorized comment emanated from the chairman or his office, his fellow commissioners, almost to a man, construed the report as accurate. So did others close to the chairman. The news dispatches picking up Broadcasting's story uniformly reported that the chairman "did not confirm or deny" the report.

Broadcasting reported that Mr. Minow had advised the President of his intention to leave the FCC and had recommended the appointment.
What's Discretionary Income?

...it's this yummy-flavored Canine Cuisine instead of table scraps

Great stuff—Discretionary Income—and there's 27% more of it (on the national average) in Ohio's Third Market. No medium—but none—blankets it as fully and warmly as WHIO-TV, AM, FM. Ask George P. Hollingbery.

Additional morsel for thought:

Dayton has been Ohio's fastest growing major metropolitan area during the past 20 years. Source: U. S. Census of Population, 1960.

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte North Carolina

BROADCASTING, February 18, 1963
of the FCC’s newest member—33-year-old E. William Henry as its successor. It was comment about Mr. Henry that provoked discussion not only among broadcasters but also in congressional circles and within the FCC. Mr. Henry, although a commissioner for only five months, already has been classified by his colleagues as able and strong-minded, and wedded to the New Frontier philosophy of rigid regulation. He presided over the recent hearings into local television programming in Omaha and, in his public statements, supported the FCC’s right to evaluate station programming.

When reports first developed several months ago about the possibility of Mr. Minow’s departure, speculation logically developed that Mr. Henry might be his successor. Mr. Henry worked for the New Frontier during the 1960 presidential campaign and has political connections with influential Kennedy supporters in Tennessee.

Also mentioned as a possibility for the chairmanship was Kenneth Cox, currently chief of the FCC’s Broadcast Bureau, who has been nominated by President Kennedy for FCC membership. Mr. Cox, a former Seattle attorney and protege of Sen. Warren G. Magnuson (D-Wash.), chairman of the important Senate Commerce Committee, also is seen as a candidate for the chairmanship. His confirmation for commissioner is regarded as certain and awaits only the approval of the Senate.

Newcomer’s Chance • There is always the possibility that the successor to Mr. Minow’s commissionership will also be named chairman. Whether the successor will be a “merit” appointee through promotion of a senior staff member of the FCC, or whether he will be selected from the outside, also figured in the speculation last week. It was presumed that since Mr. Minow had notified the President three weeks ago of his intention to resign, White House attaches assigned the task of selecting appointees to high federal posts already were on the job.

There was no pin-pointing of the date of Mr. Minow’s resignation. It is understood that he notified the President that he wanted to depart before June 1. Mr. Minow for some months has confided to friends that he found it hard to make ends meet in Washington on his $20,500 stipend. He has said that he would not enter communications practice or join any licensed entity in broadcasting.

At the Encyclopaedia Britannica he will join a company that has no connection with broadcasting except for the syndication of educational films by Encyclopaedia Britannica Films Inc., a subsidiary. Mr. Minow’s former law firm, headed by United Nations Ambassador Adlai Stevenson, now dissolved, represented former Sen. William Benton, chairman of EB, and Mr. Minow had the film subsidiary as his client.

When the President chooses Mr. Minow’s successor, it will be his fourth appointment to the FCC since he assumed the presidency. His previous appointees were Messrs. Minow, Henry and Cox. The fourth Democrat is the veteran commissioner Robert Bartley, who has served for 11 years and is a Texan—the nephew of the late Speaker Sam Rayburn. Mr. Bartley has expressed no chairmanship aspirations but undoubtedly would accept the appointment if it were offered. It is believed he would have the unqualified support of Vice President Lyndon B. Johnson.

WAST, WTEN get separation waiver

The FCC last week, in separate actions, waived its minimum mileage separation requirements and granted the applications of W TEN (TV) (ch. 10) Vail Mills and W AST (TV) (ch. 13) Albany, both New York, to move their transmitter sites. WTEN will move its transmitter about 31 miles southeast, towards Albany and increase power to 200 kw from 144 kw; WAST will move about 12 miles northeast of Albany towards Troy.

The commission said that WTEN’s move will place it about 21 miles short of the required distance of 170 miles from WJAR-TV (ch. 10) Providence, R. I. WAST will be short spaced with etv WNDT (TV) (ch. 13) New York by 28 miles. WTEN and WAST had experienced transmitting difficulties in the area due to adverse terrain conditions and the commission said the moves were aimed at providing “more equitable” vhf service in the Albany-Schenectady-Troy area “by providing three fully competitive stations.” The third station is WRGB (TV) (ch. 6) Schenectady.

The two stations, according to the commission, will have to give “equivalent protection” to the two co-channel stations WJAR-TV and WNDT and provide “precise offset” equipment at their own respective expense.

The Assn. of Maximum Service Telecasters Inc. had petitioned against both applications; both petitions were denied last week in the commission’s action.

Keep in Touch • The commission said that both moves must deny service viewers that now receive WTEN and WAST signals “... and where the number of viewers is more than minimal, the applicant shall install and maintain sufficient television broadcast translator stations ...” so that service will not be lost.

The two stations will also be required to air announcements of their proposed moves two weeks before they are made; this will have to be done both aurally and visually, twice nightly between 7 and 10 p.m., three nights weekly during the two weeks. The stations are also required, the commission said, to explain that if because of the move viewers lose their service they should write to whichever station and the FCC, so that service may be reinstated.

The commission further stipulated that WTEN and WAST could not begin construction of their new transmitter sites until they file engineering data showing the feasibility of translator service to the areas around Herkimer, N. Y., and Rutland-West Rutland, Vt., respectively. The two stations must also await FCC decision that the proposals are acceptable.

FCC plans change in multiple owner rules

The FCC last week announced plans to tighten its multiple ownership rules so that broadcasters with the maximum number of stations would have to dispose of one interest before applying to purchase or build another. Present rules require only that an interest be disposed of after the acquisition of a new station is approved by the commission.

The FCC rules allow no one to own more than seven am or fm stations. The limit on tv interests is also seven, but only five of these may be vhf. Furthermore, a broadcaster may own just one station in a service area.

Under present procedures a broadcaster may apply for an eighth station if he promises to cut his holdings back to seven when it is granted, but the proposed amendment to the multiple ownership rule would end that practice. Comments on the proposal are due March 15.
Why WJAC-TV bought
Seven Arts’ “Films of the 50’s” Volumes 1, 2, 3, 4 and 5

Says Alvin Schrott:
Executive Vice President and General Manager,
WJAC-TV, Johnstown, Pa.

“We bought the Seven Arts’ ‘Films of the 50’s’ because they were too good to let our competition get them. Frank Cummins, our program director, analyzed the Seven Arts’ releases. He recommended them as being top quality pictures and the most outstanding films available.

“We program the ‘Films of the 50’s’ on our Saturday night Cinema Six show which starts at 10 o’clock and runs participating until 11:00. Following a 10 minute break for the news to 11:10, we run to conclusion with the same sponsor each week. Our audience loves the films, and as a matter of fact, I do too—I stayed up again till one o’clock Sunday morning watching ‘Battle Cry’, one of the Seven Arts’ terrific features from Volume 3.”

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ASSOCIATED CORP.

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NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5106
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LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

For list of TV stations programming Seven Arts’ “Films of the 50’s” see Third Cover SROS (Spot TV Rates and Data). Individual feature prices upon request.
FCBA to publish lawyers’ monographs
GIVES THEM CHANCE TO DEBATE COMMUNICATIONS ACT

Radio and communications lawyers are going to have a chance for their own “great debate” on the Communications Act.

The executive committee of the Federal Communications Bar Assn. voted last week to have the monographs written by members of a special committee (BROADCASTING, Jan. 28) published in the Journal of the FCBA. They are expected to be in print before mid-March. According to FCBA President Donald C. Beelar, an open meeting of the membership will be held “before summer.”

Mr. Beelar said that the decision to have the monographs published was the “consensus” of the 12-man executive board.

There were four reports:
The most important, written by Leonard Marks, called for a radical overhaul of the FCC, splitting the commission's functions into three separate areas—a single administrator, a court of review and a commission of five members to handle policy matters.

A second document, written by W. Theodore Pierson, recommended the amendment of Sec. 326 (which now forbids the FCC to censor broadcast programs) to ban unequivocally the FCC's interest in programming in any form whatever,

The third report, on Sec. 315, was written by Philip G. Loucks, and called for the deletion of this political equal time provision.

A fourth report, written by Reed Rollo, called for a major revision of the present common carrier provisions.

In addition to Mr. Beelar, members of the FCBA executive committee are: Thomas W. Wilson, first vice president; Maurice M. Jansky, second vice president; Philip Bergson, secretary; Herbert Schalkind, assistant secretary; Ernest W. Jennes, treasurer, and Warren Bak, business in procur, Mr. Pierson, Reed Miller, J. Roger Wollenberg, and Frederick H. Walton Jr.

John W. Willis is editor of the FCBA Journal.

Federal judge to hear Bayer-FTC case tomorrow

Argument on a Federal Trade Commission request for a preliminary injunction to stop the current advertising by Bayer aspirin based on an article in the Journal of the American Medical Assn. is scheduled to be held before a federal judge in New York tomorrow (Feb. 19).

The FTC issued its complaint last month against Sterling Drug Inc., and its advertising agency, Dancer-Fitzgerald-Sample Inc., charging that advertising for Bayer aspirin on tv and radio in newspapers and was false and misleading (BROADCASTING, Jan. 21).

At issue are the claims made by Bayer based on a report published in the Dec. 29 AMA Journal by a medical team which tested the efficiency and effect of five analgesic preparations.

Earlier, an FTC petition for an immediate temporary restraining order was denied by a U. S. District Court judge in New York.

Dodd plans reports from subcommittees

A Senate subcommittee "probably" will continue its investigation of alleged "Communist infiltration" of broadcasting. Sen. Thomas J. Dodd (D-Conn.) said Thursday (Feb. 14).

Interviewed on Capitol Cloakroom (CBS Radio, Thursday, 6:30 p.m., EST), Sen. Dodd, vice-chairman of the Senate Internal Security Subcommittee, said the subcommittee would report next month on the executive (closed) hearings it conducted in January with witnesses associated with the Pacifica Foundation (BROADCASTING, Jan. 28, 14.)

The testimony also will be made public about the same time, it has been learned. Subcommittee hearings so far have dealt only with Pacifica, licensee of four listener-supported, non-commercial stations: KPFX (FM) Los Angeles, KPFA (FM) and KPFB (FM) Berkeley, all California, and WBAI (FM) New York.

The FCC has not renewed licenses of any Pacifica station (AT DEADLINE, Jan. 14), and is not expected to take any action until the subcommittee's findings are available.

Juvenile Delinquency and Tv • A Senate Juvenile Delinquency Subcommittee report on the effects of television on youth will be released "about next month," said Sen. Dodd, who also is chairman of the delinquency subcommittee. The lengthy report, awaited since subcommittee hearings ended last spring, will be "constructive," said the senator.

He added that he thought "there have been many improvements" in television brought on by the industry itself, not necessarily by the subcommittee's activities. The networks and the stations have done this on their own in the past year or two, Sen. Dodd said.

An initial draft of the report was revised at Sen. Dodd's request to include "recently uncovered evidence" of how tv sex and violence affect different types of children, normal as well as disturbed (CLOSED CIRCUIT, Dec. 24, 1962).

FTC opens L.A. office

A new field office has been opened in Los Angeles by the Federal Trade Commission with Robert E. O'Brien attorney in charge. Mr. O'Brien formerly was assigned to the FTC's Atlanta office. The Los Angeles office is at 215 W. 7th St., Room 1212.

New bills introduced in Congress

The following legislation affecting broadcasting has been introduced in Congress. Proposals which duplicate earlier bills and resolutions are so noted (• indicates legislation introduced in past Congresses):

Office of Federal Administrative Practice: H.R. 3560, Rep. James Roosevelt (D-Calif.): to establish an office of Federal Administrative Practice and provide for the appointment and administration of a corps of hearing commissioners (resembles partially H.R. 43, to set up an administrative court [BROADCASTING, Feb. 4]).


Bribery in sporting contests: H.R. 3696, Rep. William M. McCulloch (R-Ohio): to prohibit schemes in interstate or foreign commerce to influence by bribery the outcome of sporting contests.


Equal time suspension: H.J. Res. 247, Rep. Oren Harris (D-Ark.): to suspend for 1964's Presidential campaign the equal time provisions of the Communications Act (see page 46 and BROADCASTING, Jan. 21).
Reach her with a SPOT OF TAE
(the "homes reached" station in Pittsburgh)

Coffee time is TAE-time when
The Jean Connelly Show’s or
Jean’s 10 a.m. half-hour
reaches more homes than
any other woman’s interest
program in town.

Take TAE and see

WTAE CHANNEL 4
Basic ABC in Pittsburgh

*ARB, Nov./Dec., 1962
Senate probe to center on Telstar, Relay

CONSIDERATION OF KENNEDY NOMINEES SET FOR MARCH

Senate legislative activity—including action on broadcasting and other communications matters—was scheduled last week following initial steps by that chamber to set itself in order after a month of delay caused by a filibuster on a proposed—and unsuccessful—change in rules.

The Senate Communications Subcommittee will begin hearings today (Monday) to find out why two of the nation’s first communications satellites haven’t worked properly.

Early next month the full Senate Commerce Committee will consider names of the men President Kennedy has nominated to be incorporators of the nation’s Communications Satellite Corp. (Broadcasting, Feb. 4).

The senators will ask some of the nation’s top authorities on space communications whether difficulties experienced in the operations of Telstar and Relay mean that this country’s space plans have been set back.

Relay developed trouble immediately after its Dec. 13 launch and Telstar acted up around the same time, but both have been operating properly this year (Broadcasting, Jan. 14).

Witnesses to be called on the satellite operations will include: FCC Commissioner T. A. M. Craven, top officials of the National Aeronautics & Space Administration, representatives of the American Telephone & Telegraph Co. and Radio Corp. of America. Sen. John O. Pastore (D-R.I.), subcommittee chairman, will preside.

Incorporators’ Hearing • The hearing on the incorporators—first set for March 4—has been pushed back to March 11. Sen. Pastore will preside at the full committee session.

The 12 men the President has nominated to be incorporators of the satellite firm are the same he named for recess appointments last year (Broadcasting, Oct. 8, 15, 1962), except for Philip L. Graham. Mr. Graham, president of the Washington Post Co. (Post-Newsweek stations) and initial chairman of the board of incorporators, resigned last month. He was succeeded as chairman by Sam Harris, a New York attorney and director in two mining companies, who was vice chairman of the satellite group.

The Democratic Steering Committee made committee assignments for senior and freshman senators, which will be announced officially today. Republicans were expected to meet today to handle similar organizing tasks. All actions are subject to Senate approval, expected early this week.

A shift in the ratio of Democrats to Republicans on the Commerce Committee—which handles just about all legislation affecting broadcasting—will give the Democrats one more member. Formerly the committee had 11 Democrats and six Republicans. The new ratio, caused by Democratic gains in the November elections, is 12:5.

Sen. George A. Smathers (D-Fla.), long a member of the Commerce Committee, has left for a post on Foreign Relations.

Two veteran Democrats have been added to the commerce: Sen. Philip A. Hart (D-Mich.), who leaves Agriculture and Forestry and Sen. Howard W. Cannon (D-Nev.).

The Space Committee • The Aeronautical & Space Sciences Committee, which lost the late Sen. Robert S. Kerr (D-Okla.), its chairman, will be headed by Sen. Clinton B. Anderson (D-N.M.) (At Deadline, Jan. 21), who moved past two senior senators, who waived the top post. Sen. John Howard Smethers (D-Fla.), the former Oklahoma governor, now serving the unexpired term of the late Sen. Kerr, was named to the Democratic vacancy on the space committee created by the former chairman’s death.

NIAC group studies new warning systems

Broadcast and communications working groups to study methods of using AM, FM and TV stations to alert the public in the event of a war emergency have been established by the National Industry Advisory Committee, the FCC announced last week.

Heading the special NIAC committee which has undertaken to formulate a new method of emergency warning, is John F. Meagher, NAB radio vice president. J. Leonard Reinsch, executive director of the Cox stations, is vice chairman.

Chairman and vice chairman of the subgroups are:


The mission was given last month to NIAC by the civilian defense office of the Dept. of Defense (Broadcasting, Feb. 4). It calls for the committee to investigate the feasibility of a broadcast warning system which will provide an instantaneous alarm on a 24-hour-a-day basis with a capability of reaching 95% of the population.

Under the present Cenelrad method, radio stations are alerted by the North American Air Defense Command via the press teletype facilities of the AP and UPI. Stations broadcast a special signal which alerts government and public installations with receivers equipped to receive the special code.

One of the major elements in any new alerting system will be the establishment of transmission standards to activate radio and TV receivers. A major factor, it is presumed, will be how to reach receivers that are not turned on.

The system will be used, probably, for other peacetime purposes, like weather warnings, threats to life and property, etc.

NIAC is a special committee comprising representatives of broadcasting and communications services formed to advise the FCC on defense communications.

NAB still opposes proposed FM table

The FCC last week received over 25 reply comments to its proposed FM table of assignments (Broadcasting, Dec. 24, 1962), although the deadline for the rebuttal comments has been extended to March 18.

Outstanding among the comments, which ran mostly along the lines of requesting specific channels allocated to specific areas, was that of the NAB. The NAB mainly renewed its opposition to the commission’s planned assignment table and reiterated its former views (Broadcasting, Nov. 5, 1962).

The NAB urged that the commission definitely state its intention to protect existing FM stations, that operate in excess of the power and antenna height allowable in their zone under the new assignment table, with a ‘grandfather clause.’ The association restated that the proposed table is too rigid and urged a policy of assignments based solely on mileage separations and administered on a “go-no-go” basis be adopted.

Much out of tune with the other comments was that of the Illinois Broadcasting Co., licensee of three FMs, which told the commission that the proposed assignment table was a good idea. But, it said, provisions for unused channels should be made. If a channel goes unused it should be planned to reallocate the channel, providing it meets with mileage separation requirements.
puzzle: Tees for Twos

One balmy afternoon, Frank Grindley, Jay Walters and Bob Gilbertson, three good men and true in the Harrington, Righter & Parsons sales organization, were business-lunching with three agency time-buyers, to wit: Bob Decker (Ted Bates), Jim Lavelle (Dancer, Fitzgerald, Sample), Jim Kelly (Leo Burnett, Chicago).

To clear their heads before they grappled with their new expense account forms (and to limber up their bent left elbows), one of the men suggested a brisk 18 holes. Each HR&P man teamed with his guest.

Lavelle, Decker, Kelly and Walters shot 106, 102, 100, and 94 respectively, which indicates the difficulty of the course rather than the curvature of the elbows. Grindley and Gilbertson shot a 96 and a 98, but since they hadn’t put their names on their scorecards, it was some time before they figured out whose score was which. When they finally identified their cards, it was discovered that two of the twosomes had the same total score. Walters’ partner beat Grindley’s partner.

How were the men teamed? Tee off on this problem and win a small trophy.

*Our team knows the score when it comes to sales; so do our clients. For well-above-par results they lean heavily on such audience-pleasing WMAL-TV spot carriers as Maverick, Thriller, SurfSide 6, Checkmate, Championship Bowling, Girl Talk, Trails West, and Bachelor Father.

Puzzle adaptation courtesy Dover Publications, New York 14, N.Y.

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Evening Star Broadcasting Company

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

WASHINGTON, D. C.


BROADCASTING, February 18, 1963
FCC IS TARGET OF PROBE

Dingell subcommittee seeking to aid the little man tied up by regulatory agencies’ long, red tape

A new House subcommittee will soon begin examining the regulatory agencies especially the Federal Trade Commission—with an eye on improving and speeding up their procedures, it was learned in Washington last week.

The new unit will be a subcommittee on regulatory agencies operating under the Select Committee on Small Business. Its chairman, Rep. John D. Dingell (D-Mich.), is known to broadcasters for his efforts to prevent the FCC from breaking up clear radio channels.

Meanwhile, proposed hearings to look further into complaints from small businessmen that they are not getting a fair opportunity to buy prime time from television stations and networks probably will be shelved. (A subcommittee headed by former Rep. Dale Alford (D-Ark.) had said there was substance to the complaints and recommended further hearings [Broadcasting, Dec. 10, 1962].

Little Guys’ Complaint • The small businessman suffers the same problem with all regulatory agencies, according to Rep. Dingell. Owners of small radio stations seem to get a better break from the FCC than do businessmen working with other agencies, Rep. Dingell has said. But the 36-year-old Detroit law

maker also has had differences with the FCC. “They can process the little guy to death,” he has said.

However, the FCC will be the sub-committee’s main target, it was learned and the subcommittee’s approach will be cautious and respectful. Rep. Dingell is well acquainted with FTC Chairman Paul Rand Dixon. They worked together on drug and other legislation when Chairman Dixon was chief counsel of the Senate Antitrust and Monopoly Subcommittee and Rep. Dingell was ranking Democrat on the House Commerce Committee’s Finance and Commerce Subcommittee.

Dixon Well Regarded • The congressman holds Chairman Dixon in “high regard,” although he is understood to be nonetheless concerned about the 

FCC’s slow procedures, which in Rep. Dixon’s opinion can put a small businessman out of business before he can obtain relief from a complaint.

Despite Rep. Dingell’s determination to see the FCC’s procedures improved, he is known to oppose the agency and Chairman Dixon’s efforts to obtain cease-and-desist powers. Such authority could work against the small businessman, Rep. Dingell believes, the merchant could be tied up by a court order, possibly unfairly obtained, until his business folds from delay in other FCC procedures.

Only 3 on FCC still want drop-ins

The FCC proposal to drop in vhf channels at substandard separations in eight two-station markets has apparently lost much of its steam. Some of the commissioners are said to have had second thoughts about the effects the drop-ins would have on the development of uhf television.

A majority of the commission was believed to favor the proposal, which would provide the markets with a third vhf network outlet (Closed Circuit, Feb. 11). But the discussion of the commissioners last week revealed a deep split among them.

The matter is not expected to come up again until the commission’s meeting Feb. 27 because Chairman Newton N. Minow will be out of the country this week as a member of the U.S. delegation to a United Nations conference in Geneva.

Three Supporters • Although no votes were taken, the proposal last week reportedly had had only three hard-core supporters—Commissioners Frederick W. Ford, Rosel H. Hyde and T. A. M. Craven.

Reportedly opposing it in varying degrees were Chairman Minow and Commissioners Robert T. Bartley and Robert E. Lee.

Commissioner Lee, who was said to be the most vigorous opponent of the proposal, is the commission’s staunchest supporter of uhf television. But Chairman Minow and Commissioner Bartley were also said to have had some misgivings about the effect the drop-ins would have on the development of uhf television. Commissioner E. William Henry is considered, thus far, as the “swing man.”

Chairman Minow, however, was said to have suggested an alternative approach—approve the drop-ins with the proviso that those granted the channels be required to surrender them after an unspecified number of years and accept uhf channels in their place.

The eight proposed drop-in markets are Baton Rouge, La.; Birmingham, Ala.; Charlotte, N.C.; Dayton, Ohio; Jacksonville, Fla.; Knoxville, Tenn.; Johnstown, Pa., and Oklahoma City (a shift of ch. 5 from End).

Petitions Filed • Meanwhile, there was a stirring of renewed concern about the proposal on the part of uhf broadcasters. The Assn. for Competitive Television filed a petition with the commission last week asking for time in which to comment on the proposal in view of the “changed circumstances” resulting from the passage of the all-channel receiver act.

The association is understood to feel that, in passing the act last year, Congress went on record as favoring the development of uhf television and that, as a result, dropped in vhf channels would not be in the public interest.

In addition to the association’s filing Taft Broadcasting Stations and Springfield TV Broadcasting Corp. notified the commission they are interested in obtaining uhf channels in Dayton.

Taft, in a supplemental comment on the Dayton drop-in proposal, said the addition of a vhf channel in Dayton would be inconsistent with the intent of the all-channel bill. The company said the only possible reason the commission could have for considering the addition of a third vhf channel is that it doubts a uhf station would be built in Dayton.

But, it added, Taft is prepared to build a uhf station there—and one that would have greater coverage than a “squeezed-in” vhf station—it was assured another vhf channel would not be added. Taft said it was prepared to file a request for a rulemaking for a uhf channel and to apply for it.

Taft owns WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus (both Ohio), WBRX-AM-FM-TV Birmingham, Ala. and WKYT-TV Lexington, Ky.

Springfield TV (WWLP Springfield, Mass.) asked the commission to delete ch. 38 in Connerville, Ind., and assign it to Dayton. The company noted that ch. 22 is now assigned to Dayton but that the station to which it was granted, WONE-TV is now dark.

Rep. Dingell

42 (GOVERNMENT)

Broadcasting, February 18, 1963
Universal TV Tape Recorder
The Basic Compact with Provisions for Adding PixLock, Cue, ATC and Color

The Universal model enables you to obtain in one compact unit very high standards of performance, reliability and interchangeability... at lowest cost. You buy this basic unit and add exactly what you want in the way of accessories to achieve your desired type of operation.

The availability of a complete line of accessories provides programming flexibility and operating convenience, making the TR-2 an excellent choice for many applications. Circuits of proved performance are utilized throughout. Transistors are employed where they do the most good in achieving materially improved performance and significant savings in space.

**STUDIO AND MOBILE MODELS.** The studio model is available in a single (3-rack) cabinet 70” wide, 84” high, and 24” deep. It requires less than 10 square feet of space. For mobile applications the TR-2 is housed in two separate cabinets each measuring 66” high, 24” deep, and 50” wide. Both models are designed for adding color.

**ACCESSORIES.** The wide range of accessories which can be integrated in the basic TR-2 include: Air Bearing Headwheel, PixLock, Picture Monitor, Waveform Monitor, Audio Cue Channel, Automatic Timing Corrector (ATC), Two-speed operation, and Color.

See your Broadcast Representative for complete details. Or write to RCA Broadcast and Television Equipment, Building 15-5, Camden, New Jersey.

**Outstanding Features**

- Lowest Priced Compatible Quadruplex Recorder
- Optional Two-Speed Operation
- Electronic Quadrature Control
- Designed for Adding Color
- Complete Line of Accessories

RCA
The Most Trusted Name in Television
DID EXAMINER ERR IN CH. 12?
FCC counsel protests bypassing of Mack’s diary; maintains all 3 applicants should be disqualified

The FCC General Counsel’s office told the commission last week that the hearing examiner in the Jacksonville ch. 12 ex parte case had erred in reaching his decision without giving any weight to diary entries of then Commissioner Richard Mack.

Associate General Counsel Hilburn Slosberg, in oral argument, said the entries would help provide background for an alleged commitment given by Mr. Mack to one of the stockholders in WFGA-TV, which subsequently was given the grant. Mr. Slosberg called this commitment “the salient feature” in the case.

Chief Hearing Examiner James Cunningham, following a hearing on ex parte charges two years ago, had cleared WFGA-TV of any implication of wrongdoing, but recommended that the August 1956 grant be voided because Mr. Mack participated in the decision after improper representations were made to him by the two losing applicants. Mr. Cunningham also recommended that the losing applicants, Jacksonville Broadcasting Co. and City of Jacksonville, be disqualified (BROADCASTING, April 6, 1962). City has withdrawn its application.

The General Counsel’s office has maintained all three applicants were guilty of ex parte contacts and should be disqualified.

Examiner Supported • Bernard Koteen, counsel for WFGA-TV, argued that the case against the licensee, Florida-Georgia TV Co., was based on circumstantial evidence and that after a thorough examination the examiner had found no evidence on which to conclude the company was guilty of ex parte activities.

Joining Mr. Slosberg in attacking the initial decision—but for different reasons—were attorneys for Jacksonville Broadcasting Co. and the City of Jacksonville, both said there was nothing in the record to implicate them in any improper activities.

Mr. Slosberg, in discussing WFGA-TV’s role, said the hearing record included evidence, including some 20 entries from Mr. Mack’s office diary, which would help explain “how and why” the alleged commitment, to Mitchell Wolfson, was made.

But, he said, Mr. Cunningham had ignored the entries as “incompetent,” although he had admitted them in evidence. Mr. Wolfson originally owned 5% of Florida-Georgia, and Wometco, which his family controls, 15%. Wometco now owns 47.5% of the company.

Mr. Slosberg said the commission should either consider the entire record or, if it agrees with the examiner’s procedure, to reopen it to permit the General Counsel’s office to submit new evidence. In exceptions to the initial decision last June, Mr. Slosberg said the General Counsel’s office would call several witnesses if the record were reopened, including Mr. Mack. The former commissioner was involved in all 10 ex parte cases reviewed by the commission.

Orlando ch. 9 Cited • Mr. Koteen, in urging the commission to affirm the examiner’s finding that Florida-Georgia was innocent of ex parte contacts, cited the FCC’s decision in the Orlando ch. 9 case. In both cases, he said, the evidence was circumstantial. And in the Orlando proceeding, he added, the com-

VOA’s new Greenville facility doubles Voice’s power

The Voice of America’s new Greenville, N.C., transmitting facilities have doubled the Voice’s power. Dedicated Feb. 8, the 4.8 megawatt shortwave transmitting system strengthens the Voice’s competitive position against communism. But the U.S. is still third behind Radio Moscow and Radio Peking, said Edward R. Murrow, director of the U.S. Information Agency, the Voice’s parent.

The new power at Greenville is necessary to overcome the penetration and number of Communist broadcast hours, USIA said. While the Voice now broadcasts 740 hours a week in 36 languages, Russia airs 1,205 hours weekly and Red China 787 hours each week.

Its new power is being used by the Voice in five ways:

• To put a clear, direct signal into areas where only weak or intermittent signals went before; Central America, West Africa and Scandinavia. What were once considered good reception areas in parts of Europe, Latin America and North Africa now are receiving a signal “strong enough to lean on,” reported Henry Loomis, director of the VOA, who heard tests of the signal during a January inspection tour.

• To feed programs relayed from VOA headquarters in Washington, D.C., to relay stations in Africa and the Far East.

• To replace VOA transmitters in Wayne, N.J., and Brentwood and
mission found that the sworn denials of the Mid-Florida principals were sufficient to overcome the implications of wrongdoing (Broadcasting, Jan. 14). He said the commission should, therefore, reach the same conclusion regarding Florida-Georgia.

Regarding the alleged commitment by Mr. Mack, Mr. Koteen said that Mr. Wolfson "categorically denied" such a contact. The alleged commitment was reported by Rep. A. Sydney Herlong Jr. (D-Fla.), who had called Mr. Mack at the request of Jacksonville Broadcasting. Mr. Koteen also said Rep. Herlong testified that Mr. Mack might have made the comment merely to "brush him off."

Mr. Koteen added that although other individuals were said to have made ex parte contacts in behalf of Florida-Georgia, all denied them and no evidence was developed that refuted their statements.

Mr. Koteen also questioned the commission's right to void the grant. He said that since no appeal or other action was taken to stay the grant, the case is closed. Under questioning, he said the commission could now move against Florida-Georgia only through revocation or denial of renewal proceedings.

Losing Applicants Protest

Both Charles Murchison, appearing for Jacksonville Broadcasting, and John Rafter, for the City of Jacksonville, said there was no evidence to show that the principals of their applicants made ex parte contacts.

Mr. Murchison said James Stockton, president of Jacksonville, who was found by the examiner to have attempted to influence the commission ex parte, was simply trying to secure an impartial decision by the commission. Mr. Murchison said Mr. Stockton, a prominent Jacksonville Democrat, was concerned about reports his competitors were attempting to use political influence against him at a time when a Republican administration was in office.

According to Mr. Murchison, the examiner found only that an attorney representing Jacksonville had gone to see Mr. Mack but had never spoken for the company. Mr. Murchison said the attorney, Jack J. Daniel, "didn't say another word in Mr. Mack told him he intended to vote for Florida-Georgia.

Mr. Murchison, like Mr. Slosberg, urged disqualification of Florida-Georgia because of ex parte activities.

Mr. Rafter said that although the City of Jacksonville was no longer an applicant, it wanted to clear its name of any charges stemming from the examiner's decision. The examiner found the City guilty of ex parte activities because a city commissioner, J. Dillon Kennedy, hired an attorney, Miles H. Draper, to "neutralize supposed political pressure in Washington."

Mr. Rafter said that Mr. Kennedy had acted without any official authorization or even the knowledge of his fellow commissioners. Therefore, he said, City shouldn't be held responsible. Furthermore, he said, there was no evidence that Mr. Draper actually attempted to influence the commission.

The oral argument was heard by five commissioners — Acting Chairman Rosel Hyde, Frederick W. Ford, Robert T. Barley, E. William Henry and Robert E. Lee.

The FCC last week...

- Granted Frontier Broadcasting Co.'s application for a new TV station on ch. 3 in Sterling, Wyo. The station is to have a power of 27.7 kW and an antenna height of 780 ft. The commission stipulated that the grant is subject to a final action on Frontier's application for renewal of license of KBFC-TV Cheyenne. Main principals of Frontier are: Cheyenne Newspapers Inc. (Woming Eagle and State Tribune) 24.4%; Tracy S. McCraken 20%; F. R. Rickeson Jr. 17%. The McCraken estate owns Cheyenne Newspapers. Frontier also owns KBFC Cheyenne and KSTF (TV) Scottsbluff, Neb.
- Granted the U. of Maine a construction permit for a new noncommercial educational TV station on ch. 12 in Orono. The new station will operate with a power of 229 kW and an antenna height of 990 ft. U. of Maine is also applicant for another TV station on ch. 10 Presque Isle.
- Designated for hearing the application of WIXX Oak Park, Fla., for a license to cover its construction permit. Hearing will concern charges by City Council of Oak Park that WIXX has reneged on its original programming proposal (general market format) in favor of an all Negro format (Broadcasting, Jan. 14). The FCC has denied station a program test authority pending the outcome of the hearing.
- Granted request by KBOM Mandan-Bismarck, N. D., that station be allowed to stay on the air until March 3. KBOM's license was revoked by the commission last December (Broadcasting, Dec. 24, 1962) because it deceived the FCC and made unauthorized transfers of stock ownership, and was consequently ordered off the air by Feb. 17. The extension, which would be for 14 days, is in order to service Mandan until the application of Capital Broadcasting Inc. for the 1270 kc outlet can be processed. The commission waived its am freeze to accept the application by Capital fearing that Mandan would be left without a first service.
- Received two requests from operating radio stations asking for a waiver of the commission's am application freeze and that it accept their applications for major changes. WCBQ Whitehall, Mich., requested acceptance of its application to move the station's transmitter site nine miles to North Muskegon because it is in financial difficulties and the move would give a greater service area. For the third time KODA Houston asked for consideration of its application to increase its power to 5 kW from 1 kW, so that it might provide service originally planned for. KODA said commission refusal to consider the application is unlawful. KODA told the commission that an increase in power to 5 kW would in no way interfere with other outlets and would free itself from interference.
- Assigned uhf ch. 16 in Cotati, Calif., for noncommercial educational use and deleted that channel from Pittsburg where it had been assigned as a commercial channel. Assignment of ch. 16 in Cotati had been requested by Sonoma State College Foundation Inc.
- Granted a waiver of am freeze order and accepted for filing the application J. W. Dunavent for new daytime station on 1600 kc, 500 w, in Eminence, Ky. Application will be available for processing March 26.

Schenectady, N. Y., now considered obsolete. Planned annual operating costs of Greenville ($2.4 million) may be offset in part by the retirement of the obsolete facilities, the Voice reports.

- To provide an internal communications link to overseas posts from which USIA correspondents may feed reports to Washington (via Greenville) for incorporation in programs later fed from Greenville back overseas.
- To give the Voice an emergency communications system. Many of the agency's own messages have been sent by cable. Greenville gives the Voice a facility to develop instantaneous communication between U. S. posts overseas and Washington.

Completion of the Greenville complex is only one step along the way in the Voice's modernization program. Improvements are being made at Wooferton, England, and on the Island of Rhodes, and in the U. S. at Bethesda, Ohio, and Delano and Dixon, Calif. Another major transmitting operation is being constructed in Liberia where the Voice is installing six 250 kW and two 50 kW transmitters at a cost of about $13.9 million.

Broadcasting, February 18, 1963
Harris proposes 1964 Sec. 315 suspension

A bill introduced in the House last week would set the same ground rules for radio and television coverage of the 1964 presidential campaign that was followed in 1960, the year of the “great debates.”

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, Monday (Feb. 11) proposed suspension of Sec. 315’s equal time requirements for nominees for the office of President and Vice President.

Hearings will be scheduled “in the near future,” Rep. Harris said.

KICA-TV tells FCC of competition from catv

KICA-TV Clovis, N. M., last week supported the FCC’s proposed rule to restrict catv systems’ use of microwave facilities and described the station’s difficulties in competing with a catv system operating in Clovis.

KICA-TV, a CBS and ABC affiliate, told the commission that its programming is duplicated by the Clovis catv system, which is owned by Midwest Video Corp. The Midwest system carries the signals of KVII (TV) and KFDA-AM both Amarillo, Tex., ABC and CBS affiliated, respectively. The Clovis catv also carries KGNC-TV (NBC) Laredo, Tex., and KSWS-AM Roswell, N.M., which is also NBC but carries ABC and CBS on a secondary basis. KICA-TV further noted that these four stations are more than 100 miles from Clovis.

The Clovis station said that Midwest has refused to acknowledge KICA-TV requests to be included among the signals carried by the catv system. Competition is “grossly inequitable and unfair” and KICA-TV’s economic existence is threatened, the station told the commission.

Rhode Island TV takes ch. 6 case to court

An unsuccessful bidder for ch. 6 New Bedford, Mass., attacked the FCC’s action of last July authorizing WTEV (TV) in that city to move its transmitter closer to Providence, R.I.

Rhode Island Television Inc., principally owned by Providence businessman Robert Riesman, contended last week in the U.S. Court of Appeals in Washington that his application should have been accepted by the FCC and that it should have been placed in a hearing with WTEV’s request to move its transmitter. The commission refused to accept the Rhode Island Television application on the ground that the channel was already occupied by WTEV. WTEV at that time had asked for permission to move its transmitter site from Martha’s Vineyard to Tiverton, R.I. The FCC granted this move July 31, 1962. WTEV began operation at its new site Jan. 1.

Rhode Island Television also asked the FCC to revoke the ch. 6 grant to WTEV on the ground the station had not been constructed on time, and also to reopen a rulemaking proceeding of eight years ago involving the proposed move of ch. 6 from New Bedford to Providence.

The argument was heard by Circuit Judges David L. Bazelon, George T. Washington and Warren E. Burger.

WQAD-TV grant attacked by losing applicants

The FCC’s 1962 grant of ch. 8 Moline, Ill., to Moline Television Corp. (WQAD-TV) was attacked by the four losing applicants last week in the U.S. Court of Appeals in Washington.

The unsuccessful applicants charged that the FCC did not penalize Moline Television for what they claimed was a lack of a complete survey of the community to determine program content. They also alleged that the commission placed undue emphasis on previous broadcast experience by some of the principals of Moline Television.

WQAD-TV is headed by Frank F. Schreiber, former Chicago television station executive.

Contending for the Moline frequency are Community Telecasting Corp., Moline Broadcasting Co., Illiway Television Inc. and Tele-Views News Co.

The appeals court panel comprised Circuit Judges Henry W. Edgerton, Walter M. Bastian and John A. Danaher.

WTOP Radio’s research ‘breakthrough’

NEW STUDY GOES BEYOND THE BOXCAR FIGURES FOR DETAILED DATA

A breakthrough in “numbers” research—one that pins down an advertiser’s likeliest prospects in a station’s total audience—is being announced today (Feb. 18) by Washington’s WTOP Radio.

The new research goes beyond the so-called boxcar numbers of program ratings and shows audience composition in terms of how many are beer drinkers, or coffee users (by type of coffee), or automobile drivers, camera owners, etc.

In all, the study breaks down the audiences of six leading Washington radio stations and shows, for each station, this type of ownership and usage information on each of more than 45 major and small demographics and more than 25 food and drug products.

In addition it gives for each of the six stations information on listening patterns, household financial activities, entertainment patterns and many other areas.

More Realistic * Thus, according to Lloyd W. Dennis Jr., vice president and general manager of WTOP, an advertiser in almost any category can see just how many users of his product—or allied products—are reached by the various stations and then can place his advertising on this ‘much more realistic basis, rather than on the basis of total audience alone.” Mr. Dennis explained: “One station may have twice as much total audience as another, but if the other station has more users of his type of products, then the advertiser would be wasting much of his effort—and probably paying higher rates, too—if he bought on total audience alone.”

Tests using parts of the survey find-

BROADCASTING, February 18, 1963
BUY

That very highly survey-rated*,
CBS affiliated,
Personality activated,
Civic-minded motivated,
Sales results premeditated,
Cowles station in Des Moines

NOW!

*See Oct.-Nov. Nielsen
and Nov.-Dec. ARB
for the highest ratings
we've ever received.

KRNT-TV

"One of the great news stations in the nation"

AN OPERATION OF COWLES MAGAZINES AND BROADCASTING, INC.
Represented By The Katz Agency
ings under actual selling conditions, Mr. Dennis said, brought advertiser and agency response that “far exceeded even our most enthusiastic expectations. As a result, we consider this multi-dimensional research study to be the most important and far-reaching development for providing support information in the intelligent use of the radio medium.

“We have broken through the circulation barrier’ and predict that this is the beginning of a new era in broadcasting research.’ ”

He compared the new research to an incandescent bulb in “the candlelight era” of audience research and predicted it will lead to equally great advances in sales and research sophistication over the next several years.

1,000 Households • Conducted for WTOP by SRDS Data Inc., the study encompassed personal interviews in almost 1,000 households, using 20-page questionnaires whose findings filled more than 100,000 punchcards and then were transferred to tapes for quick access via computers.

The useful data thus computer-stored would fill a “report” reaching from floor to ceiling and still leave much valuable data to be mined, one spokesman reported. Mr. Dennis put it this way:

“Because of the complex nature of the study and the fact that literally thousands of cross-tabulations are involved, WTOP Radio is not releasing it as a general published report.

“However, any qualified agency or client seeking sophisticated audience and consumer profile information about the Washington market is free to call upon us and we will be happy to tell them what we can provide. WTOP Radio wants to do everything possible to contribute to the intelligent and successful use of radio advertising by clients both new and old.”

Research Milestone • Phillip W. Wenig, president of SRDS Data Inc., said he was confident that this study represents a true milestone not only in broadcast research but in all media research. It sets the pattern, he said, “for the highly sophisticated computerized material that the industry has been demanding of late.”

Mr. Wenig said that before starting the field work for WTOP his company “had been testing and perfecting research techniques for more than two years for just this type of research study. Thus we knew beforehand the things we could do and the pitfalls to avoid. Even so, we spent considerably more time re-testing the procedure until we were absolutely certain that the most exacting standards had been met.”

In announcing the study, titled “A Radio Audience Profile Study of the Washington, D.C. Market,” Mr. Dennis said:

“For almost a decade I have been convinced that broadcasters were neglecting first-class research which probes deeply as well as broadly. We’ve measured circulation almost exclusively. We know that there are nearly 200 million radios owned by Americans and that they are purchasing new sets at the rate of over a-million-and-a-half each month.

“But what is sorely needed is research which goes beyond boxcar numbers; which probes in terms of what the advertiser wishes to accomplish and in terms of the specific audiences he wants to reach.

“Such research, properly conducted, is not cheap. But what is even more costly is for responsible segments of the industry to continue to go on without it. That is why WTOP Radio has undertaken what we believe to be the most ambitious and far-reaching study ever made by any station. We wanted to be able to relate radio audience profiles, station by station, to the advertiser’s consumer profiles and to be able to report on them in depth. This we have succeeded in doing. . . .”

Tv tie-in campaigns termed successful

The successful use of television during tie-in promotion campaigns was outlined by two speakers at an Association of National Advertisers clinic in New York last Thursday (Feb. 14).

E. A. More, advertising director of the Formica Corp., a division of American Cyanamid Corp., described an overall tie-in promotion project for the company, covering national building materials manufacturers, model homes, consumer magazines, exhibits as well as tv. In the television tie-in Mr. More pointed out, Formica appealed to its large number of furniture customers through commercials on CBS-TV’s Eye-witness program, offering a shoppers guide of 40 furniture manufacturers using Formica in their products. Formica, Mr. More indicated, is enthusiastic about all types of tie-in promotions.

J. F. Donovan, vice president of advertising and public relations for A.M.F. Pinspotters Inc., told the ANA clinic the details of an “effective” tie-in promotion conducted in 1961 with Beecham Products (Brylcreem and Silvikrin) during the summer months when bowling activity is low. A “bowl free” tie-in promotion was developed, he said, offering any person buying either Brylcreem or Silvikrin one free game at an AMF-equipped bowling center. Beecham advertised the offer on its commercials on three tv network shows and AMF spotlighted the promotion in bowling magazines and newspapers. The results for both AMF and Beecham, Mr. Donovan concluded, were “spectacular.”
I'M DICKENS...HE'S FENSTER
Music by
IRVING SZATHMARY

IRVING SZATHMARY began his career as an arranger with the original Benny Goodman and Artie Shaw bands and has since achieved distinction as a composer and conductor in radio, TV and films, and for many top artists, including Diahann Carroll. He composed and conducted the score of the prize-winning U.N. documentary on narcotics and he has arranged, composed and conducted for both CBS and NBC. He joined BMI in 1955.

BROADCASTING, February 18, 1963

and there are 104 other regular network programs which use BMI music.

BROADCAST MUSIC, INC.
589 FIFTH AVENUE,
NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL
REP KILLS GROUP SALE PLAN

McGavren-Guild charges it's a form of rate-cutting; Eastman Co. defends practice against critics

Station representative McGavren-Guild Co., New York, last week announced it had abolished its station group selling plan.

And with this news, Daren F. McGavren, the rep's president, charged that "group plans have degenerated into nothing more than well planned and highly embellished forms of rate cutting under a fancy title."

Mr. McGavren's attack brought an immediate response from Robert E. Eastman & Co. which also has a group selling plan.

Mr. Eastman, president of his rep firm, counter-charged that the withdrawal of the plan by one rep firm and accompanying "attempts to condemn and devaluate all group selling" amounted to "an admission of weakness because group selling has been part and parcel of the broadcasting industry ever since NBC hooked up its first network many years ago."

Other station rep firms which have station group selling plans—Blair Radio and H-R Representatives are prominent—declined comment. Several other reps use the plan as an occasional selling approach.

In group selling a rep firm offers a package time rate to an advertiser that contracts for a spot schedule on all of the stations, using one invoice, one billing. Packages usually carry special rates.

Katz Accounting • The Katz Agency said it doesn't offer a package at a discounted rate but encourages advertisers to buy any combination of its stations at card rate, and for simplification a multi-station buy can be made with a single order and invoice because of Katz's "accounting" procedure.

Mr. McGavren averred that group selling plans "undermine the prestige of the radio industry, taint the representatives who sell with them, and, via guilt by association, sully the reputations of participating stations which have normally rock-hard, unyielding rate cards."

He indicated also that some advertisers have come to use the plan in a "cynical" manner by expecting its use "as a matter of course, and then demand discounts." He said, too, that advertisers—some with small budgets—will have reps put together special groups to fit the budget and "with sometimes as few as four to six stations."

Mr. McGavren charged that group selling plans often place the buyer in the position of ordering "marginal stations" that he ordinarily would not include on his list. He asserted that many "leading station" managers have objected because "they are identified with secondary outlets with flexible cards." Mr. McGavren cited a delay in advertiser payment to some stations when others in the group fail to submit bills and affidavits on time, and said the group plan tends to restore stations into "the rigid category of networking."

Bonus Spots • At one time, Mr. McGavren said, group plans were offered to advertisers that were new to radio, and the outcome was to give impetus to the medium when it was "lying fallow. But now they amount to "wholesale rate cutting" with some instances of bonus spots for buys of say 10 spots weekly.

Mr. McGavren also referred to an FCC warning that stations avoid entering agreements to set combination rates (that is, several stations within a single market) (Broadcasting, Feb. 4). Though group radio selling by reps entails stations in different markets, Mr. McGavren expressed the opinion that group plans "may sometimes involve stations with overlapping coverages" and cautioned that the government's attitude might ultimately harden to include all sales groupings.

Mr. Eastman declared that if a group selling "concept and execution are poor, then it follows that the plan itself must also be ineffective and eventually be withdrawn." He said that a "prime prerequisite is a list of strong major radio stations," and listed such "prestige" advertisers as Union Carbide, Kitchens of Sara Lee, Champion Spark Plugs, the Kellogg Co., Mystik adhesive products, Groves Labs and Viek Chemical Co., as using the Eastman plan.

It was noted by McGavren-Guild spokesmen that the rep firm had its group selling plan operating nearly a year and had 35 stations participating. The plan, they said, accounted for approximately $500,000 worth of national-regional business.

Though not discussed, there's another, underlying reason for some reps' increasing chagrin over major group selling plans—that is, the competition they present for the national advertising dollar over and above the competition from the four radio networks.

Spot tv up 17% in '62

Spot television gross time billings will total $721,212,000 in 1962, Television Bureau of Advertising announced today in a preliminary report. The total represents a 17% increase over the $617,398,000 in time billings in 1961. The fourth quarter in 1962 totaled $197,759,000 compared with $177,827,000 for the like period the year before, or an increase of 11.2%. In computing the dollar increase, the bureau estimated it was more than $284,000 for each day of the year in 1962—a total of more than $103.8 million.

50 (Broadcasting Advertising)

BROADCASTING, February 18, 1963

Mr. McGavren

Mr. Eastman

At odds over group sales plans
MY STARS!

Look what's been added to Complete Range Programming!

Such famous CBS Radio stars as Garry Moore, Arthur Godfrey, Leonard Bernstein and Art Linkletter have joined our regular WJR personalities. And complete CBS news and public affairs resources have been added to our broadcasting schedule. That makes Complete Range Programming more complete than ever before.

The "something for everyone" found in this kind of variety programming increases our ability to lure listeners from our 115-county four-state Great Lakes market.

The millions of loyal WJR listeners drawn from more than 17 million folks in this market will be more loyal now that they can stay tuned to our station to hear these famous personalities...as well as their favorite cultural programs, music shows, farm reports, homemaker shows, news reports, live variety shows and sports coverage.

And happy WJR advertisers should be absolutely starry-eyed when their Henry I. Christal representative explains that this increased potential is included in just one buy...WJR.
Substance, image go together in advertising
ENLARGE QUALITY, COLLINS TELLS HOUSTON AD FORUM

Advertising, constantly under attack from many sides, can best enhance its "image" by improving its "substance," NAB President LeRoy Collins said last Friday (Feb. 15).

This is because "advertising's image and its substance are one and the same," he said in remarks prepared for delivery before the Houston Ad Forum. He noted that great improvements have been made in recent years but stressed that the industry still faces the challenge of enlarging and refining the quality and responsibility of advertising.

"It is of tremendous credit to the advertising profession that it frankly has been undertaking many positive steps to accomplish just that," the NAB president said. He expressed special pride in the efforts of the NAB Code Authority to improve the quality and ethics of broadcast advertising.

There is such a thing, Gov. Collins said, as good taste in advertising in stressing that how a product is sold can be of just as much value as how much is sold. "Whether you want to put it in terms of a social obligation, a more intelligent assessment of the changing educational standards of the population, a hard-nosed dollar-and-cents business proposition—or all of these rolled together—advertising in this country is going to have to make some fundamental major improvements ... ."

Number 1 • Noting advertising's "phenomenal" growth in recent years, he predicted that broadcasting cannot escape becoming the Number 1 advertising medium in the future. And with this growth, he said, it is "little wonder that more and more thoughtful people these days are expressing a deeper interest in and concern about advertising."

The best way to answer attacks is not to advertise the good facets of advertising but to improve its quality, he said. What is most significant is the kind of advertising we have in the U.S., where advertising and the American economic system are forever mutually interdependent.

The governor, in his prepared text, did not mention cigarette advertising on TV, a subject which has caused him to become embroiled in controversy because of his past published beliefs (Broadcasting, Jan. 21, Dec. 3, 1962). However, he did point out a recent survey in which respondents felt that advertising has an unhealthy influence upon children and causes people to buy things they should not.

He criticized the "play-it-safe philosophy" which exists in the minds of many TV advertisers to avoid controversy. "This is unfortunate, for the American people are not childish," Gov. Collins said. "They can tell when they are being protected and programmed down to. I think both advertisers and broadcasters are going to find an increasing resentment [to such programming]. And those advertisers who are not afraid of backing programs which stimulate thought, arouse reactions and even step on toes are going to find themselves increasingly more and more respected by the public."

Warren forms N.Y. agency

Douglas Warren, former vice president and account supervisor, Smith & Greenland, New York, has formed his own advertising agency, Douglas Warren Agency, which absorbs Krukowski & Symington, advertising production house.

Members of new agency include Jan Krukowski, creative director; Thomas Symington, in charge of new business; and Joseph Supline, art director. Among accounts is Mettemunk Ltd., a Danish frozen pastry producer.
The search is on, and it offers you a chance to get a new Collins 20V-3 transmitter absolutely free. We're looking for the oldest Collins 1 KW (or less) AM transmitter still in use as primary broadcast transmitting equipment. If you have it, we'll swap a new 20V-3 for it — and it won't cost you a cent. We're even paying shipping charges on both transmitters. Your only expense will be installation of the new transmitter. So, if you have a Collins 1 KW (or less) transmitter, take a good close look at it. It could be the one we're after. Then write us a letter, describing its history and send along the type and serial numbers, if you know them. If yours is the oldest reported by the deadline date, we'll get the 20V-3 to you as soon as is practicable. Read the simple rules, then send a letter to J. L. Taylor, Dept. BC, Collins Radio Company, Cedar Rapids, Iowa.

**COLLINS RADIO COMPANY**
Cedar Rapids • Dallas • Los Angeles • New York • International, Dallas

Here are the simple rules:

1. Your transmitter must be 1 KW or less and be in primary service—not a standby.
2. It must be property of the original owner or be the original installation with no major modifications.
3. Collins will replace the transmitter with a new 20V-3, paying all shipping charges, but the winner must install the new transmitter at his own expense. The old transmitter becomes the property of Collins Radio Company. The winner, upon accepting the new transmitter, agrees to use of the owner's name and/or station name in subsequent promotional activities of Collins Radio Company.
4. Letters must be postmarked prior to midnight, March 1, 1963.
5. In case of tie, the first transmitter reported will be considered.
6. Offer is limited to the continental United States.
Different surveys, different results

AIR, PRINT ARGUMENT ON STRIKES' EFFECTS CONTINUE

The Bureau of Advertising of the American Newspaper Publishers Assn. and the Radio Advertising Bureau last week traded charges and countercharges over the effects of the newspaper strikes in New York and Cleveland on consumer spending.

The background to the dispute started several weeks ago when the Bureau of Advertising, using Federal Reserve Bank figures, said there was a dip in consumer spending in New York and Cleveland and indicated strongly that this decline was attributable to the newspaper strikes. Shortly thereafter, RAB issued a critique, based substantially on a commissioned survey, that the federal reserve declines resulted from stores spending in other media (radio, tv, magazines) only a fraction of what they normally would be spending for newspapers (Broadcasting, Feb. 11). RAB also stated that federal reserve figures reflect only department store sales and cannot measure wider sales patterns.

The Bureau of Advertising, citing RAB's pronouncements, issued a statement Feb. 12 claiming the RAB survey shows that the New York and Cleveland newspaper strikes appear to have a "significant impact even on consumer spending for necessities." The bureau claimed that RAB's study "unwittingly" proved the efficacy of the newspaper medium, adding that it is "evident from these figures [cited in the RAB survey] that women are consciously postponing their shopping for major purchase items for which newspaper advertising is relied upon strongly."

RAB struck back at the Bureau of Advertising's interpretation of its study on Wednesday (Feb. 13). RAB pointed out that it had acknowledged in its original announcement on Feb. 11 that "newspapers are an important part of any market's media mix," but insisted that the newspaper strikes have not affected consumer spending to the extent claimed by the Bureau of Advertising. It urged the newspaper bureau to stop "quibbling with others who have done field research" and suggested that the Bureau of Advertising conduct its own original research.

Chevy test may be key

How soon Detroit auto makers will make significant advertising investments in fm radio may be influenced by Chevrolet's current test of both stereo commercials and programs on WDTM (FM) Detroit. Chevrolet Advertising Manager Jack Izard said, "We will be watching this experiment in fm stereo with great interest."

Chevrolet has bought a 26-week series on WDTM in the Sunday 3-4:30 p.m. period featuring the Boston Symphony orchestra as stereo recorded during its regular performance in Boston. The automaker's agency, Campbell-Ewald Co., Detroit, is producing special commercials for the program to take full advantage of the stereo medium.

Mr. Izard observed that Chevrolet has "traditionally pioneered in the broadcasting field dating back to the early days of radio when we sponsored the first network radio shows." He noted that Chevrolet also was "one of the first to sponsor tv in its formative years."

NBC-TV reports sales in new Monday shows

NBC-TV's new Monday Night at the Movies (7:30-9) and the Art Linkletter Show are nearly sold out to advertisers, according to Don Durgin, vice president, NBC-TV sales. Movies, which made its debut Feb. 19, is 85% sold for its 32-week schedule, while the Linkletter show, which starts tonight (Feb. 18), is approximately 70% sold for its 30-week run.

New sponsors (and agencies) for Movies include Ford Motor Co. and Liggett & Myers (both through J. Walter Thompson); Leh & Fink (Geyer, Morey, Ballard); Beech-Nut (Young & Rubicam), and Claireol Inc. (Foote, Cone & Belding). Newly-announced advertisers in the Art Linkletter Show are Liggett & Myers (J. Walter Thompson) and Polaroid (Doyle Dane Bernbach).

Business briefly...

Procter & Gamble will sponsor the first telecast of San Francisco's Chinese national New Year's Parade on ABC-TV, Feb. 19, from 9:30-11 p.m., advertising Dash dog food and Thrill, new dishwashing liquid. Agency is Dancer-Fitzgerald-Sample, New York.

The Borden Foods Co., New York, has begun a short-term spot tv campaign

Stations DO Have Personality

IDENTIFICATION--Nine times out of ten, if a man says (anywhere in Michigan) "I'm from Paul Bunyan Network," the response is: "How is Les these days, say hello from me." Man after man, time after time, the immediate identification is with Les Biederman--an identification that personalizes the Paul Bunyan stations--that sells their products.

Les Biederman, President

Statistic--Retail sales in the area covered (Grade B) by WPBN-TV, Traverse City, & WTOM-TV, Cheboygan, total $531,362,000.

The PAUL BUNYAN STATIONS

WPBN-TV WTOM-TV WTCM WMBN WATT WATC WATZ
Soren H. Monkhof, Gen. Mgr.; Paul Bunyan Blvdg., Traverse City
Nat. Rep.-Venard, Torbet and McConnell -- Network Rep.-Elizabeth Beckjorden

54 (Broadcasting Advertising)
DOES THE IMPOSSIBLE
(for any other kind of national medium)

Now—
"TARGET-MARKETING"
concentrates your dollars
where market size
concentrates your customers!

Here is where the alert national marketer
can grab an advantage now possible only
through Parade—except at staggering cost!
The huge Parade Jumbo Network of 70
powerful newspapers—best buy for the full-
budget advertiser—can now be split by mar-
ket size to suit your marketing strategy.
We call it "Target-Marketing". And when
Parade hits, it hits with the cannonball im-
pact of power totally concentrated in the
market itself...not the buckshot spray of
zone diffusion.
Need extra impact in Nielsen "A" coun-
ties? The Parade Big Top Network of 18
newspapers gives you almost 6 million cir-
culation—81% of which is concentrated in
Nielsen "A" areas.

Or perhaps America's great and growing
"single-dwelling" markets, backbone of our
economy, are your best source of sales. The
Parade Bandwagon Network of 52 news-
papers reaches more than 5,000,000 homes
—2 out of 3 in Nielsen "B".
Best of all, if you are a national adver-
tiser with special needs, you can get all the
power of Parade Jumbo—and "heavy-up"
in whichever group of target-markets your
sales objectives demand, by using extra
space in Bandwagon or Big Top.
"Target-Marketing" gives you three ways
to buy each issue of Parade—and an infinite
number of combinations for your media
planning. This suggests a careful re-study of
the Sunday magazine field.

PARADE

New York: 733 Third Avenue, New York 17, N. Y., 212 TN 7-1100
Chicago: 135 South La Salle Street, Chicago 3, Ill., 312 FB 6-5410
Detroit: 28 West Adams, Detroit 26, Michigan, 313 WO 3-8186
Minneapolis: First National Bank Bldg., Minneapolis 2, Minn., 612 FE 3-3178
Los Angeles: 711 South Vermont Avenue, Los Angeles 5, Calif., 213 DU 1-2721
San Francisco: 114 Sansome Street, San Francisco 4, Calif., 415 GA 1-3816

BROADCASTING, February 18, 1963
COMMERCIAL PREVIEW: Eveready batteries

Another in a series of Eveready battery “power to spare” commercials was filmed last week on a roof above Times Square, New York. (See Picture) Four Eveready alkaline batteries (penlight size) which are claimed to have been powering a transistor radio for 43 hours prior to demonstration, are shown firing 1,000 No. 5 photoflash bulbs arranged on a 12 x 14 foot frame. After this workout the batteries are replaced in the radio by announcer, Chris Schenkels, who then turns the radio on, showing “power to spare.”

The one-minute commercial is scheduled for viewing during May, June and July on CBS-TV’s Twilight Zone, Alfred Hitchcock, and Eyewitness; NBC-TV’s Saturday Night at the Movies and 11th Hour and ABC-TV’s 77 Sunset Strip and Combat. William Esty Co., New York, is agency for Union Carbide Consumer Products Co., division of Union Carbide Corp., which manufactures the batteries. Agency producer for the commercial is Robert Badenhausen and Robert Carlisle, president WCD Inc., the producer.

A-C’s competitive spot-buying plan

Compton Adv., Chicago, in behalf of Alberto-Culver Co., effective immediately is instituting a six-market test plan to buy spot availability competitively through both New York and Chicago station representatives to ensure getting the very best buys possible. The buying will continue to be coordinated through Chicago, however.

Alberto-Culver now is spending more than $1 million a month in spot tv purchases in 31 markets nationally. As explained by Charles A. Pratt, advertising director, the company wants to obtain the most efficient buys possible. Mr. Pratt indicated that while generalities do not apply to all representatives, it sometimes occurs that the New York office of a station representative may have a prime availability turn up through cancellation or some other cause which the Chicago office of the same representative does not have—and vice versa.

The test plan initially will involve Alberto-Culver buying of station availabilities in New York, Grand Rapids, Indianapolis, New Orleans, San Francisco and Seattle. Dick Brown has been assigned by Compton as the timebuyer in New York for the experiment while Cecilia Odziomek, Compton’s broadcast supervisor in Chicago, will continue to be chief timebuyer there and will coordinate the test.

The competitive buying experiment was explained to some two dozen Chicago station representative salesmen last week by Andrew E. Zeis, vice president and media director of Compton. All Alberto-Culver products handled by Compton will be involved in the test, he said. Alberto-Culver has been exclusively a tv advertiser and now is spending at the rate of more than $30 million annually in the medium.

Alberto-Culver’s other agency, BBDO, Chicago, is not involved in the test.

Agency appointments...

- Fuller Paint Div. of Hunt Foods has appointed Young & Rubicam, Los Angeles, as its agency, effective May 1. Young & Rubicam has handled the Hunt Foods’ advertising for 20 years and transfer of the recently acquired Fuller Paint Div. is in line with Hunt policy of placing all its advertising through a single agency.

- Iberia Air Lines of Spain, Madrid, appoints Lennen & Newell, New York, to handle its worldwide advertising. The 1963 advertising budget is $1.5 million. The airline services New York, Puerto Rico, Mexico, and principal cities in South America, Africa and Western Europe. The account previously had

on three New York stations, WOR-TV, WNEW-TV and WPIX (TV), for its cream cheese and Eagle brand condensed milk. The campaign was scheduled to substitute for newspaper advertising during the New York strike, a spokesman said. Agency: Young & Rubicam Inc., New York.

Chevrolet Dealers of Southern California, through Eisaman, Johns & laws, Los Angeles; Standard Oil of California, through BBDO, Los Angeles, and Brown & Williamson (Viceroy cigarettes), through Ted Bates, New York, will co-sponsor telecasts of 26 games of the Los Angeles Angels baseball team this year on KHJ-TV Los Angeles. The trio also sponsored the KHJ-TV Angels’ telecasts last year.

Heritage House Products Inc. (lawn seeds and lawn aids), Pittsburgh, is buying spot tv, a minimum of 20 and a maximum of 35 per week, in 36 markets. Starting dates for the spots, which are geared to a male audience, will be mid-March in southern markets and post-Easter in the north. Campaigns will be 6-8 weeks in major and 5 weeks in minor markets. Agency is Wener & Schorr Advertising, Philadelphia.

Schick ups ad budget 20%

Schick Inc., Lancaster, Pa., is increasing its 1963 advertising budget by 20%, Robert F. Draper, president, announced last Thursday.

Mr. Draper said the increase would be allocated to network and spot television as well as other media. Schick is a spot tv advertiser in 35 major markets.

While Schick spokesmen declined to comment on last year’s advertising budget, available figures on tv gross billing indicate the company spent $733,202 in network tv in the first 11 months and $50,450 in spot tv for the first nine months of 1962.

56 (BROADCAST ADVERTISING)
Webster says "... a mental representation ... a symbol."

It's our representation of ourselves to loyal and responsive viewers as an informative and entertaining neighbor. It is WOC-TV's constant aim to be a respected member of a fine community by always providing responsible programming.

WOC-TV coverage area is the largest between Chicago and Omaha ... St. Louis and Minneapolis. Effective Buying Income exceeds 2 billion dollars. There are almost 350,000 TV homes. Need more convincing? See your PGW Colonel today.
The cpm facts of life from F&S&R study

On a cost-per-thousand basis, network tv is the best buy with spot tv in a second place, according to Earl Timmons, western region research director for Fuller & Smith & Ross, in a study of comparative media costs.

Of the nine categories covered in the report, network tv was the only one showing a drop in cpm, with spot tv reporting the smallest increase.

The survey shows network tv’s cpm in 1961 was $86, compared to $100 in the base year 1955. Spot tv had a $103 cpm in 1961.

Network radio showed the only base cost decrease, going from $100 in base year 1955 to $88 in 1961. Spot radio’s base cost of $109 in 1961 was the smallest base cost increase.

The largest increase in the F&S&R survey was recorded by magazines, which went from the $100 base figure to $160 in 1961, with a cpm of $125. Newspapers had a base cost of $126 and cpm of $122.

The survey concludes that an advertiser trying to stay even today must increase his budget from 6%-10% a year, depending on his media mixture. “Continually growing budgets, it seems evident, must be provided from year to year if a client is to move ahead,” the survey notes.

been assigned to various agencies throughout the world for those areas serviced by Iberia.

• Kal Kan Foods, Los Angeles pet food manufacturer, to MacManus, John & Adams, Los Angeles, on March 1. Jim McTige, senior account executive, will be in charge. Kal Kan has been served by Fuller & Smith & Ross, and its predecessor agency, Stromberger, Lavene, McKenzie, since 1957.

• Glaser Brothers, San Francisco, tobacco and candy distributors to Garfield, Hoffman & Conner Inc., that city, effective immediately.

Stemmler, 3 others form new agency in St. Louis

Formation of a new advertising agency in St. Louis has been announced by George L. Stemmler Jr., president of the new firm, Stemmler, Bartram, Tsakis & Payne. All four principals were formerly with D’Arcy Adv. Co. in that city.

Other members of SBT&P are Larry Bartram, business manager and treasurer; Homer Tsakis, creative director, and Jack Payne, copy director and radio-tv producer. Headquarters will be at 317 N. 11th St.

Also in advertising...

Katz in Philly • The Katz Agency, New York, will open a television division in Philadelphia on March 1. The office will be located at 1102 Land Title Bldg. (see FATES & FORTUNES).

Cole & Weber billings • Cole & Weber Inc., advertising agency with offices in Portland, Seattle and Tacoma, announced 1962 billing figures of nearly $9 million, the firm’s biggest ever, at its annual meeting in Portland, Jan. 25-26.

Cost guide to spot radio • Katz Agency, New York station representa-

Chrysler-Hope-NBC planning new series

Chrysler Corp. was reported last week to be close to signing with NBC-TV on a proposed new one-hour series for next season that would utilize the talents of comedian Bob Hope. The program would be scheduled on Friday, 8:30-9:30, preceded most likely by International Show Time.

It’s reported that Chrysler would assume the entire time and talent cost which is estimated at nearly $14 million (approximately $7.5 million for production, talent fees and other costs, $6.3-6.5 million for time).

Under the arrangement, which was still being negotiated but said to be “85% completed” as of Feb. 14, Bob Hope would perform in eight programs over the 52 weeks and act as host for 22 programs in an anthology series to be produced by Revue Productions. Young & Rubicam is the agency.

Rep appointments...

• WKIZ Kalamazoo, Mich.: Prestige Representation Organization, New York, as national sales representative.


• KWJJ Portland, Ore.: Venard, Torbet & McConnell, New York, as national representative.

• WAIV (FM) Indianapolis: Summer-Weed Inc., New York, as national representative.

• WAVI Dayton, Ohio: Mid-West Time Sales, Kansas City, Mo., as regional sales representative.

• WHAY Hartford-New Britain, and WLAD Danbury, both Connecticut: Bob Dore Assoc., New York, as national representative except in New England area.

FTC: the slices are thinner

National Bakers Inc. of Chicago has been told by the Federal Trade Commission to stop claiming in its advertising that Hollywood bread contains less calories than other breads. In its proposed order, the commission said that Hollywood bread contains just as many calories as other brands and that its claim of lower calories was based on thinner slices. The ruling is not final and is subject to appeal by National.
WHY YOUNG DETROIT PEOPLE STAY HOME SUNDAY AFTERNOONS

Famous singing star Brenda Lee with WXYZ-TV dee-jays Lee Allen and Joel Sebastian.

... to watch their show "Club 1270"* on WXYZ-TV! Overwhelming acceptance by Detroiters is making it one of the most popular television shows in Detroit. One reason: Guest shots by national recording stars like Brenda Lee and Dion ... resulting in outstanding ratings for "Club 1270." A special Trendex report showed the pilot for "Club 1270" viewed on New Year's Eve received 49.6 share of the audience, reached 267,800 homes and was watched by 1,499,600 people. An impressive rating of 24.0 put "Club 1270" far out in front of the competition. Proof that WXYZ-TV delivers the programming and personalities to reach the right people at the right time. When your media plan calls for concentrated television coverage let WXYZ-TV deliver for you.

WXYZ-TV DETROIT
AN ABC OWNED TELEVISION STATION

*Broadcasting, February 18, 1963
CBS BLOCKS IN NIGHTTIME SCHEDULE

Gleason renewal fills in last remaining blank spot for fall

CBS-TV, as has been expected, is the first of the three tv networks to make final its preliminary nighttime program schedule for the next season.

The schedule as now fixed by CBS-TV for 1963-64 resembles the network lineup reported by Broadcasting on Feb. 11 but with a few changes in time periods.


Monday night: To Tell the Truth at 7:30, I've Got a Secret at 8, Lucy Show at 8:30, Danny Thomas at 9, Andy Griffith at 9:30, and East Side, West Side at 10-11.

Tuesday night: Marshall Dillon at 7:30, Red Skelton at 8, Whistle Stop (formerly titled Ozark Widow) at 9, Jack Benny at 9:30, and Garry Moore at 10-11.

Wednesday night: CBS Reports at 7:30, Real McCoys at 8:30, Beverly Hillbillies at 9, Dick Van Dyke at 9:30, and Danny Kaye at 10-11.

Thursday night: Password at 7:30, Rawhide at 8, Perry Mason at 9, and The Nurses at 10-11.

Friday night: The Free and the Brave at 7:30, Route 66 at 8:30, Twilight Zone (half-hour version) at 9:30, and Hitchcock at 10-11.

Saturday night: Jackie Gleason at 7:30, Phil Silvers at 8:30, The Defenders at 9, and Gunsmoke at 10-11.

The final word on how the schedule probably will look in the fall came with the definite renewal Feb. 13 on The Jackie Gleason Show: The American Scene Magazine for next season in its Saturday night period. CBS-TV president James T. Aubrey Jr. in announcing Mr. Gleason's show will return, said the program would take a summer vacation in June.

An apparent characteristic of next season's schedule will be the slotting of one-hour shows in the 10-11 period nearly each night of the week. This is true of CBS-TV except for Sunday.

Other Programming • In other programming moves preparing for the next season:

NBC-TV appeared to be making progress in its program scheduling. Latest development was a negotiation—still to be “100% confirmed” last week—involving Chrysler Corp., Bob Hope and Revue Productions (earlier MGM had negotiated but then declined) for a new one hour show that would be slotted Friday, 8:30-9:30 with Chrysler picking up the whole tab (see story, page 38).

Featured would be a Revue-produced anthology of 22 shows and eight Bob Hope specials. Cost for time and talent is estimated to be nearly $14 million, with Chrysler committing for all of the hour.

NBC-TV also seemed inclined to place Grindl (half-hour comedy starring Imogene Coca), a Screen Gems show, in the Sunday, 8:30-9 period, under the sponsorship of Procter & Gamble. Still in doubt was the Monday, 7:30-9 period where the network may yet decide to continue to program motion pictures.

‘Blasphemous’ NBC skit decried by congressmen, viewers

A satiric skit and an unusual rendition of the “Lord’s Prayer” on NBC-TV’s Today were labeled “a blasphemous betrayal of God” by protesting viewers and Southern congressmen last week.

The network was asked to apologize by a Mississippi affiliate which carried the program and congressmen asked the FCC to investigate.

NBC said as of Thursday (Feb. 14): “No comment.” (Network executives viewed a tape of the program on Thursday.)

The FCC last week asked NBC for a transcript of the controversial program segment and told complaining lawmakers that it would investigate. A transcript was provided the FCC, it was learned.

This is what happened:

In the 7-7:30 a.m. portion of the Feb. 8 broadcast of Today (7-9:00 a.m., EST, M-F) a group of satirists from a Greenwich Village revue called “The Premise” presented several “improvised” sketches. One portrayed the death of a Southern politician given the compound name “Fabus Rankin Barnett.” “Mr. Barnett” approached the gates of heaven where he was met by the Lord, represented as a Negro. Seeking admission “Mr. Barnett” was refused by the Lord and was banished to “utter darkness.”

This scene was followed by what protesting viewers described as a “jazzy ridiculing of the Lord’s Prayer.”

‘Worst’ Reaction • Before the performance ended protest calls began to reach WLBT (TV) Jackson, Miss. “It was one of the worst reactions to any nationally-televised program we’ve ever had,” said Fred L. Beard, general manager. “The network showed no respect for God,” Mr. Beard said.

Sen. James O. Eastland (D-Miss.) wired FCC Chairman Newton N. Minow: “If the FCC rules and regulations are not now sufficient to prohibit programs in such bad taste and so shocking to ethical and spiritual considerations, please advise me what steps will be necessary to prevent such blasphemous content in television programs hereafter.”

Rep. Arthur Winstead (D-Miss.) also protested the program to the FCC, seeking an investigation.

Rep. John Bell Williams (D-Miss.) ranking member of the House Commerce Committee, forwarded complaints sent him to Chairman Minow and asked his comments.

Apparently the producer and director were unaware of what was to be performed, Mr. Beard said, “As many things as a network does, they’re bound to make mistakes.” He added, “I always audition an act before I put it on the air.”

The WLBT manager said as soon as the protests were brought to his attention he telephoned NBC in New York to inform the network of the reaction. He was told to put the information in writing and address it to “Carl Lindemann,” of NBC News, which produces Today, Mr. Beard said. He did. Mr. Beard asked the network for either a tape recording or a transcript of the portion of the program involved.

In his wire to Chairman Minow (a copy of which was sent to NBC President Robert E. Kintner), Sen. Eastland forwarded a protest sent to him from the Women for Constitutional Government in Jackson. “I share the indignation of these incensed ladies and ask that the blasphemous content of this program be investigated by the FCC,” the senator said.

None of the protesting officials said they’d seen the broadcast themselves.
KTBS-TV is Your Best Buy

From the East Texas Oilfields To the Arkansas Timberlands

KTBS-TV reaches a 1.5 billion dollar market of 1.1 million buyers* ... beaming ABC exclusively to homes in southwestern Arkansas, southeastern Oklahoma, northwestern Louisiana and northeastern Texas, including famed Panola County in the heart of the East Texas oil country. The station's continued excellent coverage of this extensive and influential market is an important reason for you to specify KTBS-TV, Channel 3, Shreveport, Louisiana.

*Copyright Sales Management February 1, 1963 Survey of Television Markets; further reproduction is forbidden.
Local viewing opinions sought by ANTENNA

MORE QUERIES TO FOLLOW, IF FIRST IS SUCCESSFUL

Letters were in the mail last week to over 5,400 "informed and influential citizens" of 216 U.S. communities, asking their cooperation in a "research project of critical importance to the television industry."

The letters, written on letterheads of Daystar Productions, producer of the Stoney Burke series currently on ABC-TV, were signed by Leslie Stevens, executive producer. They read, in part: "Whether television will reach its great capacity is dependent in large part on the viewer and upon his viewing habits. Thus, it is proper for Daystar Productions, an independent television production company, to establish direct communication with the viewer and with local opinion-makers. To do this, Daystar has established Analysis of Nationwide Television Entertainment and News—a non-profit association; the project is called ANTENNA. You are one of 25 residents of your city to be contacted by ANTENNA. . . . Your response can be of significant value in helping television achieve its finest potential."

With the letters went questionnaires, four-page forms with 44 questions that probe the respondent's viewing habits and his opinions of what he watches on tv or what he would like to watch if it were available. In addition to questions about programs specially liked (and specially disliked), the ANTENNA questionnaire asks about tv's education-al value and how it might be increased; whether the respondent notices any significant difference in the programming of the three tv networks and, if so, which he prefers and why; whether his tv news viewing supplements or replaces his newspaper reading and which medium is the most unbiased and has the ablest reporters.

Too Much? • Other questions ask if the respondent thinks "there is an overemphasis on sex in television," or "an overemphasis on violence" and whether "some group outside the television industry (governmental or otherwise) should control television programming."

There are also questions about movie attendance and what the respondent thinks about pay tv. Probably the most important are the two final questions: "Is television, in general, living up to its potential?" and "Is television a force for good in the United States?" Each is given ample room for comment.

The names of the individuals to whom the letters were sent—civic and business leaders, educators, clergymen, newspaper editors, service club presidents, city officials and the like—were derived from lists sent Daystar by chambers of commerce in response to a query made last fall (Broadcasting, Oct. 22). "We wrote to 260 chambers and heard from 200 of them, with lists of up to 200 names, which we cut down to an average of 25," Mr. Stevens said last week.

The response to the questionnaires will be carefully analyzed, Mr. Stephens said, "If it's a hodge-podge, or a mass of contradictions, with no significant results, ANTENNA will dwindle and disappear. But if we find the answers significant, as we hope, we'll follow the first questionnaire with others, probably sending out one a month. This first questionnaire was purposely broad in scope. Future forms will narrow the field to discuss a specific topic, such as science fiction. It's a fact that 25% of the front pages of the newspapers are devoted to news with a scientific tie-in, such as the Polaris or the X-15 or Telstar. If the editors are right, the American public is vitally interested in science. Well, what we want to know as producers of tv programs is: Is there a potential audience for science fiction shows on tv? Or we might ask about shows that have gone off the air to the wails of tv columnists that they were too good to be dropped. What about it? Were these shows really so good? If they were brought back, perhaps in a different time slot, would they do any better the second time?

Then, after we've established a rapport with the people on our list and they've become accustomed to filling out our forms, we'll ask them to question the members of their own particular group about a specific program or program type. That way, we'll be turning our limited list of opinion leaders into a mass survey of the public at large."

Second Survey Started • Along with the national survey, Daystar is launching a second survey on the local level, with questionnaires going to 1,500 high school and college teachers in the Los Angeles metropolitan area. Asked why Daystar feels that the expense of conducting these surveys is justified, Mr. Stevens said: "We're a young, rich company.

"That may sound facetious, but I'm serious. We can afford to make the survey and, if we're right in our thinking, they'll pay for themselves over and over again. Research has long been considered an essential activity for any business which hopes to win the public
DENVER...

nation's fastest growing area!

Colorado, in the heart of the Rocky Mountain West, is a part of the fastest growing area in the United States.

Men such as Walter C. Crew and G. B. "Gus" Aydelott represent Denver-based companies contributing to Colorado's growth. In ten years the Denver & Rio Grande Western Railroad has located 115 new industries on its route. The Denver Union Stockyards, the largest sheep market in America and one of the world's most important livestock centers, exceeds $1 million in receipts each marketing day.

KLZ Radio and Television are proud to contribute to the growth of the rapidly expanding Rocky Mountain West.

KLZ-AM-FM-TV
CBS® DENVER
TIME-LIFE BROADCAST, INC.

G. B. "GUS" AYDELOTT, President of the progressive "Main Line Through The Rockies"

WALTER C. CREW, President of a $1 million-a-day industry
favor. Again and again you'll hear executives of big business concerns say that most of their revenue today comes from products that weren't in existence 10 years ago. In every business but show business, that is.

"Show business is completely frivolous. Instead of audience research, it spends its money on producers' hunches and it's no secret that even the most successful producers have their failures, far too many of them. Well, Daystar is going to be different. We feel it's just good business sense to do a little research to find out whether we're spending our production dollars as wisely as we might be."

'Hootenanny' replacing 'Mr. Smith' on ABC-TV

Folk music is coming to ABC-TV. The network announced that Hootenanny will be slotted in the 8:30-9 p.m. period on Saturday, starting April 6, with Jack Linkletter as host of the weekly show. It had been reported some months earlier that the series would be placed on ABC-TV probably as a replacement show. As such, it replaces Mr. Smith Goes to Washington, which made its entry this season.

Among the talent: The Limeliters, the Clancy Bros., Theodore Bikel, the Chad Mitchell Trio, Miriam Makeba and others. Advertisers are Chesebrough-Pond's Inc., through Norman, Craig & Kummel; Polaroid Corp., via Doyle Dane Bernbach, and the Procter & Gamble Co., through Dancer-Fitzgerald-Sample.

Embassy sales near $1 million in first week

Almost $1 million in sales were completed during the first week that the Embassy feature film package was offered generally to tv stations, Joseph E. Levine, president of Embassy Pictures Corp., announced last week. The sales were made to WNBQ (TV) Chicago, WXYZ-TV Detroit, WBNS-TV Columbus, WTIC-TV Hartford, WBAL-TV Baltimore, WTTV (TV) Indianapolis and WKZO-TV Kalama-zoo, Mich. Prior to the general release, the package of 33 features, which include Hercules and Attila, were sold to WOR-TV New York and KJH-TV Los Angeles.

NBC-TV renews Carson

Johnny Carson has signed for a renewal of his contract with NBC as host of the Tonight Show starring Johnny Carson for a year, effective April 1, Walter D. Scott, executive vice president of NBC-TV, announced last Wednesday (Feb. 13).

KXYZ changes format to suit listeners

'QUALITY PROGRAMMING' MOST REQUESTED IN HOUSTON

KXYZ-AM-FM Houston, anxious to cater to the programming desires of its community, asked listeners to state their preferences and pledged that it would abide by the decision of the majority. On two separate days KXYZ placed questionnaires in two Houston dailies and within a week 2,063 responses were in—with a majority clamoring for more "quality programming."

KXYZ has changed its programming accordingly.

The newspaper questionnaires listed 13 program categories, ranging from classical music to humor shows, and asked respondents to check columns marked "more," "less" or "leave unchanged." With responses still coming in, KXYZ reported that a "scant" 10% asked for top-40 fare, while the majority wanted classical, show tunes and standards.

Agricultural, religious and foreign language programming, in that order, were the categories least liked by respondents. Interest in humorous dialogue was also low, and true to its word KXYZ promptly switched a week-day light patter show, which it had begun only on Jan. 1, to a week-end slot.

A breakdown of the questionnaire received by Jack Carnegie, KXYZ manager, shows only 92 of the respondents were 18 or under. Over half of these wanted less top-40. A total of 1,087 males and 976 females mailed in their preferences, and three-fourths of questionnaires were from people in the 19-50 age bracket.

Boasting the slogan "the station that listens to its listeners," KXYZ has cut back talk programs, except for informational shows, and scheduled its news on an hourly rather than half-hourly basis. The station is putting an even heavier emphasis on its good music format.

"We went all out to determine the needs and requirements of our listening area," Mr. Carnegie said. "In this way we may be able to find out what our listeners really want, rather than operating on the basis of our estimates of their wishes, or the commission's views."

KXYZ began its questionnaire campaign partly to repackage its programming so it could cope with the FCC's license renewal forms.

Mars adds 18 stations to Dick Clark lineup

The Dick Clark Radio Show has added 18 new stations to its lineup in the past month.

The music-interview show, distributed by Mars Broadcasting, Stanford, Conn., is now broadcast in Cleveland, Cincinnati, Albany, Hartford, Conn., Atlantic City and Trenton, N.J., Washington, D.C., Richmond and Norfolk, Va., Winston-Salem, Mobile, Birmingham, Pittsburgh, Syracuse, N.Y., Knoxville, Tenn., Baltimore, Lancaster and Pitts- burg, Calif.

A new technique has been developed by Mars for the show which makes telephone interviews sound like face-to-face conversations. Both Mr. Clark and the interviewee speak into tape recorders while they are talking on the phone. When the interview is over, the tapes are spliced together in the studio.

'Let's Pretend' changes hands

Television rights to Let's Pretend, children's radio series that ran for 25 years on CBS and garnered more than 50 awards, have been acquired by E. Charles Straus for production by his Century Productions Co. as a half-hour tv series.

Maurissa Jaffe, who had obtained the original Let's Pretend radio scripts from the estate of the late Nila Mack, creator, writer and broadcaster of the radio programs, for tv use through her own production firm, Shadowvision Inc. (Broadcasting, Nov. 26, 1962), has relinquished her rights in Let's Pretend to Mr. Straus, she said last week, but is going ahead on plans to produce another fairy tale tv series utilizing the Shadowvision technique.

Mr. Straus has appointed Sam Neu-
Save time! Save money! Ease those inventory control problems too! Ship via Greyhound Package Express! Packages go everywhere Greyhound goes, on regular Greyhound buses. Very often they arrive the same day shipped. Ship nationwide, anytime... twenty-four hours a day, seven days a week, weekends and holidays. Ship C.O.D., Collect, Prepaid, or open a charge account. Insist on Greyhound Package Express. It's there in hours... and costs you less.

<table>
<thead>
<tr>
<th>Location</th>
<th>Time</th>
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<th>20 lbs</th>
<th>30 lbs</th>
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<td>1.50</td>
<td>1.70</td>
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</tbody>
</table>

**VIA GREYHOUND**

**PACKAGE EXPRESS**

It's there in hours...and costs you less!
man as story consultant and head writer on the series, which will be taped in color by the Chromakey system. Production will start before Spring, for broadcasting in the 1963-64 season. 

Film sales...

Steve Allen Show (WBC Productions): Sold to KFMB-TV San Diego, Calif. Now in 31 markets.


**FINANCIAL REPORTS**

**CBS SETS RECORD INCOME**

1962 net earnings 32% better than '61; sales increase almost $35.5 million

CBS's net income and sales last year were the highest in the company's history, its chairman, William S. Paley, and president, Dr. Frank Stanton, announced last week.

The increase over 1961 alone was an impressive 32%. CBS reported consolidated net income in 1962 of $297,053,734, compared with $220,037,828 in 1961, an increase of $7,015,906.

CBS also reported that consolidated net sales moved upward from $473,843,945 in 1961, to $509,269,813, an increase of nearly $35.5 million.

CBS announced that per share earnings were $3.27 in 1962 as against $2.47 per share, a figure adjusted for stock dividend, that was earned the previous year. Cash dividends of $1.40 per share plus a stock dividend of 3% were paid in both years, the company noted.

The record earnings were announced Feb. 13, the same day that the company's board of directors declared a first quarter cash dividend of 35 cents per share on common stock, payable March 8, 1963, to stockholders of record at the close of business on Feb. 25, 1963.

**Ling-Temco-Vought seeks registration from SEC**

Ling-Temco-Vought Inc., Dallas, Tex. (electronics, aircraft, missiles, ...) has filed with the Securities & Exchange Commission seeking registration of $23,264,000 in 4 3/4% subordinated convertible debentures and $33,994,000 in 5 1/2% subordinated debentures.

The company proposes to offer these debentures in exchange for outstanding 5 1/2% convertible subordinated debentures and 5 1/4% convertible subordinated debentures both due October 1971, originally issued by Temco Aircraft Corp.

Under terms of the exchange offer, the company will issue $40 of the new convertible and $60 of the non-convertible debentures for each $100 of the old 5 1/2% debentures tendered for exchange, and $50 each of the new convertible and non-convertible debentures for each $100 of the outstanding 5 1/4% debentures. Lehman Bros. will form and act as manager for a group of dealers planning to handle the offering.

**NGC's first quarter down**

National General Corp., Beverly Hills, Calif., 38% owner of National Telefilm Assoc. and owner of five cab systems, reported net income for the first quarter of fiscal 1963 ended Dec. 25, 1962 of $269,828 (9.5 cents a share), compared with same 1962 quarter's $382,390 (13.5 cents a share). Last year's quarter, however, included a non-recurring gain of $411,270 from the sale of Cinemiracle production equipment, which resulted in an operating loss of $28,880. Total income for NGC's first quarter was $100,046,084, compared to $9,853,388 for the like quarter in the preceding year.

**Disney net profit down; tv revenues increased**

Walt Disney Productions had a net profit after taxes of $1,304,473 (76 cents a share) for the quarter ended Dec. 29, 1962. Lawrence E. Tryon, treasurer, told the annual stockholders' meeting Feb. 5. This compares with last year's first quarter net profits of $1,669,213 ($1 a share). Gross revenues for the quarter totaled $15.3 million, against a gross of $15.6 million for the same quarter of last year.

Tv revenues were up by $500,000, chiefly due to the syndication of Mickey Mouse Club; amusement park revenues were up by $200,000 and miscellaneous revenues by $500,000, but theatrical motion pictures brought in $1.5 million less than in that quarter a year ago.

**Financial notes ...**

Quarterly dividend • The board of directors of Chirurg & Cairns Inc., New York advertising agency, voted to declare a regular quarterly dividend of 12 1/2 cents per share, payable March 1, 1963, to stockholders of record on Feb. 1, 1963.

Six-month report • Wrather Corp., Los Angeles, whose subsidiaries include Muzak Corp. and tv and motion picture program properties, has reported six-month net income through Dec. 31, 1962, of $405,279 (23 cents per share). Gross income for the period was $6,-157,293. Figures for the same period of 1961 were: gross income $6,141,-145; net income, $301,504 (18 cents per share).
Radio-tv outlook good, no matter what

EVEN IF ECONOMY FALTERS BROADCASTING PROMISES GAINS IN BILLINGS

Students of business cycles are showing a certain amount of wariness these days, not because the national economy’s behavior is bad, but because they can’t quite explain it. In a way the same is true of the television economy and, to a lesser extent, radio’s.

Television and probably radio seem apt to show at least modest billings gains in 1963 no matter which way the economy bounces, but in some respects nothing seems to be working according to the usual rules.

- The general economy was supposed to sag a little the first of this year, but it didn’t.
- It previously had been given big doses of stimulant, especially in the form of government spending and tax-law revisions to encourage plant and equipment expansion, but it had not responded as it was expected to.
- Television, which came out of the 1958 recession with a noticeably reduced growth rate, theoretically should have emerged from 1960-61’s downturn with a rate of gain about equal to that of the “mature” media. Instead, it came out moving much faster than either its print brethren or its own 1958-60 track record, and has picked up steam ever since.
- Radio’s figures are a little vague, but after an uncertain third quarter of 1962 it steadied and then, while a first-of-the-year slack-off was still being predicted for the general economy, it began to rally and now seems off to the best first-of-the-year start in recent memory.

Such a collection of unpredictable performances is enough to make a soothsayer turn in his crystal ball and chicken entrails, but it has a bright side:

No matter what happens—unless all precedents prove meaningless—the economy stands to lose not much and maybe even gain a little, while television almost certainly, and radio probably, stand to gain at least a little and conceivably could gain a lot.

To some extent this appears to be the outlook for other major media, too. They seem to be enjoying at least some of the benefits—whatever causes they stem from—that are currently casting a warm glow over broadcasting. There is a body of opinion which holds that, even though precise reasons are hard to pin down, 1963 simply looks to be a good year for the entire advertising business.

Recession Is Possible * There is nothing to rule out a slight general recession even at this late date, and since the present fair weather followed predictions of cloudy weather, it is conceivable that the same hind-side-to phenomenon may lead the current mildly optimistic outlook into unexpected precipitation.

Even at worst, however, economists concerned with the broadcasting climate seem generally agreed on two points:

1. A general economic downturn, if one comes, will be mild; and
2. Television business probably would increase even in the face of a mild setback in the general economy, though it obviously would stand to gain more if the economy should rise or hold steady.

Authorities feel, however, that the range between top and bottom of what the economy is apt to do in the next few months is narrow. They don’t expect the trend-line to swing much either way, up or down, and thus there is not a big difference between the top and bottom of their predictions for television, either.

Dr. David Blank, head of the CBS Office of Economic Analysis, told the CBS management in a report last fall, when he and most other economists thought a mild recession would develop in early 1963, that he looked for 1963 tv billings gains of “four or five percent, maybe three.”

Revised Forecast * Now, since the bad weather has failed thus far to materialize, he has revised “four or five, maybe three,” to the slightly more op-
Upward and onward is the march of network television gross billings, shown in total in the top line and for the networks individually in the lines beneath. Though there have been occasional downturns, the trend thus far has always righted itself. The figures, adjusted to account for seasonal variations, cover the period from January 1956 through November 1962. Chart was prepared by CBS Office of Economic Analysis.

It's been downhill most of the way for network radio billings for more than decade, according to this index (1947-49 billings assumed to equal 100) by CBS. But authorities feel that, if general economy holds up, network radio may join spot radio in substantial 1963 gains. Seasonally adjusted data to third-quarter 1962.
Radio spot net time sales—seasonally adjusted quarterly figures, 1958-1962

Ups and downs of spot radio’s net time sales are shown here: dotted line depicts seasonal fluctuations in reported dollar figures; solid line shows trend with seasonal variations taken out. Figures for last half of 1962 have not been released; third quarter may have slipped but fourth quarter gained substantially.

Network radio, whose quarterly sales charts over the last 14 years resemble a series of rickety ski-jumps, is starting 1963 with more promise than is usual for this time of year. Some authorities believe that if the overall economy holds up during the first half of 1963 and advances during the second half, then network radio this year may show the first significant gain it has made in a decade and a half.

Favorable Factors * The factors favorable to the economy’s expanding over the next 12 to 18 months, assuming it gets through the next few months unharmed, are regarded as strong:

The wartime baby boom is today’s marriage boom, with more and more new families getting started; the domi-

Television spot gross billings—seasonally adjusted quarterly figures, 1956-1962

Steady rise in spot tv’s gross billings from 1956 through third quarter (latest available) of 1962 is depicted in this chart. “Total” lines show dollar figures as reported from quarter to quarter (dotted), and as those figures appear after adjustment to eliminate seasonal variations (black line). The lines beneath trace daytime and evening spot billings separately, after seasonal adjustments have been made. Chart is from CBS.
TELEVISION TIME SALES 1948-1962

<table>
<thead>
<tr>
<th>Year</th>
<th>National Network</th>
<th>% change from previous year</th>
<th>National Non-Network</th>
<th>% change from previous year</th>
<th>Local</th>
<th>% change from previous year</th>
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<td>$2,500,000</td>
<td>. . . .</td>
<td></td>
<td></td>
<td>$6,200,000</td>
<td>. . . .</td>
<td>$8,700,000</td>
<td>. . . .</td>
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<td>1949</td>
<td>10,276,000</td>
<td>. . . .</td>
<td>7,275,000</td>
<td>. . . .</td>
<td>9,160,000</td>
<td>. . . .</td>
<td>27,530,000</td>
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<td>1950</td>
<td>25,070,000</td>
<td>+236.1</td>
<td>25,034,000</td>
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<td>59,733,000</td>
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<td>59,735,000</td>
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<td>80,235,000</td>
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<td>121,318,000</td>
<td>+54.9</td>
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<td>384,692,000</td>
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<td>176,766,000</td>
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<td>222,400,000</td>
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<td>+6.9</td>
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<td>459,200,000</td>
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<td>1,146,000,000</td>
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<td>1961</td>
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<td>468,500,000</td>
<td>+ 2.0</td>
<td>211,200,000</td>
<td>− 2.1</td>
<td>1,160,000,000</td>
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<td>1962</td>
<td>528,743,000</td>
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<td>528,743,000</td>
<td>+12.9</td>
<td>233,873,000</td>
<td>+10.7</td>
<td>1,276,947,000</td>
<td>+10.1</td>
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* In 1948 FCC reported only "total revenues" (from time, talent and services) from "network programs" and from business "sold directly by stations." Hence figures for that first year of television financial reporting are not comparable with figures for time sales in ensuing years.

† 1962 figures estimated by Broadcasting.

As the tables above and at right clearly show, 1962 was the comeback year for both radio and television. Neither medium had done especially well in 1961: television's curve had flattened out with a gain of only 1.2% over the year before, and radio's actually dipped in a decline of 0.9%.

But the curves were rising again in 1962. Television came in with total time sales nearly $117 million bigger than they were in 1961. Radio's sales rose a healthy $57 million.

These are Broadcasting estimates of net time sales after all frequency and promotional discounts but before deduction of commissions to advertising agencies and station representatives. They are comparable to the records compiled annually by the FCC. The FCC reports for 1962 will not be issued until late in 1963.

Television • There were no soft spots in television's totals in 1962. Network sales rose by $34 million, spot sales were up $60 million, local sales were up $22 million. In none of those categories had television shown an appreciable gain in 1961, and in one, local, volume had declined.

Radio • Local advertising, radio's biggest source of revenue, continued to rise faster than either network or spot. Local business was up $42 million over 1961, spot was up $12 million, network was up $3.5 million. The year before radio had slipped in both local and spot.

As 1963 got underway, all signs pointed toward an even stronger showing this year.

The 1962 Broadcasting estimates of radio and television time sales were compiled from a survey of stations, as they have been annually since 1935. Tabulations were prepared by the Washington firm of Sinrod & Tash, certified public accountants.

nant age group in the total population is becoming younger, shifting downward to the 20- to 25-year range where much new buying is done; apartment house construction is rising; the great volume of plant capacity built up a few years ago is being used up, and tax-law changes are conducive to new expansions of plants and equipment. On top of this comes the prospect of tax cuts this year. This likelihood probably contributed to the brightening of the economic psychology that occurred toward the end of 1962. If the tax cuts materialize they are expected to spark up the economy beginning in the closing months of 1963 (if they don't amount to much, however, reverse psychology may lower the clouds again).

As always, heavy government spending can be counted on as an ever-present stimulant. Perhaps it was more than coincidence that the economists' forecasts for 1963 began to get sunnier at about the time of the Cuban crisis last fall.

Perhaps, too—and this is regarded as mostly speculation—the change in economic psychology played as big a part as anything in the late-1962 improvement in the outlook for advertising in general and broadcasting in particular. It just may have led advertisers to conclude that, with the likelihood of a slump removed, they could go ahead and commit advertising budgets more confidently than would be the case otherwise.

National advertising as a whole was up a little in the third quarter of 1962—somewhat surprisingly and, once again, contradictorily, because the general economy was in one of its sluggish spells at that time. The consensus seemed to be that advertising's overall advance could be attributed in good part to television, which then as now
### RADIO TIME SALES 1935-1962

<table>
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<th>Year</th>
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<th>Regional Network</th>
<th>% change from previous year</th>
<th>National Non-Network</th>
<th>% change from previous year</th>
<th>Local</th>
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<th>% change from previous year</th>
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<td>$13,805,200</td>
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<td>...</td>
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<td>$79,617,543</td>
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<td>1936</td>
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<td>133,478,794</td>
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<td>7,012,689</td>
<td>-12.8</td>
<td>101,381,241</td>
<td>+10.4</td>
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<td>147,778,144</td>
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<td>7,329,255</td>
<td>+ 4.3</td>
<td>147,259,761</td>
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<td>197,929,279</td>
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<td>5,994,858</td>
<td>-18.2</td>
<td>182,314,307</td>
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<td>245,557,133</td>
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<td>6,897,127</td>
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<td>118,823,880</td>
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1 Nationwide and regional networks combined.  
* Figures prior to this date not comparable in all categories.  
** Regional network calculations discontinued in 1959.

was performing impressively—more so than any other medium. If the economy can ride out the next few months—and the odds now seem to favor it—there is a consensus that it then will have done something it has never done before: escaped a recession after the usual signs pointed to one. For there is a prevalent belief that, beginning in the fall, things will be looking up for sure and that the chances then will favor a rising cycle until, say, about 1965. The somewhat greater strength which the economy is currently showing is regarded as making broadcasting gains as nearly a lead-pipe cinch as is apt to be found in the unpredictable art of economic prediction. But radio, and especially TV, have certain advantages going for them even if the economic weather turns bad—so long as it doesn't turn too bad. 

At the Worst = First, the effects of a very mild economic decline—and even the pessimists seem agreed that a downturn, on the off-chance that one should occur, would be no worse than very mild—usually are felt most at the production level rather than the consumer level. And mild declines have shown in the past that they hit the durable goods more than the non-durables.

This does not guarantee immunity to television and radio, as past recessions of a more serious nature have shown, but the high level of business that the broadcast media do in the non-durable lines—especially the foods, etc.—takes them out of the front ranks of probable recession victims.

They may not be recession-proof, but they have shown a comforting resilience. On that basis they seem justified in looking into the future with confidence—and, in view of the general economic forecast now, with at least modestly high hopes.

*Data not available.

BROADCASTING, February 18, 1963
Bunker's eye view of RAB's future

NEW PRESIDENT GIVES GLIMPSE OF WHAT'S IN STORE FOR TRADE GROUP

On March 1, for the first time in nine years, top management of Radio Advertising Bureau will change hands.

Kevin B. Sweeney, the colorful, tireless president whose name has been synonymous with RAB and radio since 1954, turned in his notice almost a year ago, effective the last day of this month. To succeed him was chosen, after a long search, Edmund C. Bunker, a suave salesman whose radio-tv experience encompasses all three elements of RAB membership: local station, network, station representation.

Ed Bunker has been on the job since August as president-elect, but during this introductory period he has been careful to keep his plans for RAB to himself. Here, in a tape-recorded interview with Broadcasting editors, he reveals many of those plans for the first time.

The man you are succeeding is a fairly spectacular operator. I wonder if you would outline generally your plans for RAB. Do you expect to do things differently?

The times call for a different approach. When Kevin Sweeney took over leadership of RAB, radio was somewhat demoralized. Some stations were more downbeat than the advertisers they were selling.

It was very much like a battlefield when your side is tecter-tottering between a frightened retreat and an orderly reorganization. Then along comes some officer who gets up on a tank wearing a top hat and waving a shillelagh—doing anything to get the troops' minds off running for the exit.

That can stem a retreat on a battlefield... and morale, esprit, feisty determination can do a great deal for an industry.

But 1963 isn't a time for improvised warfare and communiques designed with the morale of the men at the front in mind. This industry has reorganized and is now growing. It must have an orderly plan for faster growth and it must provide its 'troops' who are, after all, its salesmen, with the most modern weaponry available anywhere.

Excuse me for the rather military analogy but it seemed to lend itself to your question. To summarize, I know that if Kevin Sweeney were coming into the presidency of RAB on March 1 instead of Ed Bunker, Kevin today would use different tactics.

Kevin certainly recognized the changing times and implemented major programs as part of an over-all plan for radio growth. The Radio Test Plan, an ingenious conception which I enthusiastically support, is just part of the new national business-building strategy which had to be introduced as the times changed. The Department Store Challenge, which has been responsible for important gains in billings from all forms of local advertisers, is another of Kevin's major efforts in the modern selling of radio we have been discussing.

Certainly the industry acknowledges Kevin did a fantastic job of providing radio with color through his own color and with determination to be heard at a time when it was often difficult to get a hearing for radio.

What are some of the ways in which you intend to operate differently?

The changes will be in emphasis and in style of operation as well as in the development of a number of major new business-building projects.

I feel that there are limitations on what I can discuss before taking over and I might just as well start by being quite open about it—I don't know how much money I have to work with to provide added business-building projects.

If some of the major entities in the industry I have been talking to become a part of RAB and add their support to the many leaders in radio who are with us now, if we have the dollars, then RAB can remain the most advanced of all the media associations in its sales effectiveness. If we don't have all of the dollars at first that I and my associates believe we need to do the big job, then we will proceed more slowly.

From every indication that I have had we are going to have new and rather expanded support. But I prefer to be conservative and not make pronouncements until the facts are doted. I hope, in fact, to see RAB and radio generally emerge with what might be called a more conservative personality.

Would it be in keeping with that conservative personality to lift a corner of the curtain and mention where you would put some of the new dollars if they become available?

I have now broken the world's indoor record for the shortest length of
MOVIE LOVERS... LOVE CHANNEL 2 MOVIES 6 NIGHTS A WEEK... EXCLUSIVE IN BALTIMORE!
MONDAY THROUGH FRIDAY 11:20 P.M., SATURDAY 11:00 P.M.
FIRST RUN FILMS FEATURED FRIDAYS AND SATURDAYS!

No Wonder—In Maryland Most People Watch

WMAR-TV

CHANNEL 2 • SUNPAPERS TELEVISION • BALTIMORE 3, MD.

Represented Nationally by The Katz Agency, Inc.
Research should document what is known about radio

... it takes too much time to work with rate cards

... can we create presentations in slide and tape?

don't care if the industry throws money at us and inundates us with a budget double where we are now, RAB is never going to have the manpower to outlast an agency which is determined to change a client's thinking. We are either going to enthrone the agency, as well as the client, or we are going to find ourselves building castles in quicksand.

In the years since RAB was initially organized, advertising has changed enormously. We went from an advertising "economy" of $6 billion spent annually for all forms of advertising up to today's $12 billion.

Now that kind of growth means one thing: Everyone concerned in the advertising process has greater responsibility within the structure of business. Perhaps a substantial portion of decisions were made 11 or so years ago on the impulse of an individual; but the number of such decisions being made today is approaching a vanishing point.

We still have the one-man corporations today. I acknowledge that. But go back to those companies five years from now and see whether they remain "impulse-buyers" of advertising. We have to face up to the fact that business today is run by groups of people who combine their specialized knowledge—and their talents—to work out decisions which are large enough to make or break their companies. Companies organized on this operating philosophy—I'm hanged if I'll call it the "committee system" or the "team system"—use their agencies as an extension of themselves. If there isn't that fusion, then the account is "loose," as you say in the trade press. So we in radio either understand the business community as it is today and work with it or we are giving ourselves a handicap.

We don't need any handicaps. I am not going to manufacture any. In fact, I would rather export handicaps than import them—we're going to see if we can't give some of our competitive media a few handicaps to work with.

If we have the wherewithal to do it, RAB will substantially expand the size of its national sales staff so that we can cover agencies deeply as well as advertisers. We believe that more agencies will want us to go with them to their clients as we develop interest at agencies in both the media and the creative story of radio.

RAB has over the years dealt at the highest levels with clients and we're going to continue that basic tactic. The difference I hope to add is implicit in what I have been saying, at I'm afraid very great length, about the differences in business today compared with when RAB was young, back in the days when it was BAB.

So a very major step for us is agency coverage.

What other basic steps do you have in mind?

Another major step, and I regard it as basic to building business, is a breakthrough in radio research.

There's a great opportunity to sell radio now. RAB's Radio Test Plan and some of the research that has come out of it has already been extremely helpful. The carry-over effect of bringing
A typical Kansan? Maybe not. But neither is he the lean, hungry dust bowl inhabitant many people seem to remember.

Kansas is a BIG State, right in the BIG MIDDLE of the U.S.A. From K. C. to Kanorado, on the western border, it’s 410 miles. Kansas is BIG in food production, BIG in wheat, 1st in flour milling and 4th in meat packing. A BIG food market, too. Retail food sales last year were $2,652,979,000—billions, that is!

To sell this BIG market you have to come inside with WIBW air media. WIBW Radio delivers 69 counties, dominant coverage in 45 of them. WIBW-TV dominates in 32 leading Kansas counties. This is the rich, unified Topeka area. Ask Avery-Knodel to show you the big picture.
some blue-chips back into radio and introducing radio for the first time to other leaders through tests helps to stimulate buying action.

It's very clear how this happens. An example. . . . In one of the top two or three agencies RAB recently conducted a very successful test for one of their clients. Before the final stages of the test, as soon as its success was felt, the influence had begun to spread to other accounts. We could see it each time we came back by noticing who was "sat in" on the meetings.

We have some momentum—business is running well ahead now—but we need a major research project designed to document what everybody knows about radio—that it is bigger than any previous research has been able to show. I say everybody "knows" this about radio. They know it instinctively. But it is very difficult to put instinct into a computer.

Radio needs a measure of the total audience—not just "plug in" listening with patchwork additions of other forms of listening. This measure must define the total exposure and show how varying combinations of facilities deliver the audience.

Do you mean that RAB would provide ratings of individual stations or networks?

No, we could not enter that field. Our research can measure the reach of varying combinations of stations as a guide to principles of using the medium but it is certainly not our function to provide individual station or network data.

What is needed is a new yet very basic addition to radio research—pre-acceptance.

There's no wisdom in kidding ourselves. We need a measurement of radio whose methodology is approved in advance by leading agencies. From everything we know, it's apparent that soundly conducted research must benefit radio. With agency pre-acceptance—an agency role in constructing the research we provide—radio can take a new stance in its selling.

Undoubtedly there will always be a variety of rating services measuring radio. But what if each of them found it necessary to improve their measurement techniques and thereby report substantially increased audience? We know from our research that a several-fold increase in the audience ratings services report for radio is well within the bounds of probability. Research which agencies, and their clients, develop with us can have the stature to produce this side-effect on the ratings services. But its main purpose would be to justify larger use of radio which many today feel can be substantiated only by judgment.

I for one believe we already have more research in radio than most other media offer. But what I believe is not to the point. Our "consumer"—the agency and advertiser—doesn't always believe it and he pays the bills.

Do you believe agencies will help pay for such research?

It would be unrealistic to predict their reaction now. We anticipate that this can be the warranty, if you will, on pre-acceptance. We would like to see it work that way even if the expenditure from the agency side is minimal.

Do you see RAB placing more emphasis now on national business?

The business of RAB is to produce more business for radio. At the end of the year, when the profit dollars are counted up, no one cares as much about the percentage of those profit dollars as they do about the amount.

I believe local and national business have a very definite relationship. If we generate more national dollars through more productive selling efforts nationally—and through major research—the benefits are of direct local importance. The company which is sold nationally is unlikely to have a co-operative advertising policy which excludes or restricts use of co-op radio.

Moreover, the research I referred to just a few minutes ago is intended as a local sales tool as well as a national sales tool. Because of size of sample, it will be possible to demonstrate reach and frequency by varying market sizes down to the smaller cities as well as regionally.

Very definitely I don't intend to put all of RAB's emphasis on one source of dollars to the exclusion of another. As a matter of fact, I feel that we must step up our local selling effort through specialization. We plan to split RAB's operations into a "large-market" and a "smaller-market" division.

This will permit maximum utilization of the sales tools, sales ideas, and sales service RAB provides its members. Obviously not everything produced under our present operation can be pertinent to each market size and type of station. The local specialization we plan will adapt RAB more closely to needs of the different types of stations whose support an industry trade association must have. We must serve both the small markets and the large markets but the job isn't the same. I know that because I have sold radio in small cities as well as "on the street" in large markets.

You used the word "style" back a while ago. You said your "style" would be different. What is the Bunker style?

You've heard of Bunker Hill . . . We don't shoot until the Redcoats are close enough to hit. Seriously, I think style is a matter of individual personality. In my case it will not be the personality of just one man, not just of Ed Bunker. I don't run a one-man show. I have inherited a very able executive staff, perhaps a staff whose contributions were sometimes less visible than would have been the case if they were not operating on the lee side of a volcano.

I will use that staff to build and train greater depth of personnel. It is always a fiction that any organization is "just one man" and certainly so in the case of RAB as I have come to understand by working more or less in the ranks during my indoctrination period.

I see myself as free to operate on the highest level in major sales efforts and policy-making. I inherit in Miles David, as administrative vice president of RAB, an extremely effective and enthusiastic right-hand for both general management and creative planning. I plan to promote Robert Alter, presently manager of key account sales, to the new position of vice president and director of national sales. Bob has had a major role in selling on the national level which will expand as the staff expands. And to strengthen RAB's ability to bring in new station membership around the country, I have brought in Harry Averill as vice president and director of member development. Harry has had long experience in station operation in a variety of market sizes and has trained and put into the field a staff to represent RAB in major regions of the country.

What are some of the major business-building projects which are in the planning stages?

For a dyed-in-the-wool conservative
when you think
NEW YORK RADIO

think
wmca 570
just a few minutes ago, you sure want to put me out on the end of a branch. Actually, I am very glad to have the opportunity to do some curtain-lifting. We are very enthusiastic about the job there is to do in radio. But I very definitely want to promise less and deliver more. That's one reason that I hesitate to simply throw open the curtain and say, "This is the complete program." But assuming we have the funds to add the people and the investment, these are some of the major needs I see RAB filling.

1. A tangible RAB contribution to making radio easier to buy. Management consultant studies are needed on how radio is bought so that we can pinpoint archaic practices and sources of waste-motion. If radio is a greater predictor of costs for the agency, why is this so? Is it inherent in paperwork that "must" accompany buying? Or is there an element of inexperience in buying radio which creates cost?

It will take a systematic task-force effort with the advice of a committee of experienced national sales executives—plus management consultancy-style investigation—to make progress. If rate cards are too cumbersome for our customers, we must set a practical standardization goal. Of course, the industry will never get behind one type of rate card. But can we narrow it down to four basic types with a number of sub-types growing out of the four basic types? That would be a vast improvement over today's multiplicity of rate card philosophies.

I am referring here to the way in which the card is set up—not to the amount of the rates or to any other aspect of rate management. In other words, I am talking about the fundamental fact that it takes too much time to work with rate cards when there could be lots of standardization without impairing individual strengths of stations.

2. Published figures on advertiser expenditures in radio. All it takes to provide this vital and fundamental data is money. I believe we must have the facts or radio suffers badly even though the suffering is somewhat difficult to measure specifically. When other media's expenditures are shown in a listing and there's nothing for radio, we don't look like the Green Bay Packers.

3. Creative stimulation for agencies. Radio is the best way to sell that's ever been invented. Those who know how to create great radio commercials are doing the best creative advertising—bar none—of any done in all media. You can tell what it's like to relieve a cough, or paint with a certain color, or use longer-lasting motor oil, through direct impact on the imagination by radio.

But radio hasn't been the "in" medium at many major agencies. That's not their fault—it's ours. So what do we do? We certainly don't cry into our mugs of beer (today's beer commercials are some of the greatest). What we do is go out and stimulate creative use of radio by bathing agency creative men in examples of great radio salesmanship.

4. Computer-conscious research. Radio has a long lead on other media because we are already measuring consumers rather than bodies. RAB's on target research is the first practical measurement of customer media exposure. That's the kind of data that makes use of a computer worthwhile.

Our research will continue to emphasize consumption data. We are of the belief that media—as well as major agencies—will have to operate mathematical models for use in media reach-frequency-impact prediction. We have a leg up on others in the gathering of the appropriate computer-age data.

5. Development of the full potential of retail business. The surface hasn't been scratched yet in retail business expansion. The department store challenge provides radio with a great sales tool and one which has already created a tremendous amount of business. But there are still many areas in retailing which need measurement.

What does radio do for sales events specifically? How much does radio contribute to creation of new customers? These are new areas of research and proof for the future. The proof that radio sells items is not the full story, particularly when in their use of printed media stores are beginning to recognize the importance of so-called image-projection.

6. Many stations need a local copy service. Can we provide it? Perhaps we have to do the job. It is at any rate one of the projects we are considering.

7. A way to bring radio presentations to regional sales offices of major manufacturers is needed and RAB must lead without dissipating its own efforts. Realistically, we can't call at this level. But can we create big-league presentations in slide-and-tape form which stations can take to regional offices and jobber distributors? I believe we can. I believe we must add grass-roots pressure upward to what we do from the top down.

That's an ambitious program. How much traveling do you plan to do in order to implement the program and explain it?

I probably won't travel as much as Kevin Sweeney did but I will be on the road almost half the time. More important than travel alone, however, will be increased efforts on our part to communicate what we are doing to stations as well as agencies and advertisers. This was a somewhat under-developed area in RAB's past operations. It created unnecessary problems.

What has been your reaction to radio on coming back into the medium?

Actually, I have never been very far away. Even during the time I was with WBZ (TV I had a very lively contact with the radio business. It isn't generally known but I had an interest in a radio station in a small-to-medium market and that was just one of the respects in which I was able to follow the rapid changes in radio which occurred during the '50's.

I, at one time contemplated entering radio station operation, frankly because of the capital gains opportunities I felt were inherent in the medium for the operator who understands today's radio. And as executive vice president at the Froedert Malt Co. I tried to take the entire brewing industry into a heavy nationwide radio campaign and out of television. I made a thorough study of the potential of the two media I knew best and concluded that radio was the medium that offered the greatest sales effectiveness opportunity.

I believe that our competition with television, as with all other media, ought to be conducted on the highest level. But I think my former associates in television deserve fair warning that the punches will be rather frequent and from what I have seen about the available evidence on radio vs. tv effectiveness, I feel I got out of television just in time.

To be more serious, I do feel our medium is exciting and the biggest single opportunity for advertisers in the media spectrum. We are literally undiscovered because television has magnetized attention in disproportion to its media effectiveness—and because of the almost unbelievable inadequacy of radio ratings. I say that with some perspective and I intend to put my perspective about the inherent weaknesses of television to very active use.

What's going to happen is that as the understanding of radio begins to grow, a number of major corporations are going to make substantial entries into the medium. But I believe our future is in the best if not in the biggest budget from major advertisers—with use of radio as a major medium—and in numbers of accounts. We have to have both. We deserve both and we're going to get both. Radio must never again be in the position of having its business dominated by 30 accounts. But it also needs the blue-chips and...
Are you missing important COVERAGE IN FLORIDA'S THIRD LARGEST MARKET

1,165,100 Customers IN CENTRAL FLORIDA

Rank according to Sales Management:

62nd Total Homes
58th Total Sales
62nd Effective Buying Income

Including UNDUPlicated coverage of Orlando, Daytona Beach and the Entire CAPE CANAVERAL area

You reach this vital SPACE AGE market via:

- **WESH-TV**
  Ch. 2 - NBC
  Advertising Time Sales, Inc.

- **WDBO-TV**
  Ch. 6 - CBS
  Blair Television

- **WFTV**
  Ch. 9 - ABC
  Formerly WLOF-TV
  Young TV
can't depend entirely on the medium- and small-sized companies which have been the bulk of our national business in recent years.

Is so-called overpopulation of radio stations a problem?

It isn't RAB's function to concern itself with things we can't change. Sure it's a "problem." But our job is to make the problems into advantages. And in actuality the fact that there are lots of stations for advertisers to choose from is a major advantage of the medium. It gives the advertiser the opportunity to choose the right combination of stations for his type of product.

What RAB has to do is to make it clear how tremendously successful advertisers are when they take this tack so that we can cut through all of the loose talk about how the misery of choice is bad for advertisers. Its never "miserable" to choose when you appreciate that the results justify the effort.

So to the extent that RAB enlarges the market for radio we provide a larger pie for the stations to divide. That's our function and we either perform it or they need another crew to run it. I'll be that plain-spoken. If a station is in radio, it ought to be in RAB, and I am going to be making that point "with vigah" in lots of places over the next six months.

Can I put the pitch in here because I've been so conservative?

Is there any way you know that we can stop you?

No, because this is so important. I need the support of a rather diversified industry. I will work my tail off to do the job that needs doing. Miles David and Bob Alter and Harry Averill will work their tails off.

We are open and receptive to every constructive idea from any corner of the business. But its just plain economic imbecility for radio men to go off in 500 directions at once. Either get behind us or petition for a change in the management and get someone you can believe in!

I mean that straight from the shoulder. I'm appealing for unity and perhaps because I'm entering into RAB newly, I'm getting the fresh support we have to have. It's good to see the progress we've made so far.

But big growth for radio is a reality only if we stop fighting one another and charge right at television and newspapers and magazines and outdoor, in that order. RAB is the logical center and we believe the circle around us will get bigger rather rapidly.

FCC weather: no change in temperature

ALL SIGNS INDICATE REGULATORY OUTLOOK WILL CONTINUE BLEAK

"This is an activist commission," an FCC official said the other day, "We're not about to sit back and simply renew licenses automatically, then react only when the top blows off some scandal. We're determined to regulate broadcasting in the public interest."

Although this statement must be discounted for what the Federal Trade Commission would call "puffery"—after all, this FCC hasn't been able to do much about its backlog of cases; some stations are required to wait years for decisions which an "activist" commission should be able to reach in a matter of months—most broadcasters would agree there is considerable truth in it.

For more than two years, the FCC has been prodiging broadcasters on programming, even at the risk of what at least one commissioner, Rosel H. Hyde, considers to be censorship. It has held broadcasters to a strict accountability on the programming performances they make. It has cracked down as never before with license revocations and other sanctions on stations that broke its rules. And it has conjured up new rules and regulations that add to the problems of station managers and owners.

What's more, no one believes this to be a transitory phase that would end if, as reported last week, Chairman Newton N. Minow leaves Washington this spring to take a high executive position with the Encyclopaedia Britannica (Broadcasting, Feb. 11). The commission can be expected to be just as activist, its regulation just as tough, its interest in programming just as great.

Minow Image • Chairman Minow has been most closely identified in the mind of the public and the broadcasting industry with the commission's policies. He has been the most enthusiastic regulator on the commission, and his speeches and Capitol Hill appearances have won him a following among the public as well as the respect of a number of key congressmen.

Ultimately, however, responsibility for the tough line being pursued by the commission rests with President Kennedy. It was, after all, the President who appointed Mr. Minow and who, for the past two years, has given no indication of disapproval of Mr. Minow's criticism of the broadcasting industry and in his efforts to induce broadcasters to put on more public affairs programs, to reduce violence, and to institute better children's programming.

Additional evidence of the administration's interest in developing an aggressive FCC was provided last summer, during the debate over the communications satellite bill. One of the major arguments against the measure was that the commission wouldn't, or couldn't, discharge the responsibility it would have for regulating the newly proposed communications satellite corporation. Attorney General Robert Kennedy, appearing before the Senate Foreign Relations Committee to defend the bill, said if the commission isn't able to protect the public interest, the answer isn't new legislation but "new people on the FCC" (At Deadline, Aug. 6, 1962). New Appointments • The implication was that new people would be tougher administrators. And since then, the President has had the opportunity to make two new Democratic appointments—E. William Henry, who succeeded John S. Cross on Oct. 2, and Kenneth A. Cox, now chief of the Broadcast Bureau, who is due to replace T. A. M. Craven. Both are liberals who believe in broad regulation of the broadcasting industry.

The appointment of Mr. Cox was particularly chilling to sensitive broadcasters. As chief of the bureau, Mr. Cox favored adoption of a program reporting form that has been opposed by the industry. He has also played an important role in two controversial commission activities—its local-programming investigations in Chicago and Omaha and the staff inquiries into the programming policies of stations seeking renewal (Broadcasting, Dec. 3, 1962).

(One commission official, however, feels Mr. Cox might not turn out to be quite the "tiger" some broadcasters expect. "It's one thing to make recommendations while a member of the staff," he said, "and another to deal with these matters as a member of the commission where he'll have to face practical realities.")

Sheridan for Cox • Another pending appointment of considerable importance is that of James B. Sheridan, now special assistant to the chairman, to
The whole market... three states... one million plus homes... one billion plus consumer dollars.

TV 10... WJAR-TV has the big stake in the surging PROVIDENCE market... a 100% reach in one of only two markets in the country with almost total television saturation. WJAR-TV... exciting total homes leadership. WJAR-TV... the whole market.

WJAR-TV
When the New Frontier loses FCC Chairman Newton N. Minow (l) with his resignation in May there will still be two Kennedy appointees on the commission—Commissioner E. William Henry (c) and Commissioner Kenneth A. Cox (r). Although Chairman Minow has urged that Commissioner Henry be his successor, many believe the President may name a new commissioner both as a replacement for Mr. Minow and as chairman.

adopted to allow daytime broadcasters to sign on before sunrise. And unless it’s blocked by Congress the commission expects to implement its decision to duplicate 13 of the 25 clear channels.

There are a number of other issues, however, about which predictions are harder to come by—station filing fees, vhf drop-ins, loud commercials, adoption of NAB commercial codes as an FCC rule, and option time.

Programming Issue • Transcending all of these issues is the question of the commission’s interest in programming. This is expected to reach another critical phase when the commission completes work on its long-fought-over program reporting form. Outgoing Commissioner T. A. M. Craven sees this as “the big issue” of 1963 (Broadcasting, Feb. 4). The final shape the program form takes, he feels, will indicate if the commission intends only to determine whether broadcasters have made the necessary effort to assess community needs, or if it intends to substitute its judgment for that of the station operator in deciding what programs should be carried.

The commission in the past 12 months has run into heavy criticism for its excursions into the realm of station programming—its hearings in Chicago last year and in Omaha last month, and its staff’s letters inquiring into the programming policies of stations seeking renewal. The uproar over the local-programming hearings, particularly the one in Omaha, may have killed the FCC taste for any more road-shows. And the commission has already put a tighter reign on the staff’s authority in renewal matters.

But the commission will continue to keep an eye on programming. “If we’re to regulate broadcasting in the public interest,” said one FCC official, “what alternative do we have?” Commission officials realize that there is a possibility of censorship in such an examination. But they are confident that they can stay well back of the line where program dictation, or censorship, begins.

To charges the commission has already crossed that line, officials have a short answer, in the form of a challenge: “Take us to court.” This broadcasters are reluctant to do, and the last to try it, on programming grounds, lost. That was Suburban Broadcasting Co., which appealed an FCC decision denying its application for an fm grant in Elizabeth, N.J., because no effort was made to determine programming needs.

No Hope in Congress • There is little likelihood that broadcasters will find much sympathy on Capitol Hill for the view that the commission is overstep- ping its authority. The two most powerful senators in the area are Sen. O. Pastore (D-R.I.), chairman of the Senate Communications Sub-committee, and Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, and their two favorite administrators seem to be, respectively, Newton N. Minow and Kenneth A. Cox. Sen. Pastore never misses an opportunity to praise Mr. Minow’s leadership of the FCC. Sen. Magnuson, who first brought Mr. Cox to Washing- ton as a special consultant to the Commerce Committee in 1956, sponsored him for appointment to the FCC.

On the House side, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, is not so enamored of the New Frontier types. But neither is he aware of any feeling that members of Congress are disturbed by the commission’s interest in programming. “If the commission steps too far out of line,” he said the other day, “there might be some reaction. But as of now, there’s no such feeling.”

Congress this year is expected to deal
Just as community leaders at the start of the century turned from the horse and buggy to the automobile—slowly at first, then faster and faster—so today in the Sixties, more and more discriminating Detroiter more and more discriminating Detroiter more and more discriminating Detroiter every day are turning their radio dials to the modern, yet "sound and solid" listening provided by Detroit’s W-CAR. Good Music, hourly News—complete Market Report—and daily Sportscasts—all at Dial 1130 are carried throughout the Eastern Great Lakes area by W-CAR’s 50,000 watts.
Any kind of one-night stand is easier

Because Air Express delivers overnight...anywhere in the USA

Props and costumes...TV tapes...musical instruments...whatever—Air Express will deliver them tomorrow...anywhere in the USA.

Here's how easy it is to assure dependable, on-time delivery of whatever must be sent in a hurry. Phone the local REA Express office for Air Express service. Then we'll pick up your shipment...put it on the first flight out...and our trucks deliver it where you want it the next day...anywhere in the USA.

Cost? Less than you think. For example, 10 lbs. travels 1,049 miles for only $5.06.

Air Express alone can offer this service, because only Air Express has scheduled service between 2,500 airport cities...plus scheduled surface express connections with another 21,000 off-airline cities. And Air Express shipments have official priority with all 38 scheduled airlines—first cargo aboard after air mail.

Specify Air Express always—for rush inbound or outbound shipments. Call your REA Express office for Air Express service.
with a number of issues of interest to broadcasters. But no one expects the 88th Congress to be as productive in communications legislation, as the 87th, which passed four major bills—FCC reorganization, the all-channel-receiver, aid-to-etv, and communications satellite acts.

The major issue left over from the 87th involves liberalization of the equal-time section of the Communications Act. Congress will, as a minimum, suspend the act, as it did in 1960, to exempt candidates for president and vice president. But how much further it will go is problematical. Certainly there is virtually no sentiment at this point for outright repeal. With their own political fortunes at stake, there aren't too many members of Congress ready to give broadcasters that much freedom.

Senate to Act First • Sen. Pastore, who has backed liberalization of the political broadcasting law, will take the lead in Sec. 315 legislation this year. In preparation for hearings to be held by his subcommittee, the FCC staff is compiling a report on political broadcasting in 1960 based on a survey of all broadcast licensees.

The two major items in the FCC's legislative program are catv regulation and direct-to-home satellite links. Neither one seems to have much chance of enactment. Mr. Harris has spoken out against catv regulation, at the con-

vention of community antenna tv operators in Washington last summer (Broadcasting, June 25, 1962), and his opposition alone should be enough to kill it. The other day, however, he seemed to soften his stand. "I'd want to see the proposed catv bill before taking a position on it," he said.

Sen. Pastore has practically assured the commission of a hearing on a proposal for network regulation, and the FCC can be counted on to make the strongest case it can for direct control of chain broadcasting, basing its case on its extensive study of network programming. But there doesn't seem to be the kind of interest in the proposal that's needed to push it through this year.

Another legislative proposal still under consideration by the commission would eliminate the "anti-Aveco" amendment which prohibits the commission from ordering competitive bidding in station sales. The FCC hasn't yet agreed on the final form of its proposed bill, but most commissioners reportedly feel the agency should have more freedom of action in deciding how to proceed in station transfers.

Other Issues • These aren't the only issues likely to involve broadcasters on Capitol Hill this year. For more than a year, investigators of the House Regulatory Agencies Subcommittee have been gathering information on broadcast rating services. Their material is now ready to form the basis of hearings that could, reportedly, produce charges of fraud, or ineptitude, on the part of some services. About all that's needed for the hearings to start is the setting of a date by Rep. Harris, subcommittee chairman. Another House subcommittee—the antitrust and monopoly unit—is scheduled to launch next month its long-heralded hearings on concentration of news-media ownership.

Still awaited, meanwhile, is the report of the Senate Juvenile Delinquency Subcommittee on its expensive investigation during the last Congress of sex and violence on television. The report, which Chairman Thomas J. Dodd (D. Conn.) has had in his possession for at least a month, reportedly says network officials have ordered programs spiced with sex violence to boost ratings, and recommends that any duplication of the networks by the FCC

It appears, then, that broadcasters looking to Washington these bleak February days, hoping to find a break in the regulatory weather, will be disappointed. Congress will continue to probe broadcasters, the FCC to prod them. The commission, moreover, will also continue to crack down on stations that violate its regulations, to urge broadcasters "to do better," and to express deep interest in local programming. For although Mr. Minow, the leading actor on the FCC stage, may leave the show in mid-run, the script that's been written over the past two years isn't going to be changed.

Advertising getting bigger and bigger, Doherty believes

What is the outlook for advertising in the next decade? According to Richard P. Doherty, president of TV-Radio Management Corp., Washington, advertising expenditures by 1973 will be approximately $18 billion to $18.5 billion compared to 1962's $12.45 billion.

Mr. Doherty, in a speech last week to the Television and Radio Advertising Club of Philadelphia, based his prediction on a projection of the Gross National Product (adjusted upward by expected cumulative inflation) by 1973 of $815 billion to $825 billion.

According to Mr. Doherty, all advertising in the past 10 years has stayed within a 2.2% to 2.4% range of the Gross National Product. He predicts that during the next 10 years, the U.S. will have an average annual economic growth rate of 3%. He qualifies this prediction with an allowance for cyclical variations. "During some periods, we should experience certain years with a 4% to 6% annual expansion but, likewise, there will be some years of economic decline or periods of relatively no statistical achievement.

Mr. Doherty sees no reason for advertising's 2.2% to 2.4% ratio of total advertising to GNP "to be altered materially.

For the more immediate future, he predicts that advertising will approximate $15.5 billion in 1968 (GNP for 1968 will be about $685 billion to $690 billion.)

A Warning • Mr. Doherty warned that his advertising predictions could be reduced if either one of two developments takes place: restrictive legislation against advertising in general or a given advertising medium, or an enlargement of the governmental sector (or percentage) of GNP due to an intensified cold war or hot war threats.

It's obvious to Mr. Doherty that expanded governmental economic activity does not directly generate larger advertising expenditures "except to the extent that governmental economic activity and governmental spending indirectly stimulates consumer income and consumer goods production." In a war economy, the private consumption sector is reduced so that in World War II, advertising fell to 1.3% of GNP (compared to the 2.2% to 2.4% of recent years).

Mr. Doherty believes, if advertising is to play a progressive role in the economic growth of the nation in the next 10 years, "drastic and substantial changes will be forced upon the advertising industry."

Advertising, Mr. Doherty concluded, "is a positive ingredient in the dynamics of American economic growth." If it is to serve its national purpose, "it must, itself, be dynamic, creative, aggressive and progressive and it must adapt itself to the habits and interests of the public."
Successes this year; which will they be?

THE HOT CAMPAIGNS OF 1962 SET MARKS FOR 1963 ADVERTISERS

What will be the big radio and television advertising success stories of 1963?

The field of prospective contestants for the honors is beginning to assemble, though it is still too early to tell which are apt to emerge at the end of the year with the winners' laurels.

In this contest there can be prizes for everyone, with rich purses—in the form of increased sales—not only for the winners, but even for the also-rans. A 10 or 15 or 30% sales increase can be as overwhelming for a little advertiser as for a giant.

The dark horses sometimes win the roses going away, as Lestoil did in television a few years back, and as countless advertisers have risen to prominence in radio down through the history of that medium. But the handicappers have to favor the known entrants, not because dark horses can't win, but because by definition they're largely unknown.

Thus in radio close followers of advertising planning rank these among the probably top spenders of 1963 and accordingly in contention for top returns in sales:

Pall Mall, Reynolds Tobacco and, in fact, practically all of the leading cigarettes; Humble Oil and Standard Oil of Indiana; Ford, Chrysler and General Motors; Budweiser, Carling, Balantine, Miller and Rheingold beers; Sterling Drug and Bristol-Myers; Campbell Soup, National Dairy and Accent; Tetley and Salada teas; Cream of Wheat cereal; Union Carbide and Du Pont, and American, Delta, TWA and United Airlines.

In television, authorities of the Television Bureau of Advertising attempted to sort out advertisers who seem apt to go deep into television in 1963 after relatively little or no tv activity in recent years.

Tv Nominations • Among their nominations are these: Georgia Pacific Lumber Co., John Hancock Mutual Life Insurance, Wheeling Steel, Upjohn's Unicap vitamins, Institute of Life Insurance (a deepening of its 1962 foray into television) and Borden Co. (probably for its food products, on the strength of tv successes for its Elmer's Glue).

The records of any year are replete with success stories for advertisers who have used television and radio, and 1962 had its share at all advertising levels, national spot, network and local items:

. . . Buick Div. of General Motors used local radio to improve product quality by improving employee morale.

. . . Bankers Life & Casualty Co., Chicago, reported additional gains from another year—its ninth—of sponsoring Paul Harvey and the News on ABC Radio.

. . . Central National Bank of Cleveland picked up a quarter of a million dollars in new deposits in two weeks by using radio and television in combination when the local papers were closed by strikes.

. . . CandyGrams ran out of candy in 10 cities after a St. Valentine's Day television campaign (and 30 days later ran out of red ink to the black).

. . . Allis-Chalmers stepped up the pace that now puts 98% of its advertising budget into television—and boosted sales from $25 million in 1961 to $55 million in 1962.

. . . Sunbeam Corp., after switching its advertising base from predominantly magazines to predominantly television, ran out of products so fast it had to enlist planes and helicopters to speed distribution.

Effectiveness of radio and television in reaching and moving people was demonstrated in many ways, noncommercial as well as commercial. Community chests, Red Cross chapters, other local organizations could cite their own successes to show that radio and television raised money, got the vote, made streets cleaner, promoted traffic safety, passed bond issues, collected blood.

Pascagoula Saga • One of the strongest entrants in the noncommercial proof-of-effectiveness category thus far in 1963 is Ira B. Harkey Jr.'s Pascagoula (Miss.) Chronicle. WNEW New York learned that editor Harkey's paper, in the Gulf Coast town of Pascagoula (pop. 10,800), was faced with economic boycott locally because of its opposition to Mississippi Gov. Ross Barnett's handling of the James Meredith integration case at the U. of Mississippi.

The story was reported on WNEW's early morning Klavan & Finch Show, and Dee Finch said he would buy a subscription to the Chronicle and suggested listeners support editor Harkey. William B. Williams repeated the story several times on his late-morning show, and by the time he left the air more than 500 telephone responses had been logged.

Stark Hubbard, president of International Fiberglass Corp., volunteered to take the $180 a week his company normally spends in the New York Times, then closed by strike, and put it into advertising in the Pascagoula paper. A 10-minute report was carried in an early-evening newscast and 250 more telephone calls came in. Several agencies reported plans to buy Chronicle.
**Same Story...**

**Same Trend...**

**DOMINANCE**

**DOMINANCE**

**DOMINANCE**

**NIGHTS 6-10 PM SUN-SAT**

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**AFTERNOONS 12-6 PM MON-FRI**

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Mornings and post 10 pm periods tell the same story... KSLA-TV continues to dominate its market in metro and total homes as it has done for nine years.

**EXCLUSIVE CBS COVERAGE IN THE SHREVEPORT TRADE AREA**

**KSLA-TV**

**SHREVEPORT, LOUISIANA**

*Harrington, Righter and Parsons, Inc. National Representatives*
space for their clients.

Two weeks later came this testimonial from the clearly amazed editor Harkey: "Through yesterday, we have received 526 new subscriptions directly in response to your stories about the Chronicle. Total cash and checks, $2, 694.67.

"... heard from several old friends ... many letters from students, religious workers, writers. Much adulation that embarrasses me and I cannot read many of them at a sitting. Have been so snowed that I am unable to write my daily column for the editorial page.

"Most noticeable is fact that all of this mail has not been a single hate letter. I expected some, at least one. So far, none.

"Please pardon me for having thought a few weeks ago that radio was a languishing field. Wow!"

Radio 1962—Campaign 1: V-8 wows the market

Wowing the advertisers is an old story for radio. Among its notable users in 1962 were a vegetable juice that wanted to compete with tomato juices—and a tomato juice that kept its money on radio in fighting back. Other leading successes spanned many fields including automobiles, department stores, airlines and life insurance.

V-8 Story — By common consent one of the leading recent radio success stories is that of Campbell Soup Co.'s V-8 juice, which was having trouble establishing its individuality as contrasted to tomato juice.

While V-8 sales were good and the company satisfied with its magazine advertising for the product, consumer research showed that when people were questioned about the various juices they used, V-8 did not come quickly to mind. The biggest users of tomato juice were also the largest consumers of V-8 juice, the research indicated.

Campbell's agency, Needham, Louis & Brorby, New York, concluded there was need for more frequency in its V-8 advertising and a creative approach that was a "grabber."

A research team exposed homemakers to a new commercial along with three other food commercials in a 15-minute entertainment segment. The commercial voiced the theme: While V-8 may look like tomato juice—"Wow! It sure doesn't taste like tomato juice." The women were asked to indicate what they thought was pleasing and displeasing about the commercials.

Another test in Harrisburg, Pa., was set up and Campbell scheduled 70 V-8 spots a week. Prior to broadcasting, 317 phone interviews were conducted to establish awareness of advertising for the product. A month after the commercials were aired, 452 phone calls were made to see if there had been any changes in awareness.

Awareness Factor — The calls indicated that awareness rose from 40% to 52% as a result of the radio message.

V-8 commercials are now scheduled on CBS Radio and NBC Radio as well as stations in about 200 markets, and Campbell reports that sales results are "excellent."

While V-8 was turning to radio to help it compete better with tomato juices, a tomato juice was being propelled along by nothing but radio. Berceit Richards Packer Co., Sacramento, Calif., has been using radio exclusively for its Sacramento Tomato Juice in the New York area for the past seven years—a come-again record that leaves no doubt of the company's esteem.

Through Lawrence C. Gumbinner, New York, Sacramento begins each season with 15 to 40 spots a week in 13-to-20 week cycles on New York stations having "good" grocery store merchandising plans. It comes back with a 15- to-18-week flight depending on supply of crop.

A series of off-beat commercials with sound effects for the pouring of tomato juice uses copy theme: "So rich it plops when you pour it."

Radio 1962—Campaign 2: Delta ups its budget

Plopping money into radio can prove its richness for higher-priced goods and services, too.

Delightful Jingles — Delta Air Lines, which proclaims in its jingles that "It's delightful to fly Delta," apparently is most delighted with spot radio. It plans to spend an estimated $300,000 more in the medium in 1963 than was spent in 1962.

Delta, with headquarters in Atlanta, has been moving slowly but surely into the ranks of national radio advertisers over the past few years and in 1962 invested $1,191,999 in spot radio, according to George E. Bounds, director of advertising. This year will represent its biggest splurge in the medium.

Though Delta spent the bulk of its $5.4 million budget in newspapers in 1962 ($3.2 million), Mr. Bounds noted in a recent interview that "radio is catching up." Delta also invested about $200,000 in spot tv last year.

Through Burke Dowling Adams, Atlanta, Delta's spot radio campaigns are concentrated largely in 18 cities, though it uses the medium in 46 cities. Delta serves a total of 71 cities.

The spot commercials include jingles and background music with local announcer's copy. The sales points emphasized in the commercials for Delta are the airline's personal service, friendliness, dependability, convenience and comfort. Many of the Delta jingles were produced by orchestra leader Raymond Scott. The background music for many of the spots consists of Gilbert & Sullivan selections.

The commercials are scheduled between programs or within weather shows. Mr. Bounds reported they have utilized well-known sports names to advantage. These include golfer Arnold Palmer, football star Johnny Unitas and baseball luminary Stan Musial.

Delta's George Bounds "radio is catching up"

Delta's major markets, in which schedules are carried on several radio stations, are Atlanta, Chicago, Cincinnatii, Dallas, Dayton, Detroit, Houston, Los Angeles, Memphis, Miami, New Orleans, New York, Orlando, Philadelphia, San Francisco, Tampa, Washington, D. C. and Jacksonville, Fla. During the newspaper strike in New York, Delta has been spending about $7,000 a week on radio-tv there, a $2,000 weekly increase over its customary spending in the market.

Delta tests the efficiency of its commercials by asking listeners to call the local district sales manager by name for additional information about a particular flight or service, and, according to
Latest survey shows 84% of U.S. families save trading stamps

Each year the public opinion and marketing research firm of Benson & Benson, Inc., of Princeton, New Jersey, conducts a survey on trading stamps. The surveys are independent, impartial and scientifically constructed, based on accurate cross-sections of people across the nation.

Saving up 8% over 1961

In 1962 one or more members of 45,864,000 families in the United States saved stamps for redemption. This is 84% of the total number of families. It represents an increase of nearly 5,000,000 families over 1961.

Sizeable gains with all occupations
Stamps continued to grow in popularity with people of all occupations. Gains of anywhere from 5 to 15% over last year were registered in each of five major occupation groups covered by the survey, which ranged from professional and managerial to farm and farm labor.

Higher income groups biggest savers
In households with wage earners making under $3000, 75% saved stamps; in the $3000-4,999 group, 85% saved stamps; in the $5000-6999 group, 88% saved stamps, and where family income was $7000 and over, 86% saved stamps.

All regions save stamps
In the five major regions of the country, 78 to 87% of households saved stamps, with the highest percentages in West, Southwest and North Central regions. The Southeast was 78%; East, 83%; West, 85%; and Southwest and North Central, 87%.

Saving up 6% among farm families
In the nation's farm areas 4,162,000 households saved stamps, a gain of 6% over last year. This was 77% of all farm families.

Large families are big savers
Large families proved more inclined to save stamps than small families. Ninety percent of households with five or more persons saved stamps.

Variation by age groups
The greatest number of stamp savers were found in the 35-49 age group. Eighty-nine percent of the households polled in this category said they save stamps, an increase of 11% over 1961. Stamp savers in the 21-34 age group were at 85%, and in the 50 and over group at 78%.

Better educated people are bigger savers
Persons with high school and college educations were bigger stamp savers than those with grammar school only. Percentages were 87% for high school, 82% for college, 80% for grammar school.

Legislative control not favored
Despite major attacks by the commercial opponents of stamps, the vast majority of people continue to oppose legislation restricting trading stamps, with only 6%—the same figure as last year—saying they favored some legislative curb.

AN AMERICAN WAY OF THRIFT
SINCE 1896
SUCCESSES THIS YEAR; WHICH WILL THEY BE? continued

Mr. Bounds, "The results often are immediate and highly satisfactory."

**Radio 1962—Campaign 3: Dodge keeps theme simple**

In an even higher priced field, Chrysler's Dodge and Plymouth divisions both used radio to outstanding advantage in 1962—as have car dealers practically everywhere, on the local level.

Dodge used spot radio in a pattern it considers successful and will repeat this year: Various campaign flights throughout the year opened with spot tv and newspaper advertising, and several weeks thereafter, spot radio was used to hammer home the messages.

A. C. (Arnie) Thomson, advertising director for Dodge passenger cars, stressed that radio is not merely a "reminder medium," but provides reach and frequency that is vital in selling such a high-ticket commodity as an automobile. On radio, he said, Dodge tries to keep the sales theme simple and many of the spots center around the message: "Pick a price—Pick a Dodge."

Dodge's campaigns on radio were spread through the year, with flights in the winter, spring, early summer and fall. As many as 250 stations were used in the top 75 markets. Mr. Thomson estimated that Dodge allocated approximately $1.5 million to spot radio last year, BBDO, Detroit, is the agency.

Musical jingles were the predominant commercial form and generally they were slated on stations during peak traffic hours, during noon-time and Saturday morning and Sunday afternoon periods.

Mr. Thomson said sales for Dodge during the overall advertising campaign were "highly satisfactory," but noted it was difficult to single out any particular medium. But he emphasized that radio played an important part in Dodge's effort in 1962 and will continue to shoulder responsibility in 1963.

During 1962, radio money was concentrated in spot, Mr. Thomson said, but he added that the company in the past has used network and will consider using that medium in 1963 if the "appropriate program" can be bought.

During 1963, according to Mr. Thomson, Dodge's spot campaigns on both radio and tv will be set to the music of the popular song, "Accentuate the Positive." As in 1962, the various campaign flights will begin on tv and will be extended to radio.

"Our commercial messages as in the past will be simple and palatable," Mr. Thomson remarked. "We begin on tv this month and later we will continue with radio. It's a pattern that we have found most worthwhile in the past."

**Geared to Success** * "Success" is the key word in the Plymouth radio advertising campaign this year, thanks to a drive that got into high gear in 1962.

Plymouth, whose sales were 39% higher in the first four months of the 1963 model year than in the same period a year ago and greater than any comparable four months since 1958, is emphasizing this success as well as successes in service and performance in a radio campaign from December through February, according to William A. Hammond, manager of Plymouth advertising.

The Chrysler division is putting about 15 to 20% of its advertising budget into the radio campaign, Mr. Hammond noted.

In February, the radio commercials tell the story of recent competitive tests against Ford and Chevrolet at Riverside, Calif., in which Plymouth won eight out of ten events, conducted by the nationwide Consumer Testing Institute.

A total of 720 radio stations are carrying one-minute and 30-second spot commercials on the competitive test. Plymouth is using more than 400 stations of the Mutual network, 200 CBS radio stations and 80 additional stations in 30 key markets.

The Riverside success story is related on radio in six different commercials by Lindsey Nelson, Bud Palmer, Sid Collins, Quentin Reynolds, Gabriel Heatter and Westbrook Van Voorhis.

In December, two commercials rotated on a concentrated schedule in 64 major markets emphasized Plymouth's sales story and its warranty service.

The first commercial described the '63 Plymouth as the "instant success car" of 1963 and noted that "in just 10 short weeks, 98,000 new Plymouths have been ordered." The second commercial called Plymouth's new warranty, "America's longest and best warranty—five years or 50,000 miles."

**Radio 1962—Campaign 4: Equitable sells security**

The Equitable Life Assurance Society of the U. S., New York, is so pleased with the results of its use of spot radio last fall that it intends to almost double its ad budget in that medium in 1963 to over $1.3 million.

The company turned to spot radio to "get close" to its field representatives in 137 offices throughout the U. S.—as explained in some detail by Equitable advertising, publications and press relations vice president Charles R. Corcoran (MONDAY MEMO, Feb. 11). Other Equitable officials leave no doubt that they, too, like the way radio works.

Rather than use stations in the recognized top markets, Equitable placed spots on some 400 stations in 130 markets where it has branch offices. The last 10 seconds of every spot, all were one-minute—gave the name and telephone number of the local Equitable manager.

The spots, directed at men, were placed in evening time with emphasis on adjacencies to news, weather and sports shows. The tone of the ads expressed a theme of security, each one beginning with "secure sounds," such as the noise of children playing, before breaking into the sales pitch. A survey of Equitable office managers, which solicited reaction to the choice of programs, stations and messages, brought "the most enthusiastic reaction to any advertising campaign we ever used," reports Goldie Dietel, advertising manager for the insurance company.

The 16-week campaign cost Equitable $709,000.

In 1963, the company plans 13-week flights of spot radio, one in the spring and one in the fall. At $511,000 a week, it will be devoting over $1.3 million to radio. In choosing stations for the business, Equitable says that heaviest consideration is given to recommendations of its local office managers.

**Radio 1962—Campaign 5: Salada’s fresh approach**

Salada Tea, a product of Salada Foods Co., Woburn, Mass., is in its third year as a spot radio advertiser and is currently putting "almost all" of its advertising budget in the medium with a six-week campaign on 74 radio stations in 43 markets in various parts of the country.

Spots are aired for the most part on

BROADCASTING, February 18, 1963
NATURALLY... There was this chick from Egypt (no mummy!) settin' by the Nile, lookin' sloe-eyed at the Pyramids, thumbin' through the latest papyrus-bound. A real looker! —Along comes this musclebound roamer from Rome in his convertible chariot. And, bingo! It's love! Everybody knew that Cleo was the one with the Tony.

...but naturally

And just as naturally as Antony fell in love with Cleopatra, the TV viewers of the rich Rochester, New York, area have fallen in love with WHEC-TV. Just as Cleopatra had what it took to change the course of history, WHEC-TV has what it takes to win the eyes, and ears and hearts of the majority of folks in and around Rochester. A quick look at the ratings (any of the ratings!) will show you what we mean. Better sign up for some WHEC-TV CHANNEL TEN-SPOTS RIGHT NOW!
weekdays, and are especially heavy at the morning and evening rush hours. Frequency runs from 10 to 20 to 30 spots per station per week.

Salada first went into radio in the fall of 1961, hoping to reach a newer, younger group of tea drinkers by the use of humorous advertising. Stan Freberg, according to the advertiser, provided a “fresh approach” and a way to change Salada’s image from that of an “old, staid company” to a “modern, progressive” firm.

Initially, Salada bought into about 20 markets, increasing to 26 in 1962. That total was expanded this year to 43.

The increased number of markets being used, however, does not represent a substantial increase in spending, a Salada spokesman noted. The firm has attempted this year to gain “more exposure with a little less frequency.” Spot radio expenditures are reported at $750,000-$1 million annually.

The current radio drive will last six weeks. Another flight of six to eight weeks will follow in April, and another, scheduled for the summer, will promote iced tea.

A Salada spokesman said that store-level sales are “encouraging to us” and are “going up.” The company is planning negotiations with Mr. Freberg for 1964 radio campaigns.

Salada’s agency is Hoag & Provandie, Boston.

Tv 1962—Campaign 1: Chico sells for Santa Fe

Beneficiaries of television’s sales pull-and-push in 1962, like radio’s ranged from big advertisers to small. They included products that sell for dimes and products that can’t be bought (they’re leased).

Chico’s Commercial • All up and down the Atchison, Topeka and Santa Fe Railway these days you can overhear passengers and freight customers greeting company men with sing-song high voiced imitations of Chico, the little boy they’ve come to know and love on the railroad’s television commercials: “Santa Fe—all the way!”

They will argue good-naturedly with Santa Fe men, too, for an explanation of whether the little cartoon spokesman is “Injun” or “Mexican.” But it’s no avail. No one at Santa Fe has ever decided just who the little desert youngster really is and, anyway, no one is about to spoil the warmly human image with real-life specifics.

One thing Santa Fe officials are sure of however. The combination of Chico and television has produced a sure-fire formula for getting direct results at the ticket windows and freight offices all along the Santa Fe line. So the railroad is increasing its television spending accordingly.

This year the Santa Fe is spending $1.4 million for tv spot programs and announcements—setting the pace for the entire railroad industry in the use of tv, according to Arthur A. Dailey, Santa Fe’s general advertising manager in Chicago. It’s an expenditure that’s “more than that which is being spent in television by all the other railroads in the country combined.”

1963’s tv budget represents a jump over 1962’s $1 million tv investment and a considerable increase over the $3,000,000 plus spent in each of 1960-61.

Last year Santa Fe’s tv spending has grown to represent about 40% of the railroad’s total advertising budget. Mr. Dailey recalled, but this year tv is “a good 50%” of the total. Santa Fe’s agency is Leo Burnett Co., Chicago.

Old TV Customer • Santa Fe is not new to television. Its experience with the medium dates back to 1949. Most of this experience was confined to on-line market buys, however, from Chicago to the West. Today off-line markets like New York are Santa Fe targets too.

The railroad’s successful major use of tv began with the current Chico campaign. It started as a test of the tv character in Chicago in 1961. Chico’s friendly way caught the public heart right away, conveying Santa Fe’s desire to serve. Chico first appeared as a Santa Fe spokesman in a Life magazine ad in 1946.

The cartoon announcements are used now as the commercials on Santa Fe programs in several markets as well as the straight spots for which Santa Fe buys only the very best high-rate prime-time program adjacencies available.

As of last fall, Santa Fe was buying tv at the rate of about 40 prime spots weekly, scattered among stations in San Francisco, Fresno, Los Angeles, San Diego, Phoenix, Houston, Fort Worth-Dallas, Kansas City, Chicago and New York. Some markets included program buys too.

Currently Santa Fe is adding more off-line markets to this list. These include Philadelphia, Cincinnati, Cleveland and Washington, D.C.

If the top, very best availabilities can’t be obtained, Santa Fe waits until they are. “We don’t buy tv just for the sake of buying tv,” Mr. Dailey said. This also explains why Santa Fe has been in and out of the medium through the years, he indicated.

Although passenger-freight revenue
In Chicago

... the Adler Planetarium and Astronomical Museum is the first planetarium built in the Western Hemisphere and contains the world's finest collection of ancient astronomical instruments. Here, a lecturer can reproduce the majestic drama of the heavens—past, present and future—over a simulation of Chicago's famed skyline.

In Chicago—WGN Television

originates more color programming than any other station in the nation!

— the most respected call letters in broadcasting

WGN IS CHICAGO
SUCCESSES THIS YEAR; WHICH WILL THEY BE? continued

figures for the entire year 1962 are not yet available for analysis, Santa Fe can see the direct results of the impact of tv, Mr. Dailey stated. On the nights that Santa Fe is a sponsor of "Fahey Flynn and the News" at 10 p.m. on WBBM-TV Chicago, for example, he said, some 25-40 people phone right after the program to make firm reservations. Others visiting Santa Fe's ticket offices later mention tv too, he added, and this story is repeated all over the country where tv is used.

Direct orders for freight business can be traced to Santa Fe's New York tv exposure, Mr. Dailey said, while another railroad department has cited tv as helping win prospects for industrial sites along Santa Fe's tracks.

Santa Fe has been a radio advertiser for many years too, but it uses radio at the present time only on a local or regional basis to meet special needs, Mr. Dailey said.

Tv 1962—Campaign 2: does everything for Bic

The advertising track that led to sales success for the Santa Fe did no less for Waterman-Bic's Bic ballpoint pen.

"Television has done everything for us," That's the summation of tv's effectiveness for Bic, according to Seymour J. Radzwiller, vice president and Bic account supervisor at the Ted Bates & Co. agency. And, said Mr. Radzwiller, this year Bic's tv advertising expenditures will "more than double" 1962's.

Last year's 31-market East Coast campaign would have billed at the annual rate of $3.7-4 million if the campaign was national, the executive noted.

On Feb. 1 of this year a 13-week campaign began in 31 Eastern markets (similar to the 1962 drive). It will be followed on March 1 by a new, 39-market, 13-week schedule west to St. Louis.

Bic pens were first introduced in postwar Paris and became "best sellers" in many areas of the world. In 1960, Waterman-Bic asked Bates to introduce the ballpoints in the U. S.

Stressed in advertising copy were the durability and reliability of the point—made of tungsten carbide—even though the pens sold for 19 cents and 29 cents.

In the commercial, a Bic ballpoint is mounted in an electric drill and run through a piece of wallboard to demonstrate its strength. The copy theme: "Bic will write the first time every time."

The drill-test idea was received enthusiastically, it was noted, by dealers in point-of-purchase displays featuring Bic pens grouped around drills.

Now solidly established in the U. S., Bic's rate of sale in its price category has reached 30% of the industry's rate.

Tv 1962—Campaign 3: Swingline sells staplers

Another mass product that has made a name for itself through television is Swingline Inc.'s "Home-Handy 101 Staple Gun."

Owen Ward, Swingline's director of advertising, said the company's "highly successful" investment in spot tv in 1961-62 will "definitely" cause it to increase tv budget in 1963—perhaps to twice the 1962 expenditure of $200,000.

Swingline, a former all-print advertiser, needed to reach both jobbers and homemakers—and at the same time with suppliers and widespread prestige for the sponsoring stores.

A prime example of successful fashion programming was presented by D. H. Holmes, New Orleans department store, last Sept. 12, in prime time over WDSU-TV. A half-hour color film directed by the store's co-coordinator brought immediate response from national sellers, style magazines and the store's customers.

According to a Holmes official, using local matrons and college girls rather than professional models and placing them in area settings such as the city's French Quarter, college campuses and a country estate, were essential ingredients for the show's success. The department store underwrote all production expenses of the film and was the sole advertiser in its television presentation. Sales pick-up at the department store following the show was largely due to an increasing number of teen-age customers, authorities reported.

Macy's New York is another of the growing number of department stores getting good mileage out of fashion promotion via tv. Macy's fashion department reported unit sales up three times and dollar sales up four times as a result of a single show last year.

Since 1960, Macy's has co-sponsored a semi-annual "line for line" show presenting its women's fashion. The store used "name" personalities to emcee its shows and is currently negotiating for the services of Peter Ustinov to introduce its next program.

Macy's technique has been to telescast each of its fashion productions twice within the same week. In accordance with this pattern the next show is scheduled for initial appearance March 10 (11:15-11:45 p.m.) on WNBC-TV and reshowing March 15 (7:30 p.m.) over the same station. A Macy's official estimated that each of the 1962 programs had audiences in excess of 2 million, based on Nielsen share of audience figures.

Tv 1962—Campaign 5: Xerox rents copiers

Then there is the case of Xerox Corp.'s 914 Office Copier, which can't be bought at all—it must be rented.

Xerox more than doubled its tv expenditure last fall when it bought into NBC's "Chet Holmes and the News". A half-hour color film directed by the Xerox vice president of advertising, Chet Holmes and the News' "Chet Holmes and the News".

Xerox, now a two-year veteran of network television advertising, went into the medium in search of a selected audience—business executives and decision makers who would be interested

BROADCASTING, February 18, 1963
The copyrighted television show for children, Junior Auction, is proving its sales power for Kitty Clover Potato Chips in Kansas City, Springfield, Joplin and Columbia, Missouri, Wichita and Topeka, Kansas and Oklahoma City and Tulsa, Oklahoma.

For complete information, contact

Junior Auction
603 SECOND AVENUE SOUTH • MINNEAPOLIS 2, MINNESOTA
FEDERAL 3-3416

CANADIAN DISTRIBUTORS: Sterling Films Limited, King Edward Hotel, Toronto, Ontario.

Also Number One in Sales in Leading Markets Coast To Coast.

Sales Dynamite for bottlers, dairies, chain stores, meats, bakers, gasoline!

BROADCASTING, February 18, 1963
in the Xerox 914 copier (Broadcasting, June 18, 1962).

An inter-office memo at Xerox's agency, Papert, Koenig, Lois, noted that documentary or public service TV is an "ideal vehicle" for the 914 "in terms of the selective audience reached, ability to demonstrate the machine and the corollary benefit of building a Xerox corporate image."

Bob Muir, Xerox account executive at Papert, Koenig, Lois, said last week, "We consider that television is very important to our total media strategy."

He also noted that in the future, "TV will help educate the public to the broader corporate nature of Xerox, in addition to advertising the 914 copier.

Next season? More of the same for TV

LITTLE NEW OFFERED ALTHOUGH PERCENTAGES VARY AS PLANS CHANGE

It's February and the voices of program salesmen at their persuasive best still ring loud and clear as pilots are screened in agency viewing rooms the length of Madison Avenue. The start of the 1963-64 TV season is still eight months away. There is plenty of time for changes to be made and there's no doubt that many will be. But the general outline of the new season is emerging with increasing clarity in the penciled notations on the program charts of the TV networks.

What does it show? First, that next season will look very much like the current one, only more so. Comedies have been doing very well this season, so they will be given 43% more evening network time next year, according to the winter book. Now, in the prime time period of 7:30-11 p.m., 11 hours and 30 minutes are devoted to comedy programming. Next season, if the final schedule bears out the advance plans, there will be 16 hours and 30 minutes of prime time comedy.

Short Format • Most of the comedy programs are half-hours, unlike the dramas, action-adventure programs and almost every other type of show except game shows, which like comedy adhere to the traditional 30-minute format. There are exceptions, however. Danny Kaye will be on for an hour each week and Jerry Lewis for two hours (although there have been rumors that perhaps this is too long, even for so active a performer as he, and that his Saturday night performance may be cut to 90 minutes). Should the George Gobel Show become a part of the 1963-64 schedule, it would add another hour-long period to comedy's share of prime network time. Phil Silvers (CBS-TV) and Ethel Merman (Desilu pilot as yet unplaced) will stay with the traditional half-hour length.

The anticipated flock of corn Cob comedy imitators of The Beverly Hillbillies has not materialized. Even the new series starring Bea Benaderet which will be spun off TBH for another CBS-TV half-hour spot, will not be cut from the same homespun cloth. And the winter book indicates that the veteran rural comedy series, The Real McCoys, won't be back in the fall, although there's lots of time for changes between now and then. But there will be a wide variety of comedies, even without any more of the Chic Sale type. MGM-TV's Harry's Girls, which is due for an NBC-TV berth this year after failing to connect in two previous pilot seasons, will combine beautiful femininity with European scenery in relating the misadventures of a showman and his dancing girls. There's way-out comedy, such as Chertok's My Favorite Martian (slated for CBS-TV), and a Desilu pilot, as yet unsold, carries it a bit farther as I Married a Martian..

Dramatic programming is also on the increase, from 12 hours of prime network time a week this season to 19 hours next year. If the present plans materialize, a gain of 58%. Much of the dramatic fare will be serious, designed to give the audience a measure of education while they are being entertained. CBS-TV, for example, has commissioned John Houseman to produce a new series based on incidents, both famous and little known, of American history.

Less Adventure • Action-adventure programming, unlike comedy and drama, is in for a drastic curtailment as evening entertainment on the networks during 1963-64, provided the agenda now drafted for next season is not changed to a major degree. The cur-

George C. Scott is a social worker in UA-TV's "East Side, West Side" (CBS-TV); Dean Jagger and James Franciscus are the young teacher and the veteran principal in MGM-TV's "Mr. Novak," (NBC-TV); Robert Taylor works for the Dept. of Health, Education & Welfare in the Four Star series (NBC-TV); Dan O'Herlihy is the father and Kurt Russell the son in MGM-TV's "The Travels of Jaimie McPheeters (ABC-TV)."
THE DEADLINES THAT NEVER END

News-makers and decision-makers are not clock-watchers for the news can and does break at any time. Total news coverage, therefore, is definitely out of the 9 to 5 job category. It's a demanding task for talented and dedicated professionals.

We have these people.

WCAU Radio News and the CBS News staff with its hundreds of reporters throughout the world, including the world's top correspondents, enjoy the challenges of reporting constant change; meet the deadlines that never end.

OUR LOG:

Nearly 300 WCAU Radio and CBS News broadcasts weekly, including news on every hour • CBS Radio NetALERT around the clock • WCAU NEWS CONFERENCE at 12:15 PM daily with listener phone participation • Two hours of news, sports, and commentary nightly at 5 on EVENING EDITION • Two WCAU Radio-Atlantic Refining GO PATROL helicopter teams with a minimum of 18 daily traffic and road condition reports • Two weather services providing special long-range and local forecasts • WCAU Radio editorials on matters of community importance

TOTAL NEWS COVERAGE...one of the major reasons why WCAU Radio is the information and entertainment center in Philadelphia

WCAU RADIO

The CBS Owned Station in Philadelphia
Represented by CBS Radio Spot Sales
rent season's prime time includes 22 hours and 30 minutes of action-adventure shows; next season's total time allotted to this kind of program is only 15 hours, a drop of 33%. And even in this type of show, producers are endeavoring to implant a moral or a lesson, to leave viewers with something to think about after the show has ended.

Educators will join the doctors and lawyers as tv heroes next fall. A college instructor and his dean are the leading characters of Revue's *The Young and the Bold* (which was titled *The Best Years* when the pilot was shown on *Alcoa Premiere*). And three pilots have been made for series with high school settings: MGM-TV's *Mr. Novak*, which NBC-TV will carry; Warner-Webb-Skelton's *Giant Step* for CBS-TV; and Screen Gems' *Turning Point*, which is not yet set despite the endorsement of the National Education Assn. Whether *Leave It to Beaver* will be around next season to represent the grade school set has not been finally decided.

Social workers also will come in for tv glorification. George Scott will portray one in UA-TV's *East Side, West Side* (CBS-TV); Dick Clark stars as a policeman working with juvenile delinquents in Daystar's *Kincaid* (ABC-TV); Robert Taylor works for the federal government's Dept. of Health, Education & Welfare in the series *Four Star* is producing for NBC-TV. *Four Star's Settlement House* is looking for a network address.

**Something New** The outstanding innovation of the new season, ABC-TV hopefully expects, will be * Arrest and Trial*, 90-minute series being produced by Revue. Actually, it will be two 45-minute programs with two stars, Chuck Connors and Ben Gazzara. In the first half, the police will search for a criminal, capture and arrest a suspect; the second half will deal with his trial. District attorneys will get the limelight in Warner Brothers' *Ready for the People*, the man on the bench in *Four Star's The Judge* (spun off the *Dick Powell Theatre*). Neither of those has been scheduled yet, nor have two prison series pilots, Warner Brothers' *The Key* and Bing Crosby Productions' *The Warden*. *Perry Mason* and *The Defenders* will be back on CBS-TV next season, but it's a toss-up whether *Sam Benedict* will show up on NBC-TV's fall schedule.

There will be three 90-minute programs on the air this fall: *The Virginian*, first series of this length, which continues on NBC-TV: *Wagon Train*, which is being extended from 60 to 90 minutes on ABC-TV; and *Arrest and Trial*, also on ABC-TV. All three are being produced by Revue, which continues to be unchallenged as Hollywood's top producer of tv programs, with 8 hours and 30 minutes of network prime time firm for fall and possibly as much more. Revue produces *The Jack Benny Show*, which continues on CBS-TV, and has five shows set for ABC-TV in addition to *Arrest and Trial* and *Wagon Train*: the hour-long college series, *The Young and the Bold; The Music Makers*, also 60 minutes, starring John Forsythe as the a and r man for a large record company; and three half-hour comedy series. These are: *Mchale's Navy*, continued from this season; *Butterball Brown*, with a baseball setting; and *Lollypop Louie*, a sort of Damon Runyon character played by Aldo Rey.

*Astaire Leaves* Revue will also produce this summer's replacement for Perry Como, *Kraft's Summer Theatre*, a 60-minute mystery series. Fred Astaire, host of ABC-TV's *Alcoa Premiere* and *Premiere*, will not return next season and the 60-minute weekly anthology series is likely to leave with him. This will be hard on Revue, which has used the series as a showplace for many pilots, including, this season: *The Lab*, a medical research series; *Hornblower*, the British naval hero of C. S. Forester's historical novels; *The Hat of Sergeant Martin*, about Marines in Latin America; *Blow Hard, Blow Clear*, *Nightfall* and *All Ashore*. *The Young and the Bold, The Music Makers* and *Lollypop Louie* and also Alcoa spinoffs.

The Hitchcock series, from which *Diagnosis: Danger is a spinoff, is another* Revue series whose return is doubtful, along with *Laramie* and *Wide Country*, both on NBC-TV this season. Revue is producing the daytime *Challenge Golf* series for NBC-TV, however, and is optimistic about the George Gobel comedy-variety program.

*MGM-TV* is another hot studio, this wise this year. Two NBC-TV series, *Dr. Kildare* and its spinoff *Eighth Hour*, are certain to be back in the fall, when they will be joined on that network by *The Lieutenant*, 60-minute series about the Marines in peacetime; *Mr. Novak*, also an hour, and the half-hour *Harry's Girls*. For ABC-TV, *MGM-TV* is producing the *Travels of Jamie McPheeters*, 60-minute series based on the Pulitzer Prize novel about a boy and his father during the gold rush days, and *The Human Comedy*, 30-minute program adapted from the motion picture of that title; and up to six hours of prime time for 1963-64.

Three other hour-long dramatic series: *Time of Decision, Sister Mike* and *The Mosaic*, and two half-hour comedies, *How to Make Money* and *Men*, based on the Shepard Mead book, and *Ship's Doctor*, have places on MGM-TV's future book, but none of these are expected to be included in the 1963-64 line-up.

**Selmur Shriners** Another man-and-boy series on the ABC-TV agenda is Selmur's *Thunderhead*, whose pilot is being filmed in color although the 60-minute series will be made in monochrome, according to present plans. Selmur's *Combat*, currently in its first season on ABC-TV, and *Cousins*, a 30-minute comedy series (formerly called *Me and September*) with Chill Wills, will also be on the network season, giving Selmur two and a half hours of evening time. Selmur's *Day in Court* may be joined on ABC-TV with another half-hour, five-a-week daytime series, *General Hospital*, which would bring the total network time of this ABC-owned production company to seven hours and 30 minutes a week.

Daystar, whose *Stoney Burke* hour-long rodeo series currently on ABC-TV but not set yet for next season, has two new series which are on the ABC-TV fall agenda: *Mr. Kingston*, 60-minute suspense series starring Walter Pidgeon as the captain of an ocean liner, and *Please Stand By*, half-hour science fiction program, plus high hopes for *Mr. Kincaid*, the Dick Clark juvenile police officer series. Daystar pilots also include three *Stoney Burke* spinoffs: *Tack Reynolds*, with a stock car racing background; *Point of Entry*, the cooperation of Mexican and American police to prevent crime on the border, and *Mark Vickers*, a weapons expert called on to solve crimes in all parts of the world.

**Desilu's Greatest Show on Earth** hour-long circus series, will be seen on ABC-TV this fall, but the studio's *The Untouchables* is not expected to return to that network for a fifth year. *The Lucy Show* will be back on CBS-TV for a second season. Desilu pilots include four 30-minute comedies: *Trader

*Gary Lockwood stars as Lt. Bill Rice in the MGM-TV series "The Lieutenant" scheduled on NBC-TV this fall.*
Brown, with Ethel Merman; I Married a Martian, Careful, My Love, and A-OK O'Shea. Fair Exchange returns to CBS-TV in March as a half-hour show after cancellation of the hour-long version broadcast last fall, but its future after this season is questionable.

Losers One - Four Star Television loses one hour, The Dick Powell Theatre, on NBC-TV, but gets back the time for its new Robert Taylor HEW series on that network. The half-hour Lloyd Bridges Show on CBS-TV and The Rifleman (also 30 minutes) on ABC-TV, both seem unlikely to return. Saints and Sinners lost its NBC-TV hour in January. Two other Four Star network shows, Ensign O'Toole and McKeever and the Colonel, both half-hour comedies, are broadcast before prime time. On Four Star's pilot list are three spinoffs from the Dick Powell Theatre: Amos Burke (millionaire police officer), The Losers (comedy Western) and The Judge; a half-hour comedy, The World of Charlie Springer; Settlement House, 60-minute drama.

Screen Gems will have Hazel back on NBC-TV for the third year and The Donna Reed Show back on ABC-TV for its sixth consecutive season; but a third SG half-hour comedy series, Dennis the Menace will not return to CBS-TV next fall, nor will Route 66. Fate of ABC-TV's Naked City is uncertain. The hour-long modern Western, Empire, is undergoing a change of structure in the spring, with its future beyond this season unknown. Two new half-hours: Postmarked: Jim Fletcher and Archie are slated for ABC-TV come fall. Other SG offerings include: Wings for Hire, an Empire spinoff, four half-hour comedies: Rockabye the Infantry, The Farmer's Daughter, Grindl and Mr. Deeds Goes to Town; also Turning Point, with Mike Connors as a high school teacher.

Twentieth Century-Fox has had only one series on the networks this season, Dobie Gillis, half-hour teen-age comedy, on CBS-TV; but the company has a number of programs it hopes to get into the 1963-64 schedules. They include The Young Lions, based on the novel; Eden Hill, formerly Peyton Place; Cress Delehanty, 12 O'Clock High, suspense, and a Western, The Unholy Three, all hour-long.

Warner Brothers' 77 Sunset Strip is scheduled to be back on ABC-TV for another season, while Hawaiian Eye will not be and Gallant Men is uncertain and it's too early to say what may happen to The Dakotas, which was a January replacement. All are hour-long shows, as are these which Warner Brothers is offering for next season: Ready for the People, The Key, Giant Step (high school drama which seems set on CBS-TV), and Jetport.

DOMINANCE in the AUGUSTA market
THE AUGUSTA TELEVISION AUDIENCE ESTIMATES NOV/DEC 1962

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<td>6.00 PM to MIDNIGHT</td>
<td>31,200</td>
<td>15,700</td>
</tr>
<tr>
<td>9:00 AM to MIDNIGHT</td>
<td>21,600</td>
<td>12,000</td>
</tr>
</tbody>
</table>

AMERICAN RESEARCH BUREAU

WJBF 6

AUGUSTA, GEORGIA

call GEO. P. HOLLINGBERY COMPANY, national representatives
A NINE-YEAR RECORD OF STATION TRADING

Dollar volume of trading

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Radio Only</th>
<th>Combined Radio-Tv</th>
<th>Tv Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>1954</td>
<td>$60,344,130</td>
<td>$10,224,047</td>
<td>$26,213,323</td>
<td>$23,906,760</td>
</tr>
<tr>
<td>1955</td>
<td>73,079,366</td>
<td>27,333,104</td>
<td>22,351,602</td>
<td>23,394,660</td>
</tr>
<tr>
<td>1956</td>
<td>115,605,828</td>
<td>32,563,378</td>
<td>65,212,055</td>
<td>17,830,395</td>
</tr>
<tr>
<td>1958</td>
<td>127,537,026</td>
<td>49,868,123</td>
<td>60,872,618</td>
<td>16,796,285</td>
</tr>
<tr>
<td>1959</td>
<td>123,499,581</td>
<td>65,544,653</td>
<td>42,724,727</td>
<td>15,227,201</td>
</tr>
<tr>
<td>1960</td>
<td>99,341,910</td>
<td>51,763,285</td>
<td>24,648,400</td>
<td>22,930,225</td>
</tr>
<tr>
<td>1961</td>
<td>128,804,167</td>
<td>55,532,516</td>
<td>42,103,708</td>
<td>31,167,943</td>
</tr>
<tr>
<td>1962</td>
<td>101,742,903</td>
<td>59,912,520</td>
<td>18,822,745</td>
<td>23,007,638</td>
</tr>
<tr>
<td>Totals</td>
<td>$954,139,471</td>
<td>$400,949,096</td>
<td>$350,440,062</td>
<td>$202,750,313</td>
</tr>
</tbody>
</table>

Note: Dollar volume figures represent total considerations reported for all transactions, whether majority or minority interests were involved. In many transactions involving joint radio-television properties, individual values were not assigned to the radio and television stations. Such sales are reported in the column headed “Combined Radio-Tv.”

Radio stations hot item in sales market

SLOW TV CHANGES BRING GRAND TOTALS DOWN SUBSTANTIALLY IN YEAR

Changing ownership of radio and tv stations in 1962 slid below 1961 levels, but despite this overall downward movement, transactions involving radio stations increased last year. Moving along at a good clip is 1963 which already has nine transactions on the books which involve $1 million or more in purchase price.

Radio sales in dollar volume reached a three year peak in 1962. There were 306 radio stations which completely changed hands (24 more than in 1961) and the total dollar volume was $59,912,520, up 8% over 1961's radio trading volume of $55,532,516. This was the best year since 1959 when 436 radio stations changed ownership and the amount involved reached $65,544,653.

Always sensitive to the general economic climate, station sales in the aggregate slipped back somewhat from the previous year. For all types of sales in 1962, the total reached $101,742,903—about $27 million below the 1961 figure which was the peak volume year of the past nine years.

Dollar volume for tv only sales slumped to $23,007,638, down about $8 million from peak 1961's $31,167,943.

The sale of combined radio-tv outlets plummeted to a nine-year low: $18,822,745, compared to the 1961 total of $42,103,708 and a one-fourth of the top year in the nine-year period, 1956's $65,212,055.

Washington Climate • One of the key elements in the softening of the station sales market was the climate in Washington—particularly the get tough attitude of the FCC.

This factor specifically is seen as holding down greater activity in the buying and selling of broadcast properties in 1963—although all indicators show that this year should be equal to 1962.

According to station brokers, who eat, drink and sleep station sales, these are some of the government factors which have adversely affected the buying and selling market:

The three-year rule. Fines. Revocation proceedings. Chicago and Omaha type hearings. More and more program controls.

Even worse in the view of some is the FCC's consideration, according to rumor, of reinstituting an Avco-type rule which would, as it did for a few years up to 1952 when it was outlawed by Congress, open up station transfers to bidders who can match the price arranged by the seller and a specific buyer.

None of the brokers are actually pessimistic about 1963; after all, it is in the nature of their business that they be sanguine. The consensus is that 1963 will be as good as 1962. And, if it weren't for the FCC and Newton N. Minow and all that he stands for, 1963 would be better than 1962.

There is general agreement, however, the day of the eight-figure, multi-station sale may be well past. Tv, according to those who think this way, has now reached a period of stability and maturity where ownership is interested less in station turnover than in long term investment.

Or, as broker Howard Stark puts it: "Like all new businesses, tv has run the gamut. First stations were owned by individuals willing to take a chance. Then, as they grew in size, complexity and dollar volume, a corporation took over. And now, as tv has boomed to its present billion dollar annual level,
CLOBBER COMPETITION

Competition is no longer a knock down, drag out race between television and radio. With the advent of the 60's and the installation of computer techniques in more and more media buying offices, few sophisticated buyers make their choice of one over the other. The trend is an intelligent blend of both, with the dollars going where the numbers are. Today, more than ever, when the choice narrows down to which of the radio stations available will be selected to carry the largest share of the radio broadcast budget, it is of major importance that you assure your advertiser of an audience that dominates your market.

Mr. Oberfelder

KRAM, Las Vegas, Nev., reports, "Surrounding Sound is all you claim it to be. Easy to implement, great to hear. Improves the sound of existing programming. Production uses nearly unlimited."

The Broadcaster by Surrounding Sound puts a wholly new concept of dimension and presence into sound whether it be voice or music. The station that enriches and enhances its signal by the use of the technological advances made possible exclusively through Surrounding Sound will go a long way toward capturing the lion's share of the listening audience, regardless of the format of the programming.

So rich, so full, so real is this remarkable concept which envelops the listener with the beauty of true-to-life sound that those stations now making full use of Surrounding Sound have gained recognition as first in choice of audience approval and, naturally, first in choice of sponsor approval.

E. Z. Jones, exec. v.p., WBIB, Burlington, North Carolina, says, "Entirely satisfied with new dimension given WBIB by Surrounding Sound. Has operated perfectly since March 15, 1962. Audience and program reception amazing. Competition has tried unsuccessfully to imitate installation. Meets with approval of entire staff! Select the dimension you want, then listen to the difference on an auto or small handset and you'll know why we like Surrounding Sound."

Clobber Competition! Now, you, too, can give your ratings a hypo with Surrounding Sound. Move your rating right to the top whether your call letters represent a "powerful" 250 watt or a clear channel with 50,000 watts of sheer muscle. The zest, the appeal, the concert tone that your program will gain when Surrounding Sound goes out through your transmitter will capture an ever increasing share of your potential audience. You'll deliver more homes, more portables than your competition... and your reps will capture the profitable contracts. Surrounding Sound will enable you to clobber competition... but good!

Do fringe areas present a problem? Surrounding Sound puts beef into your signal safely... Stan Wilson of KFJZ Ft. Worth, Texas writes: "Feel Surrounding Sound has given us best technical sound in our history. Modulation definitely improved. Recommend it highly." D. A. Burton of WLBC, Muncie, Indiana says, "We are exceptionally pleased with the distinctive high fidelity sound obtained through Surrounding Sound equipment."

The Broadcaster by Surrounding Sound makes any station an all-out production and sound laboratory. Each and every trick of the trade can be emulated, amplified and made more potent. Your engineers will discover an entire new repertoire of unusual effects that can put solid sell into your commercials! Controlled delay? Reverbs? Progressive decay? You name it... or dream it up... and Surrounding Sound will make it possible with punch, force and vigor and appealing novelty.

WRITE, WIRE OR PHONE FOR A COMPLETE LIST OF SATISFIED STATIONS USING SURROUNDING SOUND

AM AND FM OWNERS AC-CLAIM SURROUNDING SOUND

There's excitement in the air waves!

Excitement caused by the new concept in sound that brings in bigger audiences and bigger incomes to FM and AM stations in every section of the country. The next sound you will hear on stations whose ratings are mounting up and UP is "SURROUNDING SOUND."

It's attention getting, it's audience holding... it's sheer magic out of an electronic black box that puts your listener smack dab in the solid center of pleasing sound, then holds him there because he's spellbound by depth, beauty and fidelity. Old records come to life with sparkle and brilliance; new recordings gain dimension and presence. News broadcasts sound more authoritative, commercials ring out with the authentic touch of sincerity.

AN OPEN INVITATION TO ALL BROADCAST MEN

To describe the total effect made possible when the Broadcaster by Surrounding Sound is installed in your station is almost impossible. There is no substitute for an actual listening session. Should business (or pleasure) bring you to Los Angeles, you are cordially invited to visit with us and judge for yourself the sheer enjoyment in sound with which you can thrill your listeners. If you're a foresighted businessman, like Ernie Spencer, pres., KWIZ, Santa Ana, California, you, too, will be impressed by the dynamic possibilities of holding and increasing your audience. A 30-minute demonstration convinced Spencer that Surrounding Sound was the soundest means of facing increased competition with a powerful weapon. On February 15th, three weeks after his initial contact with the versatility of this unit, KWIZ is providing the richness, the fullness and the beauty of Surrounding Sound to its listeners.

SURROUNDING SOUND, INC.

Milton Brucker, President

5757 Santa Monica Blvd., Hollywood 38, Calif.

Area Code: 213 Hollywood 6-3301
stations are owned by chain broadcasters, whose interest is in the long haul.

**Three-Year Rule** • Of most concern to brokers is the impact the three-year rule has had on sellers. Apparently buyers are still in good supply. James D. Blackburn of the Blackburn & Co. brokerage firm is concerned about this regulation which requires a hearing if a station is sold by an owner who has held the station for less than three years. Not only does this interfere with the broadcaster's freedom to dispose of his property, Mr. Blackburn contends, but it is in many instances unfair.

For example, Mr. Blackburn knows of one broadcaster who owns a small market tv outlet. He has owned it for only one year, and in that 12-month period he dropped $50,000. "But, because he hasn't held the station for three years, he's going to have to lose money for another two years until he can sell it without having to undergo a three-year hearing," Mr. Blackburn says. The broadcaster, Mr. Blackburn adds, doesn't feel that he can persuade the FCC to waive the regulation in his case.

The three-year rule, however, is not without its defenders. Ray Hamilton, of the Hamilton-Landis broker organization, feels it has served one useful purpose:

"It has driven the 'ribbon clerks' out of the business," he says.

**Impact on Finances** • All brokers agree that the FCC's activities have had a definite effect on the availability of funds for broadcast investment. Whereas in previous years financial institutions were excited about the growth potential of broadcasting, particularly television, they now have cooled somewhat. This is due, not only to the FCC's more stringent regulatory policies, but also to the fact that television, the glamour sector of broadcasting, has reached maturity.

Edwin Tornberg, who heads his own brokerage firm, explains that this has become evident among small business investment company lending firms. They have grown skeptical of broadcast investments, he says, whereas a year or two ago they were extremely interested in them. Now, Mr. Tornberg recounts, "the SBICs are reticent about commitments in broadcasting."

A contrary view is expressed by Mr. Stark. He points to the increasing interest in recent years of insurance companies in putting money into broadcasting. This, he acknowledges, is specifically directed to major market television properties, and emphasizes the long-term investment potentials of television.

This whole trend toward long term holdings and investment paints in clear outline the changing picture in station sales—less and less turnover in ownership.

Buyers are still plentiful, according to brokers, but many sellers have lost their enthusiasm. Many station owners feel that now is not the right time to sell.

For one thing property values have leveled off and broadcasters feel they ought to hold on to their stations until an upswing is discernible.

Countering this general attitude, how-

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Number of stations changing hands

<table>
<thead>
<tr>
<th>Year</th>
<th>Radio Only*</th>
<th>Combined Radio-Tv</th>
<th>Tv Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>1954</td>
<td>187</td>
<td>18</td>
<td>27</td>
</tr>
<tr>
<td>1955</td>
<td>242</td>
<td>11</td>
<td>29</td>
</tr>
<tr>
<td>1956</td>
<td>316</td>
<td>24</td>
<td>21</td>
</tr>
<tr>
<td>1957</td>
<td>357</td>
<td>28</td>
<td>38</td>
</tr>
<tr>
<td>1958</td>
<td>407</td>
<td>17</td>
<td>23</td>
</tr>
<tr>
<td>1959</td>
<td>436</td>
<td>15</td>
<td>21</td>
</tr>
<tr>
<td>1960</td>
<td>345</td>
<td>10</td>
<td>21</td>
</tr>
<tr>
<td>1961</td>
<td>282</td>
<td>13</td>
<td>24</td>
</tr>
<tr>
<td>1962</td>
<td>306</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Totals</td>
<td>2,878</td>
<td>144</td>
<td>220</td>
</tr>
</tbody>
</table>

*Note: In computing the number of stations in the trading an am-fm facility was counted as one radio unit; an am-only or fm-only transaction similarly was counted as one radio unit.
Sound Control with Sony

Sony CR-4 Wireless Microphone - The perfect transistorized microphone and pocket-size transmitter for active singers, dancers and TV performers to give complete freedom from entangling cables and obstructing Mike stands. Mike and transmitter together weigh only 13½ ounces. Complete with transmitter, receiver and carrying case: $250.

Sony EM-1 Newscaster Portable - A full track, all transistorized portable recorder designed for rugged service and dependable performance in remote locations. Meeting NARTB specifications, the EM-1 is ideal for on-the-spot interviews and sound recording.

• Governor controlled, constant speed spring wound motor
• Rewind while recording
• 13½ pound weight. Complete with microphone and accessories: $495.

Sony C-37A Condenser Microphone - Remarkably smooth and uncolored natural response through the full range of recorded frequencies has earned the C-37A the title of "world's most perfect microphone." • Adjustable for omni-directional or uni-directional • Frequency response ±2 db 20-18,000 cps • Signal to noise—more than 55 db for signal of 1 micro-bar at 1000 cps. Complete with CP-3 Power Supply, carrying case and 30 feet of cable: $295.

Sony C-17B Condenser Microphone - A miniaturized, uni-directional companion to the famous Sony C-37A Microphone. With outstanding background isolation characteristics, the uni-directional cardioid pattern is ideal for TV, night club and solo voice stereo recording application. The slim ¾” diameter size minimizes visual problems. Complete with CP-3 Power Supply, carrying case and 30 feet of cable: $350.

Sony CP-3 Power Supply — For the C-37A and the C-17B microphones, the CP-3 features: Switch for 3 positions of low frequency attenuation; special high cut filter switch for all frequencies above 10,000 cps.

For more complete specifications and name of nearest dealer, write Superscope, Inc., Dept. 3, Sun Valley, California.

In New York, visit the Sony Fifth Avenue Salon, 585 Fifth Avenue.

All Sony Stereocorders are Multiplex Ready!
The case for ‘escape entertainment’ on television

The critics who deplore the prevalence of escape entertainment on television are going to have to go right on deploiring, because there is going to be more, rather than less, of this type of program fare in the months ahead, in the expert opinion of Sheldon Leonard.

The word “expert” is used advisedly. Mr. Leonard is executive producer (and co-owner with Danny Thomas) of T & L Productions, whose three current shows (The Danny Thomas Show, The Dick Van Dyke Show, The Andy Griffith Show) are all firmly set for another season in prime evening time on CBS-TV. T & L’s new series, The Bill Dana Show, is also set for next season on NBC-TV. Four prime time shows is enough to qualify anyone for the title of “expert,” but Mr. Leonard has an even greater qualification; he has the unique distinction of having directed the pilots for 10 tv series, all of which were sold.

“The desire for the kind of entertainment that will let us forget for a little while the myriad pressures of today’s world is a symptom of the kind of world we live in,” Mr. Leonard said last week. “It is a response to our current social climate, just as the Renaissance was a response to the set of social conditions that prevailed at that time.”

The coming tv season is likely to see more far-out comedy programs, Mr. Leonard expects. The top rating achieved by the Beverly Hillbillies, the rural family who struck it rich and moved to a mansion in Beverly Hills without changing their country ways, proves the public appetite for entertainment that is closer to fantasy than to realism and we can look for many other examples in the 1963-64 season.

“These new shows won’t necessarily try to imitate the Beverly Hillbillies formula exactly, but they will latch on to the underlying idea of putting a group of people into incongruous surroundings.” A good example might be a program dealing with the adventures of a man from outer space transported to Earth, such as My Favorite Martian, which has just been purchased by CBS-TV on the strength of a Leonard-directed pilot.

“There are many types of escapist entertainment,” Mr. Leonard commented, “all of them waiting for the proper presentation on tv to start new viewing trends.” As an example, he cited the James Bond detective novels, reported to be favorite relaxation reading for President John F. Kennedy. “Here is the fantasy approach, the gentleman detective with savoir faire, not the brutality sordid Mike Hammer approach, although, come to think of it, that isn’t too realistic either. But it does lack the true escapist attraction that is inherent in James Bond.”

Location filming • Mr. Leonard also anticipates “an increasing flight from the sound stages to film stories in the locales they are supposedly taking place, as is done in Route 66 and Naked City. Too much of television is designed as if we were still in the era of the seven-inch screen, when closeups were all the viewer saw and attention paid to backgrounds was a waste of time. Producers should remember that the tv screens are bigger now and backgrounds can be seen and enjoyed. That’s why we did eight Danny Thomas shows in Europe last summer.”

Costume drama, period programming, is just waiting for tv to discover that it has a wide appeal, Mr. Leonard said. “It’s tremendous escapist entertainment. Look at the success ‘School for Scandal’ is having on Broadway today. Remember ‘The Scarlet Pimpernel’ and ‘Monsieur Beaucaire’ and innumerable Douglas Fairbanks pictures. It would be just as great on television and you don’t even have to wait for color, although that will help, of course.”

The first responsibility of any form of entertainment, any medium of communications, “is to survive,” Mr. Leonard declared, “and you can’t survive without an audience. No matter how important your message, it doesn’t mean much if nobody hears it. But we can’t sit back complacently with pure escapism and say smugly that we’re giving the public what it wants. We’ve got to do better than that. To not only survive but to progress, television has got to give the viewers not what they want but what they don’t know yet that they want. Like ‘School for Scandal’ on Broadway, we can appeal to escapism without degrading our standards.”

Mr. Leonard

ever, is the feeling among some station owners that the present plateau in station values may plummet. When the FCC cracks the am freeze, there may be a surge of additional stations in markets that now make for profitable station operation under cover of the numbers restriction. Many feel the same is true for tv as the FCC seemingly pushes along with drop-ins and the promotion of uhf outlets.

Highlights of 1962 • Despite the less than boom approach to 1963 and the reasons given for the drag in 1962, the year just passed continued to see well-rounded prices paid for good tv andradio properties. Like:

- $10,6 million for 50% of WTAE (TV) Pittsburgh by the Hearst Corp. which already was a half owner.
- $10 million for WINS New York by Westinghouse.
- $6 1/2 million for 63% of KENS-AM-TV San Antonio by the Harte-Hanks Newspaper interests which owned 37% and which later sold off KENS for $700,000.
- $6 1/4 million for KOGO-AM-TV San Diego by Time-Life Broadcast Inc.
- $5,720,820 for 51.4% for the Honolulu Star-Bulletin, which includes KGMB-AM-TV Honolulu, KHBC Hilo and KMAU-TV Waikiki. This move was by a group of Honolulu businessmen who bought out the Farrington interests in the publishing company.

- In the $2-3 million range, the following stations changed ownership— KCRA-AM-FM-TV Sacramento, Calif., bought for $2.8 million by the estate of the late Ewing C. Kelley; WNTA-AM-FM Newark, N. J., bought by Communications Industries (Lazar Emanuel) and WNCT (TV) Greenville, N. C., bought by Roy H. Park, each for $2.5 million; WLWA (TV) Atlanta, bought for $2.25 million by the Fairbanks interests (WIBC Indianapolis) in an ar-
What compact can do everything a console recorder can? AMPEX PR-10

The Ampex PR-10 gives you all the features, all the performance of a console recorder. Even remote control. And it's all wrapped up in a suitcase-sized package. That means you can take a complete recording studio out into the field, into the school, the church, industry — anywhere you need it. The PR-10 features positive push-button controls; record-safe switch; and separate erase, record and playback heads. And there's room for an optional 4-track stereo or additional playback head. There's also a new electro-dynamic clutch system to give you fast, gentle starts and lower braking tension. If you want to monitor on-the-spot, the PR-10 has A-B switches, VU meters, phone jacks, output circuits. Moreover, electrical alignment controls are accessible through the front panel. You get all this plus a new Ampex "Four Star" one-year warranty. For data write the only company with recorders, tape & memory devices for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Worldwide sales, service.
RADIO STATIONS HOT ITEM in Sales Market continued

rangement which saw WIBC withdraw from its battle to secure the Crosley-operated WLWI (TV) channel in Indianapolis; WEAU-TV Eau Claire, Wis., bought by the Appleton (Wis.) Post-Crescent for $2.1 million; KFAC-AM-FM Los Angeles, bought by the Cleveland Broadcasting interests (Ray T. Miller) for $2 million.

- In the $1-2 million class—KODE-AM-TV Joplin, Mo., bought by James S. Gilmore Jr., for $1,850,000; WDOK-AM-FM Cleveland, bought by Transcontinental Television Corp. for $1.4 million; KYA-AM-FM San Francisco, by Golden West Broadcasters (Gene Autry), for $1¼ million; WAPA-TV San Juan, P. R., by Screen Gems Inc. for $1.5 million; WHAM and WHFM (FM) Rochester, N. Y., by Communi-
cations Industries, for $1.3 million; and a trio of Kansas area stations [KCKT (TV) Great Bend, KGLD (TV) Garden City, and KOMC (TV) McCook, Neb.], by George M. Brown and associates (KARD-TV Wichita), for $1 million.

Other major station ownership transfers: KGHL-AM-TV Billings, Mont., bought by Paul Crain and associates, for $745,000, after which KGHL was sold to George Hatch interests for $204,285; KFBB-TV Great Falls, Mont., by Harriscospe Broadcasting group for $610,000; KEX Portland Ore., by Gene Autry's Golden West Broadcasting for $900,000; KTVT (TV) Fort Worth, Tex., by WKY Tele-
vision System, for $800,000.

Three Threes • Interestingly, in three
cities a trio of stations changed hands during 1962:
In Chicago, WGES (now WYR) was bought by Barton and Gordon Mc-
Lendon for $2 million; WAIF by Mau-
rice Rosenfield and associates, for $1 million; and WHFC Cicero and WEHS (FM) Chicago by record distributors Louis and Phil Chess for $1 million.
In Louisville, WAKY went to Fred 
Gegg and associates for $1,350,000; 
WINN to Gravis Kincaid for $500,000, and WKY to Producers Inc. for 
$305,300.
In Tulsa, KACK was bought by Pub-
lic Radio for $575,000; KRMG by the 
Swango group for $500,000 and KFMJ by the Oral Roberts organization for 
$300,000.

New Group • Through the purchase of four tv stations in 1962 (three in North Dakota), Producers Inc. became a major group owner. A combination of Ferris Traylor and family and the 
Polaris Co., a diversified investment company, Producers Inc. bought 
WTVW (TV) Evansville, Ind. (in 
which Mr. Traylor had an interest), for 
$514,800; KXGO-TV Fargo for $390-
000; KCND-TV Peminsa for $190,200 
and KNOX-TV Grand Forks for $90-
279. Pending FCC approval is its latest 
purchase, that of KXOA Sacramento, Calif., for $750,000.

New Year Deals • These levels are 
still being maintained in 1963. The fol-
lowing stations have been sold and are 
awating FCC approval:
- KTTV (TV) Los Angeles, bought by 
Metromedia for $10 million.
- WREC-AM-TV Memphis, pur-
chased by Cowles Magazines & Broad-
casting, for $8 million.
- WDBO-AM-FM-TV Orlando, Fla., 
bought by The Outlet Co. (WJAR-AM-
TV Providence, R. I.) for $6 million.
- WREX-TV Rockford, Ill., sold to 
Gannett Co. for $3,420,000.
- KSYD-TV Wichita Falls, Tex., 
purchased by Paul Harron and associ-
ates for $2,350,000.
- WMAZ-AM-FM-TV Macon, Ga., 
bought by WMRC Inc. (owner of 
WFBC-AM-TV Greenville, S. C., and 
of WBIR-AM-TV Knoxville, Tenn.) 
for $2,094,750.
- KKKV (TV) and KFMH (FM) 
Colorado Springs, and KGKF Pueblo, 
both Colorado, bought by Tele-Broad-
casters, for $1 million.
And already approved by the FCC 
a short month ago were the transfers of 
KOAT-AM Albuquerque and KVQA-
TV Tucson to the Steinman Stations 
group for $3,250,000 and of KCPX-
AM-FM-TV Salt Lake City, to Screen 
Gems Inc. from Columbia Pictures for 
$2,400,000—but Columbia Pictures 
owns 89% of Screen Gems.
These indicate a pretty good start 
1963 in station sales.

Oregon governor reports to people on tv

A Report to the People by Oregon 
Gov. Mark O. Hatfield (R) is being 
carried bi-weekly on a six-station state-
wide tv network. The program, 
which originates in the studios of 
KOIN-TV Portland, began Monday, 
Jan. 14, and will continue for the 
duration of the current state legis-
slative assembly, probably until mid-
spring.

The series is similar to one con-
ducted four years ago by Gov. Hat-
field's predecessor, Gov. Robert 
Holmes (D).

The opening program dealt with 
the governor's inauguration and the 
opening of the legislature. Last 
Monday's (Feb. 11) program had 
Gov. Hatfield in an informal con-
versation with three newsmen. Sub-
sequent shows will deal with items of 
legislative interest and talks with 
department heads.

A request for equal time to pre-
sent the Democratic-controlled legis-
late's point of view on the gover-
nor's comments was given a quali-
ied reply by C. Howard Lane, man-
aging director of KOIN-TV.

Mr. Lane told State Sen. Walter 
Pearson "if specific programs neces-
sitate, in our judgment, the applica-
tion of the principle of fairness, we 
will be glad to make time available 
to responsible representatives of the 
legislature so that their viewpoint 
can be represented." To date, no 
such rebuttal programs have been 
presented.

Other stations carrying the gov-
ernor's program are: KVAL-TV 
Eugene, KCBY (TV) Coos Bay, 
KPIC (TV) Roseburg, KRES-TV 
Medford, KOTI (TV) Klamath Falls.
Two Great Wirephoto Networks
Linked by Cable

Associated Press Photos
from EUROPE to NORTH AMERICA
by EXCLUSIVE CABLE!

Delivery direct to television stations
VIA PHOTOFAX

Better Pictures
Faster and Farther

The First Transatlantic Photo Cable
Ever Leased by a News Service
on a 24-hour Basis

The Associated Press now sends pictures—on its own leased transatlantic photo cable circuit—on a 'round-the-clock schedule to and from North America and Europe.

This is the first and only transatlantic picture transmission facility ever leased by any news service.

It links AP's two great Wirephoto networks—its constantly expanding European network and its North American Wirephoto network of more than 40,000 miles of leased wire across the United States and into Canada.

AP's pictures move into more than 650 newspapers and television stations in North America and into Great Britain, France, Germany, Italy, Belgium, Holland, Finland, Norway, Sweden and Denmark.

Leasing of the transatlantic photo cable circuit is another step in AP's consistent policy of utilizing the most advanced technical means to bring the best possible news and photo report to its members.
Radio-tv rescues Cleveland charity drive

STRIKE-BOUND NEWSPAPERS HAD POSED PROBLEM

Even without newspapers, Clevelanders have out-done themselves in supporting one of the city's major charities. Television and radio got the lion's share of the credit.

The event was the Cleveland Press Charity's annual mid-America boat show, held Jan. 22-28 with proceeds going to local charities through the Cleveland Welfare Federation. With Cleveland newspapers closed by strikes—as they have been since late last year—the customary heavy newspaper promotion was out of the question.

Local stations marched into this breach. Storer Broadcasting's WJW-TV offered to (and did) originate its daily one-hour Dale Young Time from the boat show, in addition to giving advance and concurrent promotion. Other stations got behind the show by contributing extensive schedules before and during the event.

The result: attendance this newspaperless year reached 115,600, as against 104,300 a year ago when the newspapers were operating.

Richard O. Overmyer, associate director of the welfare federation, wrote to WJW-TV specifically but spoke of Cleveland broadcasters generally when he said the fund "is deeply indebted to the radio and television industry . . .

many thousands of Clevelanders will have a happier Christmas next year because of the exhibition's success, made possible by your foresight and spirit of civic responsibility."

Drive starts March 1 for Radio Free Europe


Committee members include S. L. Adler, Paramount TV Productions; John P. Blair, Blair & Co.; Leonard Golden- son, American Broadcasting-Paramount Theatres; Payson Hall, Meredith Broadcast- ing; Robert F. Hurleigh, Mutual; Robert W. Sarnoff, NBC; Loyd C. Sig- mon; Golden West Broadcasters; Frank Stanton, CBS; R. Peter Straus, WMCA New York, and John F. White, National Educational Television & Radio Center.

L.A. disc jockeys play for benefit of charities

Giving their all for charity, Los Angeles disc jockeys both bowled and played basketball yesterday (Feb. 17). The bowling took place at 5-6 p.m. before the cameras of KTTV (TV) for the benefit of the Los Angeles County and Bud Baker Memorial Heart funds. Ira Cook, personality at KMPC, was chairman of the event, third annual competition in honor of Bud Baker, who died of a heart attack Sept. 21, 1959, while conducting a contest at the Los Angeles County Fair.

The basketball game pitted a deejay team from KFWB against one composed of record industry promoters. It was staged in the city's Memorial Sports Arena, with the proceeds to go to Radio-Television, Recording & Advertising Charities of Hollywood.

KPRC entertains admen with listeners' valentines

More than 200 Houston agency executives were entertained last Thursday (Feb. 14) with a Valentine Day party at the KPRC studios.

Brightening their day were the returns from the station's annual contest, in which more than 2,000 listeners submitted home-made and, in some instances, hand-carved valentines.

Since no store-bought articles were acceptable, the KPRC listeners spent two weeks fashioning the clever, imaginative and sometimes very warm valentines,

KFDM takes agency men duck huntin'

KFDM Beaumont, Tex., used a rare sales decoy recently when it invited a group of agency men to a weekend duck hunt. Here, receiving a "real" decoy for a prize is hunter Charles Cooper, account executive, Glenn Advertising, Dallas. Others in picture (br): Howard Teitler, Dr. Pepper Co.; John Butler, Peters, Griffin, Woodward, KFDM's rep; Larry Cugini, Grant Adv., Dal- las, and Mrs. Lynne Dower, PGW.

Follow that Leader

A "playful and gentle" lioness named Leader padded about the streets of Chattanooga, Tenn., for 9 hours after escaping from new owners at WFLI in that city. She was finally found unharmed in an alley late at night.

WFLI bought Leader, a 50-pound, 5-month-old cub, as a promotional gimmick to go with a lion's roar on station breaks. Ron Dailey, WFLI disc jockey, was driving her to a high school for a personal appearance when Leader escaped, and lion-hearted Bill Hall and Bill Warren were assigned the task of tracking her down.

108
IF IT CONCERNS RADIO OR TELEVISION
LOOK IN THE JUST PUBLISHED...

1963 BROADCASTING YEARBOOK

50 directories indexing the business world of tv and radio
SIX reference works in ONE

"One-book library of television and radio information"

Facilities of Television: Station profiles, call letters, channels, allocations, applications pending, catv, translators; group and newspaper/ magazine ownership, station sales.

Facilities of AM/FM Radio: Station directory includes executive personnel, specialty programs, reps, call letters, frequencies; Canada, Mexico-Caribbean stations.

Broadcast Equipment/FCC Rules: Manufacturers & services, new Product Guide; awards and citations, television network map.

Codes/Program Services: Tv and radio codes; program producers, distributors, production services, news services, talent agents, foreign language and negro programming by stations; broadcast audience data.

Representatives, Networks, Trade Groups: including regional reps and networks; attorneys, consultants, engineers, associations; U.S. govt. agencies; news and farm directors.

Agencies, Advertisers, Billings: Leading advertisers, agencies and their billings; books and reference works; schools, major trends, events, agency financial profile 1952-61.

Designed for your specialized "must know" references, the 1963 BROADCASTING Yearbook issue is the largest (632 pages) and most complete encyclopedia-type book ever published for the business of radio-tv broadcasting and the associated arts and services. It includes 50 separate directories of basic economic technical and business facts indispensable to all working in or contacting the worlds of radio and television.

Compiled, written and edited by the same staff that produces BROADCASTING—The Businessweekly of Television and Radio—serving the business of broadcasting since 1931.

LIMITED EDITION
$5.00 copy

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Mohammed replaces Mogubgb

When Fred Mogubgb left the film-making company Ferro Mogubgb & Schwartz last October he took his name along with him and left a gaping hole in the company's title, &. In search of a name as catchy as Mogubgb to fill the gap, the firm held a competition inviting contestants to submit three syllable names beginning with the letter M to form a new corporate title. Out of such entries as Martini, Mao Tse Tsung, Motherhood and Moglumgub emerged the winner, Mohammed, submitted by Robert T. Wolf of the Benton & Bowles agency.

FMK is still FM&S, but now it's Ferro, Mohammed & Schwartz. It's located at 249 East 49th St., New York.

Music ... music ... music • In less than three months after the premiere of "Stoney Burke" on ABC-TV (Mon., 9-9:30 p.m.), three companies have issued records on the theme music of the series. The companies which have issued the recordings, based on the music composed by Dominic Frontiere, are United Artists Records, Roulette Records and Capitol Records.

TIO presentation • The Television Information Office is distributing a 25-minute color slide presentation, "Television: Advertising," to its station members, for showing to community groups and station personnel. The presentation is the fourth and last in a series designed as community educational aids for broadcasters. The other three are "Television: Dimensions," "Television: Programming," and "In the Public Interest."

Award • The American Municipal Assn.'s "International" award has been presented to KTVU (TV) San Francisco-Oakland for furthering international understanding through its "Bridge to the Orient" films, which depicted the sister-city ties between Oakland and Fukuoka, Japan, and San Francisco-Osaka. The award was presented by Oakland Mayor John C. Houlihan.

Theory substantiated • WWDC Washington personality Carroll James tested his theory that people do listen to commercials by using a recent recording by the Boston Pops Orchestra. He held a contest asking listeners to identify every commercial in an orchestral medley of familiar commercial jingles. In the hundreds of letters received, at least 90% of the commercials were identified correctly.

Keller award to WBZ • World Without Sight, a documentary aired on WBZ Boston last November, was given the annual Helen Keller Award by the American Foundation for the Blind.

Mid-season CBS-TV promotion

According to CBS-TV, a new mid-season program promotion campaign the network and its affiliates are planning—which is about to get underway—is "probably the most extensive ever undertaken by a network at this time of year."

The network has distributed promotional aids packed in a 10-pound kit to affiliates. Included are trailers, slides, glossy prints, photographs, on-the-air announcement copy, and other such materials. The promotion is in behalf of CBS-TV's nighttime schedule.

Book marks WFGA-TV's fifth

WFGA-TV Jacksonville, Fla., has produced a 26-page color booklet commemorating the station's fifth anniversary. Affiliated with NBC and ABC, WFGA-TV shows over two-thirds of all local and network shows in color.

Two pages of the booklet are devoted to the station's activities at Cape Canaveral where it originated the first live telecast. WFGA-TV has since originated more network and pool programs from the Cape than all other stations combined.

INTERNATIONAL

BBC's second tv network to start in 1964

WILL USE 625-LINE TRANSMISSION SYSTEM

The BBC's second television network, to be known as BBC2, is now planning to start operations in April 1964. It will use the 625-line transmission system.

Weekly program output on BBC2 will start at about 25 hours of new programming. BBC-TV's present program production is about 60 hours a week. It is provided by 10 outside broadcast units, five regional production studios, eight major studios in London, the news operation in Alexandra Palace and regional news rooms and the world's largest tv film unit at Ealing Film Studios. BBC-TV programming is supplemented with syndicated film programs.

To start BBC2 with a 25-hour weekly schedule at least three more London studios will be needed, and a fourth will have to be found to expand the schedule to 30 hours a week. BBC2 plans to expand to 30 hours after about 15 months.

Color tv, which will start before the end of 1964, will be developed at a slower pace than originally planned. BBC-TV's first color tv studios at Television Center will begin operation in late 1965, and more color tv studios are planned for 1967.

Two thirds of Britain's population will be able to receive BBC2 by 1966.

Holland discusses commercial television

The Dutch government has endorsed the introduction of a second tv network in Holland. The proposed network would be operated on a commercial basis in contrast to the existing service which is non-commercial. It would be forced, however, to provide a considerable part of its air time to a non-commercial broadcasting organization.

The government plan is opposed by
CHANNEL 8 STILL ON TOP
IN THE RICH ROCHESTER MARKET

WROC TV 37,600 HOMES*

STATION "B" 35,900 HOMES

STATION "C" 29,400 HOMES

Per Average Half Hour
6 PM-Midnight
7 Days a Week

WROC ROCHESTER, N.Y.
TV 8
CHANNEL BASIC NBC

*NOV.-DEC. 1962 ARB
existing broadcasting organizations in Holland. The discussion is expected to go on (partly in the courts) for some time, but the government has indicated it is convinced that by 1969 not two but three independent TV networks will exist in Holland. It's still undecided who would run the additional Dutch TV networks. There are several business groups indicating interest in commercial TV. Among them is an organization of 47 Dutch publishing houses.

Total weekly on-air time for the commercial (second) TV network in Holland would be about 30 hours at the start. Out of the total, 20 hours will be devoted to normal commercial TV while 10 hours will go to non-commercial programs handled by non-profit organizations.

No date has been set for introduction of the additional Dutch TV services.

Site picked for CBC building

A site has been chosen in Montreal for a $10 million headquarters for the Canadian Broadcasting Corp., to be built by 1968. The 25-acre site is bounded by Dorchester St. East, Papineau, Craig and Wolfe Streets. It is to be cleared of all buildings by the city of Montreal by Oct. 1. The Canadian government will pay Montreal $4,160,000 for expropriation and services on the property. The new headquarters will be an administrative center for CBC's Quebec provincial operations. CBC now has several properties in use in Montreal, including a former 17-story hotel.

Annual license fee needed by BBC

BBC Director-General Hugh Carleton Greene said in London that BBC needs the proceeds of a $14 annual license fee now or a $16.80 one in 1965. Speaking to the Parliamentary Press Gallery Lunch Club, Mr. Greene thought that the government now recognized that the only right way of financing BBC was by the license fee. “What we need to get us through the end of the 1960's is the full proceeds of a [S$14] license as from April 1, 1963.”

The present annual fee payable by every household with a TV set is $11.20 but the government keeps $2.80 of this as tax.

The director-general said that if BBC gets all the money of the current fee it could carry on until 1965 with the aid of its borrowing powers. At that point BBC would need a $16.80 license because of the delay and the extra costs involved in borrowing.

Reds add 700 hours to radio propaganda

The weekly “foreign radio service” broadcasts from 13 Communist-ruled countries have increased 700 hours to approximately 4,000 hours in 63 languages, according to the president of Free Europe Committee Inc., John Richardson Jr.

The Communist broadcasts include Esperanto, Mr. Richardson said in an address to the New York State Publishers Assn.

The work of Radio Free Europe since it was organized in 1949 has kept the Soviet Union off balance in the latter's program to dominate the minds of Europeans, Mr. Richardson said, and so has justified the wisdom of its founders.

The “quickening pace” of West European “unity” and the “conflicts apparent” in the world Communist movement now offer Radio Free Europe its “greatest challenge and opportunity,” he said.

Mr. Richardson said the Soviet Union now broadcasts 1,300 hours weekly of radio programs abroad and Red China broadcasts 700 hours; others, in order: East Germany, Cuba, Czechoslovakia and Poland (tied for fifth place), Romania, Bulgaria and Hungary. The extent of Communist monitoring of Radio Free Europe leaves “no doubt” that the Communists “deeply respect and fear our influence, our ability to break their internal monopoly of communications,” Mr. Richardson said.

Mr. Richardson said Radio Free Europe is the “single most important” channel of communication to Communist-dominated countries.

CBC schedules free political broadcasts

The Canadian Broadcasting Corp.'s English and French language television and radio networks will each provide five hours of free time for political broadcasts for the April 8 general election. Total of twenty hours will be divided into fifteen minute periods to provide 28 periods for the Conservative Party, 24 for the Liberal Party, and 14 for the New Democratic and Social Credit parties.

During last June's general election 26 hours of free time were provided. Distribution of the time was arranged by the CBC and the four political parties and was approved by the Board of Broadcast Governors.
Vast wasteland


Now do you think we shoot buffalo from train windows?

The battleship anchored in the river is Municipal Island, with the county courthouse and City Hall. Top center complex is Quaker Oats plant (right of dam), world's vastest oatery.

X marks WMT Radio's studios, surrounded by 105,000 city folk. Although residents of the nation's wealthiest agricultural state, they help the state produce industrial income that's twice as great as farm income. They also help make WMT Eastern Iowa's habit.

The WMT Stations • CBS Radio and TV for Eastern Iowa

National Representatives, The Katz Agency Affiliated with K-WMT, Fort Dodge • WEBC, Duluth

Photo courtesy Des Moines Sunday Register
‘Miracle’ is the word used by this commercial tv company

There’s been something of a “miracle” in the way the number of Japan’s tv sets have increased over the past 10 years following the start of tv in that country. At mid-year of 1962, for example, the total of registered tv receivers already had reached 11,223,000, or second in set count only to that of the United States.

Impressive as this figure might appear, it actually is conservative and hardly as accurate or realistic as the 15,263,000 total used by set manufacturers and exporters to indicate set totals.

They arrive at this higher figure by a compensating formula—multiplying the “official” registration figure by 1.36. The formula was constructed after a study of the people’s habits.

In Japan, the government supports its own broadcast system (NHK) and in the financing imposes a compulsory levy of 300 yen (5.84) per month on each television set.

The study of set registration indicated many new set owners fail to register or otherwise conceal ownership to avoid the government levy. Hence the formula used for estimating sets.

Though an estimate, these figures usually are considered more reliable than ones with which Americans are advised to work. It is also the basis on which we would recommend that Americans question the source when presented with figures said to represent total tv set counts in Japan.

**Second to U.S.** • Set growth continues. Last July, Japan produced 390,-000 receivers, of which some 30,000 were earmarked for export, and the remaining, larger number absorbed by domestic purchases, or an increase in Japan of some 12,000 sets each day.

One projection had total sets in Japan at the 17 million level by Christ-
The same power goes in...

but so much more comes out of a Zenith!

Any portable transistor radio depends on a battery for its power. But how a radio performs—that’s a different story. That depends on the radio itself.

A Zenith portable gives you the most out of a battery—because a Zenith is carefully crafted, precision engineered to more exacting standards. Every component is carefully selected and installed by hand.

And this makes a difference you can hear in any Zenith radio you buy.

To be sure, it costs more to build a radio this way, but you get a lot more radio for your money.

If quality is important to you, as it is to most people—choose a Zenith. The same power goes in... but so much more comes out!

To give you greater economy, all Zenith Portables are powered by ordinary flashlight batteries. They cost less than battery packs. They are available almost everywhere. And for even greater savings, a special Battery Saver Switch on several luggage style portables can actually double battery life!
Producers of broadcast commercials in 12 countries outside the United States have entered 174 tv and radio commercials in the third annual International Broadcasting Awards competition of the Hollywood Ad Club. This is roughly one-eighth of the 1,400 entries, 1,000 of them for tv.

Among nations which entered commercials in the IBA competition, Great Britain leads with 92. Canada ranks second with 36, followed by Japan with 10. Other countries are: West Germany, 9; Australia, 7; Spain, 6; Jamaica, W.I., 4; New Zealand, 3; Ceylon, Kenya, East Africa, and The Union of South Africa, 2 each; and the Philippines with one entry.


Henry J. Kaiser, chairman-founder of Kaiser Industries and Kaiser Foundation Hospitals, has been named the recipient of the new “IBA Free Enterprise Award,” which will be presented at the banquet by Thomas W. Sarnoff, NBC West Coast Division vice president, and general chairman of this year’s IBA. Mr. Kaiser will also address the dinner, speaking on “Free Enterprise—the True Foundation of a Free World.”

Canadian set sales show increase in ’62

Sales of made-in-Canada radio and television receivers were up in the first 11 months of 1962 against the same period in 1961, according to figures released by the Dominion Bureau of Statistics. Domestically produced radio receiver sales totaled 600,914 units against 540,382 in 1961, while Canadian-made tv receiver sales totaled 390,812 units compared with 325,502 in the January-November 1961 period.

The major increase in radio receiver sales was in automobile sets, while there was a drop in domestic portable set sales. Transistor receivers were largely imported as the Dominion Bureau of Statistics reported 371,804 units valued at $4,224,667 in the first seven months of 1962.

Pearson to rep in U.S. for All-Canada stations

Canadian tv and radio stations represented in Canada by All-Canada Radio & Television Ltd. have appointed Pearson National Representatives, New York, to handle that function in the U. S. Announcement of the appointment was made last week by All-Canada President J. Stuart Mackay and Joseph Savalli, president of Pearson.

Of 43 stations on the All-Canada list, 23 have signed the agreement and 20 are tentatively committed.

Pearson offices in San Francisco, Los Angeles, Dallas and Atlanta will be directly active in representing the Canadian stations.

New Canadian tv plans April start

CJPM-TV Chicoitumi, Que., is to begin operations April 1. The station is owned by lumberman John Murdock and his sons Craig and Paul. It will operate as an independent station on ch. 6 with 68 kw video and 34 kw audio. Its beginning schedule will be 70 hours a week with about 20 hours of programming provided by CFTM-TV Montreal.

Paul J. Audette, former manager of CKRS-TV Jonquiere, Que., is general manager of CJPM-TV. Claude Blain, previously with CKRS-TV and CKTM-TV Three Rivers, Que., is assistant general manager. Paul L’Anlais Inc., Toronto, represents the station in Canada. Forjoe & Co., is U. S. representative.

Help to Nigerian tv

S. O. Adebo, Nigerian Ambassador to the United Nations, receives a desk model of Telstar presented by AB-PT President Leonard H. Goldenson. ABC International Television, whose affiliates include WNTV (TV) in western Nigeria, has negotiated with eight U. S. program distributors for 38 series to be programmed on the Nigerian outlet. Among the programs are The Defenders, The Lucy Show, Dennis the Menace, Leave It To Beaver, One Step Beyond, The Eleventh Hour, You Are There and Robert Herridge Theater. The latest count of ABC International affiliates is 35 stations in 18 different countries.

Canadian women’s habits

A survey of the listening and viewing habits of the wives of members of the Toronto Sales Research Club, made early in February, showed that in case of a disaster 75% of the women would turn to radio for information; 50% of the ladies tune in afternoon television dramatic shows, mostly from Buffalo, N. Y., and they listen on an average of 3 hours daily to radio during the daytime, with news a principal interest.

The survey was made by Andy Mc Dermott of Radio & Television Sales Inc., Toronto station representation firm, before taking part in a panel discussion at the Toronto Sales Research Club.

MGM makes Mexican sale

MGM-TV has concluded its first major license deal in Mexico with the sale of four series and 187 cartoons and short subjects to Televisa’s Mexican network.

The series licensed by Televisa are The Eleventh Hour, Zero One, The Thin Man and Father of the Bride. Short subjects are 52 Our Gang comedies and the 135-subject MGM cartoon library.
17,000 Good Neighbors!

Through city, town and country, there are more than 17,000 neighborly Cities Service Dealers waiting to serve you...with the best in petroleum products.

Out front in Quality...Out front in Service, too!
Rise in film imports predicted for Japan

The outlook is optimistic in 1963-64 for U. S. distributors exporting TV films to Japan, the Tokyo office of the Motion Picture Export Assn. reported last week.

Irving Maas, MPEA vice president in Tokyo, said the Japanese finance ministry had notified him on Feb. 4 that a decision would be made shortly on the country's policy for the fiscal year beginning April 1. Mr. Maas noted that for the fiscal year which ends on March 31, Japanese TV film buyers could spend $3.3 million for the purchase of programs from overseas sources, which are largely American.

He said he has been assured that the import budget for 1963-64 will be "greatly increased," adding that in recent months the Japanese finance ministry has been considering an increase to approximately $7 million for the next fiscal year.

The association has been attempting to persuade the Japanese finance ministry to eliminate restrictions on TV remittances, Mr. Maas added. He stressed that dollar allocation has risen steadily from $1.1 million in 1959-60 to the current $3.3 million.

Canadian TV penetration is 89%

There are 4,157,700 television households in Canada, equivalent to 89% of all households in Canada, according to an estimate of the Bureau of Broadcast Measurement, Toronto, Ont., based on its fall survey. The new estimates show that in Quebec province 93% of all households have television. Lowest concentration is in Newfoundland with 66% of television households.

In metropolitan Montreal with a population of 1,967,400 and 518,300 households, 95% or 492,400 households have television. In metropolitan Toronto with a population of 1,664,800 and 439,000 households, 95% or 417,100 of the households have television.

In metropolitan Vancouver, Canada's third largest city, with population of 812,400, there are 218,900 or 91% of all households with television equipment. In metropolitan Winnipeg the population is 485,100 and 93% or 121,600 households have television.

The provincial breakdown:

<table>
<thead>
<tr>
<th>Province</th>
<th>Total households</th>
<th>Television households</th>
<th>% with TV</th>
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<tbody>
<tr>
<td>Alberta</td>
<td>368,500</td>
<td>305,600</td>
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<tr>
<td>British Columbia</td>
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<tr>
<td>Saskatchewan</td>
<td>251,200</td>
<td>202,900</td>
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Columbia Records buys French record company

Columbia Records, a division of CBS, has introduced Disques CBS in France, according to Goddard Liebenson, president. Columbia acquired control of Arteco, an independent record firm in France, which currently markets its catalog under the Odeon label. All products will be transferred to the CBS label.

Bernard Taylor, director general of Arteco, has been appointed to a similar position with Disques CBS. Mr. Taylor reports to Peter de Rougemont, vice president, European operations, CRI International.

Columbia Records first introduced its label overseas in May 1962 in England and Ireland. It now has agreements with foreign record firms in Japan, Latin America, Greece, Spain, The Netherlands, Denmark, Norway, Sweden, Finland, Italy, Belgium and Luxembourg.

Women want membership on Canada's BBG

One of the last briefs to be presented to Premier John Diefenbaker at Ottawa before dissolution of the Canadian Parliament on Feb. 6, was one from the National Council of Women, asking for the appointment of four women to the Board of Broadcast Governors.

One of the four would be a permanent member of the BBG if the National Council of Women's brief is accepted. The other three would be members of the BBG who attend only the six or seven meetings of the full 15-member board held annually.

At present there is only one woman on the BBG, Dr. Mabel Connell of Prince Albert, Sask. There were two women members when the BBG was formed in 1958. There are three permanent members of the BBG, Chairman Dr. Andrew Stewart, Vice-Chairman Carlyle Allison and former broadcaster Bernard Goulet.

The National Council of Women represents 700,000 members across Canada.

Abroad in brief...

CBS-TV sponsor • Clairol Inc., Toronto, Ont., has started partial sponsorship of two half-hour afternoon programs on CBS-TV. The 52-week contract started on Feb. 5 on The Loretta Young Show and the Canadian program Scarlett Hill, both on five times weekly basis. Agency is Foote, Cone & Belding (Canada) Ltd., Toronto.

CKCO joins ABC • CKCO-TV Kitchener, Ont., is first Canadian television station to become an associate member of the Audit Bureau of Circulation.

Representative appointed • Owners of WBNB-TV St. Thomas, Virgin Islands, and its new radio sister, WBNB-AM, have appointed Mrs. Fred Selden, 300 E. 51st St, New York, as U.S. national representative. WBNB operates full-time on 1000 kc with 1 kw. New York telephone is Plaza 9-5063.
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BROADCASTING, February 18, 1963
WHAS TO JOIN ABC RADIO
Is the sixth 50-kw station to affiliate with network during the past year

WHAS Louisville, one of the country’s best-known radio stations, joins ABC Radio as an affiliate on March 4, Robert R. Pauley, president of the network, announced last week.

WHAS had been a CBS radio affiliate for 28 years but turned independent a few years ago in protest against that network’s then-new “Program Consolidation Plan.” Mr. Pauley said WHAS is the sixth 50 kw station to join ABC Radio in less than a year, and he forecast that within the next six months, three additional 50 kw outlets would sign up.

The station operates on 840 kc and is owned by WHAS Inc., of which Victor Sholis is vice president and director. WHAS Inc. is owned by the Louisville Courier-Journal and Times. Mr. Sholis said the WHAS management has been “impressed by the aggressive manner in which ABC manages its radio network.” He added that the affiliation will “enable us to expand program services to our listeners.”

Mr. Pauley said the signing of WHAS places ABC Radio “another important step closer” to its goal of a “balanced” network. He explained this to mean a network composed of both 50 kw and smaller stations to bring programming to the widest number of people.

Changing hands...
ANNOUNCED • The following sale of station interests was reported last week subject to FCC approval:

- WLLH-AM-FM Lowell-Lawrence, Mass.: Sold by Gerald Harrison and associates to Arnold S. and Daniel M. Lerner and Joseph M. Mufson for $275,000. Buyers own WADK New- port, R. I. WLLH is a fulltime station operating on 1400 kc with 500 w day-time and 250 w nighttime. WLLH-FM is on 99.5 mc with 12.2 kw. Broker was Blackburn & Co.

Victor Sholis, vice president and director of WHAS Louisville, signs an affiliation contract with ABC radio. Looking on are James H. Topmiller Jr. (I), WHAS sales director and Earl Mullin, ABC vp in charge of station relations for the radio network.

Kudos for NAB’s public service school
Praise and thanks poured into the NAB last week from non-profit organizations which participated in the association’s first institute on public service broadcasting in Washington 10 days ago (Broadcasting, Feb. 11).

It was so well received that a spokesman for the Assn. for Professional Broadcasting Education has asked the NAB to promote and sponsor similar seminars across the country in cooperation with state associations. Typical of the comments was that of William B. Bloom of the Department of Agriculture who wrote the NAB: “Each of us who attended came away with a much better understanding of the problems associated with public service broadcasting.”

The institute, directed by NAB Manager of Public Relations John M. Couric, was designed to help public service institutions in seeking free time from commercial stations; to understand the problem involved, and to prepare spots and programs for airing.

Louis G. Buttrill of the National Foundation, wrote the NAB that “all of us felt it was an outstanding program. The institute was one of the best...
planned, best executed and most interesting programs I have ever attended. The information it provided for those of us who work regularly with broadcasters was invaluable." William Ruder, president of the New York public relations firm of Ruder & Finn and principal speaker at the institute banquet, said the idea "was absolutely superb."

"For the first time around, the public service institute was a bell ringer," wrote Frank X. Kelly of the American Legion. "The program provided much valuable information for those of us who are just becoming involved with the broadcast media," said Rita A. Bunin of the American Nurses Assn.

NAB President LeRoy Collins noted the institute was one of many public relations projects in this area and said the NAB would "continue the momentum" started by the institute with varied activities. "We are pleased that it was so successful," he said. "We regard our continuing liaison with public service, charitable and civic organizations as one of the major areas of NAB public relations activity."

WCBS-TV sets ad rates for early morning shows

WCBS-TV New York, which will start around-the-clock telecasting on Feb. 26, last week released information on costs to advertisers. Feature films will be carried in the early morning period, beginning at approximately 3:30 a.m. and continuing until about 5:45 a.m. each day.

The station will schedule two feature films each morning, although on some weekend mornings there may be three, since sign-on time presently is 5:45 a.m. on weekdays and 7:15 a.m. on Saturdays and Sundays. Various forms of sponsorship are available, including full sponsorship of the complete early morning period or a minimum of 1/12 sponsorship, which provides two commercial minutes during each daily presentation.

Twenty-four commercial minutes are offered each morning. The rates to advertisers decline, depending on the number of days and the percentage of sponsorship. For example, an advertiser wishing to buy the entire time period, seven days a week, would spend $1,080 each night; four to six days, $1,320 per night and one to three days, $1,560 per night. On the other hand, an advertiser buying 1/12 sponsorship, entitling him to two commercials per night, would spend $170 per night if he buys one to three days; $150 per night for four to six days and $130 per night for seven days.

If completely sold out, the schedule will bring in to WCBS-TV revenue ranging from approximately $7,000 to $14,000 weekly.

A new trade group is formed in Washington

ASSN. ON BROADCASTING STANDARDS DEFINES GOALS

A new trade organization, the Assn. on Broadcasting Standards Inc., was formed by executives from 50 regional radio stations at a meeting in Washington Feb. 8 (CLOSED CIRCUIT, Jan. 28). E. K. Hartenbower, vice president-general manager of KCMO Kansas City, is president of the new group, which plans to establish Washington offices with a full-time executive secretary.

The association's purpose, as defined at the first meeting, is "to assist the appropriate government authorities and the industry in assuring optimum radio service for the people of the U. S. and to follow the intent of Congress in the Communications Act." Membership has been extended to any station "with a sincere desire to carry out this purpose" but the organizers were representatives of Class III regional stations. A spokesman for ABSI said that its appeal would fall primarily within that class of stations.

The association will study engineering problems and represent the industry in technical matters before the FCC and Congress. Two of the first problems facing the association, and discussed at the organizational meeting, are the FCC's pre-sunrise rulemaking and daytime stations' demands for 6 a.m. to 6 p.m. operation and (2) moves by clear channel stations for operation with powers in excess of 50 kw.

George Comte, vice president-general manager of WMJ Milwaukee, was elected vice president of ABS. Frederick Houwink, vice president-general manager of WMAL Washington, was elected secretary and Andrew Haley of the Washington law firm of Haley, Bader & Potts, general counsel. Messrs. Hartenbower, Comte, Houwink and Haley make up the association's executive committee and have been commissioned to hire an executive secretary. Several names are being considered and a selection is expected in the near future, it was announced.

Office Space • Temporary office space for the association has been donated by WMAL and Mr. Houwink said that interested broadcasters should correspond with him at the station, 4461 Connecticut Ave., N.W., Washington 8, D. C. The following were elected directors of ABSI, in addition to the members of the executive committee:

Lionel F. Baxter, Storer Broadcasting

ATTRACTION

WESTERN BUYS!

Full time radio station in attractive far west market. Land and building valued at $50,000.00 included in sale. Making money on gross of $70,000.00-plus showing good annual increases. Priced at $140,000.00 on basis of $40,000.00 down and a payout running approximately 13 years. Another H & L Exclusive.

* * *

Excellent power, daytime-only radio station serving marketing area of 200,000. Heavy fixed assets. Grossing $75,000.00 monthly and capable of doing much better. Priced at $175,000.00 with $50,000.00 down and balance over ten years. Another H & L Exclusive.
Quarton, good await an designate Little Sanberg, in budget 122 midnight, Co.; George C. Hatch, KALL Salt Lake City; W. B. Quarton, WMT Cedar Rapids, Iowa; James Schiavone, WWJ Detroit; Lester M. Smith, KJR Seattle; Ben Strouse, WWDC Washington; Allen M. Woodall, WDAK Columbus, Ga., and Jay W. Wright, KGW Portland, Ore.

Mr. Wright was appointed chairman of an engineering committee to work with the firm of Jansky & Bailey Inc., Washington, in formulating the association's technical positions and presentations. In addition, former FCC commissioner John S. Cross was retained as a special engineering consultant to the association.

Mr. Houwink was named chairman of the finance committee and directed to prepare a budget and schedule of membership dues. ABSI will hold its second membership meeting April 1 in Chicago in conjunction with the NAB convention.

**Austin catv franchise is second in 2 weeks**

A second franchise for a community antenna tv system has been granted by the Austin, Tex., city council—just two weeks after another company, in which

**Discount chain uses simulcast to fight blue laws**

The crowds turned out on a Sunday for a one-hour simulcast on WCHS-AM-TV Charleston, W. Va. The remote originated at Heck's Inc., a discount house, which used the time to interview patrons about a proposed Sunday closing law.

Fred Haddad, president of the discount chain, said he used the simulcast "to reach the greatest possible audience. We also felt that this was a good way to bring our story to the attention of the legislators." Mr. Haddad also gave the stations a check to pay for equal time for proponents of the blue laws.

**Vice President Lyndon Johnson's wife has an interest, received a non-exclusive grant**

The latest successful bidder was TV Cable of Austin Inc., owned by John Campbell, operator of a catv in Mineral Wells, Tex. Earlier, Capital Cable Co. signed a contract with the Austin city council to install a community tv system. Capital is a subsidiary of Midwest Video Inc., which operates a group of systems with headquarters in Little Rock, Ark. (see story, page 46).

LBJ Co., licensee of KTBC-TV, Austin's only tv station, has an option to purchase 50% of Capital Cable. Mrs. Lyndon B. Johnson is the principal owner of LBJ Co.

**Oklahoma association plans FCC ‘seminar’**

Oklahoma broadcasters are going back to school to learn the facts of life about the FCC and its rules and regulations.

The Oklahoma Broadcasters Assn. has scheduled a two-day seminar, March 9-10, in cooperation with the U. of Oklahoma, at Norman. Guest "lecturers" will include Vincent Wasielwiski, executive vice president of the NAB, Kenneth A. Cox, chief of the FCC Broadcast Bureau who is awaiting Senate confirmation as an FCC commissioner, and Clee Fitzgerald, Stillwater, Okla., attorney for OBA.

Commissioner-designate Cox will make the featured address and will conduct classes on "Introduction to FCC Rules and Regulations" and "Program Logging," William S. Morgan, general manager of KNOR Norman and president-elect of OBA, said the studies will be devoted to federal requirements "that control daily operations of commercial radio stations." He said the seminar is...
National population prepared for "The BFC's Broadcasting," and with the exclusive adver-sing agency personnel and leading educators and students have been invited to attend.

BFC adopts '63 budget of $586,070 for radio-tv

The Broadcasting and Film Commission of the National Council of Churches has adopted a 1963 budget of $586,070, exclusive of designated funds for production. The BFC works with the three television networks on religious programming, and has, in addition, three non-network tv programs, three network radio programs, and four children's tv programs.

Robert C. Currie Jr., associate executive director for programs, speaking at BFC's annual meeting Feb. 7-8, said "The availability of time and facilities for our broadcasts is something staggering to behold. Above all we must be prepared to take bold and far-reaching steps."

NBC protests its Moscow walking papers

SEEKS HELP FROM STATE DEPT. AND KRUSHCHEV

Expulsion of NBC News correspondent Russell Jones from Moscow by the Soviet government and an order to close the NBC News bureau there last week brought immediate protest from NBC President Robert E. Kintner.

In a telegram sent Feb. 12 to Secretary of State Dean Rusk, Mr. Kintner denied the action of "anti-Soviet" nature of NBC-TV's White Paper documentaries, "The Death of Stalin" and "The Rise of Krushchev" broadcast respectively on Jan. 27 and Feb. 3.

According to the Soviet news agency "Tass," the step was taken in connection with "a recent series of malicious anti-Soviet broadcasts by (NBC) which grossly distorted Soviet reality" and which were meant to "arouse in the U. S. population hostility toward the Soviet Union."

Meanwhile, William R. McAndrew, executive vice president, NBC News, announced the network intends to continue its four-part White Paper series on Soviet politics. Next program in the group is "Who Goes There?—A Primer on Communism" to be broadcast on March 1. Final program in the series, "Encyclopedia of Communism" will be shown on April 10 as a 90-minute evening show.

In Washington, the State Dept. press officer, Lincoln White, said: "The United States government deplores the expulsion of NBC's correspondent from the U.S.S.R. The act is obviously an attempt by the Soviet Government to exercise indirect censorship on an American communications network."

NBC was not alone in its protest. CBS News President Richard S. Salant also voiced concern with the Soviet move. In a cable to Mr. Zamyatin, Mr. Salant said that CBS News was distressed to learn of the affair and that it represented "a serious blow to the
Another NBC newsman gets temporary heave-ho

Robert Asman (l), producer of "This Is NBC News," and correspondent Ray Scherer (r), host of the program, look at the once full—now blank film which arrived from Pakistan last week.

Expulsion appeared to be the keynote for NBC newsmen last week. Almost coincidentally to the expulsion of its correspondent from Russia (see story, page 123), Welles Hangen was ordered to leave Pakistan.

Mr. Hangen had asked Pakistan Foreign Minister Zulfiquar Bhutto if someone had tampered with 3,400 feet of film the newsman shot during an interview with Pakistan President Mohammed Ayub Khan.

When the film arrived in Washington for use on "This Is NBC News", it was discovered that not only was the film completely exposed, but the magnetic sound track had been erased.

The newsman, noting that the shipment had been held up for two days and that NBC representatives in Karachi had not even tried to ship the film to Washington, complained to Minister Bhutto. The minister then ordered Mr. Hangen to leave the country.

However, the Pakistan government later in the week rescinded the order, after Mr. Hangen apologized to Minister Bhutto, and arrangements began for another interview.

The controversial film dealt with the Pakistani position in negotiations with India over the Kashmir dispute. Minister Bhutto reportedly had told Mr. Hangen earlier that he feared President Ayub Khan had given away important Pakistani bargaining points during the interview.

ADVICE AND PROPHECY

Better radio program types may return if buyers found

Don't get nostalgic and wish back the old radio days; some of the programming was pretty bad. Radio's better program forms, however, may return, if advertisers express interest in them.

The advice and prophecy was offered Feb. 9 by William Kalund, national program manager of Westinghouse Broadcasting, at the first in a series of three workshops, scheduled by the New York chapter of the American Women in Radio & Television.

Harold Fair, tv-radio vice president of Bozell & Jacobs Advertising, advised radio programmers to consider audience needs and requirements in program planning. Advertiser support will follow, he added.

A third panelist at the "Radio . . . Now!" workshop session, Mary McKenna, vice president, research and sales development, Metromedia Inc., emphasized the need for better audience measurement of radio—measurement of "who within the family listens" to various programs.

Later, she said that WNEW and six other New York radio stations are participating in a homes-by-income-bracket and people-by-age-group radio research project in cooperation with The Pulse Inc.

Other speakers at the AWRT workshop (which included two other panels, "My Money—Whatever Became of It?" and "Don't Make Waves") included Sylvia Dowling, Benton & Bowles; Beverly Smith, McCann-Marschalk; Allan Kalmus, The Kalmus Co.; Gerald Dickler, attorney; Betty Furness, radio-tv personality, and Margaret James, Brooklyn review staff, Bureau of Internal Revenue.

March 9 and April 6 are the dates for the other two AWRT panels, which will be held, at 10 a.m., at McCann-Erickson Inc.'s offices, 485 Lexington Ave., New York.

CAMART OPTICAL FX UNIT AND PRISMS

For 16mm — 35mm — TV Cameras Live TV, Animation, Motion Pictures

More than 27 variations in optical effects, montages, and distortions with expensive opticals. Images may be photographed in still motion or forward and reverse rotation.

Complete unit consists of a four surface prism, mount revolving housing and camera base assembly.

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New York 23, N. Y.
PLaza 1-6977

Send for catalog.
Advance registrations pouring into NAB
FILM EXHIBITORS ADDING TO RUSH FOR FLOOR SPACE

The “biggest ever” NAB convention is in prospect for Chicago March 31-April 3 as advance registration of delegates and reservation of space by exhibitors is coming into NAB Washington headquarters in near record numbers.

Adding to the “big” label this year is the return of film exhibitors who are associate members of NAB after an absence of several years.

Everett E. Revercomb, NAB secretary-treasurer and convention manager, said that 760 broadcasters had pre-registered as of last Thursday (Feb. 14) for the convention in Chicago's Conrad Hilton Hotel. Registration in Washington closes March 18 with early signing delegates getting preference in convention hotel accommodations and luncheon and banquet tickets. Also, it costs $30 to register in Chicago and only $27.50 for early signers.

The engineering exhibit in the Hilton's huge basement showroom already has attracted 56 manufacturers of broadcast equipment, Mr. Revercomb said, assuring a record allotment of floor space. The 1962 exhibit, requiring 28,000 square feet of floor space, was the largest ever assembled, he said.

TV program producers and syndicators will show their wares in the Pick-Congress Hotel, with 17 reserving space to date. Beginning in 1964, the film people will return to the main NAB exhibit hall for the first time since 1955. They have continued to run their own exhibits in conjunction with the convention but not as an official part of the NAB show. They have, however, maintained hospitality suites over the years and will continue to do so, the NAB said.

Sydney Metzger, RCA space scientist, will address the April 1 luncheon session of the Broadcast Engineering Conference, running concurrently with the convention and under the auspices of the NAB. Mr. Metzger, in RCA's Astro-Electronics Div. at Heightstown, N.J., was in charge of the development of early radio equipment for Project Score and Tiros, the weather satellite.

He also was manager of communications systems for Project Relay, RCA-built communications satellite which now is in orbit. Speakers for the April 2 and 3 engineering luncheons are expected to be named this week.

Both separate and joint sessions for radio and TV engineers are planned, according to George Bartlett, NAB manager for engineering. Highlight of the conference will be the presentation of the 1963 Engineering Achievement Award to Dr. George R. Town, dean of engineering at Iowa State U. (BROADCASTING, Feb. 4).

Equipment problems delay WOOK-TV

WOOK-TV (ch. 14) Washington, D.C., the first television station programmed primarily for a Negro audience, was beset by a variety of technical and ethnic problems last week. By week's end, however, the station was hopeful all difficulties would be cleared away.

The technical difficulties—in the station's transmitter—prevented WOOK-TV from meeting its advertised on-air target date of Monday, Feb. 11. And by Thursday the station was still not broadcasting.

The ethnic problems involved the complaints of prominent Washington community Negroes, including representatives of the Urban League and the

AMST directors plan Chicago meeting during NAB convention

Members of the Board of Directors and the staff of the Assn. of Maximum Service Telecasters Inc. met at New Orleans on Feb. 8. Plans were made for the annual membership meeting, which will be held in Chicago at 9:30 a.m. on Sunday morning, March 31, at the Conrad Hilton Hotel. Present at the meeting were (l. to r., front row): Lester W. Lindow, executive director, AMST; John H. DeWitt, president, WSM-TV Nashville; Lawrence H. Rogers II, executive vice president, Taft Broadcasting Stations, Cincinnati; Jack Harris, president of AMST and vice president of KPRC-TV Houston; Charles H. Crutchfield, president, Jefferson Standard Broadcasting Co., Charlotte, N.C.; C. Wrede Petersmeyer, president, Corinthian Broadcasting Corp., New York; Harold V. Hough, vice president, WBAP-TV Fort Worth; (second row) James M. Moroney Jr., vice president, WFAA-TV Dallas; Harold C. Stuart, president, KVOO-TV Tulsa, Okla.; Roger W. Clipp, vice president, Triangle Stations, Philadelphia; Edgar F. Czarra Jr., Covington & Burling, Washington; Carter M. Parham, president, WDEF-TV Chattanooga; C. Howard Lane, president, KOIN-TV Portland, Ore.; Ernest W. Jennes, Covington & Burling, Washington; Howard T. Head, A. D. King & Assoc., Washington; A. Louis Read, executive vice president, WDSU-TV New Orleans; Ward L. Quaal, executive vice president, WGN-TV Chicago; Joseph B. Epperson, engineering vice president, Scripps-Howard Broadcasting Co., Cleveland; D. L. Provost, vice president, The Hearst Corp., New York; Carl J. Meyers, vice president, WGN-TV Chicago; Edgar B. Stern Jr., president, WDSU-TV New Orleans.
Bishop Sheen proposes a 'Science Sunday'
TELLS WASHINGTON MEDIA GROUP TO PUSH THE IDEA

A Science Sunday, a re-awakening of love of country and using television to educate the world, were offered to the Catholic Apostolate of Mass Media, as contributions the group could make to the media.

The ideas came from Bishop Fulton J. Sheen of New York, National Director of the Society for the Propagation of the Faith, at the second annual CAMM Communion breakfast in Washington, Feb. 10.

Bishop Sheen likened radio and television to the Old and New Testaments, respectively, and referred to television of today as the Roman roads were to the spread of Christianity in the early centuries—"a means of prolonging The Word."

The idea for a Science Sunday, the Bishop explained, is to publicly thank God for "these great blessings of our technical, material civilization."

The second suggestion of piety was offered with particular relationship to patriotism. Bishop Sheen asked in rhetoric, "Why is it that we do not have in our national media anything that awakens a strong love of this great country of ours?—Can it be that we are united more when there is a hate outside than by a love inside?"

He asked for a national program to remind us of "our history, our liberties, our rights and our great heroes."

He suggested TV's use in helping educate the world, "Because we do not always bring in through mass media the best influences."

The Bishop concluded his talk by reminding CAMM members that America "is on the kind of a way of the Cross—carrying the burden of a starving, hungry world. And the long arm of providence is reaching out to the shoulders of the United States and saying, 'Take that burden. Carry it! Bear it! Bear it in a way that is morally responsible.'"

"And we may take it up, for we are carrying a nobler burden than we know, we are carrying even a greater burden than we deserve."

Bishop Sheen was introduced by FCC Chairman Newton Minow, who referred to the speaker as one who has "truly irrigated the wasteland." Chairman Minow was introduced by Robert E. Lee, FCC commissioner and CAMM president.

Vincent Wasilewski, NAB, was named chairman of the program com-

KMPC spots on KGBS

It's not very often that one radio station buys time on another radio station in its own home town, or that the other station will agree to sell time to a rival who wants to woo its listeners. But it has happened—and in the highly competitive community of Los Angeles, where KMPC, which broadcasts around the clock, is using announcements on KGBS, a daytime station, to invite KGBS listeners to switch to KMPC after KGBS signs off.

The deal was set by Loyd C. Sigmun, executive vice president of KMPC, and Wendell B. Campbell, vice president and general manager of KGBS.

National Assn. for the Advancement of Colored People, that the new tv station would carry the segregation problem to the airwaves.

The Negro leaders, who said they feared the station would show the Negro "in the tap-dancing, shooting type of program" followed in Negro radio programming, carried their protest in person to FCC Chairman Newton N. Minow.

At a meeting in the chairman's office Tuesday, which was also attended by Commissioner Robert E. Lee, the leaders said they shouldn't be forced to rely on segregated stations for Negro representation on television.

National Problem is racist. They also made it clear they weren't concerned only with WOOK-TV. They said they considered the problem to be national.

The chairman reportedly told them that if they wanted to raise the question nationally, they could request the commission to institute an appropriate rule-making. Regarding WOOK-TV, he suggested they discuss the matter directly with station management.

The Negro leaders took his advice and met with Richard Eaton, president of United Broadcasting Co., licensee of WOOK-TV—and reportedly, got some satisfaction. Mr. Eaton assured them that the station would not program anything "distasteful" to them.

Moreover, John Panagos, vice president of UBC, said Mr. Eaton and the Negro leaders have agreed to "sit down every five or six weeks to see if anything on the station was distasteful."

Although the technical problems were still unsolved as of Thursday, Mr. Panagos said it was "hoped" the station would be able to get on the air with its premier program—a five-hour "musical extravaganza"—by Friday or Saturday (Feb. 15 or 16).

Staying in touch is media responsibility

Gene Wilkey, vice president and general manager, KMOX-TV St. Louis, last week called on mass media to keep in touch with the people of America as well as with developments and new trends abroad.

Mr. Wilkey spoke to the St. Louis Rotary Club on Feb. 14. In his talk, Mr. Wilkey reviewed current "challenges" in communication.

One, he said, is an obligation of mass communications media to act as a "receiver" to watch and listen to what's going on in the world.

Another challenge is the necessity of "remaining free," he said noting the current relationship of government and broadcasting and suggesting that inevitable effects of increased government regulation could be an "increasing uniformity."

Mr. Wilkey also warned that a challenge presents itself to mass communications media in assessing "high-cultural ground" by raising sights at a rate that doesn't outdistance the capacity of people served. Thus, a companion challenge is for the mass communications media in the U. S. "to stay popular...to keep in touch with the public." By accepting what is the popular regard for entertainment on TV or in newspapers, media then won't assume "a complete intellectual collapse is just around the corner."

Communication, response sought in Chicago survey

WBBM-TV Chicago is conducting a survey to evaluate its ability to "communicate to specific parts of its audience and get a significant response." During a recent half hour of the station's Late Show, devoted to films of Chicago's transportation facilities, viewers were asked questions about their personal transportation problems.

Prior to the show, ballots with various transportation questions were printed in four Chicago newspapers and other ballots distributed to commuters. Ten of these printed questions were asked during the program so viewers had to watch the show to answer properly.

WBBM-TV has given the returned ballots to psychologist, Dr. Gary Stein. He will feed their results to computers to ascertain viewer habits and a public analysis of commuting problems.
Advertising 1980: will it be legal then?

FONDREN WARNS AGAINST ANTI-ADVERTISING TRENDS

The FCC’s Omaha tv probe is just another step along the road toward “advertising 1980” when businessmen may have to get together to find ways to have advertising made legal once more. This was the warning sounded by Lee Fondren, station manager-sales director, KLZ Denver, in a talk Tuesday before the Broadcast Advertising Club of Chicago.

The present trend not only by the FCC but also by other government agencies and Congress itself, Mr. Fondren cautioned, would seem to indicate that by 1980 there will be no advertising at all. By that date it would appear all advertising will have been eliminated through progressive lawmaking and regulating “in the public interest.” Program control and advertising control go hand in hand, he indicated.

Mr. Fondren first warned of this trend in his talks under the same title of “Advertising 1980” while he was president of the Advertising Assn. of the West in 1961-62.

Speaking as though he were in 1980 and reminiscing, Mr. Fondren “recalled” how broadcasters went along with government suggestions to clean up programs and air more and more noncommercial features “until one day the balance was lost. Between the increasing demands for more and more free time for culture and the pressure to reduce the number of commercials on the air, there wasn’t enough money from commercial time left to support the good education features.”

Still recalling in “1980,” Mr. Fondren said that “most of us failed to see in these developments the foretelling of things to come for all mass media.” If total destruction of advertising “as we knew it” was not the goal, he continued, “then whittling away at its foundations must have been.”

Getting back into 1963, Mr. Fondren emphasized that the only way to stop the trend is to tell the truth about advertising to congressmen and senators “when you find the time and place” to do so.

Tv information shows now in 3rd, ‘active’ stage

Television informational programming has entered a “third stage” in its development and advertisers are showing their confidence with sponsorship.

John Karol, CBS-TV vice president, outlined the changes in what he calls “non-fictional” programs in a speech Feb. 12 before the Advertising Club of Terre Haute.

Mr. Karol noted the list of advertisers backing CBS-TV information and news programs and commented, “more and more advertisers are becoming increasingly aware of the fact that non-fiction programs cannot only be as compatible as any other type but can also bring many corollary values of public awareness and goodwill to the sponsoring company.”

The three-stage development of news-information on tv as depicted by Mr. Karol: In tv’s early years, news was reported as a “kind of illustrated slide lecture” (and in many instances still is), a second stage was entered with the Great Debates of 1960 and the addition of “non-fiction” programming as a permanent part of prime nighttime schedules on the networks, and a third stage which he describes as a “product revolution.”

Mr. Karol said the essence of the new stage is a shift to an “active, aggressive search for new forms of non-fiction programming.” Examples, he said, would include the White House tour on TV that “created” a non-fiction broadcast using the presence of the TV camera and such programming as the five-part treatment of the American economy (Money Talks).

The breakfast and speech were carried live on WTTG (TV) Washington and was re-broadcast yesterday (Feb. 17) on WNEW-TV New York.

At CAMM breakfast (l to r): FCC Commissioner Robert E. Lee, CAMM president; Rev. Leonard F. Hurley, moderator of the apostolate; Bishop Fulton J. Sheen, and FCC Chairman Newton N. Minow.
SYNCOM GOES UP—BUT DOESN'T WORK

NASA baffled as to reason for the malfunction

There's a Syncom in space, but it's not talking. Or at least it ceased operating about five hours after it was injected into the first of a two-step orbit and as of Thursday night the communications satellite was still voiceless.

The so-called stationary satellite was launched successfully in the first half-hour of Thursday morning. At 6 a.m., a small rocket inside the satellite was fired to stabilize Syncom into a 22,300 mile high equatorial orbit over the Atlantic Ocean. It was at this point that communication was lost.

Late Thursday, National Aeronautics & Space Administration officials acknowledged they were baffled as to the cause of the malfunction. Since telemetry had ceased, there was no way to determine whether the satellite was in the proper orbit or not (it's too small for ordinary radar to locate). There was speculation, also, that the satellite perhaps was correctly in orbit but its attitude (position in relation to the earth) was wrong. This would place the transmitting antenna in a position facing away from earth.

Syncom, an acronym for synchronous communications, is the latest in a series of space communications experiments undertaken by the federal space agency. It is also considered the ultimate, since its assigned orbit would cause it to revolve around the earth exactly in time with the earth's rotation.

To a person on earth this would make it appear to hover over the same point continuously. To cover 90% of the world, only three Syncoms would be required; communication satellites in lower orbits would require 30-40 satellites to maintain continuous operation.

The 86-pound Syncom was built for NASA by Hughes Aircraft Co. It is the fourth space relay unit to be launched. The first was the Echo balloon, considered a passive relay since radio signals are reflected from its 100-ft. surface; the others, all active relays, were Telstar, built by AT&T which paid for its launching, and Relax, built for NASA by RCA.

Radio, tv set sales report banner '62

The best year since 1956 in the sale of tv receivers—and a record year in radio sales—were reported last week by Electronic Industries Assn. in announcing distributor sales and production figures for tv and radio for the 12 months of 1962.

Output of tv receivers at the manufacturer level was the highest since 1956. Radio production fell just short of the record peak set 15 years ago.

In December, distributor sales of radios to retailers reached 1,587,590, the record month for last year. Television sales for the final month of 1962 totaled 635,973, the year's second highest month.

Sales and production figures for 1962:

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<th>DISTRIBUTOR SALES</th>
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<td><strong>Includes 7,249,857 auto radios in 1962 compared to 5,508,345 in 1961.</strong></td>
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**Uhf mobile measurements announced by FCC**

A report on the mobile field strength measurements made by FCC engineers during the uhf test in New York City last year was made public by the commission last week.

The measurements show, Daniel B. Hutton, FCC engineer in charge of the mobile surveys, says, that television signal strength drops faster with distance on uhf than it does on vhf; that where signals are weak, uhf is less subject to man-made noise than vhf; that high vhf-band signal variations resemble uhf variations more than they do low vhf-band variations; that the difference between winter and summer propagation of tv signals on either vhf or uhf on the average is less than plus or minus 1 db.

Included are measurements taken from a ch. 77 translator, installed on the George Washington Bridge by Adler Electronics Inc. The translator, which rebroadcast the ch. 31 uhf signals received from the Empire State Bldg., operated with a visual peak power of approximately 1.65 kw, using 16 stacked dipoles with a reflector. The translator signals were received for measurement as far as 20 miles from the bridge, Mr. Hutton says.


Demodulator success likened to crystal set

A major breakthrough in laser technology was announced last week with the development a laser demodulator by the National Engineering Science Co. and Douglas Aircraft Co. The demodulator is the element of a receiver that strips off the intelligence impressed on the carrier frequency.

Instead of radio frequencies, lasers use “coherent” light beams and are said to be capable in principle of carrying 100 million television programs on one pencil-thick laser beam. The demodulator development has been likened to the introduction of the crystal set in the early days of radio broadcasting.

RCA makes transistor advance

A new semiconductor device, capable of amplifying electric voltages in a manner analogous to a pentode vacuum tube, has been developed by RCA.

Called a metal oxide semiconductor transistor, it is made of silicon and should make possible, Dr. James Hil- lier, RCA Labs. vice president, said, portable, battery-operated, high speed computers: lightweight, high performance communications systems, and a new generation of tactical and industrial equipment. The new solid-state element is the result of a two-year research effort sponsored jointly by the U. S. Air Force and RCA.

Technical topics...

New Sony office • Sony Corp. of America opened new executive offices on Feb. 11 at 580 Fifth Ave., New York. Among the departments in the new offices are sales, advertising and accounting. Warehousing and service facilities will continue at Sony's old offices at 514 Broadway, New York.
Aider-Outputs

Reggie Axelberg

Walter 129

STREAKING

NASHVILLE

Michael year.

HIGH governors

Grove 600

BEECHAM manager

relations and client services for

company. Prior to joining Wyatt in March

1961 as account supervisor. Mr. Alderdice served as international advertising

manager for Collins Radio Co.

William G. Ohmey, executive vp of

Beecham Products Inc. (Brylcreem),

Clifton, N. J., has resigned and will

announce his future plans shortly. Mr.

Ohmey was active in planning Beecham's advertising program, which is

involved heavily in television.

Ernest J. Hodges, senior vp of Guild,

Bascom & Bonfigli, San Francisco, has

been given roving assignment to agen-

cy's New York. Hollywood and Seattle

offices, as part of move toward decen-

tralization of agency's services. Mr.

Hodges, who has been supervisor of

Ralston and Foremost Dairy accounts, will be spending extended periods in

Hollywood and New York.

Compton S. Jones, veteran Washing-

ton advertising executive, has estab-

lished his own firm, Compton Jones

Assoc., in Bethesda, Md. Until recently

executive vp of S. G. Stackig Inc., Mr.

Jones previously was with Ketchum,

MacLeod & Grove and J. Walter

Thompson in Washington. New firm

will offer marketing services to technical

companies and has retained represen-
tatives in both New York and Los

Angeles.

Martin Ryan, director of market plan-

ning at North Adv., Chicago, promoted to

media director of that office. Mr. Ryan will

report to Reggie Schuebel, vp in charge

of radio-tv in North's New York office.

Frank J. Harvey, manager of adver-

tising controls for General Foods

Corp., named chairman of advertising

administrative control committee of

Assn. of National Advertisers. Mr.

Harvey succeeds Raymond E. Wilson,

administrative assistant for advertising

and sales promotion of Shell Oil Co.

Louis Benito, president of Louis Benito

Adv., Tampa, Fla., elected chairman of

board of governors for Southeast Council

of American Assn. of Advertising

Agencies. He succeeds Howard

G. Axelberg of Atlanta. Other officers elected: Elliott

Hall, Lowe & Hall Adv., Greenville,

S. C., vice chairman; and Montague L.

Boyd Jr., D'Arcy Adv., Atlanta, secretary-treasurer.

F. Michael Carroll, formerly with

Compton Adv., Chicago, joins Earle

Ludgin & Co., that city, as account

supervisor.

John E. Brady, former senior mar-

teting executive at Pepsi, Adv. of

Lever Bros., New York, joins Pappen,

Koenig, Lois Inc., that city, as super-

visor on National Airlines account.

J. Williams D. Wright, formerly with

Van Sant-Dugdale Co., Baltimore, joins

new!

Model TCA3

Camera Amplifier

Model TCA3 is a compact, completely transistorized camera amplifier that

replaces vacuum tube preamplifiers now used in all image orthicon cam-

eras. The TCA3 quickly mounts within available space in camera... vacuum

tube amplifier need not be permanently disabled.

Operating voltage is obtained from 285-volt source within camera and is

regulated within the TCA3. A built-in protective device protects unit if

high voltage blocking capacitor at the image orthicon anode short circuits.

Signal connectors are BNC type, as well as solder-terminals. Dimensions:

3½ x 3½ x 1¼ inches.

The TCA3 has been fully on-the-air tested for over a year. It is factory

guaranteed to give years of completely trouble-free service and is priced

below all present vacuum tube models.

Your inquiries for additional information will receive our prompt attention.

NOTE: SEE THE TCA3 AT BOOTH 32 AT THE NAB CONVENTION

INTERNATIONAL NUCLEAR CORPORATION

608 NORRIS AVE. • NASHVILLE 4, TENNESSEE

BROADCASTING, February 18, 1963 129
Dallas reps elect new officers

The Broadcast Representatives Assn. of Dallas goes into its second year with a new slate of officers. Clyde Melville (standing-r), president of the Clyde Melville Co., will serve as president. Other officers include (seated left to right) Robert Dalchau, H-R Representatives, secretary; Steve Beard, The Blair Co., member of board of directors; and Frank Carter, John Blair & Co., vice president. Standing (l-r) are Barney Broiles, Edward Petry & Co., member of board of directors; David Rutledge (past president), The Katz Agency, member of board of directors; Tom Murphy, The Boling Co., treasurer; and Mr. Melville.

N. W. Ayer & Son, Philadelphia, as account executive.

Willis J. Davis, since 1955 with tv-radio commercial production and creative staffs of Needham, Louis & Borby, Chicago, promoted to executive producer of agency. Mr. Davis also becomes officer of company in his new position.

Newton Frank, former group research manager for household products division of Colgate-Palmolive Co., New York, joins Fuller & Smith & Ross, that city, as senior project director.

Raymond M. Anrig, former vp and account executive at Charles W. Hoyt Co., New York advertising agency, joins S. A. Schonbrunn & Co. (Savarin and Medaglia D'Oro coffee), Bellingham, N. J., as advertising manager.

William J. Slattery, chief product advertising manager for John H. Breck Inc. (hair preparations firm), Springfield, Mass., promoted to newly created position of product manager. In his new assignment, Mr. Slattery will be responsible for overall marketing of specific number of Breck preparations and will direct sales, advertising, promotion, packaging and research for these preparations.


Harry Kinzie, vp-creative director of MacFarland, Aveyard & Co., Chicago, promoted to senior vp and coordinator of creative functions of tv-radio, art and copy departments. Also promoted to senior vps were George Stokes and Cecil Sanders, both formerly vp-account supervisors. Earl Collings, copy chief, elected vp. Hays MacFarland Jr., vp-account executive, named assistant to president.

Peggy Greenfield, former copy group head at McCann-Erickson, San Francisco, joins creative department of Fletcher Richards, Calkins & Holden, that city.

Mrs. Edith Roberts, pr director of Kettering Family Foundation for last five years, joins pr staff of J. Walter Thompson Co., Chicago.

Natalie Gast, formerly with Ziff-Davis Publishing Co., New York, appointed assistant pr director of Newman-Martin, advertising and marketing agency, Bloomfield, N. J.

Robert A. Flynn, former associate editor of Modern Lithography, joins public relations department of N. W. Ayer & Son, New York.

William T. Schoyer named pr director for Pittsburgh office of Fuller & Smith & Ross.

Robert L. Barta, account executive at Buchen Adv., Chicago-New York agency, elected vp. Mr. Barta has been with agency 16 years.

David W. Gifford, former sales manager of WHIM-AM-FM Providence, R. I., named director of newly created department of business development and research at Bo Bernstein & Co., advertising and pr agency, that city.

David B. Grimm, former vp and secretary of Thomas Advertising, Peoria, Ill., joins Geyer, Morey, Ballard, New York, as account executive in Racine, Wis., office.

David E. Grant appointed creative director of Phillips-Ramsey Inc., San Diego advertising and pr firm.

THE MEDIA

H. V. Sherrill, senior partner of Shields & Co., New York investment banking firm, elected chairman of board of directors of Chris-Craft Industries (formerly Nafi Corp.), Oakland, Calif., succeeding Paul V. Shields, who died Dec. 24, 1962. Mr. Sherrill, who joined Shields & Co. in 1948, was named partner in 1950. He has been a director of Chris-Craft Industries since 1956, and a director of Chris-Craft Corp., since that company's acquisition by Nafi in 1960. Chris-Craft Industries, world's largest builder of motor boats, owns KCOP (TV) Los Angeles and KPTV (TV) Portland, Ore.

Richard L. Beach named general manager of WSCH (FM) Hartford.

John Condon, assistant manager, promoted to manager of KTAC Tacoma, Wash., succeeding Jerry Geehan, who assumes duties of general manager of all Tacoma Broadcasters' operations.

John R. DiMeo, manager of KAYO Seattle, joins KPSG Bellingham, 130 (FATES & FORTUNES)
ARF's technical vp

Dr. James J. Brophy, noted Chicago physicist, elected vp for technical development at Armour Research Foundation of Illinois Institute of Technology. Dr. Brophy had been serving as director of technical development since 1961, when Dr. Richard J. Humphreys resigned to become president of Cooper Union College in New York. Dr. Brophy is best known for his work in fields of semiconductors and solid state physics.

Robert S. Smith, vp and director of programs for WOR-AM-FM-TV New York, named vp and general manager. Mr. Smith joined WOR-AM-FM as program manager in 1956. He became program manager for WOR-TV in 1958 and was elected vp and director of programs for both stations in 1959. Prior to joining WOR, Mr. Smith was program manager of WINS New York.

Frank Engelfried, account executive, promoted to sales manager of WALB-TV Albany, Ga.

Vic Piano, a vp in the radio division of Peters, Griffen, Woodward, New York, resigns to open his own radio-tv representative company, Vic Piano Assoc., effective March 1. Headquarters will be at 211 E. 53rd St., New York. Mr. Piano has been with PGW since 1959 and earlier was director of promotion-research and sales development for The Meeker Co. for six years and was with WSB-AM-TV Atlanta for six years.

Clark D. Vilas, account executive with Ward-Griffith Co., joins KNBC-TV Los Angeles as administrator for advertising and promotion.

Joseph S. Rank, account executive at Blair-Tv, Los Angeles, transferred to New York office in same capacity.

Ben Falber Jr., vp and operations director of WTHI-TV Terre Haute, named vp in charge of public information for 1963 United Fund Campaign of Vigo County (Indiana). Tipton C. Kindel, WTHI-FM staff announcer, transfers to WTHI news department as assistant to news director. Richard Laughlin, Arthur Motycka and Jack Wellman join fm outlet as announcers.

Joseph P. Constantino, promotion director of KTVU (TV) San Francisco-Oakland, named general chairman of 1963 Broadcasters' Promotion Assn. convention to be held Nov. 17-20 at Jack Tarr Hotel in San Francisco. Other BPA convention appointments include: George Rodman, KGO-TV, facilities chairman; Dick Robertson, KRON-TV, program chairman; Bob Nashick, KPIX (TV), special events; Ron Wren, KGO-AM-FM, local publicity; and Bill Sweeney, KFRC, all San Francisco, local membership. Sacramento, Calif., coordinator is Tony Bachman, KXTV (TV); Los Angeles coordinator is Don Allen, NBC.

John R. Long Jr. of Springfield, Tenn., former State Commissioner of Insurance and Banking, joins WISX Inc. (WSIX-AM-FM-TV Nashville) as assistant to Louis R. Draughon, WSIX president. Mr. Long will represent broadcasting company in pr capacity and serve as administrative assistant to Mr. Draughon, who has been connected with stations since WSIX was established in Springfield in 1927. In 1947 Mr. Long was elected mayor of Springfield and served for an unprecedented six consecutive two-year terms. He served in state senate in 1951 and 1953, representing 15th Senatorial District. Mr. Long was appointed in 1959 to four-year term as State Commissioner of Insurance and Banking by Gov. Buford Ellington.

AMCI antennas for TV and FM

- Omnidirectional TV and FM Transmitting Antennas
- Directional TV and FM Transmitting Antennas
- Tower-mounted TV and FM Transmitting Antennas
- Standby TV and FM Transmitting Antennas
- Diplexers
- Vestigial Sideband Filters
- Coaxial Switches and Transfer Panels
- Power Dividers and other Fittings
Write for information and catalog.

ALFORD Manufacturing Company
© 299 ATLANTIC AVE., BOSTON, MASSACHUSETTS

BROADCASTING, February 18, 1963
Robert Bickerton, formerly with tv sales staff of All-Canada Radio & Television Ltd., Toronto, named manager of company’s new office at 333 N. Michigan Ave., Chicago.

J. P. (Pat) Wardlaw Jr., general manager of KIST Santa Barbara, elected president of A-Buy, an association of 10 California radio stations offering group rates. He succeeds Bob Blum, KEEN San Jose. Other officers elected: Frank McLaurin, KSRO Santa Rosa, vp, and Herb Wixson, KBIS Bakersfield, treasurer. Appointed to serve on advertising committee were Messrs. Blum and McLaurin, Ted Snider, KPAY Chico, and George Hemmerle, manager of San Francisco office of George P. Hollinbery Co.

Arthur L. Newsham, merchandising manager of WDAS-AM-FM Philadelphia, named to newly created position of sales service manager. Cari Helm joins station as assistant merchandising manager.

Harold Parry, sales manager of WCKY Cincinnati and former sales vp of WSAI-AM-FM, that city, joins WZIP-AM-FM Cincinnati as vp in charge of sales. Earlier in his career, Mr. Parry served as sales manager of H. H. Neilson Co., account executive at WCPO-TV Cincinnati, and advertising-promotion manager for G.E. Supply Co.

Glenn Walden appointed chief engineer of WFSU-TV Tallahassee, Fla. John Miiner, WSUN-AM-TV St. Petersburg, and Alan May, WEDU (TV) Tampa, join WFSU-TV as assistant chief engineer and studio engineer, respectively.

William M. McCormick, president of WNAC-AM-TV Boston and Yankee Network, accepted two-year appointment last week as member of WBTS Foundation of Massachusetts Institute of Technology. Mr. McCormick will advise MIT undergraduates and professors on operation of their new fm station.

Michael Peshkur and Robert Kanner, engineers at WMCA New York, appointed studio supervisor and maintenance supervisor, respectively.

Sheila Case, sales promotion writer at WBBM Chicago, named educational director. Miss Case will be responsible for educational and religious activities of station's public affairs department.

Bea Agnetti appointed director in program department of WMAQ-AM-FM Chicago.

Joseph R. Spadea, manager since 1953 of Detroit office of Henry I. Christal Co., radio representative, and previously associated with CBS for years, has been named manager of Detroit office of Meredith Publishing Co., succeeding Ken Zosel, who moves to Meredith’s home office in Des Moines, Iowa, as advertising manager of Better Homes & Gardens.

Wallace J. Jorgen- son, managing director of WBTW (TV) Charlotte, N.C., elected vp; Paul B. Mar- ion, managing director of WBTW-AM-FM Charlotte, to assistant vp; J. William Quinn, managing director of WBTW (TV) Florence, S. C., to assistant vp; William H. Melson Jr., personnel and allied services manager, to assistant vp; and Dallas L. Robbins, business manager, to assistant secretary-treasurer. Jefferson Standard Broadcasting Co. owns and operates WBT- AM-FM, WBTW (TV) and WBTW (TV). Mr. Jorgenson joined company

in 1948 as sales representative. He served in various executive positions within sales department until 1961 when he was named WBTW’s managing director. Messrs. Quinn and Robbins joined Jefferson Standard Broadcasting in 1949; Mr. Marion in 1952, and Mr. Melson in 1951.

Edward Papazian, former director of media for radio-tv at Gray & Rogers, Philadelphia advertising agency, joins The Katz Agency’s new Philadelphia office as manager of television division.

David J. Kelly, news director of KDKA-AM-FM Pittsburgh, named news director of KDKA-TV.

Vin Maloney named news director of WEEI-AM-FM Boston.

Rex Morgan appointed director of news and special events for WFIL-AM-FM-TV Philadelphia. Les Crystal, who has been WFIL news director, joins NBC-Chicago as documentary writer-producer.

Tony Sargent, newscaster and former UPI reporter in Chicago, joins CBS News in Washington as newsmen.

Edward E. Ben- ham, chief engineer of KTTV (TV) Los Angeles for eight years before leaving station year ago to become manager of engineering for Crowell-Collier Broadcasting Corp., returns to KTTV as head of engineering department, Mr. Benham originally joined KTTV before station went on air in 1949. With Crowell-Collier he headed engineering for KFWB Los Angeles, KEWB San Francisco, and KDWB Minneapolis.

Mary I. Devlin, former deputy secretary of Commonwealth of Pennsylvania, joins WPNEN-AM-FM Philadelphia to work on special projects for station and its advertisers.

Martin (Red) Mottlow, formerly with WGN-AM-TV Chicago, joins news staff of WIND, that city. Before his association with WGN, Mr. Mottlow was with WLOL Minneapolis.

Mort Crim, former newscaster at KFAB-AM-FM Omaha, joins news department of WLS Chicago.

Clure Mosher named sports director of WCKT (TV) Miami, Fla.

Steve Fox, promotion director of KHOW Denver, appointed promotion-
merchandising director of KOA-AM-FM-TV, that city, succeeding Mick Schafbuch, who accepts post with KOA-AM-FM sales staff.

Thomas E. Carroll, business manager of WFBM-AM-FM-TV Indianapolis (Time-Life Broadcast station), appointed assistant business manager of Time-Life Broadcast, New York. Mr. Carroll joined Time Inc. in 1953 in comptroller’s department.

Fred Brady, formerly with KMPC Los Angeles, joins KLAC, that city, as traffic coordinator in commercial department.

B. Mitchell Reed, former personality with KFWB Los Angeles, joins WMCA New York, in similar capacity. Jim Harriott, air personality, resigns.

Deane Johnson, formerly with KWMT Fort Dodge, Iowa, named program director of KOMA Oklahoma City, Okla.

Bob Lyons appointed program director of WINN Louisville, Ky.

Herb Kelly, columnist with Miami News, joins WCKR, WIOD (FM) Miami, Fla., with his Show Scene program.

Sydney A. Abrams appointed merchandising director of KIRO-AM-FM-TV Seattle.

Dana Crowell and Del Doyle join KIXZ Amarillo, Tex., as traffic manager and continuity director, respectively. Mike Davenport joins station’s announcing staff.

Ken Barnes, formerly with KUSM St. Joseph, Mo., joins KOOL-AM-FM Phoenix as disc jockey.

Dale Kelly, formerly with WPOP Hartford, Conn., joins WOLF Syracuse, N. Y., as air personality and music director.

Ivan Shaner named promotion director of WHAT-AM-FM Philadelphia.

Al Pruitt, air personality with WDNC Durham, N. C., joins WPTF Raleigh, N. C., in similar capacity.

Hugh Smith, former news editor of WHAS Louisville, Ky., appointed news director of KVTV (TV) Sioux City, Iowa.

Leo Willette named director of public affairs for WLW-TV New Orleans.

Bill Calder, formerly with KPRC Houston, joins KJH-AM-FM Los Angeles as disc jockey.

**PROGRAMMING**

Phil Williams, executive vp of John Scott Fones Public Relations Co., New York, joins production firm of Louis de Rochemont Assoc., that city, as vp in charge of planning. Mr. Williams previously was with March of Time and Fortune divisions of Time Inc. for 15 years. Earlier he served as assistant director of tv for 20th Century-Fox Television Productions: sales manager for United Artists Television; and vp of syndication sales for ABC Films.

Herbert W. Browar elected vp in charge of production for Filmways TV Production, New York. He has been with corporation since its inception in

---

The "three band system" makes it much easier to tune in adjacent shortwave stations on the Mitsubishi Electric 9X-900S. The "band spread" of the smartlooking 9X-900S is twice that of ordinary models since shortwave frequencies have been divided into upper and lower hands (Band 1: 4 MC-9 MC; Band 2: 9 MC-18.5 MC) so that "clustered" stations are much further apart on the dial. The fine-tuning adjustment, 9-transistor circuit and "three band system of the 9X-900S make its receptivity something spectacular. Ask your nearest dealer for a demonstration.
Other officers: John M. Kennedy, first vp; Ted de Corsia, second vp; Don Rickles, third vp; and Vincent Pelleter, fourth vp. Alice Backes was named recording secretary, and Stanley Farrar, treasurer.

**EQUIPMENT & ENGINEERING**

Douglas Y. Smith, vp and general manager of RCA's electronic tube division since 1954, named to newly created post of vp and general manager of RCA's electronic components and devices. He'll be responsible for management and direction of electron tube and semiconductor and materials divisions and continue as electronic tube division's executive head. Mr. Smith, who joined RCA in 1930 as engineer, has had prominent role in both monochrome and color tv picture tube development and in introduction of thimble-size inverter electron tube. His climb at RCA included posts of manager of Lanchester, Pa., manufacturing plant in 1944, manager of sales operation in 1951 and vice presidency three years later. Dr. Alan M. Glover continues as vp and general manager of semiconductor and material division, reporting to Mr. Smith.

John A. Henning named manager of quality standards for Allied Radio Corp., Chicago. Prior to joining electronic parts distributor, Mr. Henning was senior associate with management consulting firm of Cresap, McCormick & Pagel, Chicago and New York, and before that treasurer of Wright, Campbell & Suits, Chicago advertising agency.

Joseph E. Baker appointed manager of distributor sales for industrial products division of Adler Electronics, New Rochelle, N.Y. Mr. Baker formerly was field sales engineer in this division which markets uhf tv broadcasting systems and educational tv systems.

Robert Cobler, former director of engineering for Skeleton Studios, joins Acme Film Labs, Hollywood, as technical consultant. Mr. Cobler's initial project will be development of color display unit capable of reproducing high-quality color tv film recordings from original source or video tape.

Albert Floersheimer Jr., former pr director of Theatre Owners of America, New York, rejoins Walter Reade-Stirling, that city, as director of advertising and publicity. Mr. Floersheimer served with Walter Reade as vp-advertising, publicity and exploitation from 1947 to 1955 and as vp for catering from 1955 to 1957.

Nicholas F. Pensiero, administrator for staff marketing at RCA, appointed to new post of manager of marketing services for company's defense electronics products.

Richard Tschudin, production manager of Filmways of California, elected vp. He will be succeeded by Les Guthrie. Filmways also appointed George Vieria and Bud Townsend to head staff of directors. George Foley joins Filmways as cinematographer.

Gabriel Scognamiglio, Free-Lance artist, joins Gerald Schnitzer Productions, Hollywood, as art director, Mr. Scognamiglio has been associated with MGM, Universal-International, Warner Bros., Paramount and Brauberger-Richebe Studios in Paris.


**INTERNATIONAL**

Carrell E. Longmore, b.c.;rd chairman of McKim Adv. Ltd., Toronto, and C. D. Dennis Jr., executive vp, have retired, but remain as consultants. Mr. Longmore has been with McKim for 39 years, became president in 1953.

**$1.11 an hour STAFFS YOUR STATION with IGW SIMPLIMATION**

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder. 

"The Sound of Money." IGW SIMPLIMATION, P. O. Box 943, Bellingham, Washington

Lt. Col. James A. Klein, USA (Ret.), former Army information specialist and pr officer, appointed assistant manager of Radio Liberty's network facilities in West Germany.

DEATHS

George M. Nixon, 56, director of engineering development for NBC, died Feb. 10 at Terrace Heights Hospital, Holliswood, N. Y. Mr. Nixon, who joined NBC in 1928, was instrumental in designing NBC's early radio studios and had been contributing to development of color tv in recent years.

Thoburn H. Want, 51, vp and administrative manager of Young & Rubicam, Detroit, died Feb. 6 following long illness. Mr. Want joined Y&R in 1945 as pr director of Detroit office. He was elected vp, administrative manager and account supervisor in 1958.


Mrs. Lesley H. Stowe, wartime broadcaster and commentator with CFRB Toronto, died Feb. 8 in that city.

William D. George, 56, radio scientist with National Bureau of Standards Boulder Labs, Colorado Springs, Colo., was killed in an automobile accident in Switzerland Feb. 12.

George was attending meeting of International Radio Consultative Committee (CCIR) in Geneva.

Herbert L. Blount, 38, contract manager and electronic engineer with Alexandria, Va., office of RCA, was killed Feb. 5 in an automobile accident in Maryland's Eastern Shore. Mr. Blount, an employee of RCA for 15 years, had been with firm's home office in Camden, N. J., before moving to Virginia.

John Ulrich, 57, radio-tv specialist in pr department of Gray & Rogers, Philadelphia advertising agency, died Feb. 6 at Bryn Mawr Hospital, that city. Prior to joining Gray & Rogers six years ago, Mr. Ulrich had been production manager of WHYY-TV (educational ch. 35) and director-producer at WCAU-TV and WFIL-TV, all Philadelphia.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Feb. 7 through Feb. 13 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.


New tv stations

**ACTIONS BY FCC**

Sterling, Colo.—Frontier Best Co. By memorandum opinion & order, granted cp for new tv on vhf ch. 3 (56-66 mc); ERP 217.7 kw vs., 16.8 kw aur. Ant. height above average terrain 985 ft., above ground 941 ft. B. P. address 2323 E. Lincolnway, Cheyenne, Wyo. Estimated cost on air $145,000; first year operating cost not less than $40,000; revenue more than $40,000. Studio and tower, location 2.5 miles east of Sterling post office. Geographic coordinates 40° 36' 47" N. lat., 106° 51' 16" W. long. Type trans. RCA T35-A, type ant. RCA TF-6AL. Legal counsel Kotten & Burt, Washington, D. C.; consulting engineer Robert C. Pfannenschmidt, Pueblo, Colo. Principal: Cheyenne Newspapers Inc. (24.4%), estate of Tracy S. McCracken and family (20%), F. R. Ricketson Jr. (17%) and other family members (36%).

Victoria, Tex.—Guadalupe Valley Telecasting Inc. Uhf ch. 10 (560-566 mc); ERP 4.4 kw vis., 1.5 kw aur. Ant. height above average terrain 218 ft., above ground 214 ft. B. P. address Box 1775, Victoria. Estimated construction cost $41,000; first year operating cost not less than $19,000; revenue not less than $19,000. Studio and tower, location both in Victoria. Geographic coordinates 29° 18' 55" N. lat., 97° 06' 20" W. Long. Type trans. Continental Electronics PA-114, type ant. RCA TFU-6B. Consulting engineer Guy C. Hutcherson, Victoria. Principal: Dwight W. Strahan (99%) and Inelda J. Strahan & John R. Womack (each 5%).

**APPLICATIONS**


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**APPLICATIONS**

West Chester, Pa.—Edgar G. Shelton Jr. Granted cp for new am on 1530 kc, 250 w-D. P. O. address 1735 DeSales St., Washington 6, D. C. Estimated construction cost $25,000; first year operating cost $70,000; revenue $90,000. Mr. Shelton, sole owner, also owns pr firm. Initial decision looking toward grant by FCC Feb. 15.

Midland, Tex.—Mid-Tex Radio. Granted cp for new am on 1310 kc, 300 w-D. P. O. address Box 46, DelRidder, La. Estimated construction cost $17,125; first year operating cost $30,000; revenue $48,000. Principals: Cyril W. Reddick (50%), R. L. Hooks (23.5%) and C. Winesett Reddick (26.5%). Principals are also owners of KREH Oakdale, La., and KKFY Bonham, Tex., and Cyril W. Reddick and Mr. Hooks own KSTV Stephenville, Tex. Action Feb. 6.

Existing am stations

**APPLICATIONS**

KAAA Kingman, Ariz.—Cp to increase daytime power from 250 w to 1 kw and install new antenna. Ann. Feb. 12.

WKAM Goshen, Ind.—Cp to change hours of operation from daytime to until, using power of 250 w, 1 kw-LS and install DA system (DA-X). Ann. Feb. 12.

WHGN Bowling Green, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new antenna. Ann. Feb. 12.

WNAG Grenada, Miss.—Cp to increase power from 1 kw to 10 kw, May 1.

New fm stations

APPLICATION

Billings, Mont.—Christian Enterprises Inc. 97.3 mc, ch. 226, 1.9 kw. Ant. height above average terrain minus 30 ft. Estimated construction cost $5,000; revenue $2,700. For other information see Belgrade, Mont., above application. Ann. Feb. 13.

Existing fm station

APPLICATION
KEFM (FM) Oklahoma City, Okla.—To increase daytime power from 50 kw to 4 kw, decrease ant. height above average terrain to 154.3 ft.; change ant.-trans. and studio locations and change station location to Midwest City, Okla. Ann. Feb. 13.

Ownership changes

ACTIONS BY FCC
KOCO-TV End. Okla.—Granted assignment of license and cp from Cimarron TV Corp. to Oklahoma Television Co., Inc. as result of merger with no majority stockholder which wholly owns Cimarron. No financial consideration involved. Action Feb. 12.

WAKU Latrobe, Pa.—Granted assignment of license from Keith W. Horton (25%), Mark K. Taylor (33%) and others, d/b a Taylor Radio Corp., to Charles C. Rutledge (67%). Ant. height above average terrain 565 ft.; revenue $20,000. Mr. Rutledge is program director of WTHR Muskegon, Mich.; Mr. Chappin is gen. mgr. of WKCW Warren, Va.; Mr. Stewart is sales manager at WELL Battle Creek, Mich. Action Feb. 13.


KJBR (FM) Houston, Tex.—Granted assignment of license from Edgar B. Younger Jr. (100%), d/b a B. R. Best Corp., to Charles Temple & Ted Norman (each 50%), d/b a CMJ Management, Inc. Mr. Temple is sales manager of KFJJ-FM, W. Tex.; Mr. Norman is station manager of KJBR-FM. Mrs. Moore is housewife.

AUTOLOG 

General Electronic Laboratories, Inc. 
195 Massachusetts Avenue, Cambridge 39, Mass.


KTDQ Toledo, Ohio.—Cp to increase daytime power from 50 kw to 1 kw and install new trans. Ann. Feb. 13.

New fm stations

APPLICATION

Billings, Mont.—Christian Enterprises Inc. 97.3 mc, ch. 226, 1.9 kw. Ant. height above average terrain minus 30 ft. Estimated construction cost $5,000; revenue $2,700. For other information see Belgrade, Mont., above application. Ann. Feb. 13.

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SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, Feb. 13

ON AIR | CPS | TOTAL APPLICATIONS for new stations
AM | 3,748 | 113 | 474
FM | 1,035 | 30 | 286
TV | 715 | 65 | 107

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING, Feb. 13

VHF | UHF | TOTAL TV
Commercial | 486 | 94 | 580
Non-commercial | 47 | 21 | 68*

COMMERCIAL STATION BOXSCORE
Compiled by FCC, Jan. 31

AM | FM | TV
Licensed (all on air) | 3,748 | 1,055 | 515
Cps on air (new stations) | 71 | 10 | 81
Cps not on air (new stations) | 113 | 20 | 133
Total authorized stations | 3,932 | 1,215 | 564
Applications for new stations (not in hearing) | 277 | 175 | 452
Applications for new stations (in hearing) | 196 | 13 | 210
Total applications for new stations | 473 | 288 | 761
Applications for major changes (in hearing) | 315 | 109 | 424
Applications for major changes (not in hearing) | 54 | 3 | 57
Total applications for major changes | 369 | 112 | 481
Licenses deleted | 1 | 1 | 2
Cps deleted | 1 | 1 | 2

Includes 3 stations operating on unreserved channels.

Dec. 18, 1962, grant of application of KTBS TV, Inc. for mod. of op. to increase antenna height of KTBS-TV Shreveport, La., an additional 200 ft., to 1,700 ft. Pending petitions by KTAL-TV for reconsideration and to vacate order and deny KTBS-TV application will be considered at later time. Action Feb. 12.


By order, commission granted petition by South Texas Telecasting Inc. (KVDC), and extended time to Feb. 14 to file replies to exceptions to initial decision in Corpus Christi, Tex., tv ch. 3 proceeding. Action Feb. 6.

By memorandum opinion & order in proceeding on applications of City of Jacksonville, Florida-Georgia TV Inc. (WFGA-TV), and Jacksonville Bestg. Corp. for new tv stations on ch. 12 in Jacksonville, Fla., in Docs. 10855-6, denied motion by Florida-Georgia TV Inc. to strike notice of appearance filed by Jacksonville Bestg. Corp. Action Feb. 7.

Routine review

**ACTIONS BY REVIEW BOARD**

- By memorandum opinion & order in proceeding on applications of Charles County Inc. and Dorlen Bests. for new am stations in La Plata and Waldorf, respectively, both Maryland, in Docs. 1448-8, 11 denied motion to enlarge issues to determine whether grant of Charles County application would be likely to cause economic injury to Dorlen's WSMD (FM) Waldorf and, if so, whether such injury is likely to cause WSMD to cease operations and thus deprive Charles County, Md., of its only full-time local service; (2) denied request by Charles County for enlargement of issues to add "strike" issue to applicant Dorlen; (3) granted Dorlen motion to strike Charles County pleading; and (4) on own motion, added issue to determine whether Dorlen's application was filed for principal or incidental purpose of obstructing or delaying establishment of am facility at La Plata. Board Member Pincock dissented and issued statement. Action Feb. 8.


- Granted petition by Mountain View Bestg. Co. for waiver of hearing and extension of time to file statement to extent of extending to March 8 time to file statement to mitigate or justify circumstances and conduct complained of in order to show cause why license for WBM7 Black Mountain, N. C., should not be revoked. Board Member Pincock absent. Action Feb. 8.

- By memorandum opinion & order in proceeding on applications for new am stations of Eastern Bestg. System Inc., Bristo, Conn., Colonial Bestg. Co. and George F. O'Brien, both New Milford, Connecticut, and Fairfield Bestg. Co., Easton, Conn., in Docs. 14106 et al., directed hearing examiner to proceed to resolve issues 11 through 11 concerning character qualifications as to applicant Fairfield and issue initial decision on those matters; parties wishing to file exceptions must do so with Review Board within 30 days after release of partial initial decision. (Pending before Review Board is joint request by applicants for approval of agreement looking toward disposal of Colonial, Fairfield, and Fairfield applications; payment by Eastern, Colonial, and Mr. Lapina to Mr. Fairfield of $12,000 [one third each] as partial reimbursement of expenses incurred by latter in processing its application: grant of Eastern application and assignment of that cp to new corporation in which Eastern will own 10% and Colonial and Mr. O'Brien each 30%) Action Feb. 8.


- Granted motion by Denver Area Bests. (KDAB), Arvada, Colo., and extended to Feb. 7 time to file oppositions to motions to enlarge issues filed by Lakewood Bestg. Service Inc. (KLAJK), Lakewood, in proceeding on Denver's am application, et al. Action Feb. 7.


- By memorandum opinion, held in abeyance ruling on petition by respondents Cornwell Bestg. Inc. and Pincock Bestg. Corp. for extension of time to file petitions to reconsider Review Board's refusal to permit by hearing examiner in proceeding on application of Triangle Publications Inc. (WNIC-TV), New Haven, Conn., pending service of instant pleading upon other parties a required Sec. 202 reply, it was determined required proof of service is not filed within 5 days, petition will be dismissed. Action Feb. 5.

- Granted petition by 1540 Radio Inc. Richmond, Va., and extended to Feb. 19 time to reply to opposition to petition to reopen record filed by Elades Broadcast Co., Hopewell, Va., in proceeding on their am applications. Action Feb. 5.

**ACTIONS ON MOTIONS**

- Commission granted petitions by Ralph D. Epperson and Valley Bestg. Co. to extend deadline from March 4 to March 12 to file comments and from March 18 to April 17 for replies in matter of revision of fm broadcast rules, particularly as to allocation and technical standards. Action Feb. 7.

**SUBSCRIPTION APPLICATION**

BROADCASTING The Businessweekly of Television and Radio
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

☐ 52 weekly issues $7.00 ☐ 52 issues & 1963 Yearbook $12.00
☐ 52 weekly issues $7.00 ☐ 104 weekly issues $12.00
☐ 1963 Yearbook $5.00 ☐ Payment attached
☐ 52 issues & 1963 Yearbook $12.00 ☐ Please bill
☐ 104 weekly issues $12.00

name
company name
address

Send to home address—
zone
state

138 (FOR THE RECORD)

BROADCASTING, February 18, 1963
By Chief Hearing Examiner Frank W. L. McAllister

Scheduled prehearing conferences and hearings in following am proceedings on dates shown:

- Scheduled prehearing conference and hearing on March 25 will be held in Room 705, U. S. Customs Bldg., 610 S. Canal St., Chicago. Action Feb. 6.
- Scheduled prehearing conferences and hearings in following am proceedings on dates shown:
  1. Scheduled prehearing conference for March 25 in proceeding on application of Inland Corp. (WNYR), Chicago, Ill., to extend permit and license for new station.
  2. Scheduled prehearing conference and hearing on March 25, and scheduled prehearing conference for April 1, all sessions will be held in Room 705, U. S. Customs Bldg., 610 S. Canal St., Chicago. Action Feb. 6.
  3. Scheduled prehearing conferences and hearings in following am proceedings on dates shown:
     1. By Hearing Examiner Basil P. Cooper
        Pursuant to rulings of Hearing Examiner Charles H. Frederick, Granting of Motion for Prehearing Conference and Hearing on applications of Pratteville Best Co. and Billy Walker for new am stations in Pratteville, Al., in Docs. 1487-5, granted petitions filed by both applicants to amend applications to reflect current fiscal condition of parties and to specify with more particularity source of funds to be used for construction of new stations. Action Feb. 7.
     3. By Hearing Examiner James D. Cunningham
        Ordered, subject to decision of commission's Review Board on respondent's petition for review of hearing examiner's ruling and order of Jan. 7, reopening record for additional evidence in matter of revocation of license to the Carrol Inc. for WCLM (FM) Chicago, Ill., that further hearing will be held in Chicago on April 2. Action Feb. 6.
     5. By Hearing Examiner Thomas H. Donahue
        Granted motion by WBUX Best Co. (WBNX), Brooklyn, N. Y., and accepted its latest filed findings in proceeding on its application. Action Feb. 6.
     6. By Hearing Examiner Charles J. Frederick
        Upon request by Broadcast Bureau, extended time for filing reply briefs in proceeding on applications of Greenwich Best Co., Greenwich, Conn., et al. Action Feb. 11.
     7. By Hearing Examiner Millard F. French
        On own motion, scheduled hearing conference for March 11 in proceeding on applications of WJMA Best Co., Marshfield, Wis., and WIBD Best Co., for new am stations in Marshfield, Wis., and Zion, Ill., respectively. In Docs. 1479-5, among other procedural announcements, continued from Feb. 11 to Feb. 18 for date of mutual notification as to witnesses to be produced for cross-examination. Action Feb. 11.
     8. By Hearing Examiner Arthur A. Gladoskey
        Upon request by Broadcast Bureau, extended time for filing reply briefs in proceeding on applications of Service Best Corp. and Z-B Best Co. for new am stations in Kenosha, Wis., and Zion, Ill., respectively. In Docs. 1479-5, among other procedural announcements, continued from Feb. 11 to Feb. 18 for date of mutual notification as to witnesses to be produced for cross-examination. Action Feb. 11.
     9. By Hearing Examiner Walthur W. Guenther
     10. By Hearing Examiner I. S. Isador A. Hong
         By memorandum opinion & order in proceeding on applications of Blue Island Best Co., and Elmwood Park Best Co., for new am stations in Blue Island and Elmwood Park, both Illinois, respectively, and Mrs. Evelyn R. Chauvin Schooler, for new license of WYMB (FM) Elmwood Park, in Docs. 12604 et al., (1) denied petition by Broadcast Bureau requesting Blue Island's application again be placed in pending file, and (2) held in abeyance further proceedings including setting of dates for filing additional proposed findings and conclusions on remaining issues to be covered in them, together with legal arguments relative to problems created by changes in fm rules, pending submission seasonably by Broadcast Bureau of petition for review of examiner's instant denial action, Action Feb. 11.
     11. By Hearing Examiner Gifford I. Iron
        On own motion, continued further hearing to March 18 in proceeding on applications of Newton Best Co., and Al-Oz Best Co. for new am stations in Newton and Dedham, both Massachusetts, in Docs. 13087-8, recessed hearing at end of Feb. 7 session and scheduled resumption of hearing for March 18. Action Feb. 6.
     12. By Hearing Examiner David J. Kraushaar
        Granted petition by Broadcast Bureau and extended from Feb. 4 to Feb. 11 time to file reply briefs in proceeding on applications of Tri-City Best Co., and diocasters for new am stations in Belpre and Muskies, Ohio. Action Feb. 6.
     13. On own motion, postponed hearing further to March 15 in proceeding on application of KFEZ Best Co., for new am station in Asherboro and Mebane, both North Carolina, respectively. Action Feb. 5.
     14. By Hearing Examiner Jay A. Kyle
        Continued Feb. 19 hearing to April 11 in consolidated am proceeding on applications of John B. Williams, for new am station in Caledonia, N. Y., and Slatkin d/b/a Mountain View Best Co., for WENTS, Black Mountain, N. C. Action Feb. 5.
        By Hearing Examiner Dennis L. McClearing
        Upon informal request by parties in Grand Rapids, Mich., proceeding in Docs. 14407 et al., extended from Feb. 13 to March 11 time to file proposed findings and from Feb. 23 to April 11 for replies. Action Feb. 7.
        By Hearing Examiner Nancy F. Naumovitz Jr.
        By order formalized certain agreements reached at Feb. 6 hearing in proceeding on application of Pinellas Radio Co. for new am in Pinellas Park, Fla., and scheduled certain procedural dates, and resumption of hearing for April 10. Action Feb. 7.
        In proceeding on applications of Reliable Best Co. and Blue Ridge Mountain Best Co. for new am stations in Calhoun and Ellijay, both Georgia, respectively, in Docs. 1473-4, pursuant to agreements reached at Feb. 6 prehearing conference, scheduled certain procedural dates, and hearing for April 23. Action Feb. 5.
        By Hearing Examiner Herbert Shafman
        Received in evidence copy of balance sheet as of Dec. 31, 1962, of WRSA Inc., Troy, N. Y., as Exhibit 3, in proceeding on its am application which is consolidated for hearing in Chicago with the above am proceeding. Action Feb. 11.
        Granted petition by Mid-Cities Best Corp. and further extended from Feb. 8 to Feb. 18 time to file initial proposed findings and from Feb. 13 to March 13 time to file reply briefs in proceeding on its application and La Fiesta Best Co. for new am stations in Lubbock, Tex. Action Feb. 5.
        Pursuant to agreements reached at Feb. 5 prehearing conference in proceeding on applications of Southern Radio and TV Co., Lehigh Acres, and Robert Hecker, Fort Myers, both Florida, (1) scheduled certain procedural dates, and (2) granted petition

Continued on page 145

for your tower requirements

ROHNSYSTEMS

A complete tower erection service that has these special advantages:
- DEPENDABILITY
- RELIABILITY
- COMPLETE ENGINEERING
- COAST TO COAST SERVICE

Be sure to obtain price quotations and engineering assistance on your complete tower erection service. Contact your Rohn tower erection service.
RADIO

Help Wanted—Management

Wanted immediately. Experienced sales minded manager for western N.Y.S. Top salary and an excellent future. Own all full particulars. Box 926, BROADCASTING.

Baltimore . . . Sales manager. Proven sales background. Unusual opportunity for the right man. Write fully please. Box 176B, BROADCASTING.

Sales manager. Major market east coast radio station seeks hard hitting sales manager. Must be a solid figure income waiting. Rush full details and photo. Box 181B, BROADCASTING.

Immediate opening for general manager of active station in Mid-West. Wonderful opportunity for manager or assistant manager that wants to get in on his present job. Send full details in first letter to Box 196B, BROADCASTING.

Local sales manager for upper midwest full time medium market in group operation. Excellent account list, substantial draw and need's and offers for professional growth. Box 206B, BROADCASTING.


Sales

A top flight, successful fm station on the air for 2 1/2 years in northern California with outstanding market coverage areas. Opportunity for second man. Permanent position, salary plus commission. Good living conditions, Million dollar plus population in prime coverage area. Reply full details first letter, but only if two years' successful experience in radio. Box 79B, BROADCASTING.

Sales opportunity . . . prove you can both carry big billings and manage a sales staff and you'll earn $10,000 the first year in California and $30,000 the second. Only real radio men need apply. Reply to Box 122B, BROADCASTING.

Small independent group in Minnesota is expanding sales department. Needed experienced radio time salesman for single station market. The right man will receive substantial active account list plus generous salary. Personal interview required. Box 111B, BROADCASTING.

"KALO in Little Rock, Arkansas, is looking for two top radio salesmen who want to make it. KALO is the newest largest, up-tempo, wide awake radio station that is going anywhere and doing anything. Our new Program Director is Jim Gaines of WLWE in Richmond, Virginia. We have names of Johnny Rollins from St. Louis and Billy Dee from Florida. If you are looking for a golden opportunity to get in on the ground floor where your earnings will be paid off in green stuff, then either contact the General Manager or the Commercial Manager at once. No b job hunters, skirt chasers, or executive administrators wanted. What we want are really down-to-earth solid citizens who know they can sell and want an unlimited opportunity to make money. If this is your desire, then get on the band wagon now."

Help Wanted—(Cont'd)

Help Wanted—(Cont'd)

Help Wanted—(Cont'd)

Help Wanted—(Cont'd)

Help Wanted—(Cont'd)

Sales

A rare sales opportunity with an outstanding station. The person we want is alert, aggressive, respected. He wants a station that offers "something better" in broadcasting. He wants an organization that is young, aggressive, respected. The position is Account Executive with KPEN, San Francisco, America's foremost fm station. It offers remuneration far above broadcast averages, with great growth and potential. Applicants must be prepared to come to San Francisco for interview. Contact Gay Grace, KPEN, 1251 Market Street, San Francisco.

SSSS here's your chance to make money with a growing station. The surface hasn't even been scratched if you have at least a proven record. Apply by letter, resume, or call Bob Dollinger. Sales Manager, WCNT, Centralia, Illinois.

Broadcast Employment Service, openings for all of us we have the just right phone. Move ahead—write now. 3825 10th Ave. So. Minneapolis, 17, Minnesota.

Announcers

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sound daytimer, $110 weekly. Box 336B, BROADCASTING.

Announcer with first class ticket. Desirable mid-Pennsylvania location. Tell all in first letter. Box 676B, BROADCASTING.

Personality dj: No looks. If you can keep a lively, upbeat, tight, all pop, music (not junk), run a tight board, and will let them call long talk, top rated station, eastern market. Send tape, photo and background. Box 111B, BROADCASTING.

Experienced announcer with 1st phone, good commercial delivery, for solid midwest station operation. Permanent, pleasant surroundings, many company benefits. No maintenance or technical work required. Send resume to Box 115B, BROADCASTING.

Morning man? Personality? Handle humor? If you have all three qualifications and can work a pleasant pop format, this major midwest market station is looking for you. Send us aircheck, photo and background. Box 175B, BROADCASTING.

All around announcer idea man, production, sales support good voice and habits. Will travel. 1st phone. Box 181B, BROADCASTING.

Experienced first phone announcer needed for new station at the east coast. Phone for early on all soon. Box 102B, BROADCASTING.

Tight dj with 1st phone. Night man wanted. Some experience. If you like mountains and out of doors you will have the just exact job you want. Box 229B, BROADCASTING.

Announcer with varied experience and first phone ticket Texas network station. Box 234B, BROADCASTING.

Immediately opening experienced announcer permanent, general announcing, new, sports. KFPA, Helena, Ark. Contact Sam W. Anderson, Phone Hickory 4-2981.

Announcers

Good music station needs one experienced announcer, with copy writing experience. City, 6,000. Sales open. Send complete resume and tape to Manager, Radio Station KMAQ, Maquoketa, Iowa.

Wanted: staff announcer for fast-paced good music, CBS affiliate. Send tape, picture and resume to WANE, Radio, Fort Wayne, Indiana. No phone calls please.

Wanted experienced, mature announcer. Prefer fast-paced format wanted. Opportunity to become integral part of good community in which to raise your family. Recreation on dozens of nearby lakes and excellent working conditions with responsible radio men who now enjoy these advantages. Salary dependent on your needs and past experience. Opportunity is soundly established, owners-operated features good music/local news format. Paul King, WAKW, Kentville, Indiana. Phone 247-2600.

Top rated modern format radio station in Peoria, Illinois, is constantly on the alert for bright-sounding personalities and aggressive new station manager. Send tape and resume to Program Director of WIRL.

DJ, 1st phone. St. Louis area, $150 week to start. Contact Chester Forman, WGNO Radio, Granite City, Illinois.

Announcer-engineer. Salary flexibly. Base $75. WHMC, 267 Brooks, Gaithersburg, Md.

Mature, experienced announcer, first phone. WJLL, Jacksonville, Ill.

Capable morning man. Our listeners like to wake up to good music—a cheerful voice and authoritative news well prepared. What else can you do? Play by play, farm programs, sell? Send tape (prefer Air Check) and resume. Contact Bob Fugate, WILN, Marion, Indiana. Phone NoRTH 4-7306.

Immediate opening for announcer with 1st ticket. Maintenance required. Salary open. Station part of 4-station chain. Tape and resume to WNAG, Box 920, Grenada, Mississippi.

Announcer with some experience for all-around work in small market. Some office experience helpful. WNJH, Hammonton, New Jersey.

WSFT-am-fm-tv has opening for young staff announcer with 3 years experience. Working knowledge of good music necessary; tv experience desirable. Prestige station, salary plus talent, excellent insurance, health care and pension programs. Send resume, photo and salary requirements to Program Director, South Bend Tribune, South Bend 36, Indiana.

Accustomed to Iron's share of ratings in a highly competitive top 10 market? So are we and constantly looking for stabile professionals to keep our 36 kw on top of the rest. Non-returnable resume, tape, etc., please. Jim Ransburg, WPTY, Box 1540, Albany, N. Y.

Immediate opening for staff announcer. Popular music news operation. Send photo, tape resume, salary requirements to WFSR, Bath, New York.

Classified Advertisements

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

• SITUATIONS WANTED 20¢ per word—$2.00 minimum • HELP WANTED 25¢ per word—$2.00 minimum.

• DISPLAY ads $20.00 per inch. Quartette for SALES and WANTED to BUY STATIONS advertising require display.

• All other classifications, including Employment Agencies, etc., 30¢ per word—$4.00 minimum.

• No charge for blind box number. Send replies to BROADCASTING, 1735 DeSales St., N.W., Washington 6, D. C.

Applicants: If transcriptions or bulk packages submitted, $1.00 charge for mailing (forward remittance separately). 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.

140 BROADCASTING, February 18, 1953
**Help Wanted—(Cont'd)**

**Announcers**

Announcer with or without first phone. Experience necessary. Send tape and recent photo to: WLOH Radio Station, Princeton, W. Va.

WWZL, Lorain, Ohio wants announcer with 1st month's pay. Excellent chance even if you have little experience. Write, wire, phone Joe Leonard.

Negro gospel. The nation's highest rated Negro group has immediate opening for an experienced gospel man. Must be excellent soap opera talent and also able to fill complete resume, late photograph and tape to: Executive Announcer, McDowell Broadcasting Company, Suite 900, Milner Bldg., Jackson, Mississippi.

You will soon receive a letter from Lynn Publications in San Francisco. Read it.

Broadcast Employment Service has choice latest AM or TV openings. Confidential professional placement.

**Technical**

Engineer-announcer strong on monitoring, with experience. Must be available for advancement in Florida multiple station chain. Salary open, full vacation time. Send resume or applications requested. Don't wait—this could be your break. Box 35B, BROADCASTING.

First class ticket holder wanted to head up engineering department for established Illinois station, not in Chicago. Must be able to move immediately. Immediate opening. Send resume and qualifications to: KIOX, Box 1304, Springfield, Illinois.

Have immediate opening for chief engineer for 1 kw an 8 directional day. Salary open, Box 224, BROADCASTING.

Chief engineer with directional antennas. Some mike work. Immediate placement at KIOX, Box 125, East Troy, Wisconsin, near gulch and Houston. Write giving qualifications to: KIOX, Box 125, East Troy, Wisconsin.

Have immediate opening for chief engineer for 1 kw an 8 directional day. Salary open, Box 224, BROADCASTING.

**Production—Programming, Others**

Newman wanted, beginner preferred. Previous school, good voice, good references, typing are essential. Salary's low, but as you and station improve, so does money. Small town, midwest. Box 217B, BROADCASTING.

Modern radio newsmen needed by growing group. Fill vacancy forced by promotion. No rip and read. Must know how to dig and air news. Send news tape and resume. Box 174B, BROADCASTING.


Program director at 5000 watt station. Applicant must have ability to handle production and complete supervision of station, also play by play sports. Best of reference requested. Send resume, including photo and references to: GMU-B, Lexington, N. C.

Newsmen—have immediate opening for qualified experienced newsmen, must be able to travel. Desires authoritative manner for 5000 watt midwest independent which has earned reputation as prestige news station. Resume, photo, tape and references first letter to: WNIX, Mt. Vernon, Illinois.

**RADIO**

**Situations Wanted—Management**

Want station to manage, buy into, strong sales, or operate. Employed. Box 116A, BROADCASTING.

Ratings on the stump? Tired of noisy gimmicks? "Local" news builds audience, attracts prestige. Newsmen, experienced management in major market willing to spend the $800 for the opportunity of going operation with emphasis on news, not noise. Box 177B, BROADCASTING.

Attention New York state... small market, manager, sales manager or strong on sales and promotion. Available immediately. Best references. Contact Box 167B, BROADCASTING.

General manager: Strong sales, programming, promotion, personnel. Currently successful. Needs a change to greater potential. Thirties, family. Interested in large market, west coast, as full charge general manager. Top man for top market. Box 131B, BROADCASTING.

A real hustler, proven, seasoned sales producer. Most recent position commercial sales manager. Excellent regular sales with chance of advancement. Will be available after March 15th. West or southwest preferred, other areas considered. Box 197B, BROADCASTING.

**Owners:** Mature manager, presently employed, wants permanent location in southwest. Thirteen years experience in medium and metro markets... all phases. Strong on management, production. Has preference in medium market... nominal salary... share profits. Stock option. Full information first inquiry. Box 225B, BROADCASTING.

Attention west Texas. Sales manager, 9 years experience in radio. Sales manager position available. Good sales record, best references. Civil minded. Box 225B, BROADCASTING.

**Sales**

Seven years experience as chief announcer. Last four at 1,000 watt, three tower directional station. Experience to announce sell, or chief sell, at directional. Excellent references. Prefer midwest. Age 23, family man. Box 265B, BROADCASTING.

Seasoned salesman. Impressve record. Though knowledge radio. College town preferred. Box 310A, BROADCASTING.

**Help Wanted—(Cont'd)**

**Announcers**

Boston P. D., 8 years experience station management, news, programming, seeks good music news announcing, tv, radio in northeast. Top quality references. Box 91B, BROADCASTING.


Relaxed Floridian, veteran broadcaster will work deep south for a no panic operation. News, promotion, production experience. Pay open, home owned, and turnips greens. Box 174B, BROADCASTING.

Announcer, 15 years, good news coverage. Local and national. Proficient in all fields of music except gospel and roll. Ideal new position, preferably in west, has mature, authoritative delivery. Full recommendations of present employer. Box 173B, BROADCASTING.

Top 10 dj, 1st phone. Now employed by top rated station in large southwestern market. $100 per week minimum. Box 181B, BROADCASTING.

Dj with cheerful voice, first phone. Negro, good sales record. Box 184B, BROADCASTING.

Sports play by play, reporting, writing, commentary. Radio and/or tv. 26, employed, excellent references. Box 188B, BROADCASTING.

Top man with good music, commercials, authoritative news; 1st ticket. Larger market, minimum worth it. Box 114B, BROADCASTING.

News, dj announcer. Experienced, hard worker, will travel to any area. Have tape and resume. Box 317A, BROADCASTING.

I am a nut! Controversial, I sometimes offend people. Top 40 music. Box 188B, BROADCASTING.

Announcer and happy dj. Experience have 3rd phone Authoritative delivery. Box 189B, BROADCASTING.

Sportscaster seeks return to baseball announcing. Has big time football-basketball experience. Name references furnished. Box 190B, BROADCASTING.

Heavy sports, play by play announcer, dj, single, 27, college graduate. Draft free. Experienced, reliable, want better radio. Currently employed but avail tape and resume on request. Box 139B, BROADCASTING.

Announcer 1st phone available immediately. Must be experienced in opera, classics. Box 212B, BROADCASTING.

Negro announcer, first class training, no experience. Need first job, willing worker. Box 213B, BROADCASTING.

Announcer-newsman, 28 college grad. One year commercial experience, first phone. All locations considered. Available immediately. Box 214B, BROADCASTING.

Available now experienced first phone in south. Family, will work combo—no tape. Box 218B, BROADCASTING.

Young-experienced dj, emphasis on local news gathering, writing and reporting. Married, 3 years college (speech, journalism, psychology), science) year experience. Prefer Michigan area. Contact immediately George Ganser, Jr., Ph. (313) 826-2721, Detroit, Box 221B, BROADCASTING.

Will relocate. Young, happy sound. Modern, uptight, top rate. Prefer southwest. Box 225B, BROADCASTING.

1st phone available, 5 years experience radio-tv. Family man, western states. No rock-roll. Box 209B, BROADCASTING.
Situations Wanted—(Cont'd)

Announcers

Top N.Y.C. jazz, dj, personality available immediately for the right station, for the right nite people. Own library, 1000 up to date albums, $175 minimum a week. Top market. Call Ken. Box 222B, BROADCASTING.


College grad., radio-tv major, language minor. 3rd class license, 2 years experience on campus fm and tv. Needs job after Aug. position in small or medium market. Upon request. Sam Scott, 502 South College, Warrensburg, Mo.

News, dj, 2 years all phases. Radio tv experience. Single, college education, top 1500 grad. Top position in southwestern area. Dick Harris, 1215 East First St., Mitchell, South Dakota 57721. Need job now!

Technical

Engineer, construction and maintenance in radio and tv. Experience as chief. Good rate, midwest, western area, but can relocate. Box 194B, BROADCASTING.

Operations supervisor, 11 years network and local television experience, amiable, aggressive and capable of assuming responsibility, desires management position in south or southwest. Box 196B, BROADCASTING.

Transmitter operator position two years experience, 1st phone car. Box 202B, BROADCASTING.

First phone, announcer, sales, some maintenance. Gatty, 57713, E. Westfield Boulevarde, Indianapolis.

Chief engineer; experience covers power to 50 kw—directional antenna systems—station construction—station operation. Now in Washington-Baltimore area. Will relocate. Box 237A, BROADCASTING.

Chief engineer, 16 years experience. Good announcer, directional and construction experience. Box 268B, BROADCASTING.

Experienced in, engineering, announcing, production, programming, and sales. Seeking position in small or medium market. No drifter. References. Box 213B, BROADCASTING.

Engineer-anouncer desires position. Prefer midwest. 10 years experience. Now chief at KREY-TV, Montrose, Colorado. Ken Vineyard, Box 1238, Sapulpa, Oklahoma.

Production—Programming, Others

Five years radio, seeking sports and related work. Will consider all offers. Box 273A, BROADCASTING.

Want format programming results? Top experiencia. 10 years, spent in entire field of radio. Write for information. Box 179B, BROADCASTING.

Traded major for minor market for overall experience. Now 1st. 8 years production, programming and administration. Also have family, degree and references. Presently operations-production manager. Will move for $9000. Box 718B, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Photographer—5 years news experience including tv newsroom. Desires position on TV news staff. Box 167B, BROADCASTING.

Newsmen-sportscaster—twenty years experience. Desires newspaper or broadcast type job. Will play all sports. Prefer California or Pacific northwest. Box 192B, BROADCASTING.

Dedicated and creative program director and dj, looking for a new challenge. Apply proven adult programming to your operation, without a stereo-typed sound. 1st. Box 303B, BROADCASTING.

Satisfied when you tune in your own station? 10 years experience. Box 207B, BROADCASTING.

Top flight music director with wide knowledge of classical and best pop music and first hand knowledge of rapidly changing market. Desires position as music director with progressive line arts station or one with RAB format. 10 years experience in all phases of radio. Finest references. Box 211B, BROADCASTING.

Newman, one year experience local news gathering, writing and editing, plus regular board shift and announcing. First class diploma. College paid, furnished upon request. Box 213B, BROADCASTING.

Newman-five years experience, university graduate, current salary $130. Box 216B, BROADCASTING.

Program or operations manager, 28, family man. Presently news director. Formerly 8 years as program director. Want southeast prefer secondary market of midwest or large city. Will accept management of small market station. Minimum salary $1500. Box 127B, BROADCASTING.

Farm director, radio and or. tv. For resume write John Merrifield, 10455 Nadine, Huntington Woods, Michigan.

When two or more stations in same market are playing the same show, what's the top 40 minimum. Likely to do better than numbers one and two has if so. Top for the past 10 years. Presently in Florida. Box 127B, BROADCASTING.

TELEVISION

Help Wanted—Technical

Engineer, best technical qualifications, reliable character, will work any city, resort city. Box 198B, BROADCASTING.

Qualified engineer trainee with first phone for Texas VHF. Box 201B, BROADCASTING.

Chief engineer for full power vhf, midwest network affiliate. Must be able to administrate and direct operation for 15 man staff. Starting salary around $16,000. Send full details in first letter to Box 121B, BROADCASTING.

Need studio engineer with basic knowledge and drive for optimizing operation. Opportunities for right man. Oklahoma. Send full particulars to Box 125B, BROADCASTING.

Radio telephone first with TV experience. Video audio switching, transmitter operation. Must have radio experience helpful. Box 170B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable station operation. Supervisory experience and background in all phases of maintenance operation. Box 215B, BROADCASTING.

Several experienced studio engineers required for vacation period (April 1-Oct. 31) for major station in middy east. Salary good and experience good. Box 259B, BROADCASTING.

Engineer first class license. Immediate opening television transmitter-switcher shift. Call Carl Anderson, KREY-TV, Montrose, Colorado.

Help Wanted—(Cont'd)

Production—Programming, Others

Male or female with tv experience to manage traffic department in south Florida Nielsen. Send resume to Box 56A, BROADCASTING.

Continuity writer with speed and creativity for VHF in southwestern resort city. Box 358B, BROADCASTING.

Person with photographic knowledge to work in small or medium market, State agriculture, and military status. WNET, Sagamore Park, Michigan. Attn: Mr. Pete Jonas.

WANTED TO BUY

Equipment

Recent model $3000 watt transmitter in good condition. bb, 5th, $1500. Box 160, BROADCASTING.

Give price and conditions to Martin Martines, Box No. 796-J, Mill Insurgentes Sur, 1870 Mexico City.

Wanted Ampex model 1080 Modulator/de-modulator, for video tape, or related equipment. Prefer to date of 1966. T. A. WAPG-TV, Huntsville, Alabama. Phone 559-1783.
MISCELLANEOUS

Thomas Patrick Stanton, formerly of St. Louis Missouri. Please send us your address and telephone number so we may contact you regarding a matter of mutual interest. Box 1081B, BROADCASTING.

Resumes by Ph.D. currently in television industry. Write for fare information. Box 1081B, BROADCASTING.

Pepping up farm show? Washington correspondent fifteen years (M.A. degree) will provide farm writers and hosts with features by phone, tape. Box 59B, BROADCASTING.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment. Introductions. Free catalog, Orben Comedy Books, Atlantic Beach, N. Y.

Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. $5.50, De Mar Radio Feature, P.O. Box 6, Corona Del Mar, California.

Humorous material for radio and television wanted. Please send samples and prices to Chistos, Apartado Postal 2518, Mexico, D. F.

Business Opportunities

Want to become part-owner of a radio station with small down payment—remainder mortgaged in confidence. Box 229B, BROADCASTING.

Unlimited funds available for radio and television properties. We specialize in financing radio stations. Write full details to Box 265A, BROADCASTING.

Station making money wants someone to buy 1st quarter, 19 year pay-out. Box 163B, BROADCASTING.

INSTRUCTIONS


Elkins Radio License School of Chicago—Six weeks, $600, plus $50, $350 balance in 6 months. Send for information. Elkins Radio School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.


Elkins Radio License School of Chicago—Six weeks, $600, plus $50, $350 balance in 6 months. Send for information. Elkins Radio School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.


Elkins Radio License School of Chicago—Six weeks, $600, plus $50, $350 balance in 6 months. Send for information. Elkins Radio School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC license in 6 weeks. Waldo Brazil instructor, Lowest tuition, with guaranteed results. It's Space City's best offer, Houston Institute, 1100 Gulf Freeway, and Broadcasting, 1 Main Street, CA 7-6292.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enroll class starts April 24. For information, reservations and references, write William B. Ogden, Radio Operational School, 1155 West Olive Ave., Burbank, California.

INSTRUCTIONS—(Cont'd)

San Francisco's Chris Borden School of Modern Radio Technique. Graduates all over the country. 1st phone, DJ instruction, placement. Free illustrated brochure, 229 Geary St.

Jobs waiting for first phone men. Six weeks gets you licensed. Operating slow station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.


San Francisco's Chris Borden School of Modern Radio Technique. Graduates all over the country. 1st phone, DJ instruction, placement. Free illustrated brochure, 229 Geary St.


RADIO

Help Wanted—Management

WANTED: GENERAL MANAGER

for midwestern Radio-TV operation located in medium sized, stable city and area. Must have business acumen and sales-organizational ability. Must have at least five years background as a station manager or in the top administrative part of management. Good, livable salary. Write in detail giving references and salary ideas.

Box 101B, Broadcasting

FM STATION MANAGEMENT/SALES

Unusual opportunity with leading West Coast market FM operation. Ideal chance to grow with established broadcast group. Salary, plus, Immediate.

Box 114B, BROADCASTING

SALES

SALES REPRESENTATIVES

for nationally known manufacturer of Tape Cartridge systems and related radio & TV equipment. Can be worked in conjunction with present employment. Radio engineering programming or sales background necessary. High straight commission. Direct leads furnished. Send background resume. All replies confidential.

Box 209B, BROADCASTING.
Help Wanted—(Cont’d)

Announcers

EXPERIENCED, BRIGHT PERSONALITY WANTED BY 5,000 WATT CENTRAL VIRGINIA AREA STATION

Chance for TV work. Middle of the road music format. Good opportunity to settle down in a progressive operation. Rush tape, photo and full resume.

Box 210B, BROADCASTING.

Production—Programming, Others

WANTED: FEMALE CONTINUITY WRITER

Must add to department . . . qualified female continuity writer for local and regional accounts . . . by March 1st. 35 hour, 5 day week . . . Good salary, insurance, pension plan, vacation and many other benefits. Send resume, photo, samples and salary requirements to Jim Luck or Carl Weilwelt.

WOWO WESTINGHOUSE—Fort Wayne, Ind.

TELEVISION

Help Wanted—Management

WANTED: EXECUTIVE ASSISTANT

Unusual opportunity with major western television station. The man we are looking for is a junior executive at a major market station—or a senior executive at a medium market station—he is 25 or under—college educated—has a knowledge of business law—has at least five years experience in television management—is ambitious and wants the opportunity to learn and progress with a successful major station. Send complete education and experience resume and salary requirements to Box 145B, Broadcasting

ASSISTANT TELEVISION PROGRAM MANAGER

Major Western Market. Need at once experienced television program man. Must have five years experience as program manager or assistant program manager in a major market. Include complete background and salary requirements.

Reply to Box 117B, Broadcasting

Technical

ENGINEERING ASSISTANT

Major northeastern AM-FM-TV stations are looking for a man who wants to move up. Excellent opportunity if you can handle responsibilities at studios and transmitters. Good salary and fringe, also relocation allowance.

Box 39B, BROADCASTING

TELEVISION

Situations Wanted

Production—Programming, Others

"TOP TV TALENT"

10 years top rated Children’s shows. 17 years AM-TV experience, 12 years TV in top 15 Markets. Weather, news, writing, production qualified for TV Program Director. Video tapes on request.

Box 220B, BROADCASTING.

For Sale

Equipment

KINE-SCOPE RECORDERS—Two (2) GPL 10mm kine recorders, model PA303, must be disposed of as quickly as possible. Both are in excellent operating and physical condition—recorder with serial #75 has a Mauer Sound Recording Head. Recorder serial #92 is without sound. We will listen to any offer and discuss any deal. We are interested in moving this equipment FAST.

Box 71B, BROADCASTING

INSTRUCTIONS

RADIO-TV ANNOUNCING COURSES

ENGINEER & 1st FONE COURSES

Active Placement Service. Attention: Managers: A few outstanding announcers now available for radio-tv.

KEEGAN TECHNICAL INSTITUTE

"Since 1947"

207 Madison, Memphis, Tenn.

EMPLOYMENT SERVICE

Looking for a JOB?

Sherlee Barish

BROADCAST PERSONNEL

16 East 52nd Street, New York, N.Y.

MISCELLANEOUS

DUE BILLS

Save on business & pleasure trips. Hotels, motels & resorts will exchange accommodations for advertising. Your cost, 15%. Write for details to:

Gamble Coker, Inc.

155 St. Ontario, Suite 3

Chicago 11, Illinois.

WEST COAST AIRCHECK SERVICE

Programming problems? Receive airchecks on top two stations of your choice every two weeks. For demo tape & details write:

STAN MAJOR ENTERPRISES

1122 South Cardiff Ave,

Los Angeles 35, Calif.

CR 8-8376

WANTED TO BUY

Stations

WANTED RADIO STATION

in small or intermediate market in Northeast. Financing arranged, we are ready to buy.

Box 186B, BROADCASTING.

For Sale

Stations

LARGE EASTERN

Metropolitan market-daytimer. Excellent potential, can go full-time. Absentee owner. $135,000, very small down payment.

Box 223B, BROADCASTING.

NORTHEAST—SINGLE

$135,000—29% down

7 years to pay out

HASKELL BLOOMBERG

Station Broker

208 Fairmount Street

Lowell, Massachusetts

MIDWEST FM FOR SALE,


Box 236B, BROADCASTING

EASTERN MAJOR SUBURBAN MARKET

Daytimer with superb coverage is now in black and has tremendous profit potential. Asking $300,000 with one-half down; balance over five to six years.

Box 237B, BROADCASTING

STATIONS FOR SALE

SOUTHWEST. Full time. Billing $70,000.

Profitable! Priced at $90,000 including real estate. 29% down.

UPPER MIDWEST. Exclusive full time. Three year annual average billing close to $90,000.

Priced at $150,000. 29% down.

JACK L. STOLL & ASSOCs.


Los Angeles 28, Calif. HO 4-7279

To buy or sell Radio and/or TV properties contact:

PATT MCDONALD CO.

P. O. BOX 9266—GL 3-8080

AUSTIN 17, TEXAS

Fla medium power 150M terms

Pa metro daytimer 200M 50M

N.C. metro daytimer 125M terms

S.E. small VHF-TV 500M terms

And others.

CHAPMAN COMPANY

2045 Peachtree Rd. N.E., Atlanta 9, Ga.
SYNOPSIS

By Southern and continued March 13 hearing to April 9. Action Feb. 5.

By Hearing Examiner Elizabeth C. Smith

- Granted petition by Valparaiso Broadcast Co. for relocation of station for non-commercial use in Valparaiso, Ind., which is consolidated for hearing in Docs. 14006 et al., (1) to increase power of transmitters of three stations, (2) to extend hours of operation of the stations, and (3) to extend hours of operation of stations and extend hours of operation of transmitters.

- Granted, with certain conditions, the petition for the extension of the hours of operation of the transmitters of the station, WMFC (FM) in Lancaster, Pa., for the period ending April 30.

- Granted petition for the extension of the hours of operation of the transmitters of the station, WJW-FM, Cleveland, Ohio, for the period ending April 30.

- Granted petition and cancelled license covering use of aux. trans.

- Granted petition and cancelled license covering use of trans. (day).

- Granting extensions were granted extensions of completion dates as shown in WPTA (FM) McKeesport, Pa., to April 13, WTVI New Orleans, La., to June 1.

- Granted request for the extension of the hours of operation of the transmitters of the station, WMMP (FM) Ft. Lauderdale, Fla., for the period ending April 1.

- Granted petition for the extension of the hours of operation of the transmitters of the station, WKIR (FM) in Nashville, Tenn., for the period ending April 30.

- Granted petition and cancelled license covering use of aux. trans. (day).

- Granting extensions were granted extensions of completion dates as shown in WAKA (FM) in Mobile, Ala., to April 13, WITX New Orleans, La., to June 1.

- Kendal Ron, Arizona and San Diego.

- Granted petition for the extension of the hours of operation of the transmitters of the station, KNDX (TV) Yakima, Wash., for the change to channel 13 for vhf tv translator station.

-Granted petition for the extension of the hours of operation of the transmitters of the station, K75AX (FM) in Joliet, Ill., for the change to channel 13 for vhf tv translator station.

- Granted petition for the extension of the hours of operation of the transmitters of the station, KIDG (FM) in Tomahawk, Wis., for the change to channel 13 for vhf tv translator station.

- Granted petition and cancelled license covering use of aux. trans.

- Granted petition and cancelled license covering use of aux. trans. (day).

- Granting extensions were granted extensions of completion dates as shown in WPEN Philadelphia, Pa., to April 13, WBCR New Orleans, La., to June 1.

- Granted petition for the extension of the hours of operation of the transmitters of the station, KKW (FM) in Bowling Green, Ky., for the change to channel 13 for vhf tv translator station.

- Granted petition and cancelled license covering use of aux. trans.

- Granted petition and cancelled license covering use of aux. trans. (day).

- Granting extensions were granted extensions of completion dates as shown in WSCJ (FM) in Joliet, Ill., to April 13, WYLP Milwaukee, Wis., to April 13, WSSW (FM) in Winston-Salem, N. C., to April 13, WBBN Chicago, Ill., to April 13.

- Granted petition for the extension of the hours of operation of the transmitters of the station, KKBO (FM) in Barstow, Calif., for the period ending April 30.

- Granted petition for the extension of the hours of operation of the transmitters of the station, KAAQ (FM) in Hot Springs, Ark., for the period ending April 30.

- Granted petition for the extension of the hours of operation of the transmitters of the station, K40PQ (FM) in Ventura, Calif., for the period ending April 30.

- Granted petition for the extension of the hours of operation of the transmitters of the station, KOBI (TV) in Medford, Ore., for the period ending April 30.

- Granted petition for the extension of the hours of operation of the transmitters of the station, KOBE (TV) in Burbank, Cali., for the period ending April 30.

- Granted petition for the extension of the hours of operation of the transmitters of the station, KSTW (FM) in Seattle, Wash., for the period ending April 30.

- Granted petition for the extension of the hours of operation of the transmitters of the station, KATU (TV) in Portland, Ore., for the period ending April 30.

- Granted petition for the extension of the hours of operation of the transmitters of the station, KQED (FM) in San Francisco, Calif., for the period ending April 30.

- Granted petition for the extension of the hours of operation of the transmitters of the station, KTVF (TV) in Fairbanks, Alaska, for the period ending April 30.

- Granted petition for the extension of the hours of operation of the transmitters of the station, KTVN (TV) in Reno, Nev., for the period ending April 30.

- Granted petition for the extension of the hours of operation of the transmitters of the station, KTVN (TV) in Reno, Nev., for the period ending April 30.

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- Granted petition for the extension of the hours of operation of the transmitters of the station, KTVN (TV) in Reno, Nev., for the period ending April 30.

- Granted petition for the extension of the hours of operation of the transmitters of the station, KTVN (TV) in Reno, Nev., for the period ending April 30.
All about time...
in 12 hours

Involved in time buying?
Broadcast sales? Traffic? Work
in New York for a rep, network, agency or advertiser?
Chances are you’ve got problems. We’ve got answers—in the 1962-'63
Time Buying and Selling Seminar. The new TB & SS is “all about time.”
It’s a one-of-its-kind, 12-hour course in the business side of broadcasting, designed
to help make your work easier and provide the know-how that can mean faster advancement.
Curriculum: Covers everything from the basics to the nuances of time buying and selling.
Sessions: Eight, 5:30 to 7:00 p.m., every Monday starting February 25. Instructors: Industry
executives representing advertiser, rep, agency and network operations.
Enrollment is limited to 75. So use the coupon below today to reserve your place. (The check you send is
tax-deductible. But then it’s probably also a step toward a higher tax bracket.)
If you prefer to first see a program listing the Seminar subjects, call Claude Barrere, International
Radio and Television Society, PL 8-2450.

Enroll me immediately in the Spring '63 IRTS Time Buying and Selling Seminar (Fee: $15)

Name ___________________________  Firm ___________________________
Address _______________________________________________________

Check enclosed □ Please bill me □
Independent tv stations aren't 'must' buys

During his undergraduate days at Syracuse U., John E. McArdle specialized in portrait painting in the fine arts curriculum. Away from his studies, he won renown as an amateur boxer, capturing the Eastern Intercollegiate Conference championships in 1943 as a light heavyweight and in 1947 as a heavyweight.

Mr. McArdle, who is vice president and general manager of WNEW-TV New York, cannot be certain today that these aesthetic and athletic inclinations exerted a significant influence on his career in advertising and broadcasting, but he explains with a quick smile:

"I knew, of course, there wasn't too much money in boxing. And you can get hurt. Portrait painting is a most difficult way to earn a living. It's a long road. Since I married before I got my degree, I realized I had to get out into the business world quickly.

"My ambition was to get into the advertising field because I felt my art training would be of help, particularly in the publications area. And I believed I could make it in the sales end because I enjoy meeting people and am considered a pretty persuasive speaker."

Trucker - Following his graduation from Syracuse U. in February 1948, Mr. McArdle accepted a position with his father's trucking business in Jersey City, although he still had his sights set on an advertising sales post. This goal was to elude him for several years as he acquired sales background with Hallmark Cards Inc. from 1949-52 and with a printing company in New York from 1952-53.

His first advertising sales assignment was with the Ziff-Davis Publishing Co. in 1953, Mr. McArdle had made several efforts to break into television, and in May 1954 he was hired by Matthew (Joe) Culligan, currently president and chief executive officer of Curtis Publishing Co. and then sales manager of NBC-TV's Today-Home-Tonight unit. He transferred to NBC Spot Sales in 1956 and the next year joined the sales staff of Metropolitan Broadcasting's WABD (TV) New York, now WNEW-TV.

After 10 months in New York, Mr. McArdle was assigned to Metropolitan's Washington, D.C., station WTTG (TV) as general manager. He remained there for three years and in May 1961 he was re-assigned to New York as vice president and tv sales manager of Metropolitan. In September 1961 he was named vice president and general manager of WNEW-TV.

Mr. McArdle cuts an impressive figure. He stands six feet, three inches, and carries more than 200 pounds well on a ruggedly built frame. His distinctive appearance is enhanced by prematurely gray hair, set off by a ruddy complexion. He is an articulate, self-assured person who has amassed a vast knowledge of television in the comparatively short time he has been active in the medium.

John Edward McArdle was born on Manhattan's West Side on July 11, 1922, but was reared in New Jersey, largely in Jersey City. He was graduated from St. Peter's Preparatory School in Jersey City in 1940 and entered Syracuse that fall. He was active in various extra-curricular activities at college, in addition to boxing, and was president of the senior class and a member of the junior and senior honor societies.

Army Stretch - In 1943, at the conclusion of his junior year, Mr. McArdle enlisted in the U. S. Army. He served in the Corps of Engineers and was released in August 1946 as a first lieutenant following occupations duty in Japan. He returned to Syracuse after his Army tenure to receive a Bachelor of Fine Arts Degree in February 1948.

Mr. McArdle finds an independent television operation, as is WNEW-TV, "extremely exciting" and "a challenge." He spends most of his time on selling functions and observes:

"When selling for an independent station, you have to practice a kind of 'commercial brinksmanship.' Without a network providing dollars and programs you have to do it all yourself. An independent station is never a 'must buy.'"

Mr. McArdle is delighted that 1962 was "substantially ahead" of 1961, both in terms of sales and audience, and reports that this "momentum is carrying on into the first part of 1963."

WNEW-TV's Programming - The station's programming philosophy, according to Mr. McArdle, is to offer a well-balanced schedule of entertainment and public affairs-cultural programming. He believes WNEW-TV is among the largest users of off-network programs, pointing out that there is a substantial audience which has not viewed such series during their network cycles.

"Our other plusses," Mr. McArdle said, "include our strong schedule of children's programs featuring Sonny Fox, Sandy Becker and Fred Hall, and shows such as Mickey Mouse Club and Felix The Wizard. We are also proud of such programs as Open End, the Boston Symphony Specials, The Columbia series, the Festival of Performing Arts and special documentary and public affairs shows."

This programming approach has been "most successful" for WNEW-TV, Mr. McArdle asserts, and adds:

"We're happy to say that we are now the third station in the area—only behind two of the network-owned stations. That statement is based on recent ARB figures. Our strongest sales point is to hammer away to advertisers that by using WNEW-TV they can reach 100% of the market."

Better Taste - Mr. McArdle acknowledges that he would like to see a higher level of program tastes reflected on the part of viewers, but points out that this upgrading of taste must begin when the viewer is young and in school.

Mr. McArdle is a "big family." He and his wife, the former Joyce Wind of Whiteboro, N. Y., whom he met at Syracuse U., have seven children. They are Kathleen, 14; Christine, 13; Patrick, 12; Timothy, 10; Terence, 6; Mary Ellen, 4 and John, four months.

The family home is in Greenwich, Conn., where Mr. McArdle attends St. Mary's Church and is on the membership committee of the new Burning Tree Golf Club being built in Greenwich. He is a member of the International Radio & Television Society, the Mayor's Committee of Industrial Leaders for Youth and a director of the New York Alumni Club of Syracuse U. and CARTA.

Mr. McArdle is a sports buff and likes to play and attend games—with his wife and children.

WNEW-TV's McArdle

Commercial brinksmanship

BROADCASTING, February 18, 1963
EDITORIALS

Time to step on the gas

THE extensive evidence collected in the Perspective section of this issue indicates that radio and television revenue is rising on an ascending curve. Absent a severe downturn in the general economy, 1963 will be a better year for broadcasting than 1962, as 1962 was a better year than 1961.

But these business prospects, however promising, give little reason for complacency. Both radio and television need better selling if they are to maintain, let alone improve, their share of advertising revenue. Both are targets of sales efforts by rival media that are getting more intense every day.

Magazines and newspapers are caught in a cost-profit squeeze from which they can obtain relief only by enlarging their revenues.

The targets at which magazines are shooting are network advertising and national spot. The newspapers are shooting at the whole range of radio and television business sources.

In addition to being targets for the print media, radio and television are unavoidably engaged in intra-family competition. Especially in the area of national advertising radio and television sell against each other, as indeed they must.

Survival in all this competition will depend upon enlightened and energetic salesmanship, by stations and their representatives, by networks and by the sales promotion cooperatives, RAB and TVB. The improvement of selling must start with improvement of selling tools. Research that goes far deeper than mere head-counts of the audience is now essential.

Both radio and television possess great strengths as advertising media. Each must spend more time and money than either is spending now to discover and explain its individual advantages.

No business can expect to ride a rising curve unless it provides most of its own propulsion.

News game

THERE is an important—almost frightening—significance to broadcasters in an observation made the other day by President Kennedy on the Cuban crisis. It was all but ignored by the newspaper and magazine press and by the columnists; and was underplayed by radio and television.

As we reported last week, the President told a news conference that the administration felt obliged to use television to convey the "truth" about Cuba to the people. This was the two-hour telecast on Feb. 6 by Secretary of Defense McNamara and an intelligence officer calculated to refute contentions that there are offensive weapons in Cuba.

Mr. Kennedy cited a story in a "prominent" newspaper which played up on Page 1 a report of a congressman about the presence of missiles in Cuba, which had no "supporting evidence." The statement of the Secretary of Defense, which the President said gave "very clear details," was on Page 10.

"I think it is important that the American people have an understanding and not compel, because of these various rumors and speculations, the Secretary of Defense to go on television for two hours to try to get the truth to the American people and in the course of it give a good deal of information which we are rather reluctant to give about our intelligence gathering facilities."

No elaboration is needed to assess the tremendous responsibility the administration places upon broadcasting. It also explains why the administration, through the FCC and otherwise, is keeping the pressure on television. It yields a clue as to the salient reason for the Celler committee inquiry on concentration of ownership in newspaper field to begin March 13. FCC Chairman Newton N. Minow, as the first witness, will testify on the influence of newspapers over the radio and television stations they own. This buttresses the notion that the administration regards broadcasting as the most important and sensitive of the mass media, which must not get into "improper" hands.

Sauce for the goose

THE Russians are up to their old tricks. Because Kremlin propagandists, acting on the advice of their embassy propagandists in Washington, didn't relish the recent NBC-TV specials on Stalin and Khrushchev (which we thought superb), the Soviet government has ordered NBC to close down its Moscow bureau.

The reason given, as reported by Tass, is that the programs were "anti-Soviet" and had the "obvious purpose" of arousing in the United States hostility toward the Soviet.

If this had been the first time the Soviet had thrown out an American newsman it would be big news. CBS had its bureau closed in 1958 after it telecast a Stalin special. The New York Times, Time magazine and other news media in recent years have suffered the same fate only to be permitted back in when it suited the convenience of the totalitarian overlords.

Our State Department has "deplored" the action against NBC as an attempt to "exercise indirect censorship." But we do not recall any recent State Department protests against the anti-American propaganda broadcasts emanating from Russia and calculated to humiliate and undermine the good name of the United States throughout the world.

Worthy of note is the fact that Tass announced the expulsion of NBC. Tass is a part of the Soviet foreign office. Tass has two newsmen accredited in our congressional press galleries—aside from those stationed in other large U.S. centers. (U.S. newsmen are practically confined to Moscow.)

Isn't it about time that we retaliated by closing down the Tass bureau in Washington (and perhaps in other places) because of the lies and distortions published by the Soviet press and transmitted over their broadcast facilities supplied by reporters who work directly for the Soviet government?

"WOF-TV sent it over. A fifth of scotch for me and a quart of grade A oil for the computer!"

Drawn for BROADCASTING by Sid Hix

BROADCASTING, February 18, 1963
So KPRC-TV has the jump on us. So their signal leaps out in a 75 mile radius 7 days a week. So they're faster than us. And smoother than us. And better-looking than us. And more accurate than us. And better salesmen than us. But I ask you: can they offer anything to match a mother's love?*

*No, but we try... with five plans, 10 plans and 20 plans... and the world's most considerate coddling! Find out for yourself by calling any Edward Petry & Company man.

KPRC-TV
Houston's Channel 2 Station

Courtesy of Qantas Empire Airways, Ltd.
ADVERTISING GOES FURTHER ON NBC RADIO

THE LARGEST WEEKLY AUDIENCES IN NETWORK RADIO ARE REACHED BY NBC ADVERTISERS. THROUGH 1962, THEY AVERAGED 7 OF THE TOP 10 PLACES IN NRI.
House ratings probe promises 'hot' news; Collins to be first witness ............... 25

Blue-chip advertisers' fall buying presages sales record at tv networks ............... 28

Network-owned stations get license renewals as FCC drops payola charges .......... 40

Radio committee wants 'substantial' decrease in music license fees ............... 52

COMPLETE INDEX PAGE 7

Abie’s Irish Rose: 2,327 performances
My Fair Lady: 2,717 performances
Tobacco Road: 3,182 performances
Life with Father: 3,224 performances

4,327 performances!
New York’s biggest hit, bigger than ever!

In all showbusiness there’s never been a hit like THE LATE SHOW. When New York’s favorite late-evening television show marks its twelfth anniversary on February 26, it will have played 4,327 performances—far outdistancing even the greatest of Broadway’s longest-running hits. And with good reason. For twelve years THE LATE SHOW has presented more of what audiences like best-star-packed motion pictures, many of them New York television premieres. What’s more, late movies on Channel 2 keep building. This past November, for example, “Mr. Roberts” soared to the highest rating ever recorded for a feature film on New York television. (More people stayed up far past midnight to see this single performance than saw “Life with Father” during its entire Broadway run!) In all, an average weekly audience six million strong has the Channel 2 habit “after eleven.” What’s ahead? More and better. “No Time for Sergeants,” “Sayonara,” “The Lost Weekend,” “Member of the Wedding,” “A Face in the Crowd” and “The Last Hurrah.” And many more blockbusters to guarantee that New York’s biggest hit will be...bigger than ever!
Love that Late Show
(especially when my family shows up)

Congratulations WCBS-TV from Metro-Goldwyn-Mayer Television, producer and distributor of many of the greatest hours of pre-'48 film entertainment presented to New Yorkers on the Late Show.
HOUSTON AT NIGHT

City of destiny, already marked with Greatness—Oil and Space Capital of the World, shown here from atop new 45 story Humble Building.

*Houston At Night Watches KTRK-TV*
WGAL-TV delivers a loyal, responsive audience. This unequalled viewer following results from fourteen years of pioneering, finest facilities, and the most complete and modern equipment in the area. Channel 8 is the only single medium in this entire region that assures full sales power for your advertising dollars.
Out of the hat

Who's being talked about to succeed Newton N. Minow as FCC member but not necessarily as chairman? If choice is political, to curry electoral favor in 1964: Former Gov. Mike DiSalle, defeated last November in Ohio, one of pivotal states. If it's Bobby Kennedy favorite: Harold F. Reis, office of legal counsel, Department of Justice, native New Yorker and Jewish (Mr. Minow is FCC's only Jewish member). If it's merit promotion: FCC General Counsel Max Paglin, also from New York and Jewish. If it's to fill need for engineer to replace T. A. M. Craven (who will retire any day now): James Barr, chief, FCC Safety and Special Radio Services, or William H. Watkins, chief, Frequency Allocation & Treaty Division. Added starter: William A. Geoghegan, 38, assistant deputy attorney general, native of Cincinnati and son of former judge active in Democratic party.

With chairman Minow returning this week after 10 days in Europe (CLOSED CIRCUIT, Feb. 18) clarification should be forthcoming on time of intended departure to join Encyclopaedia Brittanica in Chicago as high officer and chief legal counsel. His intention had been to leave June 1 but developments in wake of disclosure in BROADCASTING Feb. 11 of resignation could bring change—perhaps advancement—in timing. No further word on successor as chairman beyond Mr. Minow's recommendation of Commissioner E. William Henry, but if Mike DiSalle gets appointment, it's assumed as matter of practical politics he would snap top job.

Lunch breaks (for press)

Silent protests against snubbing of broadcasters at White House luncheons while press has been feted 17 times, took tangible form last week. Jack Williams, executive secretary of Georgia Assn. of Broadcasters, wrote Pierre Salinger (with copies to Georgia congressmen) that stations in his state "were very disturbed" over "favored treatment" being given newspapers by "exclusive invitations on a statewide basis to dine at the White House." And White House announced last week it's planning another series of luncheons for publishers. Some broadcasters have argued that smaller publishers have used White House visits advantageously business-wise.

NBC's big pictures

NBC-TV sales and programming executives are debating whether to extend network's Monday evening movie series into 1963-64 season. Expectation date of present package is next September. Right now sales department tends to favor extension because of client interest. Programmers, however, wonder whether ratings—which have been good for pictures shown so far—will hold up. It's big decision, involving two prime hours—7:30-9:30 p.m.—that are key to network's whole Monday night schedule.

Omaha backfire

Some legislators are just waiting for chance to question FCC on its local program policy. Democratic member of House Commerce Committee said last week he would like FCC to explain when it adopted program policy described in TV hearings in Omaha by presiding Commissioner E. William Henry. At least one congressman is preparing series of questions for Chairman Newton N. Minow.

Member of Senate Commerce Committee also has prepared lengthy dossier on same subject, and NAB has been suggesting to members of Congress that Omaha-type hearings ought to be stopped. LeRoy Collins, NAB president, and Paul Comstock, government affairs vice president, met with Sen. J. Howard Edmondson (D-Okla.) last Thursday to senator's request to brief him on reasons association opposes shotgun inquiries into local programming. Sen. Edmondson plans meeting this week with Oklahoma broadcasters (CLOSED CIRCUIT, Feb. 18) after receiving numerous complaints against practice. NAB officials say nearly every member of Congress they've talked to feels FCC stepped over bounds in Omaha TV program hearing.

Anti-editorialists

Group of broadcasters, self-identified as Republicans, is ringing doorbells on Capitol Hill trying to collect support for their opposition to FCC's policy urging licensees to editorialize. They say GOP-oriented broadcasters now refrain from editorializing to avoid need to give opposing views equal time under FCC's "fairness" doctrine. Broadcasters, group of three, are striving to retain anonymity for now.

Man on the move

Watch Paul Comstock. That's word being spread around NAB since Florida attorney became vice president in charge of government relations last September. His embattled presentation to joint NAB board at its meeting in Phoenix last January, assailing FCC for off-limits probing into programming and business affairs, made deep impression. And he's largely credited with influencing NAB President LeRoy Collins' shift to stronger stance in dealing with FCC regulatory issues.

Buddying up

Closer liaison between Broadcasters Promotion Assn. and National Assn. of Broadcasters is expected to result from conference last week between LeRoy Collins, NAB president, and Dan Bellus, head of BPA and promotion director of Transcontinental Television. Formal proposals outlining areas in which two organizations may work on parallel planes are being drafted for further consideration. Others at initial meeting were Howard Bell and John Courie of NAB and Clark Grant, BPA first vice president and promotion director of WOOD-TV Grand Rapids.

Softening-up campaign

Extensive mailings by British Broadcasting Corp. to U. S. TV stations in past few months reported to be part of stepped-up effort to dispel image of BBC as government-shackled operation. Ultimate objective is to make U. S. stations more receptive to BBC program offerings. BBC is expected to create new sales position in its New York office to accelerate station-by-station syndication of its programs.

Transistor therapy

Transistor radio rather than television constitutes only effective means of getting democracy's story into Central and South America and West Indies to counteract "red menace." This is crux of communication to USIA Director Edward R. Murrow from Jose Ramon Quirones, owner of WAPA San Juan, and member of board of Inter-American Assn. of Broadcasters. TV market, he said, is limited to minority of "well-to-do and educated people" because of high price and low rate of exchange.

Mr. Quirones suggested that private enterprise might organize through Alliance of Progress corporation that could sell transistors on small-profit margin to reach low and middle classes in Latin America, many of whom are illiterate and are not newspaper readers. "Upper crust" knows communist propaganda, he said, but masses are not being reached.
WE'VE GOT A WAY WITH WOMEN
and with Daddies, too!

Daddy says when I want to see lions and tigers, he’ll take me to the zoo, but when HE wants to see Lions and Tigers, he turns on Channel 2.

Watching WJBK-TV is a happy habit for dads (and mothers, too) in sports-minded Southeastern Michigan. And Channel 2's Detroit Tiger baseball, Detroit Lions football and Big Ten basketball keep 'em happy all year round.

To score with more sales in the big spending 5th market, call your STS man.
WEEK IN BRIEF

Oren Harris probe of broadcast rating services begins this week. "Exposes" hinted by House committee members. Collins and network representatives will lead off to tell how research is used. See . . .

RATINGS BLAST PROMISED . . . 25

Tv network selling drive for 1963-64 season booming along at higher pace than ever before. Spur is early completion of buying schedules by blue-chip advertisers and sell-out by CBS-TV. See . . .

NET SALES SET RECORD . . . 28

Radio license committee serves notice it is looking for "substantial" reduction in fees paid to ASCAP and BMI. Mason warns negotiations are complex and may prove to be long drawn out. See . . .

SEEK DROP IN MUSIC FEES . . . 52

FCC renews licenses of 23 network-owned radio and tv stations after payola charges fail to stand up. But licenses of 27 others are still in limbo for a variety of reasons. All pending since 1960. See . . .

O&Os ARE RENEWED . . . 40

Newsmen to talk over charges of managed news policies with Salinger and other administration information men at meeting April 5-6. Invitations extended to radio-tv, newspaper, magazine groups. See . . .

NEWS ‘DIALOGUE’ IS SET . . . 65

Senate committee studies troubles with communications satellites. Syncom feared destroyed by internal explosion. Pastore questions continued government outlays for space communications. See . . .

SILENT VOICES EXPLAINED . . . 46

President tells Minow government-industry cooperation is imperative to make all-channel law work. Uhf development committee moves another step forward; meeting is set for next month in Washington. See . . .

JFK BACKS UHF GROUP . . . 50

CBS Radio affiliates hear good news; network is running 20% ahead in first quarter this year and this means stations will benefit. Network cites promotional activities for radio shows. See . . .

CBS RUNNING STRONG . . . 62

New method of receiving and projecting color tv for large screen theatrical use is reported ready. GE is said to have worked out system which National General will use in its chain of motion picture theatres. See . . .

COLOR TV FOR THEATRES . . . 66

Survey of Mexican-American groups shows homogeneity of Latin American market. Most listen to Spanish-language radio stations, but reverse is true in tv. Study covers "Latin-American Crescent." See . . .

MEXICAN-AMERICAN MARKET . . . 32

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BROADCASTING, February 25, 1963

[Image of broadcast logo and subscription information]
HOW DO YOU MEASURE A BROADCASTING STATION?

Only a shadow serves as the symbol of a person with a strange addiction. The other person is WTIC-TV News reporter Stan Simon who helped uncover the addiction of hundreds of youths of the Hartford area to easily obtained cough preparations. The upshot was the startling WTIC-TV documentary, “Warning: May Be Habit Forming” which, for the first time, revealed that youngsters are becoming addicted to narcotics which can be obtained at local drug stores for as little as $1.25 a bottle. A videotape of the program has been requested by the Hartford educational station for in-school showing so that thousands of youngsters may be forewarned.

Surveys, such as ARB and A. C. Nielsen, clearly define WTIC-TV’s outstanding audience leadership in southern New England . . . but a documentary such as “Warning: May Be Habit Forming” tells of another kind of leadership we prize even more highly.

WTIC TV3
Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Righter & Parsons, Inc.
House ban, Sec. 315 face NAB state heads

Two long-standing broadcasting legislative problems—political broadcasting law and House ban on radio-tv coverage of hearings—will play prominent roles in discussions at NAB state presidents' conference in Washington tomorrow (Tuesday) and Wednesday.

Featured speaker Sen. Vance Hartke (D-Ind.), who sponsored bill in last Congress calling for repeal of political equal time law, will again call for action on measure in present Congress and plans to reintroduce bill. Sen. Hartke is a member of Senate Commerce Committee and its Communications Subcommittee.

Assured that House leadership does not oppose removal of radio-tv ban, NAB will make strong pitch to state associations to rally support from their congressmen. House Speaker John McCormack (D-Mass.) has stated that he will not actively push for action, but Rep. Howard Smith (D-Va.) has promised NAB that his Rules Committee will hold hearings on currently pending resolutions to permit cameras and microphones in hearing rooms.

All but one active state association is represented among 73 broadcasting executives who pre-registered for conference in Shoreham Hotel. Delegates are coming from 47 states and Puerto Rico.

'Today' in New Orleans defended by NBC-TV

NBC has defended its role in controversy that developed over use of public funds to help defray costs of Today show during its stay in New Orleans.

That city's Times-Picayune has been critical of New Orleans public agencies and private businesses for contributing $30,000 to help support show, which is originating in southern city every day this week.

In letter to newspaper, Carl Lindeman Jr., NBC vice president, said proposal to produce show in New Orleans was initiated by that city's Tourist Commission.

He said funds would be used to pay additional costs involved in producing show in New Orleans rather than New York, and not for salaries, transportation or profit to NBC.

Letter also said programs produced in New Orleans would, in accordance with network standards and Communications Act requirements, indicate that local groups helped defray expenses. In follow-up telegram, network listed "major contributors" among city's public agencies and private businesses that would be included in program credit.

Both letter and telegram were printed in Times-Picayune Friday.

Earlier reply to newspaper's criticism was voiced by officials of WDSU-TV, NBC affiliate in New Orleans. Edgar B. Stern Jr., president, and A. Louis Read, executive vice president, expressed "shock and dismay" at newspaper's opposition to undertaking to promote "city's educational, cultural and industrial advantages."

Time Inc. editor Luce claims tv cooling off

Television's hot pace is cooling off and magazines and newspapers are entering new expansion era, Henry R. Luce, Time Inc. editor-in-chief, declared at Chicago ceremonies re-naming publishing firm's subscription center there at 540 N. Michigan Ave. as Time & Life Building.

Mr. Luce explained more and more people want to know more and more things, and, as scientists use term "critical mass," there is about to be explosive popular demand for knowledge.

Andrew Heiskell, Time Inc. board chairman, claimed balance has been reached between TV's pre-emption of public's leisure time and that available for reading. As for advertising, years 1959 or 1960 marked "first time in many years that the magazine pot grew by a larger percentage than TV did," he said, claiming "it certainly is true that TV's tremendous spurt has levelled off."

There are "only so many hours in the day," Mr. Heiskell said, contending that "TV audiences are declining now and the cost of buying time continues to go up."

Canadian agency revenue: gross up, net down

Though gross billings of Canadian advertising agencies were up in 1961 over 1960, net revenue was down, according to preliminary figures released by Dominion Bureau of Statistics, Ottawa. Gross billings were up from $272,739,802 in 1960 to $282,430,458 in 1961. Billings for market surveys, research and production work by agency personnel accounted for about $5 million of total.


Television accounted for $75,663,406 with 21.6% for production. Radio accounted for $29,125,396 with 10% for production costs. All publications accounted for $154,602,472 of total, with 18.3% for production costs.


Harris names witnesses for ratings inquiry

Initial list of witnesses being called for House Special Investigations Subcommittee probe of broadcast ratings (see page 25) was released last Friday (Feb. 22) by Chairman Oren Harris (D-Ark.).

Following March 5 appearance of NAB President LeRoy Collins will be (not necessarily in this order) Thomas W. Moore, vice president, ABC-TV; Robert Pauley, president, ABC Radio; James T. Aubrey; president, CBS-TV; Arthur Hull Hayes, president, CBS Radio; Walter D. Scott, executive vice president, NBC-TV; William K. McDaniel, executive vice president, NBC Radio; Robert F. Hurleigh, president, MBS and Paul Rand Dixon, chairman, Federal Trade Commission.

Subcommittee also expects to hear spokesmen for local stations and other persons "connected with import of ratings."

Hearing, expected to run for at least three weeks, is culmination of over 18 months of intensive investigation by

more AT DEADLINE page 10
Jack Webb, independent producer at Warner Bros., named head of studio's TV production, replacing William T. Orr, who moves into production of high-budget theatrical films (see page 54).

Ken C. Banes, assistant radio-TV director of D. P. Brother & Co., Detroit, appointed vp in charge of TV commercial production and sales for Jerry Fairbanks & Assoc., new organization formed to work in conjunction with Jerry Fairbanks Productions of California, pioneer Hollywood movie and TV production firm. Frank J. Westbrook, vp and TV creative director of North Adv., Chicago, named president of Jerry Fairbanks of Illinois and will head new Chicago sales office. Also as part of Fairbanks reorganization, Robert Scrivner was promoted to vp in charge of industrial films at Hollywood studio.

Joseph H. McConnell, president of NBC in early '50s and later president of Colgate-Palmolive, elected president and chief administrative officer of Reynolds Metals Co., succeeding Richard S. Reynolds Jr., who moved up to board chairman and chief executive officer. Mr. McConnell had been executive vp and counsel of Reynolds.

William E. Conner named vp and manager of Chicago radio-TV department of North Adv., it is to be announced today (Monday) by North President Don T. Nathanson. Mr. Conner has been vp of BBDO in New York and Minneapolis offices where he was TV-radio executive on General Mills' Betty Crocker account. Mr. Conner, with BBDO 13 years, organized that agency's Minneapolis broadcast department. His other broadcast accounts there included Hormel, Cream of Wheat, Minnesota Mining and Northern Pacific Railroad.

For other personnel changes of the week see FATES & FORTUNES

subcommittee staffers Bob Richardson and Rex Sparger. After development of how ratings are used by networks and stations in determining programming, inquiry will turn to operations of individual services. This phase of public testimony is expected to consume major portion of hearings.

FCC urged to ignore anti-renewal petition

TelePrompTer Transmission of Kansas Inc. asked FCC last week to ignore petition urging denial of its application for renewal of licenses for microwave facilities of its Liberal catv system.

Request that applications be denied was made by KTVC (TV) Ensign, Kan. TelePrompTer said station has not established material evidence that Liberal catv threatens existence of regular TV service in area. This was basis on which FCC denied microwave application in Carter Mountain case (Broadcasting, Dec. 18, 1961).

TelePrompTer said KTVC's opposition to its operation and improvements in catv facility has deprived residents of Liberal of proper TV service.

KTVC is 52 miles from Liberal, which is situated on perimeter of station's grade B contour, and quality of KTVC's actual service to Liberal is questionable. TelePrompTer said.

Capital Cities shows 45% net increase in '62

Increase of 45% in net income for 1962 has been reported by Capital Cities Broadcasting Corp. Net income for year was $1,576,320 ($1.33 a share), compared to 1961's $1,088,197 (92 cents a share).

Cash flow jumped $1 million, from $1,880,434 in 1961 to $2,904,812 last year. Gross revenues in 1962 amounted to $17,825,467, up $6 million from 1961's $11,803,781.


Phoenix not interested in most disliked teacher

Efforts by KRIZ Phoenix disc jockey to find city's most disliked teacher resulted in complaint being filed with FCC by Arizona Education Assn. Frank Flynn, KRIZ general manager, said Friday he ordered program off air as soon as he heard about it. But, reportedly, disc jockey Bob Randall mentioned names of at least three teachers before program was stopped.

Newhouse to help select distinguished Americans

Publisher-broadcaster Samuel I. Newhouse was one of five persons named by President Kennedy last Friday (Feb. 22) to comprise "Distinguished Citizen Service Awards Board."

Board will honor Americans who "contribute to national security, world peace or to cultural or other significant public or private endeavors."


BFA to screen entries for Eurovision contest

National Educational Television & Radio Center has announced that its international division, Broadcasting Foundation of America, will screen American entries for Eurovision Grand Prix of Television Films 1963.

Purpose of contest is to promote cooperation between broadcasting and film industries. Only films produced expressly for TV are eligible. Competition is part of International Film Festival in Cannes.

Entries must have been produced not more than 18 months before May festival. They will be accepted for screening until March 15.

Radio outracing Stork into U.S. homes--RAB

Radio set sales are moving at faster pace than birth rate, according to Kevin B. Sweeney, president, Radio Advertising Bureau.

Mr. Sweeney said last week radio set is sold in United States every 1.3 seconds compared with birth rate of a baby born every 7.5 seconds.

Three radio set records were made in 1962, Mr. Sweeney said: Radios exceeded U.S. population figures for first time (200,258,000 radios compared to 199,947,000 Americans, as of Jan. 1); total sales hit record of 24 million, up from 22 million in previous year; and portable sales reached high of more than 11 million.

Better tv criticism sought

Call for higher standards of TV criticism to equal that given to other popular arts such as new forms of jazz music and motion pictures sounded Friday (Feb. 22) by Roy Danah, director of Television Information Office. Mr. Danish spoke of TV's educational values at annual banquet of Western Television & Radio Conference held in Los Angeles.
Now, an exciting TV series about the "Stagers", a daring breed of men who risk their lives along the 2,325 mile stage route between Missouri and 'Frisco, and the men and women who join them as passengers. No other western drama available today offers the continuing appearance of an appealing 12 year old boy within its format. STAGECOACH WEST delivers this unique element with "Davey", who portrays Simon Kane's son and brings added warmth and human drama to every episode. Here's a series that truly has everything! Adventure, romance and suspense for ADULTS ... fun, thrills and authentic Americana for CHILDREN ... colorful guest stars for ALL. Yes, all the elements for programming success are yours with STAGECOACH WEST.

STARRING
WAYNE ROGERS
AS "MASTERWHIP" LUKE PERRY
RICHARD EYER
AS DAVEY KANE
ROBERT BRAY
AS "STAGER" SIMON KANE

STAGECOACH West

CAPTURES ALL
THE ADVENTURE,
DANGER AND
RAW, STARK
DRAMA THAT
LURK IN EVERY
TWIST AND
TURN OF THE
UNPROTECTED
WESTERN OVERLAND
STAGE ROUTE.

Now, an exciting TV series about the "Stagers", a daring breed of men who risk their lives along the 2,325 mile stage route between Missouri and 'Frisco, and the men and women who join them as passengers. No other western drama available today offers the continuing appearance of an appealing 12 year old boy within its format. STAGECOACH WEST delivers this unique element with "Davey", who portrays Simon Kane's son and brings added warmth and human drama to every episode. Here's a series that truly has everything! Adventure, romance and suspense for ADULTS ... fun, thrills and authentic Americana for CHILDREN ... colorful guest stars for ALL. Yes, all the elements for programming success are yours with STAGECOACH WEST.
More advertisers are spending more dollars on WSUN...than at any time in our 35 year history.

ONE OF THE NATION'S GREAT STATIONS

A calendar of important meetings and events in the field of communications
*Indicates first or revised listing

FEBRUARY
Feb. 25—Third annual Mike Award banquet of Broadcast Pioneers, Imperial Ballroom, Americans Memorial Hall, New York City. Cocktails at 6:30 p.m. in the Versailles Ballroom; dinner at 7:30 p.m. in the Imperial Ballroom.
Feb. 26—Hoaring on NBC-RKO General station transfers resumes.

*March 26—Conference on emergency broadcasting, Governor's Conference Room, State Capitol Building, Sacramento, Calif. State Industry Advisory Committee, Governor's Public Information Committee, FCC, Dept. of Defense, California Public Safety Agency and California Disaster Office will be represented.

Feb. 26-27—NAB conference of the state association presidents, Shoreham Hotel, Washington, D. C.
Feb. 27-March 1—Western Assn. of Broadcasters Engineers, division meeting, McDonald Hotel, Edmonton, Alta.
Feb. 28—Academy of Television Arts & Sciences, Hollywood chapter, 8 p.m., "Meet the Creative Team" session with the producers of The Eleventh Hour. U. of California, Los Angeles.
Feb. 28—Ad Club of Minneapolis meeting, Normandy Hotel. "Creativity: The New Word in Radio," speech-clinic. Featured speaker will be Maurice Webster, vice president and general manager of CBS Radio spot sales.

MARCH
March 4—Hollywood Ad Club, Hollywood Roosevelt Hotel, Gail Smith, executive director of advertising and market research, General Motors, will speak on "Advertising in the Total Market Scheme."
March 6— Assn. of National Advertisers workshop on tv advertising to discuss new techniques for testing commercials, allocation of media budgets, participation vs. spot announcements and predicting tv success. Speakers will be David Mahoney, executive vice president of Colgate Palmolive; Herbert Zeltner, vice president and media director of Lennen & Newell; Henry Brenner, president of Home Testing Institute and Eric Marder, president of Eric Marder Assoc. Hotel Plaza, Philadelphia.
March 7—California Broadcasters Assn., Mark Hopkins Hotel, San Francisco. FCC Commissioner Robert E. Lee to speak on "The Washington Scene or How to Keep Your License"; NAB General Counsel Doug Anello to discuss editorializing and CEA Legislative Counsel James Garbadil will report on the California legislature.
March 8-10—Annual Radio-TV Conference and Clinic, U. of Oklahoma, Norman. It will be combined with the Seminar in Station Operations, sponsored by the Oklahoma Broadcasters Assn.
March 9-10—Oklahoma Broadcasters Assn. seminar on FCC rules and regulations, Oklahoma Center for Continuing Education, U. of Oklahoma, Norman. Speakers will include FCC Commissioner-designate Kenneth Cox and NAB Executive Vice President Vincent Wisselien.
March 9—American Women in Radio & Television, Projection '63 workshop, 10 a.m.-12:30 p.m., tv wing, McCann-Erickson Adv., 499 Lexington Ave., New York.
March 11—Florida Assn. of Broadcasters, U. of Florida broadcasting day, Gainesville.
March 11—Deadline for filing proposed findings in Grand Rapids, Mich., ch. 13 proceedings.
March 11—Florida Assn. of Broadcasters, Broadcasters Day, U. of Florida broadcasting day, Gainesville. "Let Me Speak to the Manager" panelists include Melvin A. Goldberg, vice president and director of r&d. Dr. Sidney Rosow, president of Pulse Inc. and Sol Talshoff, editor and publisher of BROADCASTING.
March 12—Puerto Rico Assn. of Broadcasters, San Juan. Howard Bell, NAB vice president, will speak.
March 12-15—Audio Engineering Society's West Coast spring convention, Hollywood Roosevelt Hotel, Los Angeles. FM stereo broadcasting, disc recording and reproduction, microphones and earphones and audio applications in the space age are among topics to be dealt with in technical papers.
March 15—Louisiana Assn. of Broadcasters, Opelousas Inn, Opelousas.
March 15—Deadline for comments on FCC proposed rulemaking to allow daytime stations to go on the air at 6 a.m. or sunrise, whichever is earlier.
March 15-16—Institute of Electrical & Electronics Engineers, Pacific computer conference, California Institute of Technology.
March 17-19—National Assn. of Educational Broadcasters, Region III meeting, Kellogg Center, U. of Chicago.
March 18—Extended deadline for comments in FCC Inquiry into the objectionable loudness of commercial announcements and commercial continuity over am, fm and tv stations.
March 18—Reply comments to FCC's proposed fm allocations table.
March 20-22—National Educational Television and Radio Center, spring meeting of program managers and station managers of affiliated non-commercial educational television stations. Park Sheraton Hotel, New York.
March 22-23—Spring convention of Arkansas Broadcasters Assn., Sam Peck Hotel, Little Rock. Speakers will be Blair Vedder, member of the U.S. Senate's Joint Committee on the Arts, Louis & Brorby and Roy Moore, special agent, FBI's Little Rock office.
March 22-23—Arkansas AP Broadcasters Convention, Little Rock Hotel.
March 25-28—Institute of Electrical & Electronics Engineers, convention, New York

DATEBOOK

SUNNY'S REALLY COOKING

5 KW 620 KC

Broadcasting 24 hours daily!

TAMPA—ST. PETERSBURG

Get all the facts from

Nat. Rep: VENARD, TORBET & McCONNELL
S. E. Rep: JAMES S. AYERS

12

BROADCASTING, February 25, 1963
What is the Bell System?

The Bell System is cables and radio relay and laboratories and manufacturing plants and local operating companies and millions of telephones in every part of the country.

The Bell System is people... hundreds of thousands of employees and more than two million men and women who have invested their savings in the business.

It is more than that.

The Bell System is an idea.

It is an idea that starts with the policy of providing you with the best possible communications services at the lowest possible price. But desire is not enough. Bright dreams and high hopes need to be brought to earth and made to work.

You could have all the equipment and still not have the service you know today.

You could have all the separate parts of the Bell System and not have the benefits of all those parts fitted together in a nationwide whole.

It's the time-proved combination of research, manufacturing and operations in one organization — with close teamwork between all three — that results in good service, low cost, and constant improvements in the scope and usefulness of your telephone.

No matter whether it is one of the many tasks of everyday operation — or the special skills needed to invent the transistor, the solar battery, or, with Telstar, to pioneer space communication — the Bell System has the will and the way to get it done.

And a spirit of courtesy and service which has come to be a most important part of the Bell System idea.

BELL TELEPHONE SYSTEM
(We did it!)
Efforts to equate the proverbial apples and oranges of the advertising world have finally borne fruit. For the first time a major research undertaking compares the efficiency of two different advertising media on an even footing—in this case magazines and network television. The CBS Television Network, which developed this precedent-setting research, has revealed its findings in an equally advanced animated film and in a detailed book. To attend a viewing of the film, where you will receive a copy of the book, contact your advertising agency or the CBS Television Network Research Department, 485 Madison Avenue, New York 22, N.Y.
If There's a Screw Loose at Your House, Chances Are It Came From Rockford

And, chances are, this is only one of the many products you use each day that bear the "made in Rockford" label. Rockford's 400 factories produce more than 300 different products, ranging from metal fasteners (5,000,000,000 yearly) to chewing gum.

Rockford is the core city of the vast Rock River Valley industrial complex, ranging from Edgerton, Janesville and Beloit, Wisconsin in the north to Oregon, Dixon, Sterling and Rock Falls, Illinois to the South. To effectively cover this prosperous and expanding market, buy WREX-TV.

WREX-TV
REMARKABLE ROCKFORD, ILLINOIS

Call 130

SUBSCRIPTION APPLICATION--

BROADCASTING The Businessweekly of Television and Radio
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for:

☐ 52 weekly issues $7.00  ☐ 104 weekly issues $12.00  ☐ Payment attached
☐ 52 issues & 1963 Yearbook $12.00  ☐ Please bill
☐ 1963 Yearbook $5.00

name  title/position*

address  Business
☐ Home

city  state  zone

*Occupation Required.

Coliseum and Waldorf-Astoria Hotel.
March 26—Final date for the filing of applications for ch. 5 in Boston. Applications will compete comparatively with present occupant WDBH-TV.

March 26—Board of Broadcast Governors hearing, Ottawa.

March 29—National Assn. of Educational Broadcasters Region II conference, Tampa, Fla. WEDU-ETV host station. Meetings and banquets to be held at WEDU and the International Inn. Work sessions on programming, in-school instruction, public relations and graphic arts.

March 31-April 3—Annual NAB convention, Conrad Hilton Hotel, Chicago.

APRIL

April 1—Stockholders meeting, Wometco Enterprises Inc., Miami, Fla.

April 1-5—Canadian Assn. of Broadcasters annual convention, Royal York Hotel, Toronto, Ont.

April 3-5—Assn. of National Advertisers West Coast meeting, Santa Barbara Biltmore Hotel, Santa Barbara, Calif.

April 6—American Women in Radio & Television, Projection '63 workshop, 19 a.m., 10:30 p.m., tv wing, 485 McCann-Erickson Ave., 185 Lexington Ave., New York.

April 6—Georgia AP Broadcasters Assn. meeting, Atlanta.

April 8—Oscar awards ceremonies, to be broadcast on ABC's radio and tv networks.

April 11—Seminar on radio broadcasting and community leadership under joint auspices of Southern California Broadcasters Assn. and U. of Southern California Dept. of Telecommunications. USC campus.

April 11—Deadline for reply comments to proposed findings in Grand Rapids, Mich., ch. 13 proceedings.

April 17—American Marketing Assn. convention on new product marketing, New York Hilton.

April 17—Deadline for reply comments on FCC's proposed fm allocations table.

April 18—Assn. of National Advertisers, workshop on international advertising, Hotel Plaza, New York.

April 19—Michigan AP Broadcasters Assn. meeting, Lansing.

April 19-20—Annual convention, New Mexico Broadcasters Assn., Alvarado Hotel, Albuquerque. NAB President LeRoy Collins will be principal speaker.

April 21-23—Ninety-third convention of Society of Motion Picture & Television Engineers, Traymore Hotel, Atlantic City, N. J.


April 26—Pennsylvania AP Broadcasters meeting in Pittsburgh.

April 26—15th anniversary ball of Bedside Network of Veterans Hospital Radio & Tv Guild. Plaza Hotel, New York.

April 26-27—Virginia AP Broadcasters meeting, Executive Motor Hotel, Richmond. Awards in the VAPB newscasting and telecasting contests and for public service will be presented on first night at the banquet.

April 29-May 1—Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

April 29-May 4—"Rose d'Or" Contest; May 20-25, 1963—Television Symposium and Tv Equipment Exhibition. The two events are part of the Third International Television Festival announced by The City of Mont-
puzzle:

How Doth the Busy Keith McBee?

WMAL-TV's six news cruisers are manned during the day-shift by Keith McBee, Ed Meyer, Larry Krebs, Mal LaPlace, Bob Gneiser and Jim Clark, who prowl the town taking the motion picture footage that makes our news shows the livest and liveliest in D.C.

At 5 p.m. each day the cruisers rendezvous with a station messenger who drives down to pick up the films for the studio. The messenger averages 30 mph each way.*

One day this winter, the news cruisers arrived at their trysting place at 3:30 and stalled there in one of the gigantic traffic snarls that regularly follow WMAL meteorologist Louis Allen's announcement of "possible snow flurries with little or no accumulation." With downtown traffic immobilized and no assurance that the messenger would arrive and less that he would be able to get back if he did, the men decided to invoke Snow Emergency Regulation #364-221C.

Intrepid newsman McBee lost the straw draw and promptly at 4 p.m., he tucked the reels under his arm and started hoofing it toward the station. (Our news always gets through.)

When he had walked some distance he encountered the messenger car, which had in fact started out at its regular time. McBee, messenger and movies then headed back to the station and arrived 15 minutes ahead of schedule. Assuming that the messenger car averaged its usual 30 mph each way and that nobody stopped for coffee, how fast did McBee walk? Correct computations earn an award.

*Rain or snow, your sales message travels at the standard 186,000 miles/second when you beam it on WMAL-TV's Evening Report, a full hour of news coverage 6:30 to 7:30 p.m., Monday through Friday. Try it for lively sales results. Check Harrington, Righter and Parsons, Inc. for availabilities.

Puzzle Adaptation courtesy Dover Publications, New York 14, N. Y.
Send answers to: Puzzle #74, WMAL-TV, Washington 8, D. C.
IN MEMPHIS

Times
HAVE CHANGED
...AND SO HAS
WMC
RADIO

When your grandfather sang "Merrily we roll along..." he didn't know how merry rolling along could be. Today wherever you go in the great Mid-South there are endless hours of wonderful entertainment provided on your car radio by WMC. For more than 18 months, WMC has programmed only the good music albums of such stars as Doris Day, Mitch Miller and Montavani, the music you'd select yourself if you had a library of thousands from which to choose.

Yes, times have changed and so has WMC, but the leadership you've learned to expect during WMC's nearly 40 years of broadcasting continues without change.

WMC/MEMPHIS
NBC
790 KC
5,000 WATTS

MAY

*May 1-3—Illinois Broadcasters Assn. spring convention, Springfield.


May 3—Indiana U. Radio and Television Department banquet, Bloomington, Ind. Julian Goodman, vice president for news, NBC, will be guest speaker.

May 5-7—Television Programming Conference annual meeting (formerly SWAPDT), Royal Orleans Hotel, New Orleans. The meeting is primarily for program executives from Louisiana, Texas, Oklahoma and Arkansas. Those interested in attending should contact: Jerry Ronig, 520 Royal St., New Orleans. Program details to be announced.

May 9-11—Seminars in editorial, advertising and circulation, U. of Wisconsin School of Journalism, Madison.

May 11—California AP Radio-TV Assn. meeting, Anaheim, Calif.

May 16-18—Western States Advertising Agencies Assn. annual conference, Riviera Hotel, Palm Springs, Calif.

May 17-19—Louisiana-Mississippi AP Broadcasters meeting, Lafayette, La.

May 18—Florida AP Broadcasters annual meeting, Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a luncheon, afternoon tour of Cape Canaveral and an awards dinner at night.

May 19-21—Assn. of National Advertisers, spring meeting, Waldorf-Astoria Hotel, New York.

May 20—Georgia Radio Day, Atlanta Advertising Club, Atlanta.

May 20-22—Electronics Parts Distributors Show, Conrad Hilton Hotel, Chicago.

May 22—Annual spring managers meeting, New Jersey Broadcasters Assn., Rutgers U., New Brunswick, N. J.

*May 26—Academy of Television Arts & Sciences, "Emmy" awards telecast. NBC-TV, 10-11:30 p.m. EDT.


JUNE

June 1—UPI Broadcasters of Illinois, Hotel Jefferson, Peoria.

June 4—Board of Broadcast Governors hearing, Ottawa.

June 7-14—Annual convention of National Community TV Assn., Olympic Hotel, Seattle.

June 8-11—Georgia Assn. of Broadcasters annual convention, Callaway Gardens, Ga.

OPEN MIKE *

Whether buying or selling

EDITOR: I think you have done a superb job on the 1963 Yearbook and at this time see no room for improvement.—George Gribben, chairman, Young & Rubicam, New York.

EDITOR: Every year I make considerable use of this valuable reference work. In my opinion, it is the most comprehensive material within one volume published anywhere in the industry.—Rollo W. Hunter, vice president & director of television & radio, Erwin Wasey, Ruthrauff & Ryan, New York.

EDITOR: It amazes me how you always make the new Yearbook even better than the wonderful one of the previous year. The 1963 Yearbook issue is the greatest!—H. W. Cassill, Blackburn & Co., Chicago.

EDITOR: I have never seen anything on the broadcasting industry so complete and in so much detail as the Yearbook.—Harold V. Lauth, manager, public relations, Washington office, Kaiser Industries Corp.

EDITOR: The 1963 Broadcasting Yearbook is a superb publication.—Raymond F. Blasser, vice president, Union Commerce Bank, Cleveland.

EDITOR: Now that I have become the southeastern representative for the Marcus Assoc., Inc., of Cleveland...here is another five buck for the vital-

ly necessary Yearbook. Can't do business without it!—Leonard L. Asch, 127 Huron Ave., Davis Island, Tampa, Fla.

Agency wants more

EDITOR: Please send me a couple of teasersheets of the Jan. 28 country and western music article.—Sinclair Jacobs, vice president & director in charge of media and tv programming, Daniel & Charles, New York.

No connection

EDITOR: I read your Closed Circuit, Feb. 18 issue, concerning the study being made for the CBS-TV Affiliates Board. Just to keep the record straight, I have no connection with the U. of Minnesota. I have been associated with the faculties of New York U. and, briefly, the U. of Minnesota, but this was many years ago. And...I am not a former CBS economist: rather held various positions in the research department at CBS dating back to 1939, none of which were designated as economist.

These are very trivial points, but I am anxious to avoid any appearance that I am attempting any unwarranted association with the U. of Minnesota.—Charles H. Smith, president, Charles Harriman Smith Assoc., Inc., Minneapolis.

Spotlight on Sunday show

EDITOR: Ray Scherer and I were delighted with the story on Welles Hangen's Pakistan film episode [Media, Feb. 18]. This Is NBC News has been,
Boston Advertisers, buying in their home market, place more dollars on WHDH Radio than any other Boston Radio Station.

Like radio time buyers everywhere, Boston time buyers know they must get top results for their clients' money. They know that buying time on a responsible station, with progressive policies, top programming and loyal listeners is the way to get extra sales.

*Buy Boston like a Bostonian and you'll buy...*

**WHDH - BOSTON 50,000 WATTS**

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
we feel, a successful program, but because of the awkward Sunday afternoon hour, our audience is not as large as we would like it to be. Therefore, we are even more grateful for such mention.—Robert Asman, producer, NBC, Washington, D. C.

Got kicks out of Hix

EDITOR: I would like permission to reprint the Feb. 11 Sid Hix cartoon. We would like to use it in Muzak's Product

"I'm in advertising, really... that's just to keep TV repair men on their toes!"

Pointers, an engineering newsletter which goes to all engineers in the Muzak franchiser organization.—David Bain, manager, Production Division, Muzak Corp., New York.

[Permission has been granted]

Each in its rightful pew

EDITOR: I have long admired the accuracy of your news and feature articles, your attention to detail, and your comprehensive documentation of current events as well as longer-range trends. I have disagreed with many of your editorials. I took particular exception to what I felt was an indefensible attempt to exonerate KRLA [Los Angeles] and WDKD [Kingstree, S. C.] in their recent license revocations. This, to me, weakened the stature of your editorial position because the operation of those two stations constituted an insult to the many conscientious broadcasters who deserved to be better represented by you against such regrettable malpractices.

But, in this case, as always, you clearly stated your judgment on the editorial page and had every right to do so. A major article elsewhere in the same issue presented the details of the FCC action without attempting to interpret those facts for your readers.

My similar reaction to some of your editorial comments about Gov. Collins immediately after his cigarettes-and-youth statement was again softened by the objective accuracy of your factual reporting of the incident elsewhere in Broadcasting.—Rev. James A. Brown, S. J., U. of Southern California, Los Angeles.
Two favorite sights in Philadelphia

Philadelphians love a parade! Particularly "The Mummers' Parade," a jubilant, spectacular New Year's Day classic that's high, wide and handsome as Broad Street itself, and just as much part of the local Philadelphia scene. That's why TV 10's annual coverage, capturing all the high-stepping excitement of the parade, is eagerly anticipated, widely viewed: this year, more than 1,000,000 Philadelphians tuned to the 4½-hour broadcast of the celebration. Bringing Philadelphians what they want to see most is something CBS-Owned WCAU-TV does best. And one of the things Philadelphians want to see most is WCAU-TV, the number one television station according to both Nielsen and ARB.
MONDAY MEMO
from Benjamin J. Green, Geyer, Morey, Ballard Inc., Chicago

The three-way stretch to more effective broadcast selling

Those of you at the top level of station management, I am sure, have an understanding of the problems of many of your advertisers that makes them seek your personal service and counsel. Certainly each of you is highly qualified in some areas of selling where you have had unusual contact and have made special study.

Those of us served by your representatives often have to struggle through a morass of poorly related information and face very little preparation by your reps for helping to solve our client's sales problem at hand. Much of the time our contact men and media departments decide to go it alone without becoming involved in a discussion of advertising approach with your people.

This is a weakness of the agency operation. It should be part of our responsibility to help you develop effective sales methods. Methods that would contribute to our own successes. I am afraid we're lazy in that direction.

**Market Data**
Let me be specific. I will be so bold as to mention a dirty word — newspapers. Newspapers, because they are dealing with retail stores. They have access to the men who understand selling face-to-face with the consumer. They accumulate a good understanding of their markets to such a degree that in buying radio or TV we often rely on newspaper information to help evaluate a broadcast buy. We are more likely to depend on data supplied by newspapers to evaluate a market than we are on data supplied, if available, by a radio or TV station.

Just before the strike we were attacking a problem in New York City, for example. We challenged one of the evening newspapers there with the statement that there was no combination of New York papers that could do the coverage job of the New York News at a comparable cost. This stimulated one press contact into a very thoughtful presentation in which he proposed a most unusual combination. He accurately and carefully put together a coverage plan which involved the use of three of his competitors. This had been common practice earlier in Chicago too before newspaper mergers.

**Empathy**
I cannot recall a situation in which a single radio or TV station approached us with a sales plan which, for example, might have said: “We understand your problem, your need for reaching the largest number of housewives between 18 and 40 with the greatest frequency. We think we can demonstrate to you that our station reaches 60% of that market with greatest efficiency. Here’s how you can reach the other 40%.”

I believe that the burden of creating this buying atmosphere has remained with the clients and agencies and that for the most part broadcasters have been a reluctant party to divided station schedules even though they might agree privately that this was the better way to manage the client’s problem.

**Bugaboo of Bigness**
It also seems that the broadcasting industry could provide more assistance at the local level than it has provided as part of its service up to this time. One of the things which has plagued me personally in buying is what I consider unrealistic rate cards. Bigness always has been a virtue in the broadcasting business. It’s still true that if I wanted to buy radio spots in Detroit for Mrs. Grass’ soups I might pay more for the same number of spots than Lipton soups if Lipton happens to be advertising its tea also.

The big company with multiple products gets advertising advantages because the lump sum of the advertising for its combined products overwhelms the poor fellow who is making a living from one brand or one category. We solved this problem on one major station in a metropolitan market where we discovered we had one food broker handling six lines that could be advertising on the same station. We made a bulk deal on an annual basis through the broker which the station helped to work out.

The deal is in its eighth year of operation and has totalled $1 million in annual volume. Only a small percentage of this I am sure would have gone to that station normally. Also, all of these six different companies obtained benefits from the common situation.

**Merchandising**
Once we have received some help from the station in planning our strategy in the market and have a realistic approach to rates, we still have the problem of getting some effective help in awakening the trade to the fact that a product is being advertised. I’m sure you’ve heard this to the point of irritation over and over again—that grocery buyers don’t pay any attention to broadcasting schedules in planning merchandising, especially radio. So the advertiser says, “I’ve got to put my ads where the buyers can see them.”

In most cases I consider this shortsighted. I do not believe in buying advertising to get merchandising. I believe advertising should be purchased basically for its ability to deliver messages to the consumer.

But I do believe that once that decision has been achieved, every conceivable effort should be made to dramatize this advertising to make certain that its potential is described fully to the industry in as many interesting ways as it is possible.

One of the best plans that we ever hit on was in New York on WNBC when we employed the Tex and Jinx program for Broadcast corned beef hash. We suggested that the heads of the grocery chains be interviewed and proposed in exchange to have pictures of Tex and Jinx taken in the stores involved. The result was tremendous publicity for Tex and Jinx and giant promotions for the product. It also resulted in development of NBC’s Chain Lighting and later CBS’s Supermerketing, where unsold time was swapped for feature displays.

In the three areas I’ve discussed briefly I’m urging stations to cooperate with an advertiser within the limits of propriety. The more willingly stations help agencies, the more likely it is that campaigns will succeed and keep all concerned happy for a longer time.

Ben Green is vice president in charge of the food and grocery product division of Geyer, Morey, Ballard Inc., western division, Chicago. He joined the agency last year after a 15-year tenure with Arthur Meyerhoff & Assoc., Chicago, where he also was vice president. Prior to that he was with H. W. Kastor & Sons there. Mr. Green is a native of New York City. He attended the U. of Illinois and U. of Chicago and began his career as a newspaper reporter and editor.
You sell more with WELI’s RPM!
You get more sales power per minute at WELI! Each second moves your products faster because WELI gives you . . .

- highest Ratings
- finest Programming
- powerful Merchandising

Time to investigate! National Sales Representatives: H-R Representatives Inc; Boston: Eckels & Co.

WELI/960 THE SOUND OF NEW HAVEN / 5000 WATTS / 960 KC
These days, when Hoosiers argue politics, you often hear, "The Senator said so... on television!" Reason: The Communicana Group stations in Fort Wayne and South Bend-Elkhart are televising the top two state legislators in vigorous discussions of the issues now before Indiana's 93rd General Assembly. "61 Days of Decision" the public service series is called. It is widely quoted all over the state following every broadcast.

For thirty lively minutes, Senator D. Russell Bontrager, Republican President Pro Tem of the Indiana Senate, meets with Senator Marshall F. Kizer, Democratic Floor Leader. Moderator is John F. Dille, Jr., a member of the N.A.B. Editorializing Committee, and president of The Communicana Group. All the explosive issues are examined. Taxes! Reapportionment! Education! The Burns Ditch Deep-sea Port! Viewers are prodded into taking sides, taking action.

It is vigilant, vibrant programming like this which has caused Northern Indiana viewers to look so loyally to The Communicana Group stations, WSJV-TV and WKJG-TV... and to their advertisers, as well. Ask Advertising Time Sales for the revealing details.

THE SENATOR SAID SO...ON TELEVISION!

In TV: WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne
Radio: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne
Newspapers: The Elkhart Truth (Eve.); The Mishawaka Times (Morn.)

John F. Dille, Jr., President
RATINGS PROBE BIG BLAST PROMISED

■ Committee member hints disclosures to come will be ‘hot’ news
■ Collins, then network executives scheduled to appear March 5
■ After use of ratings is established the services will be called

The fruits of 18 months of intensive investigation into the inner workings of the radio and television rating services will be exposed to public view beginning next Tuesday (March 5) by the Special Subcommittee on Investigations of the House Commerce Committee.

Rep. Oren Harris (D-Ark.), chairman of both committees, announced the hearings last week at the same time he announced the formation of the new subcommittee (BROADCASTING, Feb. 18).

At its organizational meeting last Tuesday (Feb. 19), the special subcommittee heard an oral report on the investigation from three staff members and a warning from Chairman Harris and the ranking minority member present, Rep. William Springer (R-Ill.), to keep the information secret.

One subcommittee member, in predicting that disclosures to be made will be “hot,” said that nothing was presented in writing by the staff. It is understood that no direct charges of “fraud” were made by the staff but that, after hearing the presentation, members questioned whether some of the rating surveys are handled “honestly” and “ethically.”

Another congressman who heard the staff presentation predicted the hearings will be “mighty revealing [and] could very well get some attention . . .” in the newspapers.

Collins Leads Off ■ The subcommittee announced over the weekend that NAB President LeRoy Collins will be the first witness with most of the testimony next week to be devoted to the “use” made of ratings. Two years ago in a speech to the combined boards of the NAB, Gov. Collins charged that broadcasting, by relying too heavily on ratings, has allowed “an outsider to become master of its own house” (BROADCASTING, Feb. 13, 1961).

Executives of the three tv networks and four radio networks will follow the NAB to the stand to explain the use they make of ratings in deciding program schedules. ABC witnesses are expected to be Thomas W. Moore, vice president in charge of ABC-TV, and Robert Pauley, president of ABC Radio.

At week’s end, it was not definitely established who would represent CBS-TV and NBC-TV. It was understood that originally the subcommittee had requested that both Frank Stanton, president of CBS Inc., and Robert Kintner, president of NBC, appear in Washington. Both, however, are scheduled to make speeches elsewhere on March 5, the day network officials have been called.

NBC and CBS disclosed that they had received letters from the subcommittee late last week requesting that their principal witnesses be prepared, and authorized, to testify concerning previous statements made by both Messrs. Stanton and Kintner and several other executives who spoke for the two networks.

If Dr. Stanton, acknowledged industry expert on ratings, is not able to testify, CBS-TV President James T. Aubrey Jr. is expected to be the principal witness, along with Arthur Hull Hayes, president of CBS Radio. Probable chief spokesman for NBC-TV will be Executive Vice President Walter D. Scott with William K. McDaniel, execu-
A long build-up to the new investigation of the raters

Broadcast rating services—which will be the subject of a full-dress House subcommittee hearing that begins next week—have been under government scrutiny off and on for some five years.

The Senate Commerce Committee undertook a modest investigation of the raters in 1957-58—largely at the urging of Sen. A. S. Mike Monroney (D-Okla.), and then and now a committee member. Executives of the major rating services appeared before the committee June 26, 1958 for a one-day session—the only public hearing on the subject to date (BROADCASTING, June 30, 1958). Sen. Monroney sought further hearings but none materialized. Generally, the ratings people won an impressive story during the June sitting of how they conduct their businesses, and senatorial interest diminished for a while. (A special counsel to the committee was Kenneth A. Cox, who is presently chief of the FCC's Broadcast Bureau and is awaiting Senate confirmation to be an FCC commissioner.)

In anticipation that the hearings would continue, the committee sent questionnaires to advertising agencies asking how they use ratings in buying and placing TV shows (BROADCASTING, Feb. 2, 1959).

Then Quiet • The subject lay dormant on Capitol Hill until mid-1960 when Rep. Oren Harris (D-Ark.), chairman of the House Oversight Subcommittee, appointed a special committee of research experts to study the rating services and bring in a report. The committee, headed by William G. Madow of the Stanford Research Institute, had just wound up its work when the ratings popped up again during a Senate confirmation hearing for Federal Trade Commission Chairman Paul Rand Dixon in March 1961. While questioning Mr. Dixon, Sen. Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, revealed that data collected during the 1958 committee investigation had been turned over to the FTC in 1960 for action. Mr. Dixon was asked to check into the status of the agency’s investigation. He promised an early look at the subject (BROADCASTING, March 20, 1961).

Only a week later came the Madow Report. It made 12 specific recommendations for improvement of rating services.

Subcommittee Chairman Harris, who is heading the investigation which opens next week, said two of the Madow Report's findings were especially important: One urged publication by the services of how they get their information; the other said the services should provide their clients with capsule information on the accuracy of their estimates (BROADCASTING, March 27, 1961).


The individual services said that they have been contacted during the past week by the subcommittee and told to appear in Washington either the week of March 11 or March 18. They were told, as were the networks and NAB, to submit prepared statements in advance if they desired.

One ratings president said he was at a loss as to what to be prepared to testify about because he had no idea what the subcommittee has in mind.

Other Witnesses • Also expected to be called next week, ahead of the individual services, are several broadcasters, program producers, major advertisers and possibly agency executives. A subcommittee member said that he expected many persons will request an opportunity to testify after the hearing is publicized.

It is understood that many top program men, who have publicly criticized ratings in the past, are reluctant to testify because of fear of economic reprisals. One top supplier of network programs in past years, who admitted that he had been interviewed by the subcommittee staff, named three currently unemployed program creators in explaining why he did not plan to appear before the Harris subcommittee.

Future witnesses will be announced on a day-to-day basis, it was reported, to keep them from being exposed to “outside pressures.” A member of the committee said that an element of surprise is intended in some instances and that it just would not be a good idea to announce the names in advance.

Three different subcommittee members praised Messrs. Sparger and Richardson, both 30-years-old and former members of the Oklahoma House of Representatives, for the thoroughness of their investigation, during which “hundreds” of persons were interviewed.

Samples Criticized • One congressman, who said the subcommittee is vitally interested in determining just howpendent the broadcasting industry is on ratings, said the two have done an “exhaustive job.” The hearings, he predicted, will show among other things that the samples reported in surveys are not as represented.

In promising that the hearings will be objective, Chairman Harris also praised the preparatory work of Messers. Sparger and Richardson and Charles Howze, chief counsel of the subcommittee. Contrary to a report published here last week, Chairman Harris said the hearings will probably continue through to completion without interruption beginning next week.
Inc., Sindlinger & Co. and C. E. Hooper Inc.) "are doing a reasonably good technical piece of work for the purposes to be served."

A New Course • Events to date indicate 1963 may be the year the rating services take their lumps.

The Federal Trade Commission concluded six months of negotiations with three of the largest rating firms and announced the companies had signed consent orders with the agency in January (Broadcasting, Jan. 7).

The services agreed their audience estimates were not 100% accurate, and said they would supplement their rating reports with additional statistical data.

Reaction to the orders on Capitol Hill indicated the services may have gotten off easy. Word from the House unit which had been preparing for next week's hearings since the Madow Report was released almost two years ago indicated the FTC orders "just scratched the surface," or else they were as good as far as they went, but did not go far enough. Plainly the Harris Subcommittee intends to take it from there.

"I have no disposition to drag this out," he said. "In my judgment, it would be better to continue straight through the investigation once we have started."

Young Veterans • Mr. Howze, 34, will probably do most of the questioning of witnesses as chief counsel. A native of Washington, D.C., he was in private practice in Boston before joining the staff of the old Legislative Oversight Subcommittee (grandfather of the new subcommittee) in April 1959. At the start of the 87th Congress, he became chief counsel of the Subcommittee on Regulatory Agencies in April 1961 when that group succeeded the Oversight Subcommittee. The new Special Subcommittee on Investigations is the successor to the Regulatory Agencies Subcommittee.

Mr. Howze was active in the investigations which led to the 1960 disclosures of the rigged tv quiz shows and payola.

Mr. Sparger joined the Oversight staff in February 1960 as a protege of House Majority Leader Carl Albert (D-Okla.). During his tenure in the Oklahoma Legislature, he was chairman of the House Investigative Subcommittee. Mr. Sparger gave the oral report on the ratings investigation last week.

He has resigned from the staff, effective with the completion of the ratings hearings, to return to Oklahoma. Mr. Sparger said that he hoped to keep his hand in state politics. Before his election to the state legislature, he was sports and regional editor of the Ardmore (Oklahoma) Daily Ardmoreite.

Mr. Richardson, who served with Mr. Sparger in the Oklahoma Legislature, came to Washington in 1959 on a Prettyman Fellowship to study advanced law at George Washington U. He also during this time worked as a defense of accused persons without funds and received wide publicity when he succeeded in getting release of several prisoners who were jailed in violation of a 100-year-old law.

He has an L.L. M. from GWU and an L.L. B. from the U. of Oklahoma. He joined the subcommittee staff in 1961 with the start of the ratings investigation.

The Purpose • In announcing the ratings hearings, the subcommittee said it will explore their use, "their importance in determining what is broadcast to the public and the accuracy of ratings." Rep. Harris said the hearings are the result of the field investigation which began in August 1961, which, itself was an outgrowth of the Madow study. This study was made by a special three-man committee of the ASA under commisson of the Legislative Oversight Subcommittee. It was chaired by William G. Madow of the Stanford Research Institute.

Hunting at developments to come, Rep. Harris said the 1961 study left some "grey areas" and that in probing these grey areas, the subcommittee "developed additional information which extended the investigation." He said the Madow report was unable to determine "specific techniques of using the ratings" which, after further investigation by Messrs. Sparger and Richardson, opened new vistas of inquiry.

A second phase of the investigation, Rep. Harris said, has been to determine whether the rating services, "in fact, do what they say they do. . . . The rating services have for many years engaged in a business apparently conducted, insofar as subscribers and users are concerned, largely on faith."

In his first talk to the NAB combined boards after becoming president of the association, Gov. Collins had this to say about ratings in February 1961: "There is another matter I feel should be of grave concern to broadcasters—that is the development of the various audience-measurement or program-rating businesses.

"Now, I do not here quarrel with the validity of these services, but I am shocked by their far-reaching influence

The new Subcommittee on Investigations which will begin a new round of hearings on radio-tv rating services March 5 will be under the guidance of old hand Rep. Oren Harris (D-Ark.) whose Legislative Oversight Subcommittee made headlines on the same subject for years. Members of the committee, shown here, include Democrats John Moss (Calif.), Paul Rogers (Fla.), Gillis Long (La.) and W. R. Hull Jr. (Mo.). Republicans are John Bennett (Mich.), William Springer (Ill.), J. Arthur Younger (Calif.), and Donald G. Brotzman (Colo.).

Chmn. Harris
in the whole broadcasting industry. In effect, their reporting is determining in large measure not only what the American broadcasting diet will be but also at what times the meals will be served.

"And yet, NAB has no check-rein or oversee-status whatever over what the raters do, or how they do it. Broadcasting, therefore, is allowing an outsider to become master of its own house and does not even check his health card."

Network executives have repeatedly testified in past appearances before Congress and the FCC that ratings results are just one of many factors that go into the selection and scheduling of programming. Independent producers whose low-rated network shows have been canceled, have just as repeatedly maintained that their programs have gone on the casualty list solely because of ratings.

Harris tells Kennedy about ratings probe

The man who will lead the congressional investigation of rating services next week (see page 25) made sure his party boss got the word last week.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and the Special Investigations Subcommittee which will conduct the hearings, told President Kennedy about the probe "in passing" during an hour's private conference with the Chief Executive on Thursday (Feb. 21).

Rep. Harris revealed to reporters later that it was the President who had requested he submit legislation to suspend equal time provisions of the Communications Act as they apply to the presidential and vice presidential races in the 1964 election (see page 42).

The chairman refused to say whether he and the President had discussed candidates for a possible vacancy on the FCC, but, he said—and this after talking with the President—he had no reason not to believe reports Chairman Newton N. Minow is resigning (BROADCASTING, Feb. 11).

President Kennedy has been consulting with key committee chairmen on Capitol Hill in an effort to ensure sufficient support for the many administration measures and proposals that are being sent to the current congress.

BROADCAST ADVERTISING

NETWORK SALES SET RECORD PACE

Many big advertisers already committed for 1963-'64; solid CBS-TV position speeds selling by other networks as well

Major tv advertisers are expected to tie down network commitments for the next season earlier this year than ever before.

Paced by the drive of the blue-chip advertisers, tv network selling for the 1963-64 season is far advanced for February.

The step-up in major advertiser purchases of network tv presages a new record in tv billing this year.

As of last week, such bellwether network advertisers as Procter & Gamble, General Foods, Liggett & Myers, Brown & Williamson, Philip Morris, P. Lorillard, Lever Bros., Kellogg, S & H Green Stamps and Chrysler Corp. had orders placed for 1963-64. Some of these—P & G, General Foods, Philip Morris and Chrysler in particular—established a pattern by having nearly completed their list of purchases for the new season.

The selling spurt among the well-heeled and multi-product advertisers is set against this background:

- Network tv gross billings are at a higher point than in any previous year. It is expected that the total for 1962—and formal release of figures is being made this week—will come in at a near-$800 million level, about 12% increase over 1961. Nighttime network tv alone accounted for 68% of the total, or nearly $550 million. An estimate for this year: At least another 5% gain in gross time billings if current buying continues.

- The billings rise in 1962 is the largest yearly percentage increase in network tv since 1956.

- The momentum which has caused a speed-up in advertiser advance buying of new tv shows was provided in large part by CBS-TV's unusual performance this season.

CBS-TV's Move • The actual lock-up at CBS-TV occurred some 10 days to two weeks ago (BROADCASTING, Feb. 18). That network led the way as a result of program success and good business. The network finished 1962 showing a whopping percentage gain. The story, both for programming and economics, was so good that CBS-TV president James T. Aubrey Jr., has announced the next season's prime-time schedule to affiliated stations (CLOSED CIRCUIT, Feb. 18).

In his letter, Mr. Aubrey noted that "never before has CBS-TV—or any network—locked up a new season's schedule so early in the year." He also wrote, "with such a schedule it is not surprising advertisers already have placed an unprecedented volume of business next fall."

A fundamental qualification is provided by the nature of the tv business. Big advertiser purchases of new shows provide but one barometer. The other indicator is the renewal rate of continuing shows.

Traditionally contracts contain renewal options, and networks send out notice to advertisers on Feb. 15. Usually these renewals begin coming back to the networks about March 1. This is why many decisions for next season are held in abeyance until after March 1. A few sales trends, however, are already apparent. Some of these:

- CBS-TV is making an effort to limit the number of shows sold on a minute participation basis. Both ABC-TV and NBC-TV would like to follow this lead.

- As one astute broadcasting executive analyzed the sales period: "It is like a game of poker. CBS-TV is standing pat on its hand of hits, and except for modifications, is waiting for renewals. NBC-TV is playing it safe and playing along with movies and anthologies, lacking in programming as it makes 'advertiser sales.' ABC-TV has drawn a new hand with some new programming concepts, and is aiming for young housewives."

The NBC-TV drive for sales has resulted in the contract with Chrysler involving some $18 million in a Bob Hope-Revue anthology for next season (Fridays, 8:30-9:30), its DuPont series and General Electric anthology hour on Sundays at 10 p.m., and a newly announced

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BROADCASTING, February 25, 1963
"Our use of WSOC-TV over 5 years has drawn a tremendous number of our customers from as far as 70 miles away. This big plus volume is the "extra" that has helped our two stores capture nearly 12% of Charlotte's $81 million retail grocery business."

CHAS. N. REID, Pres.
Park 'N Shop,
Charlotte, N.C.

Among metro areas of the Southeast, Charlotte is first in retail sales per family. Its 75-mile radius population is the largest in the Southeast. This density of free-spending consumers within the friendly persuasion of WSOC-TV keeps a lot of our advertisers wonderfully happy. See Mr. Reid. Let the plus volume WSOC-TV will produce for your schedule make you happy, too. One of the great area stations of the nation.
S&H cautious
Steel an
sponsor still
BROADCASTING,
little
and
Eastman
to
known
to
the
Travel of Jannie McPhleetes, Liggett & Myers of Arrest & Trial, Fire-
stone will sponsor all of its half-hour Voice, all on ABC-TV.
Kellogg and Toni appear set for My Favorite Martian. Renewals appear as-
sured on Ed Sullivan. There are at least three advertisers certain for Judy
Garland Show (Menley & James, American Tobacco and General Mills). Leer
and Bristol-Myers seem set again for Candid Camera and renewals look good
for What's My Line?, all on CBS-TV.

NBC-TV's lineup indicates RCA & Eastman Kodak will renew Walt Disney,
Procter & Gamble is set with Grindil, Chevrolet with Bonanza, and Dupont
and GE in the 10-11 p.m. period.

Monday-Saturday • Other nights on the schedule are not that complete but
here is the present status at each network:
CBS on Monday already anticipates renewals from 7:30-10, and picking up
with 10, East Side, West Side is half-
sold (Philip Morris and American Home
Products). On CBS-TV, too, Tuesday is a "renewal" night except for Whistle
Stop (formerly called Ozark Widow) which has Procter & Gamble as a spon-
or. On CBS-TV Wednesday night,

Travelers Insurance reportedly has picked up two-thirds of CBS Reports
and the remainder will be participating advertisers: American Tobacco has a
half of Real McCoys, renewals are ex-
pected for Hillbillies, Dick Van Dyke,
and Danny Kaye Show at 10-11 is half
sold to Armstrong (U. S. Steel has
dropped its network tv sponsorship.)

Thursday night sales on CBS-TV hinge mostly on renewals. Friday night
has an hour open (The Free and The
Brave, 7:30-8:30), and renewals antici-
pated for the other shows (Rawhide
and Perry Mason in the past have had
participations). On Saturday, Philip
Morris already has signed for Jackie
Gleason and renewals are expected, the
new Phil Silvers Show has General
Foods, Defenders has Lever renewing,
and other advertisers are expected to
pick up portions. Procter & Gamble is
set for Gunsmoke along with other re-
newing advertisers.

On NBC-TV Monday night is still
an open question for advertisers (and
programming from 7:30-10, with
Mitch Miller set at 10-11), but a late
report indicated that the network may
continue to show motion picture fea-
tures that night.

Little of Tuesday night on NBC-TV
is firm, though Bristol-Myers is reported
to have bought spots on Mr. Novak
(7:30:9:30) and the 10-11 p.m. period
has the 12 Andy Williams specials, and
AT&T (Bell Telephone Hour). Wednes-
day's The Virginian has P&G and
Liggett & Myers penciled in. Kraft
Foods is certain though it may shift its
time period, and some or all of Eleventh
Hour is expected to be renewed.

On NBC-TV Thursday, L & M is in
Dr. Kildare and other renewals are ex-
pected. Ford is reported to be signing
for Hazel and Lorillard (Kent) and
Menley & James seem assured for Jack
Paar. A. C. Gilbert and renewals are
seen for International Showtime. On
Friday, Chrysler has its hour set, Col-
gate-Palmolive is sponsor of Harry's
Girls and Lorillard has an alternate half-
hour of the new Joey Bishop Show.
There is little to report on Saturday
though Union Carbide seems assured
as one of the advertisers in the movie
block.

ABC-TV is cautious in reporting
sales, but renewals are expected in
Wagon Train (now 90 minutes), and
Brown & Williamson has an alternate
half-hour in The Breaking Point, both
on Monday; American Gas Assn. and
American Dairy Assn. are sponsors of
Ozzie & Harriet at 7:30-8 on Wednes-
day, P & G continues with its sponsor-
ship in Ben Casey and L & M is an
advance advertiser in The Young & The
Bold. Brown & Williamson and P & G
are advertisers in The Fugitive on
Thursday, Gillette is set for Friday
ights, L & M is in the new Jerry Lewis
Show on Saturday.

ABC-TV at last report is said to be
considering Price is Right at 8-8:30 on
Saturday if it obtains the show that's
now on NBC-TV.

Understandably strong optimism for
the new season emanates from CBS-TV
where one top sales executive char-
acterized the current "selling momen-
tum" as the "greatest since late 1949
or the early 1950's."

Rep appointments...
• WPOP Hartford, Conn.: Robert E.
Eastman & Co., New York, as national
sales representative.
• WESH-TV Orlando-Daytona Beach,
Fla.: Katz Agency, New York, as na-

COMMERCIAL PREVIEW: Chooz antacid gum

In preparing a commercial to dem-
strate "the flow of soothing relief"
of Chooz, an antacid chewing gum
developed by Pharmaco, Kenilworth,
N. J., the W. N. Ayer agency decided
to emphasize the product's difference
from capsule-type antacids.

Ayer enlisted the services of an
x-ray technician to obtain graphic
proof of the difference. Actual x-ray
films reportedly showed that ordinary
tables "taken with water, simply fell
to the pit of the stomach..." while
Chooz "bathed the heartburn zone
with a constant flow of soothing rel-
ief." A radiologist reviewed the film
for the agency and attested to its
authenticity. For fear of upsetting
"sensitive psyches" with the realistic
evidence, Ayer turned the x-ray story
into an animated sequence.

X-ray motion pictures were taken
to compare Chooz antacid chewing
gum with capsule-type antacids.

The commercial will be used on
NBC-TV's Mere Griffin Show and
"a variety of ABC-TV and CBS-TV
daytime programs," according to
Ayer spokesmen.

S&H buys NBC specials

Sperry & Hutchinson Co. (S&H
Green Stamps), New York, and
NBC-TV were reported late last
week to be committed next sea-
sion to a series of 12 specials, each
one hour in length, that will fea-
ture singer Andy Williams. Sulli-
vian, Stautler, Colwell & Bayles,
New York, is S&H's agency.
The contract, it was estimated, represents some $2.5-3 million in
time and talent. The specials
would be placed in the Tuesday,
10-11 p.m. segment, over a period
from October through May 1964,
Andy Williams this season appears
in a regular series. Barnaby Pro-
ductions is designated as the pro-
duction company. The series is to
be produced in Hollywood.
We still got a few availabilities!

This is just to remind you that even though WDAY-TV is possibly the most nearly-sold-out station in the Northwest, this situation changes back and forth almost constantly.

Even in our extremely popular “Party Line” (late afternoon) — even in our News, Weather and Sports (and at Noontime) — we can often come up with a real BANG for you!

NOW might be the very time to ask PGW. How ’bout it?

WDAY-TV
AFFILIATED WITH NBC • CHANNEL 6
FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives
tional sales representative, effective March 1.
- KSAN San Francisco: Pearson Na
tional Representatives Inc., New York,
as representative in major cities.
- WFOX Milwaukee, Wis.: Mid-West
Time Sales, Kansas City, Mo., as re
regional sales representative (St. Louis,
Kansas City, Memphis, Omaha, Des
Moiines).

THE 'MEXICAN-AMERICAN' MARKET

Survey of 500 housewives shows their media preferences

The homogeneity of Mexican-American families in the five-state "Latin Crescent" has been borne out in a re
search survey just published by Belden Assoc., market research firm of Dallas and Mexico City.

The report was compiled to meet the need for reliable marketing data on the Spanish-language, Mexican-American population of the United States.

"The Mexican-American Market in the United States" was made in 12 com
munity areas of 40,000 or more Mexi
Can-Americans in Texas, Arizona, New
Mexico, Colorado and California. These
areas represent 1,214,576 or about 33%
of all Mexican-Americans (3,666,278)
living in the five states, making it the
largest homogeneous Latin-American
group in the United States.

Housewives, considered best equipped to accurately answer the survey, were
contacted personally with all questions
asked in Spanish by a bi-lingual inter
viewer. Of the 500 women surveyed, 43.
9% or 219 came from Los Angeles and
San Antonio, the most heavily Latin
of the 12 areas in the study.

Migrants? • In its major general find-
ing, the survey does away with the
"migratory" tag commonly connected
with Mexican-American families. This
characteristic may be true among some
whose livelihood is farm labor, the sur
vey notes, but it does not necessarily
apply to urban residents.

In 11% of the families someone had
left the city in the preceding 12 months
to work temporarily in another place.
Of this number, only 3% took the whole
family with them. Thus the survey
shows that the overwhelming majority
(86%) have home roots and stay with
their friends and jobs.

Illustration of this point is shown in
the figures on home ownership. Fifty-
three per cent reported they owned their
own homes and 47% said they rented.
Of the home-owners, 31% bought new
homes.

The survey included 70% American-
born respondents, with 27% Mexican-
born. Spanish, was reported as the lan
guage most spoken in the homes (40%).
English is spoken most in 24% and in
36% of the homes English and Spanish
speaking is about equal.

Spanish Radio • When it came to
radio listening, however, the survey
showed that 52% of the respondents
list mostly to stations broadcasting in
Spanish, while 31% said they listen to
stations mostly in English.

Marked preference was shown for
English-language newspapers, 78% say
ing they read them mostly, and 73%
reporting they mostly read English-
language magazines. These figures were
based on the 69% and 64% who said
they read daily newspapers and maga
zines, respectively.

The Belden study covers 28 different
economic and social categories from
air conditioning ownership to occupa
tion of the head of the family; the aver
age family being 5.2 members.

Education • Only 2% of the heads
of family graduated college. Another
3% attended college but did not gradu
ate. Twelve per cent graduated high
school, while 19% attended but did not
graduate.

The majority of family heads were
employed as craftsmen, skilled workers,
operatives and laborers (58%). Only
4% were listed in the professional and
technical fields.

The income varied from 11% who
reported earning less than $1,500 a year
to 1%, earning more than $10,000 per
year; 19% were in the $2,000-2,999
bracket, 20% between $3,000-3,999, 14%
between $4,000-4,999 and 16% reported
$5,000-6,999.

Appended to the family study, the
Belden reports contains an extensive
section on population. Between the 1950
and 1960 census, an increase of 51.3%
in the incidence of Spanish surnames in
the five states was noted.

The study was originated and execut
ed by Belden as an independent re
search firm. The initial studies were
ordered by The Quaker Oats Co., who
used a portion of the questionnaire for
other market research. Belden expanded
the survey on its own and expects to
defray the additional costs through sales
of the volume at $5 each. The initial
subscriber was the five-station Sombrebo
Texas Group of KCOR San Antonio,
XELO El Paso, KGBT Harlingen,
KUNO Corpus Christi and XEK
Laredo.

SIN opens new office

The Spanish International Net
work has announced an expan
sion of its sales activity in New
York. Rene Anselmo, vice presi
dent of SIN, is now operating the
new sales office at 247 Park Ave.
The network consists of seven
full-time, all-Spanish language tv
stations, five in Mexico and two
in the U. S. (KMEX [TV] Los
Angeles and KWEX [TV] San
Antonio).

Richard O'Connell (l), executive direc
tor and New York representative of the Sombrero Texas Group, and Joe
Belden, president of Belden Assoc.,
Dallas, discuss the new Mexican
American Survey.
Says Al Constant:  
Station Manager, KRON-TV

"Viewers in San Francisco are sold on KRON-TV, and we are sold on Seven Arts!"

"As the number-one station in the San Francisco market, we naturally must present the best in TV entertainment. We purchased Volumes 3, 4, and 5 of 'Films of the 50's' from Seven Arts because we felt these features were the very best available for programming in our new weekend movie showcases—'Great Movies' which debuts Saturday, February 23rd, will run from 6:00 to 7:30 P.M. and 'Sunday Night Movie' which will debut Sunday, February 24th will run from 11:10 P.M. to conclusion. In addition to these 2 new feature film time slots, Seven Arts' 'Films of the 50's' will also be telecast on KRON-TV's 'Saturday Night Movie' from 11:10 P.M. to conclusion."

If you lived in San Francisco... you'd see Seven Arts' Volumes 3, 4, & 5 on KRON-TV
CHRYSLER SEeks deal for dealers

It wants its own tv discounts applied to local groups

The Chrysler Corp., Detroit, is planning to intensify its dealer groups' participation in television, but the method it hopes to use is viewed with dismay by some television station operators.

Chrysler has asked television stations to incorporate into the Chrysler Corp.'s overall blanket contract any television that might be purchased by any local dealer group. Some station operators view this move as a "dangerous precedent" that might lead other national advertisers to request the combination for any local group to earn maximum discounts.

A Chrysler official confirmed that the request had been made but declined to say whether it was a general mailing to all stations or only to some or whether this would constitute a general policy for the future. His view was that Chrysler was merely making a proposal that a station could accept or reject.

The opposition to the Chrysler plan by some stations is keyed to the conviction that less revenue would accrue to stations if the dealer and Chrysler buys are combined for maximum discounts.

But this attitude is by no means unanimous. One highly placed broadcasting official said that some TV stations find it difficult to compete with newspapers for local automobile dealer group funds, and the Chrysler strategy is "above-board, straight-forward and reasonable." He said that it is a decision that each individual station should make, depending on its local competitive position. In the long run, he added, many stations stand to benefit from this offer, even with the larger discounts.

It is known that Chrysler, which has improved its sales position substantially in the past two years, hopes to stimulate increases in dealer group advertising and its latest offering is one step in this direction. Chrysler assertedly hopes to bring up dealer TV participation closer to the levels of Ford and General Motors.

The more active spending by Ford and General Motors dealers in national and regional spot TV is pointed up by figures available from the Television Bureau of Advertising. In 1962, according to TVB, Chrysler dealers spent approximately $2.7 million, as compared with $4.5 million for General Motors dealers and $5.1 million for Ford dealers.

Tupperware plans test

A musical commercial for Tupperware Home Parties Inc., Orlando, Fla., will be tested in a group of radio markets next month to promote the asserted "sealed airtight" quality of the company's plastic containers. BBDO, New York, is the agency.

An original musical score by jazz artist Eddie Manson attempts to blend the product quality with music (simulating the air whoosh). One chorus goes: "Save work and time. Save money too. Our secret we'll share. (SHH!) Don't throw away leftover food. Keep it in Tupperware."

Buick, Dodge start major spot campaign

New Detroit auto money—from Buick and Dodge—is being invested in broadcast advertising, including local spot, as the auto industry continues to enjoy another brisk selling year. Buick is buying radio, Dodge is already in a heavy TV drive.

General Motors' Buick, through McCann-Erickson, Detroit, will start a heavy radio spot drive March 25 to run until mid-May on schedules of up to 221 stations plus the ABC, MBS and NBC radio networks as part of a major dealer showroom traffic promotion.

The campaign centers on distribution of hundreds of thousands of copies of a Buick record album, "The Sound of Tomorrow," produced exclusively for the auto maker by RCA Victor. The Buick campaign also will use magazines, newspapers and NBC-TV's satellite Miller show.

Chrysler Corp.'s Dodge, which also continues to be a heavy radio spot advertiser, last week embarked on a heavy spot TV drive. Placed through BBDO, Detroit, Dodge on Feb. 16 began local minute spots on stations in the top 35 markets for periods running up to six weeks. Participations on ABC-TV and NBC-TV also are being used.

Dodge new-car sales nationally for the current model season have been running 50% or better than the year before, with the Detroit area claimed to be an industry-record increase of 123%. Detroit Dodge dealers also are running a new intensive local TV-radio drive through BBDO.

A. C. (Arnie) Thomson, advertising director for Dodge passenger cars, has stressed that radio is not merely a "reminder medium," but provides reach and frequency that are vital in selling a

NBC Radio is back in the RAB fold

NBC Radio, after an absence of approximately a year, is rejoining the Radio Advertising Bureau on March 1. With NBC Radio's addition, all the radio networks will be represented in the trade group's membership.

William K. McDaniel, executive vice president of NBC Radio, announced the move and praised the RAB's plans to boost radio standards of salesmanship and research. In addition to the network, NBC owned and operated radio stations also become RAB members. RAB president-designate Edmund C. Bunker (left in photo) welcomes Mr. McDaniel.
The most complete, most exciting Radio Programming Service ever offered!
high-priced product such as a car (Broadcasting, Feb. 18). In Chicago last week for the auto show there Mr. Thomson explained that both tv and radio spot work together to provide the flexible communication link that is necessary in today's highly competitive all-media battle to win "a share of the consumer's mind."

Mr. Thomson explained that while network programs and participations do an effective job in covering the nation as a whole, local spot must be added in the top major markets in order to augment network coverage. It is in these major centers, he said, where the prospective customer is bombarded with messages from a multiplicity of media and hence the extra exposure weight is needed to capture a share of his attention.

Because of Dodge's big sales gains, Mr. Thomson said, budgets for all media have been increased considerably, including tv and radio. The current Dodge drive is "one of the most concentrated spot tv campaigns in our history," he added.

Dodge's parent, Chrysler Corp., in a new corporate purchase through Young & Rubicam, has signed for an $18 million weekly hour package built around Bob Hope that will begin next season on NBC-TV (At Deadline, Feb. 18).

**Blair announces 'top 10' radio spots**

Blair Radio last week released a "top 10" list of radio commercials which the station rep said are the ones "liked best" by listeners throughout the U. S. To pick the 10 commercials, along with eight runners-up, The Pulse Inc. conducted a 2,000-home sample during regular interviews.

The winners, listed alphabetically:

- Chevrolet (Campbell-Ewald, Detroit)
- Coca-Cola (McCann-Erickson, New York)
- Dodge (BBDO, New York)
- Ford (J. Walter Thompson, New York)
- Kellogg's Corn Flakes (Leo Burnett, Chicago)
- Pall Mall (Sullivan, Stauffer, Colwell & Bayles, New York)
- Park's sausages (Leon Shaffer Golnick, Baltimore)
- Pepsi-Cola (BBDO, New York)
- V-8 Juice (Needham, Louis & Brosby, Chicago, and William Esty, New York)

Runners-up included: Acent (NLKB, Chicago); Carling's Black Label beer (Lang, Fisher & Shatshower, Cleveland); Chesterfield (JWT, New York); L&M (JWT, New York); Pontiac (MacManus, John & Adams, Detroit); Rambler (Geyer, Morey & Ballard, Detroit); Salada Tea (Hoag &

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**Tongue-in-cheek spots selling staid 'Times' on West Coast**

The newspaper strike has deprived New Yorkers of their daily newspapers, but the Western edition of the New York Times is flourishing, thanks in part to a radio campaign which began mid-January in Los Angeles and San Francisco. The one-minute spots, created by Carson/Roberts, Los Angeles, are currently broadcast by KNX and KFI Los Angeles; KNBR, KCBS and KGO San Francisco in an initial 13-week subscription campaign.

Most of the spots are based on the adventures of Mr. Peebles, the mailman, who delivers the New York Times to Western subscribers. Typical is his conversation with Mrs. Dumont, who is so anxious to get her Times that she kisses him when he hands it to her with the rest of her mail. When she raves about all the New York Times world-famous columnists like James Reston and Arthur Krock and Sulzberger and Taubman and, oh, just everybody.

The postman asks which is her favorite.

"Well," she says hesitatingly, "I like Taubman on the theatre. But Rupert's favorite is James Reston."

"Rupert," asks Mr. Peebles, "I thought your husband's name was Cyril."

"It is," she responds.

"So who's Rupert?"

"My prize mynah bird."

"You mean...?"

"Yes. I line Rupert's cage with the New York Times, Reston's column facing up."

"You mean to say you use the most distinguished newspaper in the world to line a mynah bird's cage?"

"That's right. But when that bird talks—you listen!"

In another of the spots, a little girl amazes Postman Peebles by telling him that the New York Times he is delivering is not for her mother, but for herself. "What's so strange?" she asks. "After all I'm six years old... Can I help it if I dig James Reston and Arthur Krock?"

The embarrassed postman replies:

"Certainly not, but I thought little girls just liked to play with dolls, and the little girl says: 'We do,' and shows him her talking doll. "Does she say 'I love you' and 'Go bye bye,'?" he asks.

She snaps back: "Are you kidding? Listen—. There is the sound of a doll ring pull and the doll's voice says 'Shall we discuss the Congo situation.' "You see," the little girl explains, "she reads the New York Times too."

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Ken Sullet (l), Carson/Roberts copy chief discusses script approach to "New York Times" Western edition spots with cast members Arte Johnson, June Foray and Howard McNear during recording session.
MARK CENTURY CORPORATION
P R E S E N T S

Radio à la Carte

What is Radio à la Carte?
Radio à la Carte is a complete radio production service. It is a continuing service. It gives the AM or FM broadcaster everything he needs in radio programming. It is the finest service available. Never before have so many top talents contributed so much to radio production services. Laugh at the talk and humor prepared by the finest comedy talents. Hear public service announcements so well produced, so compelling, so sponsorable! Listen to the sample commercials and imagine your station offering these unusual announcements to your sponsors. The contests are unusual...and that's something, considering the contest field today. And the production music is the most exciting available to radio. It's the sound of the future.

Who is Radio à la Carte?
Mark Century Corporation, the producers, are radio veterans who are expert at giving broadcasters what they need and want. They believe in money-making programming. They produce a ready-mixed service, prepared to your taste. Music Makers, Inc. is the creative arm to Mark Century. This company has won more awards in the communications field than any other of its kind. It created many new ideas for Radio à la Carte.

Milton M. Herson
President

Why is Radio à la Carte different?
It was meant to be completely different from anything ever offered. Mark Century spent a long time surveying radio needs. They produced something entirely new. The ideas are original. The music is specially written and arranged. Production is the greatest. The sound is unusual, too. Full stereo throughout. It's the first available in monaural or stereo...the first that can be adapted for multiplex. The rich, full tone is full of surprises for the listener.

What will Radio à la Carte do for you?
Plenty. It's designed for radio's tastemakers; the broadcasters who shape the sound of radio. It will build audience. It will increase listener response. Most important...it will sell your unsold time. Radio has long needed such a service. It helps production while it brings in dollars.

What do they say about Radio à la Carte?
"Long overdue...Radio has needed this." George Mooney, WKGN, Knoxville, Tenn. "It's a gas...and a Money-Maker, too." Jack Stapp, WKDA, Nashville, Tenn.
"Something refreshingly different...smart programming...sets a Station apart." Irv Lichtenstein, WWDC, Washington, D.C.

Marvin A. Kempner
Executive Vice-President

Mark Century Corporation, 6 West 57th Street, New York 19, N.Y. Circle 5-3741
Schaefer adds eighth station to 'Award Theatre' lineup

On Friday (Feb. 22) the Schaefer Award Theatre entered Cleveland with a showing of "Born Yesterday" on KYW-TV. This represented one more jump in a steady television success story which began back in 1959. Conceived in that year as a one-market experiment on WCBS-TV New York, Award Theatre has since spread to eight stations throughout Schaefer's eastern market area.

A Measure of Success • To quench the public thirst in 1962, F & M Schaefer Brewing Co., Brooklyn, N. Y., filled 361,000 more beer barrels than the previous year, a sales volume increase of 11.4%. A good portion of this success must be attributed to Schaefer's use of television and more specifically to the Award Theatre.

A recent trade survey put Schaefer's television budget at close to $1.5 million for the first nine months of 1962. Projected to the full year the figure approximates $2 million. And Award Theatre, which now gets about 20% of the Schaefer TV budget, or in the neighborhood of $400,000, is due for a larger share.

The philosophy behind the program is creation of an "institution" to sell an institution's product and to turn Award Theatre into an institution of public stature.

Schaefer, with its agency BBDO, adopted this plan: Pick high quality first-run feature films from the station's library, place them, uncut in the late show time slot (11:16 p.m.), interrupt them with a minimum number of commercial breaks (four) and give them heavy advance promotion. Since inception, Schaefer has followed this pattern and indications are it's content to stick with a good thing.

Irregular scheduling of Award Theatre, generally about six weeks apart, requires heavy advance public notice for each film. To accomplish

A visually and musically strong commercial, but with no "voice message," goes on the air at the end of this month for Schaefer beer. The unusual commercial was prepared in 20-second and one-minute lengths. Only words heard are in the Schaefer jingle sung near the commercial's end. Visually the commercial centers on a "cast" that consists only of a Schaefer bottle, a bottle opener and a glass. The "action" is provided by the camera that explores from various angles the pouring of a glass of beer. The commercial will be seen in some 15 key markets. Photographer Ben Somoroff served as consultant; BBDO is the agency.

Business briefly...

Pepsi-Cola Co. introduced a new low calorie cola drink—Patio Diet Cola—in Greenville, S. C. last week and advertised the product on radio and in newspapers in that city. Additional market testing will begin in the Philadelphia area in early March and in other cities at a later date. Pepsi-Cola's agency, BBDO, will supply local bottlers with commercials, and the bottlers will make the time purchases.

Transit Casualty Co., St. Louis, in its first use of radio, will begin a spot radio campaign in communities adjoining Chicago, St. Louis and Kansas City, Mo., this spring to spotlight their services in the insurance field available through local agents. The number of markets is not yet determined. The campaign will be placed direct.

Shultz Inc., New York, for its Technique Div. has bought a campaign of prime time minutes on CBS-TV and NBC-TV from March through July. Shows are Dobie Gillis and Fair Exchange on CBS-TV and Jack Paar Show, Joey Bishop Show and Andy Williams Show on NBC-TV. Agency: Papert, Koenig, Lois, New York.

Scott Paper Co., Philadelphia, through J. Walter Thompson, New York has purchased a participatory schedule in NBC-TV's Monday-Friday The Match Game (4:43 p.m.), making the show sold out. Other advertisers are Procter & Gamble, Sterling Drug, P. Lorillard Co., H. J. Heinz, Grove Labs, Ralston Purina, Thomas Leeming & Co., Armstrong Cork Co., and Campbell Soup.

Bakers Franchise Corp., New York, has begun a new flight of spot radio
this in the New York area Schaefer uses about 80 radio spots spread over six stations, newspaper ads and tunes in notices on the station carrying the show (WCBS-TV) beginning two weeks before actual presentation.

Tom Villante, account supervisor for Schaefer at BBDO, explains that *Award Theatre* features are broken by only four two-minute commercials whereas a normal late show feature might be interrupted with as many as 20 individual announcements. The premise is that the public is more receptive to a few relatively long commercials than a lot of short ones. “We don’t beat them over the head,” says Mr. Villante.

Soft Line • In line with its “public esteem” campaign Schaefer uses commercials with a soft approach. On *Award Theatre* it currently employs one which tells the story of the Schaefer Co. and parallels this with the development of baseball.

*Award Theatre* pictures have included “For Whom the Bell Tolls,” “The Caine Mutiny,” “Mr. Roberts,” “Twelve Angry Men” and “Young Man with a Horn.” When moving into a new market, the advertiser asks the station for complete list of its first run features from which it picks the “top” films for *Award Theatre*.

Following its success in New York, Schaefer moved in 1960 to WCAU-TV Philadelphia and WBBZ-TV Boston and later to WNDE-TV Scranton; WHEN-TV Syracuse; WINR-TV Binghamton and WPTZ (TV) Plattsburgh, N.Y.

With favorable past results as a guide, Mike Carty, media planning manager at Schaefer, hints at still further expansion of the program following its Cleveland debut.

& Bowles, New York, to handle advertising for Burma Shave, which the tobacco company acquired last week. The account formerly was handled by R. Jack Scott, Chicago.

NEW CONSUMER STUDY

Negro-directed spots show brand preference increases

Advertisers wanting to know how well they are reaching the Negro market have a new Negro consumer report from Rollins Broadcasting Co. to give them the answer.

Rollins, which includes five Negro-oriented radio stations among its holdings, surveyed the brand preferences of 7,691 Negro consumers in New York-Newark, Los Angeles, Chicago, Indianapolis and Norfolk, Va. The report in the first three consumer categories and lists a total of 4,009 brands used by Negroes. (1,846 brands were listed on the survey, with an additional 2,163 write-ins from 53% of the respondents.)

The study was made by the research department of Continental Broadcasting, the Rollins division representing the five Negro-programmed stations.

A comparison of the survey with a similar one conducted by Rollins in 1958 shows that advertisers who have directed their sales messages to the Negro market have shown sharp brand preference increases. Among them:

Blue Bonnet margarine, 66.6% of users in Norfolk in 1956 vs. 21.8% in 1958; Tide, 58.9% in Norfolk vs. 24.5% in 1958; Pepsi-Cola, 25.3% in New York vs. 17.5% in 1958; RiceLand Rice, 43.5% in Chicago as 7.4% in 1958. A more detailed comparison of the two studies is available to advertisers and agencies upon request.

Rollins stations are: WJNJ Newark; KDAY Los Angeles; WBEE Chicago, and WRAP Norfolk (all programmed to the Negro audience): WGEE Indianapolis (which directs a portion of its programming to the Negro); WCHS-AM-TV Charleston, W. Va.; WAMS Washington, Del.; WEAR-TV Mobile, Ala.; Pensacola, Fla., and WPTZ-TV Plattsburgh, N. Y.

**Tv gains outdistance other media in survey**

**Tv led all advertising media in gains made last year over 1961**, according to McCann-Erickson Inc.’s media research department. The M-E estimates compiled each year for *Printer’s Ink* were reported in the Feb. 15 issue.

The advertising expenditures study placed the total at $12.258 billion, a gain of 3.5%, for all media (newspapers, magazines, tv, radio, farm publications, direct mail, outdoor, and miscellaneous) and includes national and local business.

Television’s total gain was reported at 10%; network up 7%, spot 14%, and local 11%. The dollar figures respectively: $1.74 billion, $836.7 million, $608.1 million, and $300 million.

Radio’s total was estimated at $709 million, an increase of 3.8%; network at $41.4 million, a 4% decline; spot at $228.5 million, a 5% climb, and local at $439.4 million, a 4% gain.

According to these estimates, magazines were next to tv in total gains (5.4%), followed by farm and newspapers, and then radio.

**Commercials in production**

 Listings include new commercials being made for national or large-region al radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial when available.

Filways of California, MGM Studios, Culver City, Calif.

Pabst Brewing Co., ten 60’s, seven 20’s for tv, live on film, Les Guthrie, prod. mgr. Agency: Kenyon & Eckhardt.


Beverage... tv, live on film, Chicago, prod. mgr. Agency: Smith Greenfield, Joel Stein, acct. exec. and agency producer.

Meador Products (lawn sprinklers) one 60 for tv, live on film, Chicagoland, prod. mgr. Agency: Smith Greenfield.


Lucky Lager Brewing Co., four 60’s, four 20’s for tv, live on film, Jack Silver, prod. mgr. Agency: McCann-Erickson, Randy Grochoske, agency producer.


Burris Mills (flour) one 60 for tv, live on film, Tom Rook, prod. mgr. Agency: Don Daigh, agency producer.


Formica Co. (Formica cabinets) one 60 for tv, live on film, Walt Topel, prod. mgr. Agency: Perry Brown Inc. Sprague Millikin, agency producer.

Turtle Wax (Pace Floor Wax), two 60’s for tv, live on film, Walt Topel, prod. mgr. Agency: Barry Brown Inc. Sprague Millikin, agency producer.

and tv for its Rite Diet bread. Placed through Mogul Williams & Saylor agency, the campaign which began two weeks ago will continue through June 30 on 120 stations, each carrying between 10 and 25 one-minute and 30-second announcements per week. Television exposure of the product will include spots of 20 and 60 seconds presented in 35 markets with an average frequency of three announcements a week per station.

**Agency appointments**

• Ketchum, MacLeod & Grove Inc., Pittsburgh, has been named to service the advertising account of the U. S. Army Recruiting Service and the Army Reserve and ROTC Affairs.

• Philip Morris has appointed Benton

**BROADCASTING**, February 25, 1963
Network o&o's get license renewals

FCC NO LONGER CONSIDERS PAYOLA DETERMINING FACTOR

The FCC last week renewed the licenses of 23 network-owned-and-operated stations and, in the process, washed out charges of payola that had been hanging over them since 1960. The licenses of all o&o stations had been held up since that year, in part because of charges made before the House Legislative Oversight Subcommittee during its payola investigation. The commission's action last week was the result of an investigation which indicated that the charges no longer provided sufficient basis for deferring renewal.

Sixteen of the stations renewed are owned by CBS, four by NBC and three by ABC. But the renewals of 27 other o&o stations—13 owned by ABC, 12 by NBC and two by CBS—are still being held up for a variety of other reasons. The renewal action was taken by the Broadcast Bureau, on authority delegated by the commission. But it was understood the bureau had submitted its investigative reports to the commission members and informed them in advance of the action it planned to take.

Networks' Record Companies. Kenneth A. Cox, chief of the bureau, said renewal of the network stations had been held up because each of the chains have record company affiliates that had been accused of making payola payments prior to 1960, when Congress enacted legislation banning such payments. CBS's record company affiliate is Columbia Records, NBC's is RCA Victor and ABC's is ABC-Paramount. Since then, he said, staff investigators have found nothing further to link the record affiliates with payola and have not received any additional complaints against them. As a result, he said, it was decided there was no point in holding up renewals on the basis of ancient history.

Another commission official said that it could also be inferred from the bureau's action that the commission members found the questions concerning pre-1960 payola charges involving the networks had been "satisfactorily resolved." Mr. Cox said he believes the commission will act on renewal of the remaining o&o stations "in the next 60 days." The CBS stations renewed are KMOX St. Louis, KNX-AM-FM Los Angeles, WEEI-AM-FM Boston, WCBS-AM-FM-TV New York, WCAU-AM-FM-TV Philadelphia, WBBM-AM-FM-TV Chicago, KCBS-AM-FM San Francisco. The NBC stations renewed are WNBC-AM-FM New York, WJAS-AM-FM Pittsburgh; and the ABC stations, WBKB (TV) and WENR-FM Chicago and KQV Pittsburgh.

Conditions Attached. As it has in the past, the commission attached conditions to the renewals. It said the renewals were "without prejudice" to action the commission might take as a result of the conclusions and recommendations in the report of the Network Study Staff and any related studies being conducted by the commission.

In addition, the CBS and NBC renewals were conditioned on the outcome of pending antitrust matters involving the networks. The Justice Dept. has filed an antitrust suit against CBS-TV as a result of its affiliate compensation plan. NBC is required by a Justice Dept. consent decree to divest itself of its Philadelphia stations. CBS' affiliate compensation plan was the basis of yet another condition attached to the renewal of its stations. The commission said its renewal of the stations was "without prejudice" to any action it might take as a result of the plan. The commission has directed CBS to abandon it, on the ground it discourages affiliates from taking programming from other sources. CBS has appealed this order to the courts, but it has not put the plan into effect.

Ignorance, no excuse; KVOB, KVOC fined

KVOM Bastrop, La., and KVOC Casper, Wyo., were cited for $1,000 and $1,500 respectively, by the FCC last week for violations of the Communications Act and commission rules. KVOB was notified of its $1,000 fine for making "teaser" announcements without identifying either the sponsor or the product. The commission said that the following announcement was made for Newcomer Motor Co., that city: "Legal stealing days are coming at Bastrop, Shhh-hh, be ready for legal stealing days." The one sentence announcements were made "20 times a day for eight days by... KVOC before the product or sponsor was identified," the commission said.

During an FCC inquiry KVOC said that the violations were unintentional and occurred because of ignorance of rules. "The commission does not consider ignorance of the law as a valid excuse..." the agency told the station. KVOC was charged with making equipment and program tests without telling the commission or gaining its approval, and for operating station at 1 kw which is over the 5 kw margin allowed by commission rules. Duane Simons, one of KVOC's owners, admitted to the FCC that the charges were true. Mr. Simons told the commission that KVOC began daytime operation at 1 kw on August 11, 1961, and continued to do so until March 12, 1962.

Court sticks with FCC on engineering

When it comes to engineering, it's the FCC all the way—or almost all the way.

This is the import of a U. S. Court of Appeals ruling last week upholding the FCC's decision in the WLOU Louisville, Ky., case. Daytimer WLOU, on 1350 kc with 5 kw, has asked the FCC to permit nighttime operation with the same facilities and a directional antenna. The FCC denied this request last June, claiming the nighttime service rendered by WEZY Coca, Fla. (also on 1350 kc with 500 w daytime and 1 kw nighttime) would be affected. In its appeal WLOU claimed that the FCC's method of calculating the interference to WEZY listeners was erroneous (Broadcasting, Feb. 11).

In the unanimous three-judge decision issued last Thursday, Circuit Judge Wilbur K. Miller said that "Deciding where the public interest lies in such a situation is a primary duty of the commission..." He also quoted from a 1959 appeals court decision which stated that "...In this highly technical field the commission's construction and application of its own rules and standards of engineering practice should be entitled to great weight..."

Judge Miller was joined in his decision last week by Circuit Judges George T. Washington and John A. Danaher.

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Broadcasting, February 25, 1963
KTVH IS KANSAS TELEVISION WITH TALL TOWER POWER!

KTVH coverage is now more than doubled in area with its new 1,503-foot transmitting tower.

KTVH now reaches 1,182,600 people—over 43% more than its next ranking competitor.

MORE TV HOMES BY 37%

The 327,070 TV homes reached by KTVH exceed the number reached by any other Central Kansas TV station by 37%.

KTVH New Tall Tower Power provides available viewing pleasure for the MAJORITY OF KANSANS. TO SELL KANSAS...BUY KTVH!
DELETION OF HISS MENTIONS NOT NEWS DISTORTION

The FCC, which two months ago defended ABC's right to use convicted perjurer Alger Hiss on a network program, has now defended the right of stations which refused to carry the show.

The commission in December notified some 2,000 complaining viewers that ABC was "well within its discretion" in permitting Mr. Hiss to appear on "The Political Obituary of Richard Nixon," narrated by Howard K. Smith, on Nov. 12 (BROADCASTING, Dec. 17, 1962).

Last week, the commission said it had informed 35 complainants that, in its view, Triangle Publications Inc. was within its discretion in directing two of its stations, WFIL-TV Philadelphia and WNHC-TV New Haven, not to broadcast the program.

The commission also said it doesn't believe the deletion by the stations of subsequent news program references to the Smith program was a deliberate attempt to distort the news, as claimed by some Triangle critics.

In its letter, the commission quoted Triangle as stating it had ordered the pre-emption of the Smith program because: "It was our opinion that the use on television of a man convicted of perjury in a trial involving treason against the United States was in bad taste ... especially when that man was to comment on the career of a distinguished American who had served this country in high office. We believe we have acted in accordance with our obligations under the regulations of the commission and the code of the National Assn. of Broadcasters."

Triangle Within Rights - The commission said "it is clear" that Triangle's action "involved a decision well within its discretion. Nor has any information been brought to the commission which indicates anything other than an attempt by the licensee to exercise its programming judgment in a manner deemed by it to be in the public interest."

Regarding the alleged news blackout, the commission said Triangle held that it didn't want its stations to show indirectly what they had been ordered not to show directly. Accordingly, Triangle ordered them not to carry any film clips or tapes of the Smith program on local or network news programs.

However, the commission said, because of a misunderstanding on the part of an employee, network newscasts merely referring to the Smith program were deleted on Nov. 12 and 13. But on Nov. 16, the commission added, the stations carried a complete news wrap-up on the show, including a portion of the Nov. 12 newscast that had been omitted.

It doesn't appear, the commission said, that "the deletion by the licensee of certain references ... was a deliberate attempt to distort the news and, accordingly, no further action by the commission in this matter is warranted."

Court refuses to reopen WSPA-TV antenna case

A federal court in Washington has dismissed a petition to reopen the WSPA-TV Spartanburg, S. C., case.

The court, in an unsigned decision, said that Wilton E. Hall (WAIM-TV Anderson, S. C.), could make his charges of off-the-record contacts by principals of WSPA-TV in additional proceedings now before the FCC. WSPA-TV has an application pending to move its antenna site to Caesar's Head, WAIM-TV has filed a protest against this move.

In its petition filed last December, WAIM-TV alleged that the FCC refused to permit it to introduce evidence on the ex parte charges (BROADCASTING, Dec. 24, 1962).

Just a month before this, the FCC issued its final decision in the eight-year-old antenna change case. The commission exonerated Walter J. Brown, principal owner of WSPA-TV, of charges he misrepresented the facts in the proceedings, but revoked permission for WSPA-TV to put its antenna on Paris Mt. (BROADCASTING, Dec. 3, 1962).

FCC report challenged in ch. 9 court case

An opposition to the FCC's report on the Orlando, Fla., ch. 9 case, which involved allegations of off-the-record dealings with former FCC Commissioner Richard A. Mack, was filed last week by WORZ Inc. (the unsuccessful applicant for the tv channel) with the U.S. Court of Appeals in Washington.

WORZ challenged the FCC report which found Mid-Florida Television Corp. (WFTV [TV] Orlando) not guilty of engaging in ex parte contacts with the former Florida commissioner (BROADCASTING, Jan. 14). The commission also said that it would reconsider the 1957 grant to Mid-Florida because Mr. Mack should have disqualified himself. Chairman Newton N. Minow dissented from the commission's majority report, and Commissioners T. A. M. Craven and E. William Henry did not participate.

In last week's objection, WORZ claimed that the FCC cannot reverse the findings of its chief hearing examiner, James D. Cunningham, particularly as they relate to the creditability of witnesses. Mr. Cunningham held that WFTV principals knew of the approaches to Mr. Mack and should, therefore, be disqualified.

The Orlando ch. 9 case was sent back to the FCC by the appeals court after charges of improper pressures on commission members made several years ago to the House Legislative Oversight Subcommittee. It had been returned to the appeals court by the U.S. Supreme Court on the same basis.

WORZ Inc. principals own WKIS-AM-FM in Orlando (formerly WORZ). WFTV was formerly WLOF-TV.

Equal time hearings to start March 4

Rep. Walter E. Rogers (D-Tex.) was appointed chairman of the House Communications and Power Subcommittee last week and immediately announced hearings would begin March 4 on legislation to partially suspend equal time provisions of the Communications Act in the 1964 elections.

The new chairman gave up a seat on the old Regulatory Agencies Subcommittee to serve in his new post. That group has been reconstituted as the Special Investigations Subcommittee, and will be steered by Rep. Oren Harris (D-Ark.), chairman of the parent House Commerce Committee.


Rep. Rogers succeeds former Rep. Morgan M. Moulard (D-Mo.), now retired. He is serving his 13th year in the House and represents Texas' 18th Congressional District, which includes Amarillo.

Rep. Hull is new to the Commerce Committee, but is serving his seventh year in Congress. Reps. Cunningham and Broyhill also are new to the committee, but the former is a veteran congressman; Rep. Broyhill is a freshman.

The President's Bill - Author of the proposal to suspend equal time provisions during the 1964 presidential and vice presidential campaigns is Rep. Harris, who revealed last week the President asked him to offer the bill (see page 28). It would provide the same ground rules for equal time in 1964 which prevailed during a similar suspension in 1960 (BROADCASTING, Feb. 18).
THE PRICE IS RIGHT and TO TELL THE TRUTH
Music by ROBERT COBERT

and there are 103 other regular network programs which use **BMI** music.

ROBERT COBERT is one of the most widely performed young composers in TV. He is the composer of "Festival of Performing Arts"; a regular contributor to the DuPont Show, Armstrong Circle Theatre and Family Classics and also conducts the themes and scores he composes. He has worked in films and the theatre and has been active in TV for the past five years. Upcoming TV dramas with music by Cobert are "Hedda Gabler," with Ingrid Bergman, and "House of Hope," the daily half hour Omnibus series.

BROADCASTING, February 25, 1963
Tv support for FCC's proposed catv rule

COMMENTS SAY IT HAS LEGAL RIGHT TO REGULATE

Strong support for the FCC's proposed rulemaking to restrict the use of business radio services (microwave) by catv systems (Broadcasting, Dec. 17, 1962) was expressed in comments filed with the commission last week. Outstanding among more than 20 comments were the views of NAB, ABC, NBC, and the Assn. for Competitive TV supporting the commission's legal right to regulate catv. The National Community TV Assn. had recently told the FCC that the agency had no authority or legal right to make catv regulations (At Deadline, Feb. 11). There were only two dissenting comments last week.

The NAB not only backed the commission's power to regulate catv but suggested that the agency consider a further rule which would require catv operators to gain the written permission of tv stations before they could rebroadcast tv station signals. NAB also upheld the FCC's proposal that catv be barred from duplicating the programs of a local tv station and that catv operators be required to carry the local tv signal on its system if it is requested to do so by the local service.

"We recognize that the issue of censorship will be introduced in connection with this proposal. In accordance with our traditional position, we are opposed to censorship in any form. We do not, however, believe that this proposal involves such questions," NAB said.

ABC and NBC concurred with the NAB argument against duplication of programming without permission. ABC said that the Carter Mountain case is enough to give the FCC grounds denying duplication and demanding that local tv outlets be placed on catv systems.

The Carter Mountain decision made by FCC (Broadcasting, Dec. 18, 1961) was first time commission denied a microwave grant to a catv on grounds that it would be harmful to local tv stations.

Courts or FCC? A NAB told the commission that it should not shy away from following through on its proposed rule on the grounds that the question of broadcasters' rights to their signals is for the courts to decide. "There is a substantial difference between the existence of a right concerning which an administrative agency may take cognizance in the exercise of its licensing powers, and the liability that might be incurred through the appropriation of that right, illegally or otherwise," the NAB advised.

"That the broadcaster has an inherent right in the signal he puts on the air is, we believe, beyond question. It is his signal," the NAB concluded.

NAB told the commission that at times catv systems bring tv to areas which would otherwise not have any service, but, on the other hand catv can be adverse to local tv service. The network said that conflicts of interest arise between catv and regular tv because of the unauthorized nature of the former. The FCC should regulate catv in the same manner that it regulates tv translator service, NBC said.

ABC said that the attachments put on a catv subscriber's tv set interfere with direct reception of local stations. ABC also said that local tv stations are particularly dependent on network programming because of a lack of local talent for local shows. If catv systems block out network programs, the local station's advertising revenues are going to be adversely affected.

ABC also charged catv with interfering with "the implementation of the commission's television station assignment and program policies—of providing off-the-air local tv service to rural as well as urban viewers."

The Assn. for Competitive TV said that the proposed rule's condition for the operation of a catv system should be broadened to the exclusion of the grade B contour as well as the grade A contour. ACT said that grade B viewers are as economically important to a tv station as are those viewers in the grade A contour. Operation of a catv "subtracts from the public purpose which the licensee seeks to serve" ACT said. The association also told the FCC that to make it necessary for a tv station to give a catv operator notice 30 days in advance of the airing of a program would be a burden to stations. ABC argued the same and questioned what was to be done in the case of special programs and news events.

Catv View • Entron Inc., a manufacturer of catv equipment and owner of microwave systems for catv use, told the commission that the proposed rule would impede development of catv in communities where it is needed and where it does not interfere with regular tv service. Entron backed NCTA's opinion that the FCC lacks the authority to regulate catv.

Entron told the commission that the agency could assign and grant tv stations, but it could not protect them from competition. Such regulation is not stated in the Communications Act, the company said. This is also true of transmission by tv competitors on cable and by off-the-air pick-up, according to Entron.

Catv operator Midwest Video Corp., whose catv system in Clavis, N. M., has been termed detrimental to the continued operation of KICA-TV in that city (Broadcasting, Feb. 18), said the proposed regulation is unlawful and would interfere with the contractual relation of community antenna tv operators to their customers.

Capitol Hill concerned over new line rates

The new FCC-approved rates for users of private, leased telegraphic services of AT&T and Western Union, raising the cost of the line services by about 20%, caused some concern on Capitol Hill last week.

Sen. A. S. Mike Monroney (D-Okl.), in a Senate Communications Subcommittee hearing at which FCC Acting Chairman Rosel H. Hyde and Commissioner T. A. M. Craven were present, expressed concern that the rate hike would seriously injure small newspapers, radio and tv stations.

The 20% raise will be passed across the board as about a 7-8% increase for subscribers to the AP and UPI news services, according to an FCC source. The same source said that the commission has no control over the charges which the news services levy on their subscribers. However, he said that he did not feel small broadcast stations would be seriously affected unless they are already in financial difficulties.

The American Newspaper Publishers Assn. and UPI have announced that they will request the FCC to reconsider the line rate increase and AP will file data as part of ANPA petition.
To: Jack Schatz

What happened? You told me WYN-R would be in first place all day long in the newest December Chicago City Pulse.

We are only second overall. The top station has 18 percent share, WYN-R has 17 and the third station 14. It's true that we are only one point out of first and that we are first in the afternoons, but that's not an overall first. What do we tell H-R?

GPM
SILENT VOICES EXPLAINED

Details of Telstar, Relay, Syncom failures presented to Senate Communications Subcommittee

Radiation and an overheated transistor were blamed in a Senate hearing last week as the main reasons Telstar and Relay—both experimental communications satellites—lost their voices in space. Syncom, a high altitude experimental satellite, was believed last week to have been destroyed by a rocket motor explosion.

During a wide-ranging hearing Feb. 18-19 concerned with why these experiments have had troubles, the Senate Communications Subcommittee questioned the FCC, the National Aeronautics & Space Administration and two giant electronics firms about space, undersea telephone cables, phone rates and when international television may become operational.

Chairman John O. Pastore (D-R.I.) said he was concerned that public funds are being spent on research and development programs from which private industry alone, particularly the Communications Satellite Corp., would reap profits. The FCC was asked to return Wednesday (Feb. 27) to present progress reports on the effects of all-channel set legislation and educational television.

Last week’s hearings produced these answers:

1. Telstar, built by Bell Telephone Laboratories (AT&T) and launched into a low-level orbit by NASA July 10, 1962, lost its voice because radiation inside the satellite was “as much as 100 times greater than anticipated.”

2. Relay, built by Radio Corp. of America and launched into a medium-level orbit by the space agency Dec. 13, 1962, lost its power almost immediately due to an over-heated voltage regulator switch transistor.

(Both Telstar and Relay became operable Jan. 3 [BROADCASTING, Jan. 7].)

3. Syncom, a synchronous satellite built for NASA by Hughes Aircraft Co., was placed in a high-level orbit Feb. 14 but was lost to all monitoring installations about five hours after launch (BROADCASTING, Feb. 18). It is thought a stabilizing rocket built into the satellite exploded.

4. The chief executive of AT&T said international television could be transmitted by undersea cable by about 1966.

5. The FCC was asked to justify new long distance telephone and news wire leasing rates.

Space Detectives • Government and industry scientists detailed for the committee how they determined the satellites’ faults. Scientists examined telemetry and manipulations of their satellites’ command systems, previously unheard of in laboratory tests, witnesses said.

Eugene F. O’Neill, director of AT&T’s Satellite Communications Laboratory, said efforts would be made to develop materials better resistant to the effects of radiation. He pointed out that while radiation has decreased the efficiency of Telstar’s solar cells, they will be adequate to power “experimental operations for at least two years”

Lt. Col. Robert E. Warren, Deputy Director of NASA communications systems, explained he would recommend design changes in Relay’s voltage regulation system which would separate switching and regulating functions. Relay’s radiation monitoring equipment has worked well, the colonel reported.

Col. Warren said that NASA ground stations would continue to search for Syncom, which ceased transmission 1.1 seconds before its stabilizing rocket motor was scheduled to cut off. Dr. Hugh L. Dryden, deputy administrator of NASA, explaining that he was not “bound to facts” as Col. Warren was, said that space agency scientists speculated the motor exploded.

Tv Undersea • James Dingman, executive vice president of AT&T, responding to a question from Sen. Norris Cotton (R-N.H.), said a new transistor version of an undersea cable would carry 720 voice circuits or one broadband tv channel when available in 1966. Sen. Cotton said he was interested in the cable as an alternative for the transmission of international tv if a space system should fail.

Sen. Ralph W. Yarborough (D-Tex.) questioned Acting FCC Chairman Rosel H. Hyde whether the agency was acting in the public interest in approving new long distance telephone rate hikes of five and ten cents on calls placed under distances of 800 miles. Commissioner Hyde said the increases were small and were made at the request of telephone companies when the FCC asked the firms to reduce station-to-station rates to $1 after 9 p.m. The new rates are to go into effect April 1.

Sen. A. S. Mike Monroney (D-Okl.) challenged new rates approved by the FCC for private or leased teleprinter circuits and said they would probably put small newspapers out of business and hurt small radio and television stations, too (see page 44).

Examiner satisfied—seven years after filing

Seven years after he filed for renewal of his am and fm licenses, a Texas broadcaster had the satisfaction last week of knowing that an FCC hearing examiner believes the renewals should be granted.

Howard W. Davis filed for renewal of KMAC and KISS (FM), both San Antonio, in 1956. Three years later, the commission designated the applications for hearing to determine, among other things, whether Mr. Davis was financially qualified and if he had the character qualifications to be a licensee.

In his initial decision, Hearing Examiner Walther W. Guenther held Mr. Davis has the “requisite character qualifications and financially qualified to operate his stations.

Mr. Davis’s difficulties with the commission date back to a 1954 comparative hearing in which he sought a television grant in San Antonio. In rejecting his tv bid, the commission held that Mr. Davis failed to establish his financial qualifications and said he had misrepresented his financial position during the hearing. These assertions became the basis of the issues on which the renewal hearing was ordered.

Faulty Memory • In his initial decision, Mr. Guenther concluded that any misrepresentations made by Mr. Davis in the 1954 hearing were the result of his willingness to testify about complicated accounting matters from memory, rather than relying on documents. The examiner concluded that Mr. Davis,
Is U.S. spending too much on communications satellites?

The senator who was floor manager in the fight for legislation which produced the Communications Satellite Corp. is worried that too much public money may be going into research and development of the privately-owned firm.

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, said Congress ought to take a “very hard look” at plans for more federal spending on space communications experiments which are providing vital data for the private space corporation.

The senator has proposed a government-industry conference to establish clear lines along which both may help develop a world-wide communications system, which would include international television. But Sen. Pastore emphasized he thinks private industry ought to be financing a greater share of the research and development.

“This is not a dispute,” the senator said in an interview Thursday (Feb. 21). It is an area that needs more attention, he said, and very likely it will come up again when the 12 men nominated by President Kennedy to be incorporators of the satellite firm are brought before the full Commerce Committee for confirmation hearings March 11 (BROADCASTING, Feb. 18).

Mr. Dryden  Sen. Pastore  Sen. Monroney  Sen. Yarborough  The witness and the senators

The U. S. is interested in byproducts of these experiments for other space aims, explained Dr. Hugh L. Dryden, deputy administrator of the National Aeronautics & Space Administration.

“The government is probably going to have to spend money for many, many years” in space communications, Dr. Dryden said. He pointed out that the government’s involvement in this development might be compared to its broad assistance in developing safety measures in aviation, also in the public interest.

But Dr. Dryden told the subcommittee that NASA would be very interested in whatever guidelines the senators might establish.

Sen. Pastore’s suggestion for a conference, which would bring together NASA, the FCC, the satellite corporation and possibly the budget bureau, was heard by the space firm’s new chairman, Sam Harris, who was present for the hearings.

Subcommittee Support  Other subcommittee members expressed their concern about the government’s involvement in developing a private communications system.

Sen. A. S. Mike Monroney (D-Okla.) said he had supported the space legislation during its bitter course through a Senate battle last year because he thought U. S. private enterprise would take the initiative in development of a world-wide system. He said other senators who lent their support to the legislation were under a similar impression, and he hoped industry would take a greater responsibility in the system development.

Sen. Ralph W. Yarborough (D-Tex.), one of a hard-core of senators who fought the legislation, said he “wasn’t fooled for a minute” last year and that he knew the private corporation proposal (rather than a government-owned firm) was “a giveaway.”

whom he described as “a harried witness” in 1954, didn’t intend to mislead the commission.

The examiner, who was favorably impressed by Mr. Davis’s broadcast record, said that the Texan’s record and the evidence regarding his candor as a licensee “sufficiently mitigate against any transgressions” he may have committed during the 1954 hearing.

“Since this occurred eight years ago,” the examiner continued, “... it would indeed be harsh ... even if all doubts were not resolved against Davis, to deprive him of his licenses where he had been a licensee for so many years and his record ... has been commendable for over a decade.”

In resolving the financial issue in Mr. Davis’s favor, the examiner held that the applicant’s problems were completely different in 1954 from those he currently faces. In 1954, the examiner said, Mr. Davis needed additional funds to build a new television station. At the present time, the only question is whether Mr. Davis has the funds to continue operating KMIC and KISS (FM)—and, the examiner said, the record indicates that he does.

BROADCASTING, February 25, 1963
District court to rule on Bayer commercial
FTC SEEKS INJUNCTION TO STOP 'MISREPRESENTATION'

A decision is expected this week by the U. S. District Court for the Southern District of New York on a motion by the Federal Trade Commission for a preliminary injunction against Sterling Drug Co.'s Bayer Aspirin tv commercials and print advertisements which refer to a research study commissioned and supported by the FTC.

Argument was heard last week before U. S. District Judge Archie O. Dawson, who reserved decision. The FTC earlier had sought and been denied a temporary restraining order on Feb. 7.

Named as defendants in the current proceeding along with Sterling, were Thompson-Koch Co., a subsidiary of Sterling that handles placement of newspaper ads for the parent company, and Dancer-Fitzgerald-Sample agency.

The FTC complaints stem from the use by Sterling of findings of a research study, which compared the effects of five analgesic compounds. With FTC permission, results of the study were published in the Dec. 29, 1962 issue of the Journal of the American Medical Assn.

The FTC position, presented by attorney Harold D. Rhynedance, was based on claims made by Sterling in a page advertisement which appeared in Life magazine (Jan. 25) and which referred to the AMA journal's article.

Net Impression • Copies of the ad subsequently appeared as part of a Bayer tv commercial according to Mr. Rhynedance. The ad, he testified, gave a "net impression" that the government and the AMA "endorsed the findings" of the study. He claimed further that the ad misrepresented the findings of the study. Specifically he took exception to the statement that Bayer was "as gentle to the stomach as a plain sugar pill." The FTC attorney further claimed that failure to mention Bufferin in one of the ad's comparative claims was a distortion by omission and that speed and strength claims put stress on a test score which had been explained in the study as not statistically significant.

A brief submitted to the court by defendant Sterling Drug, pointed to the fact that prior to publication of the report in the AMA journal, the "AMA itself, had distributed to several thousand newspapers and other communications media a press release which summarized the report."

Answering specific FTC charges, counsel for Sterling stated that in the face of years of "speed and strength" claims by Bayer's competitors it is interesting that the study's figures in this category favor Bayer, even if they have no statistical significance.

FCC proposal to give Pennsylvania 5 tvs

The FCC last week announced a proposed rulemaking that would assign one uhf and four vhf channels for non-commercial educational use in Pennsylvania, and took several other actions regarding channel assignments.

Comments are invited by April 1 on a petition by the Pennsylvania Educational Network Study which would reserve ch. 39, presently commercial, in Allentown, assign ch. 36 to Altoona, ch. 3 to Clearfield, ch. 65 to Harrisburg, and ch. 68 to Scranton. Ch. 71 would be substituted for ch. 65 which is presently assigned in Shamokin. Because these channel assignments are less than 250 miles from the United States-Canadian border, no final decision can be made until concurrence from Canadian authorities is obtained, the commission said.

The commission denied petition by Upper Valley Broadcasters to reconsider the deletion of ch. 26 from Hanover, N. H., and its reassignment to Windsor, Vt. Reassignment is important to development of a Vermont tv network, the commission said.

In a separate action, the commission proposed addition of uhf channel in Hanover area by (1) making educational ch. 20 in that city commercial, (2) assigning ch. 39 in Lebanon (about 7 miles from Hanover) by deleting it from Glen Falls N. Y., and ch. 24 from Littleton, or (3) by assigning ch. 74 to Hanover. Concurrence from Canadian authorities is needed.

Comments are due April 1 on proposal to add ch. 18 to Gaithersburg, Md. as requested by Dixon Industries Inc., an electronics manufacturing company. Dixon will apply for a new station on the channel.

The commission denied opposing petitions by State of Kansas on Education to a petition by KTUL-TV (ch. 8) Tulsa, Okla., for reconsideration of assignment of ch. 8 as an educational channel in Hutchinson, Kan. The commission also set March 22 for filing oppositions to KTUL-TV counter-proposal which suggests channel shifts or short-spacing for ch. 8 in Hutchinson as a means of removing objections to KTUL-TV's application to change its transmitter site.

AMST bases opposition on FCC's lack of data

The Assn. of Maximum Service Telecasters Inc. has filed a "partial opposition" to a midwest group's request for an FCC rulemaking involving the use of uhf channels in an airborne educational television project (Broadcasting, Jan. 21). AMST said the commission should have additional engineering data before acting on the request.

The rulemaking requested by Midwest Program on Airborne Television Instruction would regularize the use of uhf channels for airborne etv in six midwest states, modify commission rules governing airborne etv, and allocate six uhf channels for MPATI. The group is now operating an experimental etv project on two channels.

AMST takes no position on the question of airborne etv. But it said it opposes institution of rulemaking proceedings at this time because of "a lack of adequate technical data."

AMST said the MPATI proposal involves the question of mileage separations required between ground-based and airborne stations, as well as between two airborne stations, and the overall question of channel allocation for ground and airborne use.

FCC dismisses Beachview plea

The FCC last week granted a petition by Tidewater Teleradio Inc., licensee of WAVY-TV (ch. 10) Portsmouth, Va., and dismissed a Beachview Broadcasting Corp. request that the commission either revoke WAVY-TV's license or reopen comparative hearing between Beachview and Tidewater for the channel (Broadcasting, Jan. 7).

Beachview's petition, its latest move in a 10-year battle with Tidewater, questioned WAVY-TV's promise vs. performance record. Commissioner Robert E. Lee didn't participate in the decision to dismiss Beachview's petition. Commissioner William Henry concurred and issued a statement in which Commissioner T. A. M. Craven joined.
RCA CARTRIDGE TAPE SYSTEM

Automatically Triggers Playback Units, Tape Recorders, Turntables, and Other Devices

Here's a unique built-in feature! The Recording Amplifier of the RT-7B Cartridge Tape System generates two kinds of cue signals. One is used to automatically cue up each tape, at the beginning of a program, the same as in ordinary units. The other signal, a special Trip-Cue, can be placed anywhere on the tape. This will cause the playback unit to trip and start other station equipments.

You can preset two, or a dozen or more RCA tape units, to play sequentially. You can play back a series of spots or musical selections, activate tape recorders, turntables, or other devices capable of being remotely started. (In TV use Trip-Cue is ideal for slide commercials. Tape announcements can be cued to advance the slide projector.)

You'll like the RT-7B's automatic, silent operation, its compactness, high styling, perfect reproduction. Cartridge is selected, placed in playback unit, forgotten until "air" time, then instantly played. Cueing and threading are eliminated. Cue fluffs are a thing of the past!

Transistor circuitry, good regulation for precise timing, low power consumption, are among other valuable features.

See your RCA Broadcast Representative for the complete story. Or write RCA Broadcast and Television Equipment, Dept. SD-22, Building 15-5, Camden, N.J.

THE MOST TRUSTED NAME IN ELECTRONICS
JFK lends support to uhf development committee

The government-industry committee to foster development of uhf television proposed by the FCC earlier this month (Broadcasting, Feb. 11) moved a step closer to formation last week, propelled in part by words of encouragement from President Kennedy.

The FCC announced last week that a meeting would be held in Washington March 12 to organize the committee, whose complete name is the Committee for the Full Development of Uhf Broadcasting. As previously indicated, Commissioner Robert E. Lee will chair the first meeting and Commissioner E. William Henry will be vice-chairman.

A long list of organizations with interest in the development of uhf, government and industry alike, have been invited to the meeting, but the FCC emphasized that any and all are welcome.

Shortly after the commission proposed the committee, President Kennedy praised the idea in a letter to FCC Chairman Newton N. Minow. The President noted that government and industry must cooperate in order to implement the all-channel receiver law passed by Congress last year and said the "committee you have established is an excellent forum for industry-government cooperative efforts."

The commission proposed that the first meeting of the committee be devoted to forming sub-committees. Three suggested by the FCC were (1) Subcommittee on Technical Development, (2) Subcommittee on UHF Broadcast Station Operation and (3) Subcommittee on Consumer Information. Proposals for other sub-committees, the commission said, should be submitted by letter to Commissioner Lee at least one week prior to the meeting.

The meeting will be held at 10 a.m. March 12 in the Departmental Auditorium, Constitution Ave. between 12th and 13th Sts., N.W.

Invited to attend were: U.S. Dept. of Commerce; U.S. Dept. of Health, Education, and Welfare; Assn. for Competitive Television; Assn. of Federal Communications Consulting Engineers; Assn. of Maximum Service Telecasters; Chamber of Commerce of U.S.A.; Electronic Industries Assn.; National Alliance of Television-Electronic Service Organizations; National Appliance & Radio-TV Dealers Assn.; National Assn. of Broadcasters; National Assn. of Educational Broadcasters; National Educational Television & Radio Center; National Community Television Assn.; National Retail Merchants Assn.


General Instrument Corp.; P. R. Mallory & Co. Inc.; Oak Manufacturing Co.; Sarkes Tarzian Inc.; Standard Kollman Industries Inc.;

WFTL charges that WLOD uses false ID

WFTL Ft. Lauderdale, Fla., charged last week that WLOD in nearby Pompano Beach, has identified itself over the last two years with Ft. Lauderdale rather than with its proper assignment in Pompano Beach. WFTL requested that the FCC order WLOD to cease these identifications.

In making its complaint, WFTL said that the following typical identifications were gathered while monitoring WLOD:

• "WLOD Ft. Lauderdale temperature . . . 72°."
• "Hey, it's Sunny Ft. Lauderdale, the city of the Los Angeles Chamber of Commerce never talks about. WLOD time 2:07 p.m."

WFTL said that in August 1961, the commission acting on an informal complaint warned WLOD not to attempt identification with Ft. Lauderdale. However, WFTL charged, WLOD soon resumed its old habit with such announcements as: "980 on your Ft. Lauderdale dial" and "WLOD, Box 108, Ft. Lauderdale."

Very recently the FCC reaffirmed a $2,000 fine for KISN Vancouver, Wash. The station had similarly attempted to identify itself in a city (Portland) other than its assignment while giving weather forecasts (Broadcasting, Jan. 28).

WFTL said "WLOD has established a deliberate and supplementary pattern of hiding its assignment to Pompano Beach and stressing its alleged assignment to Ft. Lauderdale."

WFTL noted that WLOD is not listed in the Pompano Beach telephone directory, but is in Ft. Lauderdale's listing. WLOD has hired attractive young girls to walk about Ft. Lauderdale streets carrying signs reading "WLOD unfair to other Ft. Lauderdale stations."

It was further claimed by WFTL that WLOD maintains its business and executive offices in Ft. Lauderdale.

WLOD's attempts to identify itself with Ft. Lauderdale and its programming towards that city violates the station's original program proposals, WFTL said. According to WFTL, the Pompano Beach station was granted on a proposal to fulfill the local needs of Pompano Beach.

KTLA (TV) sued for libel

KTLA (TV) Los Angeles and Clete Roberts, news reporter on that station have been named as defendants in a $500,000 libel suit filed in Los Angeles Superior Court by Dr. Abraham A. Abarbanel. The chief of police and two members of the police force of Beverly Hills, Calif., are also named in the complaint, which charges false imprisonment, assault and trespass and invasion of privacy.

Dr. Abarbanel alleges that after his arrest last September he was interviewed by Mr. Roberts about "abortion and other criminal acts" and that Mr. Roberts subsequently broadcast a report on KTLA which the defendants knew would embarrass the doctor and injure his professional reputation.

Delay sought in daytime case

The Assn. for Broadcast Standards Inc. asked the FCC last week for an extension of the deadline for comments on commission's proposal to allow daytime am stations to go on the air at sunrise or 6 a.m., whichever is earliest, in areas where there are no fulltime sta-
voices grow louder in vhf drop-in plan

fcc decision on 8 markets scheduled this week

skirmishing over the FCC proposal to drop vhf channels at standard separations in eight two-station markets increased in intensity last week in anticipation of commission action on the matter this week.

the assn. for maximum service telecasters urged the commission to deny the drop-in proposals. the association said the drop-ins would be contrary to “the national television allocations policy of fostering uhf development side by side with vhf as directed by the congress” in its enactment of the all-channel receiver bill.

taff broadcasting co. requested a rulemaking to reassign ch. 44 from fiqua, ohio, to dayton, one of the cities marked for a drop-in. taft previously told the FCC it would file for a uhf channel in dayton if a vhf were not added there.

springfield television corp. has also asked for an additional uhf channel (38) for dayton (broadcasting, Feb. 18), and the commission has received a letter from an individual who said he will apply for a uhf channel in jacksonville if a vhf is not dropped-in there, as currently proposed.

but against these pro-uhf moves were six petitions from potential applicants for some of the proposed drop-ins, urging the commission to proceed with the plan to add a third vhf network outlet in the eight markets.

miami valley telecasting corp., gem city television co. and wone inc. (licensee of wone-am-fm dayton), all of whom have supported the proposed addition of ch. 11 to dayton, opposed taft’s pro-uhf comments.

WONE and Miami (formed a year and a half ago to apply for ch. 11) charged taft with seeking a uhf channel in dayton solely to protect its vhf station in Cincinnati, wkrc-TV (ch. 12). WONE, asked that the allocation of ch. 11 be conditioned so as to require all applicants to propose a simultaneous uhf operation.

four opposed • south central broadcasting corp. (wtvx [tv] knoxville, Tenn.), rivoli realty co. (ward-TV johnstown, Pa.) and, in a joint filing, century advertising co. and Miami valley telecasting, opposed the petition of the assn. for competitive television asking additional time in which to file comments (broadcasting, Feb. 18). ACT is a uhf group.

South central, which now operates on ch. 26, said that unless the commission allocates ch. 8 to knoxville, as proposed, that city will not have fully competitive tv “for years to come.” South central said it must operate on a vhf channel if it is to be competitive with the two ‘vhf’s in knoxville.

Similarly, rivoli, which operates on ch. 56, said it can’t survive as a uhf station “in this vhf market.” The FCC has proposed adding ch. 8 in johnstown.

Century and Miami noted that the deadline for comments in the matter had passed almost a year ago, and deadline for reply comments, more than six months ago.

The commission, which discussed the proposal at its meeting two weeks ago, and was divided on the matter, with Commissioners Frederick W. Ford, Rosel H. Hyde and T. A. M. Craven supporting it and Chairman Newton N. Minow, along with Commissioners Robert E. Lee and Robert T. Bartley opposing it. Commissioner-designate Kenneth A. Cox, now chief of the Broadcast Bureau, who is due to replace Commissioner Craven, is also believed to favor the proposal.

Commissioner E. William Henry, who was undecided on the matter at the commission meeting two weeks ago, last week expressed the dilemma facing him, and the other commissioners, this way:

“Congress stated a policy in passing the all-channel receiver act. I think we should do everything we can to foster that policy, which to me means encouragement of the purchase of all-channel sets and construction of uhf tv stations. therefore... I’ve got to weigh my responsibility for fostering uhf against the desirability of bringing in a third uhf service in the eight communities.”

The commission is scheduled to attempt to resolve this dilemma at its meeting this week.

The FCC last week...

• was requested by the National Educational TV & Radio Center to reserve ch. 20 in santa barbara, Calif., for noncommercial educational use. NET said that steps are being taken to create a community organization to operate a tv station on the channel.

• received request from Tampa bay tv co. for reallocation of uhf ch. 32 to Tampa-st. Peterssburg and deletion of the channel from Clearwater, both Florida. Tampa Bay said that all channels presently assigned to Tampa-st. Petersburg are occupied and the company wishes to apply for ch. 32 in the area. There are two channels now assigned to Clearwater, chs. 32 and 50, so if ch. 32 is reassigned Clearwater will still have a vacant facility, Tampa Bay said.
DANCING WITH THE ANGELS

The committee to negotiate new radio station music licenses served notice last week that it feels "a substantial reduction" in current license fees is in order.

This objective was announced by Robert T. Mason of WMRN Marion, Ohio, chairman of the All-Industry Radio Music License Committee, after a meeting of the committee Tuesday.

The meeting focused particularly on licenses granted by the American Society of Composers, Authors & Publishers and by Broadcast Music Inc., Mr. Mason said, because these licenses come up for renewal next year. He said the committee also "re-examined the situation relating to SESAC licenses," which come up for renewal at different times for different stations.

Current ASCAP radio licenses expire Dec. 31 of this year; BMI licenses expire March 11, 1964. In the last negotiations, Mr. Mason's committee won reductions averaging about 9% in both ASCAP and BMI contract terms.

The radio committee's meeting came at a time when its television counterpart, a committee headed by Hamilton Shear of WSVA-TV Harrisonburg, Va., is locked with ASCAP in a court battle over new tv music license terms—a battle that seems apt to continue for several months (BROADCASTING, Jan. 21).

Complicated Deals • The complexity of these negotiations is indicated by the time they require. The current tv dispute with ASCAP has been in progress for approximately 16 months; the last radio negotiations took two years to complete.

If usual procedure is followed, Mr. Mason's committee probably will begin preliminary talks with ASCAP next summer and then, as prescribed by the consent decree under which ASCAP operates, will formally ask ASCAP to state its terms for new licenses. If these are not acceptable to radio broadcasters, negotiations will follow and, if necessary, legal action seeking court determination of fair fees.

Emanuel Dannett of McGoldrick, Dannett, Horowitz and Golub, New York counsel to the committee, and Bernard Buchholz, his associate, participated in last Tuesday's meeting.

Committee members in addition to Chairman Mason are George W. Armstrong, Storz Stations, vice chairman; Elliott M. Sanger, WQXR New York, treasurer; Robert D. Enoch, WXLL Indianapolis, secretary, and Thomas E. Carroll, Time-Life stations; Herbert E. Evans, Peoples Broadcasting Co. stations; John J. Heywood, WLW Cincinnati; J. Allen Jensen, KID Idaho Falls, Idaho; William S. Morgan Jr., McLendon stations, and Calvin J. Smith, KFAC Los Angeles.

Film sales...

Cavalcade of the 60's, Group 1 (Allied Artists Tv): Sold to KHJ-TV Los Angeles; CKLW-TV Windsor-Detroit; WANE-TV Ft. Wayne; WISH-TV Indianapolis; KNBC (TV) Los Angeles and WDAU-TV Scranton. Now in 65 markets.

Maverick (Warner Bros. Tv): Sold to WCHS-TV Charleston, W. Va.; WLVA-TV Lynchburg; WVVE-TV Norfolk; WBRZ (TV) Baton Rouge; WTVR (TV) Richmond; WHHL-TV Johnson City-Bristol, Tenn. and to Rinks Bargain City for WCP0-TV Cincinnati; WIMA-TV Lima and WHIZ-TV Zanesville, all Ohio. Now in 47 markets.


Sugarfoot (Warner Bros. Tv): Sold to WCHS-TV Charleston, W. Va.; WLVA-TV Lynchburg; WTVR (TV) Richmond; WRGP-TV Chattanooga and WHHL-TV Johnson City-Bristol, Tenn. Now in 35 markets.


Bronco (Warner Bros. Tv): Sold to WLVA-TV Lynchburg; WRGP-TV Chattanooga and WHHL-TV Johnson City-Bristol, Tenn. Now in 22 markets.


AP opens new photo circuit

The Associated Press, which has formally opened the link between its North American and European wire-photo networks on a 24-hour-a-day basis, becomes the first wire service to lease a transatlantic photo circuit for full time operation, making simultaneous two-way transmission possible. AP's 'round-the-clock photo facsimile facilities now extend from San Francisco to Rome.
We build cars, too.

Of course, You know that. But did you know that Chrysler Corporation has been a prime contractor in the U.S. space program for over ten years? Chrysler was deeply involved with Redstone, then Jupiter. And engineers of Chrysler Corporation are now working on the big Saturn booster. It may not have any direct connection with our cars, but it shows the respect good engineering earns, in space, too.

PLYMOUTH • VALIANT • CHRYSLER • IMPERIAL • DODGE • DODGE DART • DODGE TRUCKS
Jack Webb to head tv production at Warners

SUCCEEDS WILLIAM ORR WHO SWITCHES TO MOVIES

In a move to establish Warner Bros. as Hollywood's leading producer of filmed programs for television, Jack Webb was named last week to head the studio's tv production (Also see WEEK'S HEADLINERS, page 10).

Mr. Webb, whose Dragnet series was one of the early success stories on television after a long run on radio, succeeds William T. Orr who had charge of tv production at the studio for seven years. Mr. Orr now moves into the production of high-budget theatrical films for Warner Bros.

Michael Meshekoff will become executive associate to Mr. Webb, with all appointments effective March 4.

In announcing the new appointments, Jack L. Warner, president of the studio, described the move as the beginning of a retooling of the company's tv operations, with the goal of establishing Warner Bros. as Hollywood's top

tv film producer.

After Dragnet - After Mark VII Productions, the Webb-owned tv program production firm, suspended operations, Mr. Webb moved to the Warner lot in Burbank last year as an independent producer. There he developed his True series, which General Electric Co., through BBDO, New York, has sponsored this season on CBS-TV. Mr. Webb, Warner Bros. and Red Skelton's production company have also jointly developed a high school series, The Giant Step, with a pilot for CBS-TV.

Mr. Webb will start immediately on the development of new programs, in addition to carrying on those already in production. Warner Bros.' current line-up includes The Dakotas, 77 Sunset Strip, Hawaiian Eye and The Gallant Men, all on ABC-TV plus True on CBS-TV.

At this time only The Dakotas is penciled in on next fall's nighttime schedule. Hugh Benson, executive assistant to Mr. Orr in the tv department since its inception, has resigned to enter independent production of tv programs. His first project is a comedy series, A Lot of Living, from an original story by Jerry Davis.

IATSE, studios settle; SDIG picketing Niles

Settlement of strikes of cameramen, film editors and film technicians at various midwestern studios was announced Thursday by the International Alliance of Theatrical Stage Employees. The union said two of its locals won greater pay increases than those sought in negotiations prior to the walkouts, which began Feb. 7.

Settlement pattern was established Feb. 16 at Jam Handy Organization, Detroit, which signed without a strike, it was explained last week by Bernard M. Mamey, Chicago attorney representing the unions. Workers have returned in Chicago at Wilding Inc., Fred Niles Communications Centers, George W. Colburn Labs., Atlas Film Corp. and Filmack Studios and in Minneapolis at Reid-Ray Studios.

Film technicians won weekly increase of $11.50, editors $13.50, assistant cameramen $20 and cameramen $32. Under new contract, for example, if a cameraman works 30 consecutive weeks he will receive $285 weekly maximum; if less than 30 weeks, he will receive $338 weekly maximum. Former weekly pay was $253.

Meanwhile, the Screen Directors International Guild began picketing of Niles Studios in Chicago last Monday charging firm has refused to negotiate a contract. A Niles spokesman said the guild is not a recognized union there either by NLRB or AFL-CIO. SDIG said it already represents directors at other Chicago studios.

Freedom series planned as CBS-TV specials

CBS News has announced plans for a series of light hour-long tv specials to be known as The Roots of Freedom, which will examine the development of Western history with emphasis on institutions that have led to present American legal and ethical codes. The programs will be filmed at sites of historical interest in the various countries where American institutions have their origins.

Most of the specials will be walking interviews similar to CBS-TV's White House tour with Mrs. Kennedy, although some will consist of film essays using professional actors.

54 (PROGRAMMING)
IF IT CONCERNS RADIO OR TELEVISION
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CITY

STATE
‘British Calendar’ now seen in 105 markets

ROYAL FAMILY TOUR DEPICTED IN CURRENT SERIES

A tv series on life in Britain and the Commonwealth today called British Calendar is used in 105 U. S. markets, Alan J. Waple, director of the news division of the British Information Services in New York, reports.

The series began as a once-a-month, quarter-hour presentation four years ago and was expanded to a twice-a-month quarter-hour program two years ago, according to Mr. Waple. In its first two years, approximately 30 stations were carrying British Calendar but it has steadily acquired additional distribution coincident with the expanded programming, he added.

"What we attempt to do with the series," Mr. Waple explained, "is to give the viewer, over a period of time, a rounded picture of various facets of life in Britain. We touch on politics, sports, current events, science and history. In a 15-minute segment we may cover several subjects or devote it to one topic, as we are doing with the current tour of the Royal Family in Australia, New Zealand and the Fiji Islands. We try to keep the programs topical and in the months ahead we will cover such events as the Grand National Steeplechase and the Conservative and Labor Party conferences."

The series, Mr. Waple said, must be "tailored" for American audiences and accordingly is a co-production project involving BIS New York, the Central Office of Information in London and Film Authors Inc., a New York production company which provides the script. BIS also produces Latin American, Commonwealth and Japanese versions of British Calendar.

The programs are available to stations free of charge (except for mailing costs) but BIS stipulates that the films, if ordered, be scheduled, Mr. Waple said. Bookings may be made through the BIS office in New York at 45 Rockefeller Plaza.

E. F. MacDonald and Wilding Inc. to merge

An agreement for the merger of E. F. MacDonald Co., Dayton, Ohio, and Wilding Inc., Chicago, has been announced by the principals of both firms. Wilding, a pioneer in the audiovisual field and tv commercial producer, would retain its name, autonomy and present management under the plan which is subject to stockholder approval.

The MacDonald firm is a major operator in the merchandise incentive and travel fields. The company produces and distributes Plaid and SAA and operates the Happiness tours. E. F. MacDonald is board chairman of the company. H. William Hammar is president of Wilding. Terms of the merger were not disclosed but Wilding’s annual gross is about $11 million and MacDonald’s about $115 million.

FREEDOM FOUNDATION

Annual radio-tv awards given at Valley Forge

Top radio-tv award of the Freedom Foundation, Valley Forge, Pa., the "en
cased" George Washington honor medal, was presented last week to the Lutheran Church, Missouri Synod, St. Louis, for Destination Unknown from the This is the Life television series and to NBC and New York U. for its Democracy in America series.

Presenters of George Washington honor medals for tv work were:

Aluminum Co. of America, Pittsburgh; "The Man With the Shine on His Shoes" from Alcoa Premiere (ABC-TV); American Motors, Let Freedom Ring; American Savings & Loan Assn., Washington, D.C. For Which We Stand; Chevrolet, "Look to the Stars!" from Bonanza (NBC-TV); Crown Stations, Seattle, Killer in Court; Kimberly-Clark Corp., "The Iron Man" from The Defenders (CBS-TV); Pittsburgh Plate Glass, "Honor Guard" from David Brinkley's Journal (NBC-TV); Radio & Tv Commission and Southern Baptist Convention, Ft. Worth, Tex., "Survival Shelter" from The American series; Purex Corp., The World of Jimmy Dowdellie (NBC-TV); Union Central Life Insurance, Cinn., Ohio, The Story of Woodrow Wilson; WGBS-Boston, "The Freedom Trail" from Complex Community series; WABC-TV, New York, "Bunker Hill" from American Treasure Chest; WPRO-TV, Providence, R.I., A Hero Next Door" from Close-Up series; WRC-TV Philadelphia, Old Independence; and WSB-TV Atlanta, Salute to America.

Radio-only winners of the medal are:

Falk Corp., Milwaukee, Wis., Sunday Edition of Bob Siegrist; KFMM (FM) Abilene, Tex., Festival of Freedom; Knight Quality Station, Boston, Judicial Compensa-
tion; KYW Cleveland, Harvey Morgan's Gettysburg—An American Tradition, Chicago, Portland, Ore., Message For Americans; Ray Starr, Tallahassee, Fla., Florida At Work; Washington Federal Savings & Loan, Miami Beach, Fla., July 4, 1776; WBAC Cleveland, Teln., untitled spot announce-
ments of editorial comment urging Americ-
anes to exercise their right to vote and accept an active role in government affairs; WBNS Columbus, Ohio, Irwin Johnson's Tuesday Talks; WEIM Fitchburg, Mass., Sounds of Freedom; WFTL Philadelphia (Temple U. Radio); WPX Philadelphia (public schools), America; WGBS Miami, Fla., J. Am. an American; WMAJ-Broadhead, Pa., The House You Live In; WMAL-Washington, D.C., A Man Called Abe; WONE Day-
ton, Ohio, America; WRCV Philadelphia, You Have A Place In Politics; WRUL Scalate, Mass., Great Moments in History; WABC Atlanta, Elmer Elijah's Fourth of July Letter to My Children; and WWJ Detroit, Great Voices of Freedom.

Distinguished service awards went to Standard Oil Co. of Calif. for two radio shows, Music and Passport to World Series and to NBC and New York U., for its Democracy in America series.

sales message for 1

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sales message for

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1776; Am New York, 9 co-production Freedom; 
56 first month Alan Calendar 
tory. 256 "Survey programming, "What 
1962; J. Calendar 
several 

**CALL
KTIV
NABC • ABC
CHIEF 4

56 (PROGRAMMING)
In Detroit...

WWJ NEWS is all GO!

WWJ Newsman Dick Westerkamp interviews U. S. Immigration officer.

Ven Marshall covers salvage of British motorship “Montrose”.

Don Perrie, hot after a story, climbs into WWJ Newsmobile.

Fran Harris chats with popular circus performer visiting Detroit.

Britton Temby interviews one of the city’s leading businessmen.

Dwayne Riley investigates recent medical advances.


Kirk Knight is at scene of a major Detroit fire.

No schedule-shackles. No clock-straitjackets. Whatever it takes to get the story and get it across, WWJ News does. Result — spontaneous, accurate news coverage from the word GO!

WWJ THE NEWS STATION AM and FM RADIO

Owned and Operated by The Detroit News • National Representatives: Peters, Griffin, Woodward, Inc.

Broadcasting, February 25, 1963
Nutrition broadcaster Fredericks in ‘comeback’

Nutrition broadcaster Carlton Fredericks is making a “comeback” after a year of reduced activity. His programs now are carried on 15 radio stations; ABC Radio presents a 90-second featurette three times a week, and Epic Records is issuing a long-playing album titled “Calories Do Count.”

Mr. Fredericks, in New York recently on a business trip, reported his Living Should Be Fun radio program was carried on more than 50 stations a year ago. At that time the FCC sent letters to the stations notifying them that some medical and nutrition authorities considered the Fredericks program “controversial” and suggested stations consider carrying another nutrition program offering opinions different from Mr. Fredericks’ (Broadcasting, Dec. 18, 1961).

His station list dwindled to nine over the next few months, Mr. Fredericks said, although he retained a few large stations such as WOR New York and KABC Los Angeles. He says: “I was never served with papers of any kind nor was I the subject of any accusation. But stations were fearful; I was deemed controversial, and therefore I was dropped.”

Mr. Fredericks said he has added six stations to his list over the past few weeks without solicitation. Last June he started his 90-minute, thrice-weekly show on 290 stations of ABC Radio.

These encouraging signs, he said, have prompted him to begin an advertising campaign for new station subscribers for his nutrition programs, which he currently is offering in 15-, 30- and 45-minute versions. His headquarters: 350 Lincoln Road, Miami, Fla.

CBS STILL COLOR SHY
Sponsors must cover color tab for network to schedule show

There’s no indication that CBS-TV will compete with NBC-TV or ABC-TV next season, with regular color series.

For CBS-TV the policy, as updated by a spokesman last week, is to continue to program in color only when advertisers order it and pay the extra freight.

Some extra costs for color were approved by advertisers this season but for occasional exposure. In February, for example, the Princess Grace tour of Monaco special was in color and earlier this winter a girl scout jamboree special also was shown in the medium. Each was a one-shot on the network, the Monaco program on the full network, and the jamboree in only 5-7 markets (filmed in color). Ford and Chemstrand were advertisers on the Feb. 17 Grace Kelly program.

Also picking up a color tab on CBS-TV this season is Campbell Soup Co., which through BBDO is the sponsor of a four-part Lassie (Sunday, 7-7:30 p.m. EST) colorcast on four successive weeks. The series started Feb. 17. The drama was filmed in color and technically is the first regular series to be colorcast on the network in three years since occasional colorcasting of the Red Skelton Show was stopped.

An enunciation of the CBS-TV color policy was presented in detail at the regular fall meeting of the CBS-TV Network Affiliates Assn. Advisory Board at Palm Springs, Calif., earlier in the winter (Broadcasting, Dec. 10, 1962).

At that meeting, William B. Lodge, CBS-TV’s vice president for affiliate relations and engineering, noted a decided disinterest on the part of advertisers to pay nominal surcharges for the cost of colorcasting even though the network offered several advertisers the opportunity to originate color.

B&J Productions to make tv travel spectaculars

B&J Productions, specializing in the production of 90-minute travel and travel-adventure spectaculars, has been formed by Bill Burrud and Victor Jory. In addition to producing the color films, Messrs. Burrud and Jory will appear as hosts-narrators and are seeking top personalities to co-produce similar specials with B&J. First star signed is Lloyd Nolan, who will film and star in British Adventure for the company.

Gene McCabe, general manager of Bill Burrud Enterprises, is serving in a similar post for the new company.

‘Marilyn’ special to be on ABC-TV

The sale by Official Films of its half-hour actuality special, “Marilyn Monroe,” to ABC-TV was announced last week by Seymour Reed, president, coincident with the appointment of Johnny Johnston as director of national sales of Official.

Mr. Reed noted that in his first week on the job Mr. Johnston, a former Metro-Goldwyn-Mayer and Paramount Pictures performer, sold the special program to the network. The special, ABC-TV said, has been bought by the Whitehall Div., American Home Products Corp., through the Wm. Esty Co., New York, and will be scheduled on March 24, 9:30-10 p.m.

Mr. Johnston’s post, a newly-created one, involves the development and sales of entertainment and sports programs for networks and stations. An immediate project is the creation of a weekly magazine for a series on pocket billiards. Mr. Johnston will continue as host for the current ABC-TV bowling program, Make That Spare.

Program notes...

UA buys Mirisch • United Artists Corp. reports it will acquire Mirisch Co., an independent film company, on March 1 in exchange for 62,069 shares of UA Class B common stock, valued in the neighborhood of $1.8 million. The transaction will give UA proprietary rights to 20 feature films, including “The Apartment,” “Some Like It Hot,” “Children’s Hour,” “Toys In The Attic” and “Kid Galahad,” which will become available for tv distribution following their theatrical runs.

Tv show on mental health • A special one hour program on the experiences of a mentally disturbed child, “The Rebirth of Jonny,” will be carried on WTTG (TV) Washington on March 11, 8-9 p.m., and will be telecast subsequently by other Metropolitan Broadcasting stations, including WNEW-TV New York, KMBC-TV Kansas City, KOVR (TV) Sacramento-Stockton, WTVH (TV) Peoria, Ill., and WTVP (TV) Decatur, Ill. The program is part of Metropolitan Broadcasting’s A Question of Life documentary series which explores various
We'll swap, Even up!

The search is on, and it offers you a chance to get a new Collins 20V-3 transmitter absolutely free. We're looking for the oldest Collins 1 KW (or less) AM transmitter still in use as primary broadcast transmitting equipment. If you have it, we'll swap a new 20V-3 for it — and it won't cost you a cent. We're even paying shipping charges on both transmitters. Your only expense will be installation of the new transmitter. So, if you have a Collins 1 KW (or less) transmitter, take a good close look at it. It could be the one we're after. Then write us a letter, describing its history and send along the type and serial numbers, if you know them. If yours is the oldest reported by the deadline date, we'll get the 20V-3 to you as soon as is practicable. Read the simple rules, then send a letter to J. L. Taylor, Dept. BC, Collins Radio Company, Cedar Rapids, Iowa.

COLLINS RADIO COMPANY
Cedar Rapids • Dallas • Los Angeles • New York • International, Dallas

Here are the simple rules:
1. Your transmitter must be 1 KW or less and be in primary service — not a standby.
2. It must be property of the original owner OR be the original installation with no major modifications.
3. Collins will replace the transmitter with a new 20V-3, paying all shipping charges, but the winner must install the new transmitter at his own expense.
4. The old transmitter becomes the property of Collins Radio Company. The winner, upon accepting the new transmitter, agrees to use of the owner's name and/or station name in subsequent promotional activities of Collins Radio Company.
5. Letters must be postmarked prior to midnight, March 1, 1963.
6. In case of tie, the first transmitter reported will be considered.
7. Offer is limited to the continental United States.
phases of health. The programs are offered for syndication to other stations.

Desilu gets Hutton • Desilu Sales has acquired world distribution rights to 30 episodes of the Betty Hutton Show from Betty Hutton Productions. Negotiations for sale of the series are currently being closed in Australia, the Philippines and Japan.

Feller to do sports show • Bob Feller, the former Cleveland Indians pitcher, has signed a three-year contract with Andre Productions Ltd., Chicago, to do a 5-a-week, 52-week sports show for radio syndication. The show is scheduled to start on the opening day of the baseball season, April 8th.

Free lunar series • A continuing series of radio programs on America's race for the moon is being offered free of charge by KXYZ Houston, Tex. The 15-minute programs have been recorded by KXYZ since August last year and combine latest information on current developments in the space program plus interviews with astronomers, scientists, and administrative managers of the Mercury, Gemini and Apollo projects now housed at the Houston Space Center. Series' host is Jeff Thompson, KXYZ public affairs director.

'Red ink' railways • A documentary produced by WKY-TV Oklahoma City on the deterioration of the great American railway empires has been accepted for inclusion in the Television Affiliates Corp. (TAC) library for distribution to member stations. Titled The Ride to Red Ink, the program traces the causes of railway obsolescence and discusses what lies ahead in the future.

FINANCIAL REPORTS

ASCAP's '62 gross over $35 million

American Society of Composers, Authors and Publishers had gross revenues of $35,279,033 in 1962, according to a treasurer's report made to a West Coast membership meeting on Wednesday (Feb. 20). Virtually all of the amount—$34,841,911—came from license fees paid by the users of music controlled by ASCAP members, and nearly all of the license fees were paid by radio and tv stations and networks. With a 20% deduction for expenses of the society's home office in New York and 23 branches throughout the country, $28,221,023 was left for distribution to members. The ASCAP membership now totals 5,858 active writers, 2,074 active publishers and 880 non-participating writer members. Stanley Adams ASCAP president, reported that the society is "healthy, vibrant and very much aware of the world" in which it functions and for which it licenses "billions of performances" on ASCAP music each year.

The dispute over tv licenses, now pending in the courts; the resistance of educational broadcasters toward ASCAP's attempts to license them as well as the commercial broadcasters; the anti-ASCAP legislation introduced in Idaho, and other examples of conflict between ASCAP and its broadcast clients were touched on lightly in the report.

Ampex sales, earnings, orders at new high

Record net earnings, sales and incoming orders were announced by Ampex Corp. (video and sound tape recorders and accessories as well as computers and other electronics items) in reporting for the first nine months of fiscal 1963.

Net earnings after taxes for the nine months of the fiscal year ended Jan. 31 were $3,163,000 (40 cents a share), up 141% over the previous year's period of $1,311,000 (17 cents a share).

Total sales for the three quarters totaled $66,789,000, up 13% from the 1962 nine months figures of $58,808,000.

Incoming orders total $74,809,000, 31% ahead of orders on hand at the same time last year which totaled $57,132,000.

William E. Roberts, Ampex president, said last week that for the full year "we will top $100 million in incoming orders for the first time in our history, and will exceed our earlier estimate of a 10% sales increase and substantially improved earnings."

Wrather Corp.'s 6-month net income shows gain

Consolidated net earnings of the Wrather Corp. and subsidiaries for the six months ended Dec. 31, 1962, totaled $405,279 (23 cents a share).

Net for the corresponding period of 1961 was $310,504 (18 cents a share). The figures do not include earnings of the A. C. Gilbert Co., of which Wrather Corp. acquired approximately 50% in January 1962.

Gross income for the six-month period was $6,167,293 compared to $6,142,145 for the same period of the year before.

General Precision has drop in net income

General Precision Equipment Corp., Tarrytown, N. Y. (electronics manufacturer which also makes tv cameras and associated equipment), reported consolidated net sales for the year ended Dec. 31 of $222,862,126 and net income after federal taxes of $4,373,504 ($2.40 a share).

This compares with 1961's sales of $234,620,431 and net income of $5,321,108 ($3.10 a share).

During the year, GP acquired full ownership of Royal Precision Inc. It had owned this computer firm jointly with Royal McBee Corp. A charge of $4.8 million has been made against consolidated earned surplus for this acquisition, but the 1962 operations have not been consolidated in the year-end statement. The firm is now the Commercial Computer Div. of General Precision Inc.

Screen Gems has best half-year in its history

Representing the best six months earning figures in the history of the company, Screen Gems Inc., reported a net profit after taxes for the first half of its fiscal year ended Dec. 29, 1962 of $1,655,508 (65 cents a share). This compares to net earnings for the same period in 1961 of $1,372,727 (54 cents a share). Both figures are based on 2,538,400 shares outstanding.

Profit before taxes for the six month period was $3,262,826. This compares to $2,744,741 for the previous year's half-year mark.

Eitel-McCullough profit up 54%, sales up 9%

Eitel-McCullough Inc., San Carlos, Calif. (electronic tubes, etc.), reported a 54% increase in profits on a 9% increase in sales for calendar 1962.

Profits were $750,000 (40 cents a share), compared to 1961's $486,671 (26 cents a share). Outstanding at the end of 1962 were 1,842,913 shares.

Net sales last year amounted to $29.6 million, compared to the previous year's $27,109,945.

Unfilled orders rose from $6.7 million at the end of 1961 to $7.7 million at the end of 1962.

AB-PT declares dividend

American Broadcasting-Paramount Theaters board of directors declared a first quarter dividend of 25 cents per share on the company's outstanding common stock. The dividend is payable to stockholders of record Feb. 25, 1963 on March 15.

BROADCASTING, February 25, 1963
The first comprehensive—often surprising—study of how the American viewer actually feels about TV and the uses he makes of it.

**THE PEOPLE LOOK AT TELEVISION**

A Study of Audience Attitudes

How has television affected the American home? What do viewers think about this extraordinary medium of communication? And—perhaps most important of all—how do their opinions about television relate to their viewing habits?

The present study is the first comprehensive and definitive effort to provide some factual and objective information on these and other issues, by examining and reporting how Americans use the medium and what they think about it. It is based on one of the most thorough national surveys ever undertaken. Conducted at the Bureau of Applied Social Research of Columbia University, the survey employs the most advanced techniques of modern social research.

Are Americans generally satisfied or dissatisfied with the programs they see on television? What about the present ratio of entertainment to informa-

by GARY A. STEINER

tion? Do they watch selectively and, if so, what do they select? How do they feel about the amount of time they spend in front of the set? What are their concerns about their children's viewing?

These are some of the provocative and fascinating areas of opinion and behavior that are illuminated by Dr. Gary A. Steiner in this study. It provides a factual platform from which the great debate about television must subsequently go forward...and it is important, and absorbing, reading not only for social scientists and the broadcasting community but for the general public.

_with a Foreword by Bernard Berelson, former director, and an Afterword by Paul F. Lazarsfeld, founder and currently associate director, Bureau of Applied Social Research, Columbia University_

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501 Madison Avenue, New York 22, New York
CBS RUNNING STRONG

First quarter business 20% ahead of last year exceeds network's own projection for period

An optimistic statement was issued last week following a meeting in New York of the CBS Radio Affiliates Assn.'s board of directors and network executives.

E. K. Hartenbower, KCMO Kansas City, chairman of the affiliates board, keying the statement to financial strength points this year, noting that at the meeting "there was no jockeying for economic position as between affiliates and the network."

CBS Radio's first-quarter business, he said, has been running 20% ahead of last year's similar period "which is even better than the network's own projection."

"As a result, station payments to affiliates will be at an unexpectedly gratifying level for the current quarter" and the affiliates board is "confident that our prospect for the coming months is bright."

**Audience Levels** The statement also pointed to an increased average audience for sponsored programs and CBS news coverage on the network, along with expansion of Dimension—additions of *Dear Abby, Marvin Kalb Reports* and an expected new format featuring Walter Cronkite.

The board also noted that CBS Radio is the only network with a consistent, large-scale advertising campaign in national consumer and broadcasting trade publications, and lauded new promotional support efforts (new "stationized" technique in which messages from CBS Radio personalities are prepared for each affiliate with call letters integrated on ready-to-broadcast tapes).


CBS Radio officials present at the New York meeting:

Arthur Hull Hayes, president; James M. Seward, executive vice president; Richard S. Salant, CBS News president; news correspondent Marvin Kalb; George Akedis, vice president, network sales; W. Thomas Dawson, vice president, information services; George Perkins, vice president, network programs; William A. Schadt Jr., vice president, affiliate relations; Fred Ruegg, vice president, station administration; David- son M. Vorhes, vice president, operations; Andrew Subbiondo, director, administrative operations; Harper Car- raine, director, research; Geraldine Zorbaugh, general attorney, CBS Inc.; William Green, assistant general attor- ney, CBS Inc.; Alfred Greenberg, field manager, affiliate relations; Robert Skedgell, assistant general manager, CBS News (radio).

**WBT beams news show to Russians in Cuba**

A daily, 15-minute program in Russian will be broadcast over WBT Charlotte, N. C., to Russian citizens residing and working in Cuba, starting today (Feb. 25).

The program to be beamed by the 50-kw station to Cuba will be prepared by Radio Liberty, a privately sponsored organization that has been broadcasting for 10 years to the Soviet Union from transmitters in West Germany, Spain and Formosa. The nightly program will be fed by landlines from Radio Liberty's New York bureau to WBT and will consist of news and background on international events and on developments within the Soviet Union. It will be scheduled from 10:10-10:25 p.m.

Howland T. Sargeant, president of the American Committee for Liberation, which operates Radio Liberty, said the broadcasts will continue as long as "significant numbers of Soviet nationals remain in Cuba."

Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co., which owns and operates WBT, commented that the programs may well supply the Russians in Cuba "with a current, undistorted view of international affairs ... perhaps for the first time." During the Cuban crisis last fall WBT was one of a group of stations used by the U. S. Information Agency to broadcast news to the Cuban people.

**Baron offers to air N.Y. strike sessions**

A proposal that the issues in the newspaper strike in New York be carried on radio or television was made last week by Sydney S. Baron, head of his own public relations organization in New York.

Mr. Baron said that he could obtain financing from businessmen for the buying of radio-tv time, if that is necessary, for a broadcast and/or telecast of negotiating sessions. He indicated that if the issues are brought out openly, consider-
AUSTIN SLAPS 21 MUSTS ON CATV

Antenna leaders concerned over 'restrictive' regulations

Community antenna leaders have expressed a “new wave of concern” over “highly restrictive, FCC-inspired” regulations being placed over catv systems by local communities as the price for a franchise.

Latest case cited is in Austin, Tex., where the city council placed 21 conditions on two companies granted permits to operate systems. National Community Tv Assn. reserved comment on the Austin restrictions “pending a complete study.”

In its 21-point policy statement, the council announced that non-exclusive franchises will be granted for a city-wide cable service only for which no charge may be made except for “authorized service fees.” This service fee was set by the city council at $4.95 per month, with a connection charge prohibited, no additional charge for special programs such as a heavyweight championship fight.

The system must be able to distribute signals on at least eight channels simultaneously and repeat all tv signals originating in Travis County (in which Austin is located). The council specified that any Austin catv must repeat the signals of educational KLKN (TV) (ch. 9) San Antonio (Bexar County).

Under the policy statement, Austin systems also must “continuously distribute” a satisfactory weather service and be prepared to make announcements requested by civil defense and disaster authorities. To meet this last requirement, a system operating in Austin must have the capability to immediately interrupt its signals on all channels simultaneously or any one channel individually. This, the council noted, would also guard against the rebroadcast of defamatory and obscene programs.

The two Austin contracts—to Cat Cable of Austin Inc. (Broadcasting, Feb. 18) and Capital Cable Co. (Broadcasting, Feb. 4)—are for 20 years but may be cancelled by the city council “unless diligence is exercised in expanding the system” after the start of operations.

The Austin systems are required to extend their lines up to 100 feet beyond already established cables to anyone who requests service. The systems are required to pay the city a rental of $3.00 per pole annually and a tax of

Watts New?

NEW POWER
5000 WATTS

NEW HOURS
FULL-TIME 24 HOURS A DAY

NEW REP
THE McGAVREN-GUILD COMPANY

KUDL KANSAS CITY, MO. KUDL KANSAS CITY, MO. KUDL KANSAS CITY, MO.
2% of their gross revenue.

Reaction Favorable • Meanwhile National Community Television Assn. officials have been meeting with representative catv groups during the last week to get a sounding on reaction to the NCTA board's decision earlier this month to seek "simple" legislation from Congress giving the FCC authority to regulate cable companies (Broadcasting, Feb. 18). This is a 180-degree reversal of the previous NCTA stand opposing any and all regulation.

In three or four meetings last week, NCTA officials found that the group's new position on legislation is being accepted favorably. These meetings will be completed by the end of March. All talks thus far are "exploratory," it was explained.

**Tv right at hearings defended by NAB**

The NAB has filed a "friend of the court" brief in the dispute between three Los Angeles tv stations and two state administrative agencies—the government bodies having banned tv cameras from public proceedings last month (Broadcasting Feb. 4).

Pointing out the sessions involved are administrative rather than judicial in nature, the NAB replied in the Superior Court of California to an injunction sought by John C. Sobieski, California commissioner of corporations, which would ban tv cameras and microphones from hearings of the Public Utilities Commission. KABC-TV, KTTV (TV) and KTLA (TV) all attempted to cover a hearing last month which halted because of the presence of the tv cameras.

NAB said the utilities commission proceedings are primarily concerned with the general welfare of the public at large rather than with particular individuals. "Since the public itself is the party with the greatest interest, all available methods of communications should be utilized to ensure that the public is informed ..." NAB said.

The court has scheduled a hearing on the requested injunction against radio-tv for today (Monday). The commission plans an announcement on the ban two days later (Wednesday).

**Galveston papers sold**

The Houston Post Co. last week bought the Galveston Daily News and Tribune and the Texas City Sun. The price was not disclosed. The Houston Post Co. is the publisher of the Houston Post and the licensee of KPRC-AM-TV that city. W. P. Hobby, publisher of the Houston newspaper, also owns 27.5% of KFDM-TV Beaumont.

**'CALL FOR ACTION'**

WMCA, volunteers working on N.Y. housing questions

Two dozen civic-minded, women volunteers started taking calls Feb. 19 from New York citizens who need help on a housing problem. The sponsoring organization: WMCA-Call for Action, a new pilot project initiated by R. Peter Straus, WMCA Inc. president.

Five phone stations were "manned" on a rotation schedule by the 24 women on a Mon.-Fri. basis, two hours on the phones and a couple of additional hours for keeping records. Most of the women were recruited from an orientation leadership class given by a New York citizens committee.

More than 300 calls were received in the project's first two-hour period.

Planning of the new WMCA phone project started last November, but even earlier—more than a year ago—the station had determined housing to be New York's No. 1 community problem. As a result of that decision, the station began a series of 25-minute weekly documentaries called 'The Housing That Haunts New York.' The series started Feb. 11 and will be heard each Monday at 11:05-11:30 p.m. through March 25. First of the seven programs was a composite, introductory show, the Feb. 18 "Call for Action" episode heralded the launching of the phone information service.

The documentaries are prepared by WMCA's news and public affairs department in association with Woody Kline, an award-winning reporter (New York World Telegram & Sun) who has written various series on New York's housing problems. The series will include interviews with Gov. Rockefeller and the city's Mayor Wagner, building commissioners and inspectors among others. Barry Gray will narrate.

**Changing hands ...**

ANNOUNCED • The following sale of station interests was reported last week subject to FCC approval:


**APPROVED** • The following transfers of station interests were among those approved by the FCC last week (for
other commission activities see FOR THE RECORD, page 74).

- KOL-AM-FM Seattle, Wash.: Sold by Archie Taft Jr., Mrs. Marie S. Taft and William L. Simpson to F-V Productions Inc. for $850,000 and agreement not to compete. F-V Productions Inc. is principally owned by Mark Goodson and William S. Todman, owners of the Goodson-Todman TV packaging firm. Commissioner Robert T. Bartley concurred in the decision, but would have granted a waiver of the three-year rule on grounds other than those accepted by the FCC majority. KOL is a fulltime independent operating on 1300 kc with 5 kw. KOL-FM operates on 94.1 mc with 5.8 kw.

- KRE-AM-FM Berkeley, Calif.: Sold by Central California Broadcasters Inc. to KPAT Inc. for $500,000 and agreement not to compete. KPAT Inc. is principally owned by Dickens J. Wright and Paul Bauman. Mr. Wright was a principal owner of WPAT Paterson, N. J., sold in 1961 to Capital Cities Broadcasting Corp for $5,350,000. KRE founded in 1922, operates on 1400 kc with 1 kw daytime and 250 w nighttime.

- KITE Terrell Hills (San Antonio), Tex.: Sold by trustee in bankruptcy for Townsend Growth Fund Inc. to Southwest States Inc. for $450,000. Southwest States is principally owned by Cecil L. Trigg and Jack C. Vaughn who also own KOSA-AM-TV Odessa, KROD-AM-TV El Paso and KVII (TV) Amarillo, all Texas, and just recently bought the 10,000 subscriber Tyler, Tex., community antenna system (BROADCASTING, Feb. 4). KITE is a fulltime station, operating on 930 kc with 5 kw days and 1 kw nights.

**KTBS-TV to build new tallest tower**

KTBS-TV Shreveport, La., has announced that the station will soon have the world's tallest tower for its antenna. KTBS-TV said that it has signed a contract with RCA, Camden, N. J., and the Kline Iron & Steel Co., Columbus, S. C., for construction of a proposed 1,800 ft. tower.

In its announcement the station said that permission to build such a tall tower was the result of three years of engineering work and application to the Federal Aviation Agency and the FCC. At the present time the FCC reports that the tallest tower is the joint tower of WRBL-TV and WTVN (TV) Columbus, Ga., which is 1,749 ft., and the tallest existing man-made structure.

KTBS-TV said that the cost of the tower will be approximately $500,000 and it will take 22 weeks to build.

**NEWS MANAGEMENT’ TO BE DISCUSSED**

Government, media meet in April for mutual benefit

Top government information men and representatives of radio-tv, newspapers and magazines are going to sit down for a weekend of discussion and the hope is that each will learn more about the others' problems.

The meeting, announced last week by Pierre Salinger, news secretary to the President, will take place April 5-6 at Airlie House in Warrenton, Va. Airlie House is owned by Airlie Foundation and has been used on occasion for private "think" meetings.

The plan was first broached to Mr. Salinger last December by the NAB Freedom of Information Committee (BROADCASTING, Dec. 17, 1962).

Invited to send two representatives each were:


The invitation requests the White House and State Department groups and SDX to name at least one of their two representatives from the broadcast medium.

Government public information men who will attend the meeting, in addition to Mr. Salinger, are:

Robert J. Manning, Assistant Secre-

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**ATTRACTIVE STATION BUYS!**

**MIDWEST**— Daytimer serving area of 50,000-plus population. Excellently equipped. Land and building included in sale. Priced at $90,000.00 with $25,000.00 down and balance over seven years.

**SOUTHWEST**—Daytime-only radio station grossing approximately $65,000.00 annually and capable of doing better under owner-operator. Good, stable market. Priced at $85,000.00 on ten years terms.

---

*Hamilton & Landis & Associates, Inc.

**Washington, D. C.**
Ray V. Hamilton
1737 DeSales St., N.W.
EXecutive 3-3456

**Chicago**
Richard A. Shaheen
John D. Stolbans
Tribune Tower
DElanoy 7-2754

**Dallas**
DeWitt Landis
Joe A. Oswald
John H. Hicks
1911 Bryan
Riverside S-1175
**WGN-TV camera follows Chicago cop decoys**

The long night vigils and extremely difficult back-alley natural light photographic problems of the news staff of WGN-TV Chicago make up a story almost as unique as that of the news documentary produced by WGN-TV about the Chicago Police Dept.'s TUF Unit (tactical under-cover function) in its operations of decoying and capturing jack-rollers and street muggers. WGN-TV's full-hour film was aired Feb. 4, 9-10 p.m.

Audience reaction was so good, according to the station, that sponsor Sears, Roebuck & Co. bought a Sunday afternoon repeat (Feb. 10),

over indications of "news management" by the Kennedy administration. It suggested that a meeting be held with newsmen for a full discussion of government information policies.

The statement was delivered to Mr. Salinger by Frank Fogarty, chairman of the NAB group. Howard H. Bell, NAB vice president, carried on the negotiations with Mr. Salinger and the other groups. Mr. Salinger accepted the idea immediately.

**Intermountain forms farm group division**

The Inter-Valley Farm Group has been formed by 15 Intermountain Network affiliated stations. This division is comprised of KMON Great Falls, KOJM Havre, KGZ Kalispell, KYSS Missoula, KGHL Billings (all Montana); KGEM Boise, KLIX Twin Falls, KIPI Idaho Falls (all Idaho); KVNU Logan, KLO Ogden, KOVO Provo, KSVC Richfield (all Utah); KPW Powell, Wy.; KNEB Scottsbluff, Neb. and KYOU Greeley, Colo.

All farm group members employ full-time farm directors with each station originating its own specialized farm programming. Intermountain provides a number of daily network programs including livestock reports, weather reports and special service programming.

Edward Petry Co., representatives of Intermountain, will also act as representatives of Inter-Valley.

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**EQUIPMENT & ENGINEERING**

**Color tv system for theatres revealed**

**NATIONAL GENERAL CORP. EXPECTED TO ANNOUNCE NEW GE EQUIPMENT**

A new television receiving system which permits the projection of tv pictures onto theatre-size screens in color as well as black and white, in much the same way as movies on film are projected, has been perfected by General Electric Co. and is ready for practical use in theatres, Broadcasting learned last week. It was also learned that GE has contracted to install this new equipment in about 100 of the motion picture theatres owned and operated by National General Corp.

The exact cost of the multi-theatre installations could not be learned last week, but it is expected to run into several million dollars.

Reports that something of this nature was in the works have been persistent in Hollywood since Feb. 4, when Lucille Ball, president of Desilu Productions as well as its brightest star, told the Hollywood Ad Club that Eugene Klein, NGC president, had come to her with a plan to put "Wildcat," the show she had started in on Broadway last year, into his theatres through closed circuit tv.

No confirmation has been forthcoming, either from NGC or GE, which was reported to be making the equipment to be used by NGC. At the NGC annual stockholders' meeting in Hollywood Tuesday (Feb. 19), several questions about these stories were directed to Mr. Klein, who parried them all with the reply that the company expected to make a major announcement before the end of February and would not reveal its nature in advance.

Late last week, newsmen of the general and trade press received invitations to a news conference to be held this morning (Monday, Feb. 25) at 9:45 a.m. at the Waldorf Astoria, New York, under the joint auspices of General Electric and NGC. This would appear to bear out the reports of the tv pro-
High-Power Light • The GE projector is said to be similar to a standard motion picture projector in that it also uses a high-power light source and a system of lenses to direct the light beam, which, in the case of motion pictures, passes through the film to produce an image on the screen. The GE tv projection system does not use conventional movie film, however, but a very thin transparent layer of a viscous control fluid. This control layer acts in much the same way as the phosphor face of a conventional tv receiving tube. An electron gun continuously scans the surface of the control layer. But instead of producing a picture directly on the layer, as it would on the face of the tv tube, the electron beam in the GE system causes the layer to control the light so as to project the picture onto the theatre screen.

The key to the new projection system was the development of this special control fluid, which is believed to be the result of research into thermoplastic recording in which GE scientists have been engaged for a number of years. A progress report was given in New York a little more than three years ago (Broadcasting, Jan. 18, 1959), at which Dr. William E. Glenn of GE’s research laboratory, inventor of the TPR system, demonstrated a laboratory model which recorded a tv sequence picked up off the air and played back via an 8 mm projector onto a screen. An observer described the quality of the projected image at that time as about on a par with “an early-history kinescope.”

GE officials at the demonstration stressed the fact that the system was still in the experimental stage and called for further developmental work in the laboratory before it would be ready for commercial use. This developmental stage has been completed and a practical, workable system will be announced and perhaps demonstrated today, if Broadcasting’s information is correct.

At the time of the 1960 demonstration, the GE system of thermoplastic recording and playback was described as combining the processing speed of video-tape recording, permitting immediate playback, plus the storage capacity of photographic film. Like film and tape, the GE TPR system was said to be able to reproduce pictures in either monochrome or full color, but without requiring the processing of film. Like video-tape, the thermoplastic recording can be erased and re-used as desired.

Another key factor in the GE projection system for theatre television is the light valve projector. This new unit is understood to employ a novel light-gathering system which focuses the extremely high light output of an arc lamp into a dual-beam scanning system that transmits the picture virtually instantaneously upon reception of the tv signal through the viscous fluid and onto the theatre screen.

No Comment • Mr. Klein and other officials of National General Corp. last week would not even admit that they were considering the idea of tv projection installations in the NGC theatres, let alone discuss the use they plan to make of this equipment. From Miss Ball’s remark, however, it seems certain that the presentation of Broadway dramas and musical productions, done live and transmitted instantaneously to the screens of NGC theatres (hopefully packed with paying customers), is one type of closed circuit entertainment that has been contemplated by the theatre organization.

Prize fights and other major sports events will undoubtedly be among the closed circuit tv attractions by which NGC will attempt to augment its standard motion picture fare to attract attendance at its theatres. It is understood that a search has already begun for a top echelon executive in the tv programming field to head this phase of the NGC operation.

At last Tuesday’s stockholders’ meeting, President Klein’s report covered the company’s previously announced diversification program which has taken the theatre-based organization into such allied fields as vending machines for theatre lobbies and “nut ‘n’ knot shoppe” refreshment centers in quarters adjoining the theatres but available to passers-by as well as to theatre patrons, real estate and, most recently, the trailer field through acquisition of Mobile Rentals Corp.

Mobile Rentals Corp.’s president and board chairman, M. E. Hersch, and

RCA ups prices 5%

Radio Corp. of America’s Broadcast & Communications Products Div. has announced a price increase of approximately 5% in its line of major tv and radio equipment.

An RCA official reported that the increase was not across-the-board but did include items in each major product category, including amplifiers, am, fm and tv transmitters, studio cameras, audio and visual tape recorders and switching equipment.

Causes of the higher prices were said to be higher manufacturing costs and improvements in current-model equipment.
Seymour F. Simon, attorney and president of the board of commissioners of Cook County, Ill., were added to the NGC board by vote of the stockholders, who also re-elected Mr. Klein: Irving H. Levin, executive vice president; Alan May, vice president and treasurer, and Robert W. Selig, vice president, to the NGC board, along with Lloyd Drexler, partner in Northern Illinois Steel Co.: Jack M. Ostrow, attorney and CPA, and Edward Patterson, associate of Allen & Co., New York investment bankers.

RCA develops new high frequency tube

A new electron tube whose amplification potential is 30 times that of a regular tv transmitter tube has been developed for use near frequencies of infrared light.

The beam-plasma tube was developed by RCA under the sponsorship of the U.S. Air Force. It uses the interaction of a pulsating electron beam and ionized cesium gas or plasma to amplify radio signals that oscillate up to 23 billion times per second. The top tv channel, ch. 83, occupies a band between 884 mc and 890 mc.

Although amplifier tubes for the millimeter-wave region of the spectrum are not new, the use of plasma for amplification permits the tube to be larger, more rugged, capable of handling larger powers and of operating continuously over longer periods without damage, according to Dr. James Hillier, RCA Labs, vice president. He added that when perfected such tubes could become the basis for new communications, radar and control systems which would operate at frequencies well above the present microwave ceiling.

50% of radio-tv sets receive fm stereo

Almost half of all radio-tv and radio-phonograph combinations produced in 1962 were capable of receiving fm stereo broadcasting, the Electronic Industries Assn. reported last week.

In the radio-tv combination field, 162,208 of the 296,816 total manufactured last year, or 54.6%, had an fm stereo capability. Among the 1,380,569 radio-phonograph combinations made last year, 43.85% or 605,331, were capable of receiving fm stereo.

The figures are based on a special report issued by EIA's marketing services department.

No figures are available for radio-only receivers, it was said at the manufacturers trade association.

FATES & FORTUNES

BROADCAST ADVERTISING

Louis F. Bantle, who joined U. S. Tobacco Co., New York, in November 1962 to direct 1963 newspaper and tv advertising program, appointed to newly formed advertising position of advertising manager of company's two food divisions, Circus Foods and Lummis & Co. Circus manufactures canned and packaged nut products in San Francisco, and Lummis also processes its own nut product line in Philadelphia. Mr. Bantle was formerly account executive at Donahue & Coe, New York.

Robert J. Murphy elected vp of Dennis, Parsons & Cook, Jacksonville, Fla., advertising agency. Mr. Murphy will continue in his capacity as director of agency's pr division.

William J. Kennedy, formerly a media director and manager of media department of Ted Bates & Co., New York, named executive director of Bates' new "planning committee" that will direct operations of newly organized media and program department (WEEK'S HEADLINERS, Feb. 18). Richard A. R. Pinkham, senior vp in charge of media and programs, heads planning committee as chairman.

Peter Finney, founder and former president of Southern Adv., Miami, Fla., and more recently head of Peter Finney & Co., that city, joins Dennis, Parsons & Cook, Jacksonville, Fla., advertising agency, as vp.

William P. Reilly named manager of San Francisco office of Young & Rubicam, replacing George B. Richardson, who has resigned effective April 1. Mr. Reilly joined Y&R in 1953 after 16 years of advertising and selling with Standard Brands Inc. He was placed in charge of merchandising in San Francisco in 1957 and following year elected vp. In 1959, Mr. Reilly joined agency's contact department as account supervisor.

John P. Street, executive vp of Hart-Conway Co., Rochester, N.Y., advertising agency; elected president, succeeding H. Lyman Hart, president of company since it was founded in 1924, who becomes board chairman. John M. Nixon and E. Ward Phillips were re-elected vps; James V. Mannhardt, secretary; and Ann Louise Kearns, comptroller.

Genevieve Hazzard, in charge of women's program on Chevrolet Motor Div. advertising account at Campbell-Ewald Co., Detroit, elected vp. Miss Hazzard, who joined C-E in 1950, is first woman vp in 50-year history of agency. Other new C-E vps: Stoffer J. Rozema, who has been secretary, will assume new duties as vp-administration; James C. Beavers, of radio-tv Chevrolet programming; Jeremiah M. Moynihan, assistant media director; and Walter S. McLean, supervisor on agency's Rockwell-Standard Corp. account. At same time, Edward M. Talbert was named secretary-treasurer, and David R. Platt made assistant treasurer and comptroller.

Charles J. Leibold, copy group head at Geyer, Morey, Ballard, New York, elected vp. Mr. Leibold joined Geyer in service, production and traffic, and left to join Sherman & Marquette in 1945 as assistant production manager. He went to Morse International in 1948 as copywriter and returned to Geyer in 1953.

George Finnegan, former general manager of WTVH-TV Peoria, Ill., and vp of parent Metromedia Inc., and more recently with KFDA-TV Amarillo, Tex., appointed account executive and assistant general manager of Advertising Inc., Amarillo.

John T. Hancock, former marketing services manager for North American division of Air France, joins Foote, Cone & Belding, New York, as senior account executive on Trans World Airlines domestic account. Mr. Hancock served with Young & Rubicam and United Air Lines prior to joining Air France.

John Earle Loog, independent tv and motion picture producer, appointed na...
tional advertising manager of Proctor-Silex Corp., (electrical appliances and glassware), Philadelphia. Prior to becoming producer, Mr. Loog was head of broadcast advertising for RCA Sales Corp. and national advertising manager of RCA Victor Television Div.


Peter A. Berla, media supervisor at Ogilvy, Benson & Mather since 1959, joins Carl Ally Inc., advertising agency, that city, in same capacity. At OB&M, Mr. Berla was supervisor on such accounts as General Foods, Bristol-Myers, Sears Roebuck, among others. He also was formerly media buyer at Benton & Bowles, New York.

Robert F. Finnegan, media and research director of The Bresnick Co., Boston advertising agency, elected vp. Mr. Finnegan joined Bresnick in 1959 from General Electric Co.

Joe Woods, former supervisor on Caterpillar account at N. W. Ayer & Son, Chicago, joins Foote, Cone & Belding, that city, as executive on new International Harvester account. Larry Harris, formerly with Meldrum & FeWsmith, Detroit, joins F&C&B as copy group supervisor on IH account. F&C&B also adds to IH account copywriters R. D. Atkins, formerly with FC&B in San Francisco; Scott Smith, previously with Meldrum & FeWsmith, Detroit, and John Ward, formerly with Leo Burnett Co., Chicago. Catherine Thiel, formerly with Daniel J. Edelman & Assoc., joins FC&B as copywriter on Kimberly-Clark educational activities.

Wallace Lepkin, former director of research and marketing supervisor of MacManus, John & Adams, New York, joins Foote, Cone & Belding, that city, as research department manager. Mr. Lepkin has also served as director of research and member for plans board of Erwin Wasey, Ruthrauff & Ryan, New York.

Charles Fryer, Edward Gellert and Donald Marshman named account supervisors at Young & Rubicam, New York. Mr. Fryer joined Y&R in research department in 1953, and was named account executive in 1959. Mr. Gellert came to agency as account executive in 1959, from Compton. Mr. Marshman was vp for advertising and promotion at Warner Bros. Co. of Bridgeport, Conn., before he joined Y&R in 1961.

Don Lawrence joins creative staff of Hill, Rogers, Mason & Scott, Chicago, as tv director and producer.

William H. Lyman, copywriter with Leo Burnett Co., Chicago, since 1957, promoted to copy supervisor. Before joining agency, Mr. Lyman was with advertising department of Kraft Foods.


Robert R. Schroeder, director of pr services, promoted to pr director of Griswold-Eshleman Co., Cleveland-based advertising, pr and publicity firm.

Harold B. Rorke, director of broadcast programming for J. Walter Thompson Co., Chicago, resigns to become editor of Good Taste magazine, Los Angeles.

Edward J. Mitchell, creative consultant, joins Geyer, Morey, Ballard, Los Angeles, as art director.

Ronald H. Beights joins creative art staff of Frank Block Assoc., St. Louis advertising agency.

Bill A. Dunagan, member of sales staff of KLIF-FM Dallas, joins Wright, Allen & Ryan Adv., that city.
Oklahomans elect officers

William S. Morgan, general manager of KNOR Norman, elected president of Oklahoma Broadcasters Assn., succeeding Ran Van Hooser, president-general manager of KNED McAlester. Other newly elected OBA officers: C. Hewel Jones, KJEM Oklahoma City, vp; Lee Allan Smith, WKY Oklahoma City, secretary-treasurer. Elected to board for three-year terms were Jack Sampson of KOMA Oklahoma City and Tom Reddell of KSWO Lawton.

Richard Kersting, assistant manager of KEST Boise, Idaho, promoted to manager, succeeding Lee Norton, who assumes position of operations manager of KAPT Salem, Ore. Phil Holman and Frank Pennock appointed sales manager and program director, respectively, of KSHA Medford, Ore. Dolph Janes, for 22 years with KORE Eugene, Ore., joins KATR, that city, as news director. Pacific Adult Radio Stations are KAPT Salem, KATR Eugene, and KSHA Medford, all Oregon, and KEST Boise, Idaho.

Richard N. Jacobson, assistant general sales manager of WOR-TV New York, named sales manager for ch. 9 outlet, reporting to Burt Lambert, vp and director of sales. William McNicol Jr., assistant sales manager of WOR-AM-FM, named sales manager of radio outlets. Mr. Jacobson, prior to joining WOR-TV, served as national sales manager of KJH-TV Los Angeles. Both stations are owned by RKO General Inc.

Earl Morgenroth, sales manager of KGVO Missoula, Mont., promoted to assistant manager-operating director.

Benjamin F. Mayo, station manager of WGAC Augusta, Ga., elected vp of Twin States Broadcasting Co., owner and operator of station.


John Pfeiffer, formerly with Moloney, Regan & Schmitt, newspaper representatives, as account executive in firm's New York, San Francisco and Chicago offices for eight years, appointed marketing manager for central division of Edward Perry & Co., Chicago. Working for both radio and tv departments, Mr. Pfeiffer will help provide direct line of communication between Perry-repre-sented stations and their clients.

Robert Bennett and Charles Young elected vps of Times Mirror Broadcasting Co., licensee of KTTV (TV) Los Angeles. Mr. Bennett, local sales manager for past four years, is now vp in charge of local sales, and Mr. Young, national sales manager also for four years, becomes vp in charge of national sales. Metromedia Inc. recently purchased KTTV from Times Mirror Co. (Broadcasting, Jan. 14, 21), subject to FCC approval.

Donald L. Phinney, formerly with WSEE-TV Erie, Pa., joins sales department of WGR-TV Buffalo, N. Y.

Perry S. Samuels, general manager of WPTR Albany, N. Y., elected vp and member of board of directors of Patroon Broadcasting Co., owner and operator of station.

Robert E. Hagan, member of sales staff of KYW-TV Cleveland, promoted to sales position with Westinghouse Broadcasting Co. national representatives office, Television Advertising Representatives, in Chicago.

Jack Bray, formerly with Metro Broadcast Sales, joins radio sales staff of The Katz Agency, New York.

Alan Barrows, former timebuyer with J. Walter Thompson Co., New York,
named to new position of sales development representative for WFAA-TV Dallas-Fort Worth, Tex. Mr. Barrows will be responsible for directing station's marketing and research activities.

**Ralph M. Hansen**, assistant general manager of KTVI (TV) St. Louis, elected to board of directors of Signal Hill Telecasting Corp., owner and operator of ch. 2 outlet. Mr. Hansen, who has served in his present capacity since March 1962, was formerly with KSD St. Louis, WHAS-TV Louisville, KYW-AM-TV Cleveland, and WJK-TV Detroit.

**Paul Wischmeyer**, formerly in sales post at KMOX-TV St. Louis, joins Peters, Griffin, Woodward, that city, as tv account executive.

**Herb Davis**, air personality and host of *The Herb Davis Show* on WAVA-AM-FM Arlington, Va., assumes added duties as vp in charge of programming.

**Scott Bishop** appointed program director of WCKR, WIOD-FM Miami.

**Richard M. Brescia**, former station manager of WDEV Westfield, Mass., joins Mutual Broadcasting System as station relations representative.

**Raymond R. Kaelin**, former account executive at Peters, Griffin, Woodward, New York, joins new radio-vi representative firm of Vic Piano Assoc., that city, as vp. Mr. Kaelin previously served as account executive with Advertising Time Sales and held sales and marketing posts with Scott Paper Co., Chilton Co. and Container Corp. of America.

**Bonnie Ann Gardner**, formerly with KGMI Bellingham, Wash., joins KPUG, that city, as operations director.

**Robert M. Williams**, former account executive with CBS Television Sales, joins Television Advertising Representatives, New York, in sales department. Prior to serving with CBS Television Sales, Mr. Williams was on staff of CBS-TV Spot Sales.


**Ken Gaughran** resigns as dj-program director of WWCO-AM-FM Waterbury, Conn., to join announcing staff of WVOX-AM-FM New Rochelle, N. Y., effective March 4. Ken Gaughran Productions, an independent firm which originated and produces *Miss America Pageant Reports* and *Today's the Day,* will announce shortly new address in New Rochelle, but also maintains its current Waterbury address until end of year.

**James H. Topmiller** appointed sales director of WHAS Louisville, Ky., replacing **John M. Fouts,** who resigned to become Detroit manager of Henry I. Christal Co., national radio sales representatives, effective end of March. Mr. Topmiller has been with WHAS sales since 1953, and prior to that was commercial manager of WKCT Bowling Green, Ky. Mr. Fouts succeeds **Joseph R. Spadea,** who resigned fortnight ago to join Detroit office of Meredith Publishing Co. as manager.

**Gary Waller,** promotion manager of KCOP (TV) Los Angeles, promoted to program director, succeeding **Bob Guy,** who resigned to join Storer Broadcasting Co. as program development manager for five Storer TV stations: WJBK-TV Detroit, WSPD-TV Toledo-WAGA-TV Atlanta, WJTW-TV Cleveland, and WTTI-TV Milwaukee.

**Murphy Martin,** formerly of WFAA-TV Dallas, joins ABC-TV as anchor-man of *ABC News Final.* **Bill Shadel,** news editor and editor of program since 1961, has been assigned to ABC's Washington news bureau as senior correspondent.

**Ben Tipton** 3rd joins staff of KBYE Oklahoma City as host of gospel and spiritual music programs twice daily, and rhythm and blues show.

**Bob Patt**, manager of promotion and advertising for WNBC-AM-FM-TV New York, joins Blair Television, that city, as sales promotion and marketing director.

**Dick Gideon,** former assistant director of research in charge of broadcast media at Young & Rubicam, joins Blair TV as manager of research.

**John P. Twaddle** named program director of WHYY-TV (educational ch. 35) Philadelphia.

**Dick Lawrence** named operations-program manager of WFLA-AM-FM Tampa, Fla.

**Sylvie Saint Clair** joins personality staff of WCAU-AM-FM Philadelphia as hostess of *Sylvie by Night* program, 9 p.m.-1 a.m., EST, Mon.-Fri.

**Donn E. Winther,** advertising and sales promotion manager of WBZ-TV Boston, promoted to assistant sales manager of Westinghouse Broadcasting outlet, replacing **Ted Wrobel,** who resigned. Mr. Winther is succeeded by **Robert Hudson,** WBZ-TV's assistant advertising and sales promotion manager. **George Gaglino,** general services supervisor, transfers to advertising and sales promotion department as assistant. **Thomas Larson,** with Technical Operations, Burlington, Mass., research firm, succeeds Mr. Gaglino as general services supervisor.

**Dan Blume** joins staff of WBMI...
Walter Kingston, head of tv-radio division of UCLA's Department of Theatre Arts, resumes duties as host of Musical Milestones and Crossroads of evening music broadcasts on KFAC, Los Angeles, following eight-month leave of absence to serve United Nations in Israel.


Jim Ameche, veteran radio personality, signs with WHN New York to conduct Monday through Friday program, 9 a.m.-2 p.m., starting March 4. Mr. Ameche moves from KGBS Los Angeles, which like WHN, is Storer Broadcasting-owned radio station.

Mike Bradley named news director of KMEO and KQAL-FM Omaha. Both stations are owned by National Weekly Inc.

Jon Poston, formerly with news staff of KFEQ St. Joseph, Mo., named news director of KTIV (TV) Sioux City, Iowa, succeeding David Schoumacher, who resigned.

King Elliott, WBAM-FM Atlanta newsmen, promoted to news director, replacing Aubrey Morris, who resigns effective March 1 to become public information director of Fulton County Commission.

Fernando Traversari, noted matador, joins KMEX-TV Los Angeles as live commentator for station's Sunday night bull fights.

Harold Woolley, sales director of KCPX-TV Salt Lake City for past eight years and associated with station for 13 years, promoted to assistant general manager. Mr. Woolley will continue to serve as director of sales for KCPX-TV along with his new assignment of duties.


Siegmund Smith, one-time sports director of WGR Buffalo, KOGO-TV and XETV (TV) San Diego, joins staff of San Diego Congressman Lionel Van Deenrt as administrative assistant in Washington.

Robert C. Miller, director of news and sports for WOHJ-AM-FM East Liverpool, Ohio, joins staff of WMRN-AM-FM Marion, Ohio.

Charles Price, former news reporter with WMAM-AM-TV Macon, Ga., joins WFPG-TV Jacksonville, Fla., as news editor.

Gene Baker joins announcing staff of KCPX-AM-FM Salt Lake City.

Bill Fannin and Ted Lawrence join KXOL-FM Fort Worth as music hosts.

Lee Peer joins KGW Portland, Ore., as air personality.

Ben Grauer, commentator with NBC, appointed chairman of broadcasting committee for Salvation Army's 1963 appeal.

Al Jarvis, veteran disc jockey at KFWB Los Angeles, joins KEZY Anaheim, Calif., both as air personality, conducting his Make Believe Ballroom from 10 a.m. to 1 p.m. daily, and as member of KEZY management team.


Gerald Taylor, who joined CBS-TV promotion staff in 1956 and is manager of on-air production in New York, succeeds Daniel Taylor.

Keith Davidson, former writer-producer for Canadian Broadcasting Corp.'s tv network in Toronto, joins news staff of WTVP (TV) Miami, Fla., as reporter and cameraman.

Thomas Martin, newsmen who from 1956 to 1960 served as Southwest bureau chief for Time, Life and Fortune, joins KFCA-TV Amarillo, Tex., as editorial director.

Bob Gallagher, newsmen, named full-time state house reporter for WEEI-AM-FM Boston.

Sterling W. Wright, program director of WSOC-TV Charlotte, N. C., named client relations director.

Pat Williams, food publicist formerly with J. Walter Thompson Co., Chicago, appointed promotion and public relations director of WCKY Cincinnati, replacing Vicki Pigeon, who resigned. Mrs. Williams will also have five-minute women's program on station every Mon.-Fri. called News for Women.

PROGRAMMING

Martin Davis, director of advertising and publicity for Paramount Pictures, New York, elected vp of Paramount Film Distributing Corp. His jurisdiction includes all Paramount television activities and International Telemeter Co. Prior to joining Paramount in 1958, Mr. Davis was eastern director of advertising and publicity for Allied Artists Corp.


David I. Kelmenson, producer and director of tv commercials at Robert H. Klaeger Assoc., New York, where he was associate and senior vp, resigns to form his own production company. New firm, Kelmenson Productions Inc.,
VOA's Loomis cited

Henry Loomis, director of Voice of America of U. S. Information Agency, was given agency's highest award.

The Distinguished Service Award was presented to Mr. Loomis by Edward R. Murrow, agency director, during ceremonies dedicating 4.8 megawatt Voice of America transmitter installation at Greenville, N. C. (BROADCASTING, Feb. 18).

Citation reads: “For distinguished service, inspiring dedication to duty, and especially for his demonstration of remarkable foresight, knowledge and outstanding leadership in making the Voice of America a more effective instrument of national policy.”

is expected to concern itself solely with production of tv commercials. It's located at 75 W. 45th St., New York. Robert Drucker, vp in charge of Klaeger's west coast company, resigns also to join Don Fedderson Commercial Productions, Hollywood, as vp. Mr. Drucker, veteran tv commercial production executive, was formerly executive producer of MGM's tv commercial and industrial-film department. Robert P. Chenault, who joined DFCP last year, elected vp and studio production manager. Peck Prior, DFCP vice president, resigns.


Edward J. Pfister, writer in public information department of National Educational Television & Radio Center, New York, named to newly created post of information services chief.

Dick Wasson has resigned from new products division of Revue Studios to join Filmmways Tv Productions as writer-producer-director. His first assignment is to assist Paul Henning in writing scripts for The Beverly Hillbillies. Mr. Wasson had previously received co-writer credit with Mr. Henning when latter was producing Bob Cummings Show.


Charles Adams, tv director and producer, joins ATU Productions, New York, as producer of tv commercials and feature films.

EQUIPMENT & ENGINEERING

Robert B. Sampson, administrator for distributor finances at RCA, New York, appointed to newly created position of head of market development activity for distributor products of electron tube division in Harrison, N. J. Herbert Taber, administrator for marketing development at RCA, named manager of marketing research for electron tube division.

Bernard Wise, founder and former president of ITA Electronics Corp., Philadelphia, has formed new electronics firm, CCA Electronics Corp., Yeadon, Pa., which will specialize in "advanced-design broadcast and communications transmitters for world-wide distribution." Mr. Wise stated that arrangements for marketing his equipment internationally had been concluded with Telesco International, New York. Sales to U. S. broadcasters and to government are expected to be handled by staff engineers and manufacturers representatives.


John S. Kane, assistant director of operations for International Resistance Co., Philadelphia, elected vp of Reeves Soundcraft Corp., New York, and general manager of firm's magnetic tape division in Danbury, Conn. He succeeds Frank B. Rogers Jr., executive vp, who resigns effective March 9, but will continue as consultant to company. Mr. Kane is former vp and general manager of RCA Electronics, Sepulveda, Calif.

Paul W. Wheaton elected vp of Noble-Oak Ltd., Japan-based tv tuner producer which is jointly owned by Oak Manufacturing Co., Crystal Lake, Ill., and Teikoku Tsushin Ltd., Tokyo. Mr. Wheaton who has been with Oak for 22 years, will continue as product manager of tv tuners for Oak Manufacturing in Crystal Lake.

Richard C. Wells, former engineer at

The discriminating traveler will find at the newly cosmopolitan Beverly Wilshire Hotel all the concepts of gracious hospitality for which Hernando Courtright is famous: impeccable, personalized service, splendid surroundings, and above all, cuisine par excellence. "Classic elegance is the heart of the Beverly Wilshire—amplified by subtle luxury and unparalleled attention to your comfort and privacy. Make your next visit to Los Angeles verify a return to elegance at the Beverly Wilshire—in the heart of fashionable Beverly Hills, where every conceivable convenience is at hand or in strolling distance.

Hernando Courtright's Beverly Wilshire Hotel
BEVERLY HILLS, CALIFORNIA
CBS, New York, joins engineering staff of Bell Television, that city.

Robert B. Franklin, industrial relations manager for Sylvania Electric Products' lighting products division in Salem, Mass., appointed director of procurement and facilities services for company, with headquarters in New York. He succeeds David K. Elwell, who recently was named director of new product planning. Mr. Franklin joined Sylvania in 1942.

Harold C. Hopkins, executive copy editor of Broadcasting Magazine, named manager of Electronic Industries Assn.'s office of information, succeeding William S. Hepner Jr., who was promoted to managerial position in association's marketing services department. Mr. Hopkins had been with Broadcasting since April 1952.

ALLIED FIELDS

Richard DuMont, former producer-director with ABC in Chicago, named director of American Medical Assn.'s department of radio, tv and motion pictures.

Byron E. Harrison, assistant chief for domestic radio facilities of FCC's Common Carrier Bureau, becomes associate in Washington communications law firm of John E. Milden, Munsey Bldg.

Mary Ann Safely, former research project director at Compton Adv., Chicago, joins Research Guild, that city, as study director.

INTERNATIONAL

Leonard J. Starmer, supervisor of variety programming for Canadian Broadcasting Corp., appointed manager of CBCL (TV) Toronto, succeeding John Lant, who becomes CBC-TV news director. Mr. Lant replaces Larry Duffy, who has moved to London, England, as CBC news supervisor there.

William E. Knox, president of Westminster Electric International Co., New York, elected chairman. Jose de Cubas, executive vp, succeeds Mr. Knox as president. Mr. Knox joined Westminster in 1922. He was elected vp in 1944 and president in 1946. Mr. de Cubas, who joined Westminster International in 1940, served as executive vp for past seven years.

DEATHS

Charles T. DeVois, 44, vp and general manager of WAPM-AM-FM Memphis, Tenn., died Feb. 3 at Thayer Veterans Hospital near Nashville. Mr. DeVois, former general manager of WROL (now WATE) Knoxville and part-owner of WCBF (now W Lok) Memphis, joined WMPS in 1950.

Morton Wishengrad, 49, radio and tv writer and playwright, died Feb. 13 of heart attack at his home in New York City. Mr. Wishengrad controlled over 150 radio and tv scripts to NBC's Eternal Light series during past 18 years. In 1948, he won Peabody Award for radio script "Communism, U.S. Brand." One of his radio plays, "Lizzie and the Whiskers," was basis for his Broadway play, "The Rope Dancers," produced in 1957.

Leon Schinkten, 55, engineer with WGN Chicago since 1943, died at his home Feb. 16 following heart attack.


FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Feb. 14 through Feb. 20 and based on filings, authorizations and other actions of the FCC in that period. This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundups of other commission activity.

Abbreviations: DA—directional antenna; cp—construction permit; ERP—effective radiated power, v/f—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, ke—kilocycles, RCA—subsidiary communications authorization, STA—special service authorization, WF—special temporary authorization, SF—specified hours, TV—educational, Ann.—Announced.

New tv stations

ACTION BY FCC

Santa Fe, N. M.—New Mexico Best, Inc. Granted cp for new tv on vhf ch. 2 (54- 60 mc); ERP 3.68 kw vs., 1.84 kw aur. Ant. height above average terrain 3,217 ft., above ground 139 ft. P. O. address Box 1,294, Albuquerque, N. M. Estimated construction cost $251,500; first year operating cost $21,000; revenue $25,000. Studio location Santa Fe, ant. location Lake Peak (rural area).

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531

Mr. Franklin

Mr. Starmer


APPLICATIONS

Anderson, Ind.—Bill J. Wheat. Uhf ch. 26 (645-654 mc); ERP 173 kw vs., 84.1 kw aur. Ant. height above average terrain 500 ft., above ground 534 ft. P. O. address Box 2068, Anderson. Estimated construction cost $25,000; first year operating cost $65,000; revenue $70,000. Studio and trans. locations both Anderson. Geographic coordinates 40° 04' 39" N. Lat., 83° 52' 33" W. Long. Type trans. RCA TTU-1B, type ant. RCA TFF-24DL. Mr. Wheat, sole owner, is mgr. of bowling alley. Ann. Feb. 19.


VERNAL, Utah—Western Slope Best, Inc. Vhf ch. 3 (60-66 mc); ERP 1.5 kw vs., 11 kw aur. Ant. height above average terrain 2,282 ft., above ground 155 ft. P. O. address Box 276, Grand Junction, Colo. Estimated construction cost $89,826; first year operating cost $29,137; no estimated revenues.

BROADCASTING, February 25, 1963
Barley and Henry dissented. Action Feb. 13. WJEF Grand Rapids, Mich.—Granted increased day time power to 1,500 kw, from 600 kw to 1 kw, continued nighttime operation with 250 kw; conditions. Action Feb. 20.

WNAT Natchez, Miss.—Granted increased daytime power on 1,400 kw, from 1 kw to 5 kw; conditions with pre-sunrise operation with daytime facilities precluded pending final decision in Dec. 14419, Action Feb. 17.

WEMP Milwaukee, Wis.—Granted (1) ep to make changes in DA and group station, conditions, and (2) renewal of license; both conditioned that pre-sunrise operation with daytime facilities is precluded (as petitioned for by WRYT, Pittsburgh, Pa.) and without diluting the effects of type GE TY-23; make change in ant system and studio location, average terrain to 328 ft. Ann. Feb. 14.

KBAJ Berkeley, Calif.—Elbert H. Dean & B. L. Golden.

KDKR Deer Lodge, Mont.—Powell County Bestc. Co.

KNEU Twin Falls, Idaho.—Grant of license to change studio location and remote control point, Ann. Feb. 14.

KLFY Kansas City, Mo.—Mod. of license to change studio location and remote control point, Ann. Feb. 14.

 existing tv stations

**CALL LETTERS ASSIGNED**

KWAT-TV Huntsville, Ala.—North Alabama Bestc. Inc.

KIX (TV) Los Angeles, Calif.—Central Broadcasting Systems, Inc. (changed by FCC from KBIC-TV.)

KFQO-TV San Francisco, Calif.—Kaiser Industries Corp. Changed from KFOG (TV)

KCTO (TV) Denver, Colo.—Gotham Bestc. Corp. (changed by FCC from WTVN (TV) Orlando, Fla.—Mid-Florida TV Corp. Changed from WLOP-TV.

**WMEID-TV** Davenport, Iowa—of U. of Maine.

**APPLICATION**

WIPF-TV Jenkintown, Pa.—Mod. of cp (which authorized new tv) to change station location and owner to Philadelphia, Pa.; ERP from 219 kw, 11.6 miles, to 56 kw, 1.2 miles. In part, prior approval condition for changing from WIPF (TV) to WFTV (TV) (Orlando, Fla.)—MidFlorida TV Corp. Changed from WLOP-TV.

**ACTIONS BY FCC**

Bel Air, Md.—Bel Air Bestc. Co. Granted cp for new am on 1530 kw, 250 w. P. O. address 922 Center St., Bel Air, Md. Estimated construction cost $15,396, first year operating cost $9,000, revenue $8,000. Principal owners: Samuel Miller, Arthur A. Snowberger, John D. Worthington, George W. Truelove, Lesther Lee Case, and (50% each) Messrs. Miller and Case are partners in specialization recording and equipment-financing firm; Mr. Worthington owns publishing company; Mr. Truelove has been proprietor of cabinet-making firm; and Mr. Snowberger is partner in radio engineering firm. Initial decision looking toward grant became effective Feb. 15. Ann. Feb. 20.

Chesestown, Md.—Russell H. Morgan. Granted cp for new am on 1540 kw, 250 w. P. O. address Box 23, Westminster, Md. Estimated construction cost $11,550, first year operating cost $25,600; revenue $45,000. Mr. Morgan, sole owner, with wife owns minority interest in WMBD, Baltimore, and WBMD, both Maryland, and WVMD, Washington, D.C. Initial decision looking toward grant became effective Feb. 15. Ann. Feb. 20.


Bismarck-Mandan, N. D.—Capital Bestc. Inc. Granted cp for new am on 1270 kw, 260 w, 1 kw-LS; conditioned to pre-sunrise operation with daytime facilities precluded pending final decision in March 14419, Action Feb. 2. KWK-A Grand Forks, N. D.—Changes of ownership of station facilities uses licenses of KBOM, whose lic. expires Sept. 28, 1960. Mgr. J. Culver & F. E. Fitzsimmons (each 49.9%) and Mr. and Mrs. J. Culver & Marjorie Culver (each 0.5%). Mr. Flinders is vp and mgr. of KBOM and part owner of KABR AM-FM, Grand Forks, N. D. Huntley, Wyo.—Grant of licence to KBOM station mgr.; Medesfitz Fitzsimons and Culver and action Feb. 12. Action Feb. 12.

Loretto, Pa.—St. Francis College of Loreto, Granted cp for new am on 1300 kw, 250 w, 1 kw-LS; conditioned to pre-sunrise operation with daytime facilities precluded pending final decision in April 14419, Action Feb. 20. KSAM-KKRX TV Channel 3, Muncie, Ind.—Grant of license to change studio location and location of business, Form Jan. 9, 1963.

**Existing tv stations**

**ACTIONS BY FCC**

KWAT-TV Huntsville, Ala.—Smith Bestc. Inc.

KWNT-TV Huntsville, Ala.—North Alabama Bestc. Inc.

KIX (TV) Los Angeles, Calif.—Central Broadcasting Systems, Inc. (changed by FCC from KBIC-TV.)

KFQO-TV San Francisco, Calif.—Kaiser Industries Corp. Changed from KFOG (TV)

KCTO (TV) Denver, Colo.—Gotham Bestc. Corp. (changed by FCC from WTVN (TV) Orlando, Fla.—Mid-Florida TV Corp. Changed from WLOP-TV.

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Tuscarawas and Niles, Action Feb. 20.

Hearing Examiner Walter W. Guenther issued, initiating, granting applications of Howard W. Davis, Jr., Walmac Co. for renewal of licenses of KOWA, Antwerp, Tex., and (2) denying petition by Broadcast Council for acceptance of late filing of its application to operate WZDL from physical to previous bureau's findings. Action Feb. 18.

DESIGNATED FOR HEARING

Southwestern Best, Co. of Missouri, Petition June 1971, Granting renewal hearing application for new daytime am on 1320 kc, 500 w. WTA, First and Canal, Philadelphia, Pa., for renewal of ownership determination; made WBBC Jackson and WJLU Picayune parties to proceeding.


BY memorandum opinion & order, commission designated for hearing application of Radio for change of facilities of WWWW from 1250 kc, 250 w. unl., to 1190 kc, 560 w. DA-2, Montgomery, Ala., for ownership determination; granted WBBC, Birmingham, petition, and its motion to set sudden opposition of Rhinecliff, Action Feb. 20.

WYWW, Abacoa Radio Corp., Rio Piedras (San Juan), P. R., Petition Aug. 28, 1970, Granting hearing application for new AM-FM station on 1300 kc, 5 w. in., 500 w. DA, Puerto Rico, for renewal of ownership determination; made WBBC Jackson and WJLU Picayune parties to proceeding.

BY memorandum opinion & order, commission designated for hearing application of WYYY for (1) change of operation of WYYY from 1530 kc, 5 w.-D, to 1530 kc, 5 w.-N, 5 w.-LS, DA-2 and (2) change of station facilities for same. Issues: includes its efforts to make a sound programming needs and interests of area, and station facilities. Application is granted, action in hearing. Notice of hearing, motion, party to proceeding, and granted its motion to set sudden opposition of Cleveland, Conn. Bartley, Action 12.

KKYR, Murphy, N. C., Seeks transfer of control, ownership, control, Children's Best, Corp. of Murphy, from James B. Childress (95% before transfer, 4% after) to Paul V. Rider, 217, after. 20%, to Loren Davis (22%) and W. T. Brown Jr. (22%) and final 15% (15% after transfer) Conclusion $45,000. Action Feb. 15.

KRNR Roseburg, Ore., Seeks acquisition of control, ownership, control, Children's Best, Corp. of Roseburg, from James M. & Robert F. Johnson and Joseph G. Maierhauser with John J. Maierhauser and Mr. Maierhauser (each 50%). Consideration $50,000. Action Feb. 15.

KEES Glendale, Tex., Seeks acceptance of license from Ellis E. & Rayford G. Tidmore, Owners, Children's Best, Corp. of Glendale, Calif., for renewal of license, of WWWW of WWWW, Los Angeles, Calif., d/b/a Golden Triangle Enterprises, to Mr. Morton and Orman L. Kimbro, Owners, Golden Triangle Enterprises, Consideration $30,000, Mr. Kimbro authorized to operate station in name of it and, in name of it, does not agree. Action Feb. 15.

KFGR Grand Coulee, Wash., Seeks assignment of license from Ralph A. Nachtman, Owner, Evening Post sole (100%). Consideration $33,000. Mr. Pournelle is part-time employe of KDFD. Action Feb. 15.

Hearing cases

INITIAL DECISION

Hearing Examiner Charles J. Frederick issued, initiating, granting application for new daytime am stations of Progressive Best, Corp. to operate on 1560 kc, 500 w., DA, Miami, Fla., and (1) granting, (2) commission granted, (3) commission issued, and (4) commission issued, and, in said proceeding, pre-sunrise ownership determination, of Tuscara...
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Applications—Field Engineering
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To be seen by 100,000 Readers among them, the decision-making station owners and managers, chief engineers and technical-applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study
OPERATING TELEVISION STATIONS

COMPANY STATION BOXSCORE

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>3758</td>
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Commercial

47

Non-commercial

TOTAL

486

580

68

N. Y., which is in consolidated proceeding in Dec. 14617-14621), to extent of (1) holding that hearing thus far held is nullity insofar as Genkar application is concerned; (2) authorizing petitioner to seek from chief hearing examiner new "time and place of hearing" and to thereafter effect required publication setting forth original issues and those added since date of hearing order; and (3) authorizing hearing examiner to admit by proper motion any previously submitted testimony subject to condition that rights of any interested persons be not prejudiced thereby, Action Feb. 13.

By order, commission granted petition by Ulster County Bestg. Co. and extended to March 6 time to file replies to exceptions to petition in proceeding reduce application and those of Catskills Bestg. Co. and amendment changes. By separate memoranda in proceeding on applications for new stations in Ellenville, N. Y., Action Feb. 13.

By order, commission stayed until March 3 effective date of its Dec. 17, 1962 order which revoked license of Mandan Radio Ass'n, Inc. and which ordered it to, on Feb. 17, cease operation of KBOM (1270 kc, 1 kw-LS, 220 w-N) Bismarck-Mandan, N. D. This was done at request of KBOM to avoid disruption of service. (Application by Capital Bestg. Inc. for cp for present facilities of KBOM was granted by commission by separate action subject to condition that rights of any interested person not prejudiced thereby, May 10 am freeze order.) Action Feb. 13.


By memorandum opinion & order, commission, on petition by Capital Cities Bestg. Corp. denied move mileage-separation requirement of Sec. 3.610 of rules and granted its application to move trans. of WTEM (ch. 16) Vail Mills, N. Y. from 0.7 miles northeast of city to about 31 miles from Beaver Dam Road, Helderberg Mountain, New Scotland (near Albany), increase vis. ERP from 14 kw to 28 kw, reduce ant. height from 1,270 ft to 1,000 ft., and make equipment changes. By separate memorandum opinion & order, commission took similar action on application of Van Curler Bestg. Corp. to move trans. of WAST (ch. 13) Albany, N. Y. about 33 miles south southeast of present location on Spruce Mountain to site about 12 miles north northeast of center of Albany (towards Troy), reduces horizontal distance, height from 1,250 to 1,210 ft., and add station to SCA. Petitions against both applications filed by Assn. of Maximum Service Televisors Inc. were denied. On above actions, Comr. Sowerby conferred and issued written opinion. Comr. Lee dissented and issued statement. Action Feb. 13.

Routine roundup

"By memorandum opinion & order, denied on exceptions filed in Bureau to enlarge issues in consolidated proceeding on applications of Tipton County Bestg. Corp. and Consolidated Tennessee Bestg. Inc. (WHEY), Millington, and Huntington Co. (BFJ) for action in Dec. 14181 et al; on own motion, enlarged hearing to include issues of the order notes dated during period July 1, 1959, to Oct. 17, 1962. Robert Whiteley Jr. and/or John M. McAdoo, presented letter that formal hearing be held or submitted any document containing party's evidence or proof and will not file or submit any document containing evidence or proof which would be evidence or proof of omission of fact; and (2) circumstances under which documents filed with commission after Aug. 1, 1959, and containing purported signature of Robert C. Watson were held to be false and and so excised. Action Feb. 15.

By memorandum opinion & order, denied late filed petition by Bureau to enlarge issues in consolidated proceeding on applications of Tipton County Bestg. Corp. and Consolidated Tennessee Bestg. Inc. (WHEY), Millington, and Huntington Co. (BFJ) for action in Dec. 14181 et al; on own motion, enlarged hearing to include issues of the order notes dated during period July 1, 1959, to Oct. 17, 1962. Robert Whiteley Jr. and/or John M. McAdoo, presented letter that formal hearing be held or submitted any document containing party's evidence or proof and will not file or submit any document containing evidence or proof which would be evidence or proof of omission of fact; and (2) circumstances under which documents filed with commission after Aug. 1, 1959, and containing purported signature of Robert C. Watson were held to be false and and so excised. Action Feb. 15.

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berg, president and controlling stockholder of Triangle. Action Feb. 15.

* In proceeding on application of Hudson Valley Bell, Inc., for new station at Newburgh, N. Y., (1) received in evidence applicant’s Exhibit 3; (2) granted in part applicant’s motion for leave to file consolidation of documents; (3) scheduled ex-

amine exhibit on record; (4) ordered applicant to submit copies of Exhibit 4 and closed record, and (2) or-

dressed motions of all parties present at Jan. 24 further hearing and continue proceeding on consolidation of documents. Action Feb. 27.

Continued on page 85
RADIO

Help Wanted—Management

Wanted—immediately. Experienced sales minded manager for western N.Y.S. Top salaried radio salesman. Salary and full particulars. Box 92B, BROADCASTING.

Baltimore . . Sales manager. Proven sales background. Unusual opportunity for the right man. Write fully please. Box 176B, BROADCASTING.

Sales manager. Major market east coast radio station seeks experienced manager. Proven producer has a solid five figure income waiting. Rush full details and photo. Box 176B, BROADCASTING.

Local sales manager for upper midwest full time medium market in group operation. Excellent account list, substantial draw and growth possible for professional growth. Box 255B, BROADCASTING.

Sales manager, medium size Illinois market, number one station, excellent staff. Send photo and references. Box 351B, BROADCASTING.

Manager for well established small station, western Washington. Prefer man with experience in small station market. Write full details. Box 365B, BROADCASTING.

Regional sales manager plus selling some local accounts. Good salary and expense allowance. Well established reputation in mid-western station. Growth opportunity for right individual. Position available now. Box 318B, BROADCASTING.

Sales manager for full time station in progressive city of over 15,000. Salary plus commission and expense allowance. Earnings governed by only ability. Excellent position for progressive and ambitious sales man, with desire to accept responsibility. Send full particulars. Information to KSCB, R. K. Liberal, Kansas.

Sales

Small independent group in Minnesota is expanding sales department. Needs a sales manager, experienced and sufficiently actuated for sales and promotion for station affiliation. Salary and full particulars. Box 171B, BROADCASTING.

Salesman hard worker creative idea man to sell top clients, in aggressive top 15 market. Experience in top market desirable. Good draw against commission. Top worker can earn $15,000. Apply now. Same position available for one account. Box 365B, BROADCASTING.

Looking for full time salesman. Opportunity to earn $7,000 per year in top northwest market. Experience in top market necessary. Sales pitch should be written. Box 17A, BROADCASTING.

Wanted immediately; a sales-producer manager for small New Jersey am station. A single station growing market. Must be stable, responsible, and willing to work hard and grow with us. Box 367B, BROADCASTING.

Experienced radio time salesman. Must be willing to invest up to $5,000. Station has stockholder-manager and salesmen. Need one more to fill team. Good future. Good guaranteed. Box 329B, BROADCASTING.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only. Final deadline—Monday preceding publication date.)

- Situations Wanted 20¢ per word—$2.00 minimum
- Help Wanted 25¢ per word—$2.00 minimum
- Display ads $20.00 per line
- Rush Help Wanted ads for sale
- WANTED TO BUY STATIONS advertising require display space.
- All other classifications, including Employment Agencies, etc., 30¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1755 DeSales St., N.W., Washington 6, D.C.

Attention: If your advertisement contains nothing more than mailing (forward remittance, application, responses, photos, etc., sent to box number are sent at owner’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

Help Wanted—(Cont’d)

Sales

TOP SALES MAN—Billings, Montana is a modern, progressive and competitive west city of over 80,000 metro population. KOOK Radio, affiliated with KOK TV, is this markets number one station with an adult and young adult popular music, news and commentary service class approach, not a rocker or a sleeper. We will add a professional Radio salesman who wants to live in a beautiful City and a chance to be the best in the business. Excellent guarantee and commissions. We don’t want you to hunt sales; we want you to sell and grow with our growing organization. Applicants must be 21-40 years of age. Salary, background, reference and photo must be sent to: Ralph Petti, General Manager, KOOK Radio. Salesman, and salesmen ... new service organization that is producing phenomenal results for clients, needs representatives to contact top companies. Write for details and photo to: station owners. Prefer man forty or over with advertising, sales, public relations background, accustomed to earning $25,000. No part time replies please. Associated Researchers, 2621 Gueenkel, Toledo, Ohio.

Announcers

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sounding daytimer, $115 weekly. Box 31B, BROADCASTING.

Morning man? Personality? Handle humor? If you have all three qualifications and can work a pleasant pop format, this major midwest market station is looking for you. Send us aircheck, photo and background. Box 172B, BROADCASTING.

All around announcer idea man, production, sales support good voice and habits. 150,000 western New York. Box 18B, BROADCASTING.

Experienced first phone announcer needed for new eastern station going on air soon. Box 102B, BROADCASTING.

Announcer with varied experience and first market ticket Texas network station. Box 224B, BROADCASTING.

Announcer: mature voice, major midwest market. Adult music station, good working conditions. Send tape, resume and photo, sales expectations, first letter. Box 24B, BROADCASTING.

Experienced, live wire announcer. Interested in learning sales and promotion, is able to do play by play basketball and football on eastern Pennsylvania daytimer. Box 274B, BROADCASTING.

Young man on the way up. Northwest station interested in two or three years of your time. If you have a good class license and know news and music and would be available to work a day timer, please start with guaranteed increases. Box 296B, BROADCASTING.

Pennsylvania 1000 watt station seeking a mature hardworking announcer with experience for a good music station. Must be able to take football and have imagination. 5 day work week. Send tape, resume and salary requirements to Box 273B, BROADCASTING.

$575 per month; first phones only; plenty of extras. Room to go up; good music; medium market. Box 297B, BROADCASTING.

Help Wanted—(Cont’d)

Announcers

Texas kilowatt seeking experienced, mature announcer. Salary $900. Tape, resume, to Box 315B, BROADCASTING.

Personality dj: No kooks. If you can keep a lively pace, deliver a selling spot, like pop music (not just show a tight board), and will let us run the station, let’s talk. Top salary for experienced small town opportunity. Send tape, photo and background. Box 111B, BROADCASTING.

Announcer-engineer for regional station southern California. Must be talented in both, Salary $150 per week, increases periodically. Box 322B, BROADCASTING.

Ready for major eastern market with a group owner? Needs stable, articulate, warm, personality, not rock type, 30-40 years old with family. Send resume, tape, photo, and salary requirements to Box 359B, BROADCASTING.

Announcer needed for opening at 1 kw in Oklahoma’s third market. Middle of the road format with tight fast pacing on top area station. Afternoon shift, Box 327B, BROADCASTING.

Country western announcer, dj with first class ticket. California station in major market wants experienced man, knowledge about country western music and artists. Must be willing to work and cooperate. Willing to sell records and show tapes, send photo and references with reply. Box 328B, BROADCASTING.

Announcer-salesman wanted. Must be fast paced, swinging sound, know pop music and production spots. Eastern Carolina daytime job has required resume and tape to Box 332B, BROADCASTING.

April opening for young announcer. Lower starting salary but excellent opportunity with small community oriented station. Write Ron Peraul, Program Director, KBRR, Leadville, Colorado.

First phone only, no maintenance, good music format. Three years experience minimum; top salary for right man. Contact Jim Jae, Jr., MANAGER, AC-1-3451, KHSO, Hannibal, Missouri.

Humorous morning announcer-salesman. Hard worker can earn $750.00. Personal interview required. KXGL, Bend, Oregon.

Arkansas regional seeking top announcer. PD, Photo full background to William Pogg, Manager, KXJK, Forrest City, Arkansas.

Opening new station April first, Abilene, Kansas. Need experienced dj’s one combo man. Prefer married. Send tape, resume to KNBY, Box 360, Marysville, Kansas.


BROADCASTING, February 25, 1963
Help Wanted—(Cont'd)

Announcers

Wanted: staff announcer for fast-paced good music, CBS affiliate. Send tape, picture and resume to WANE, Radio, Fort Wayne, Indiana. Salary is excellent. Apply and call please!

Immediate opening for experienced mature announcer with top men, top station in market. Location: WSAE, Harve de Grace, Maryland. 301-989-8600.

Leading suburban New York am fm station needs experienced announcer. Step up to a good operation. Send tape, resume, WLNJ, Peekskill.

Top flight morning personality for new Indiana clear channel WGO airing in April. Only forceful, convincing copy conceivable. Send resume to Luke Walton, 425 Board of Trade Building, Indianapolis 4, Indiana.

Conversational announcer. Daytimer shift at western Illinois' leading fulltime station. Experience and ability to run tight board. WGH, Galesburg, Illinois.

Announcer with some experience for all-around work in small station. Some office experience helpful. WNJH, Hammond, New Jersey.

You will soon receive a letter from Lynn Publications in San Francisco. Read it!

Help Wanted—(Cont'd)

Production—Programming, Others


RADIO

Situations Wanted—Management

Attention New York state... small market, manager, sales manager, strong on sales and promotion. Available immediately. Best references. Contact Box 191B, BROADCASTING.

Wants station to manage, small market, presently employs, Louisiana daytimer. Age 36, considers working percentage basis. Experienced. Box 256B, BROADCASTING.

Top radio sales pro ready to move into G. M. or station management. Has built and operated stations in small market. Box 295B, BROADCASTING.

General manager, strong in local and national sales. Has history of successful station operations. Prefer west. Box 267B, BROADCASTING.

General manager. 14 years management experience includes large and small market radio, small market tv, group operation. Thorough commercial experience, first of operation including FCC regulations and policies. Business background. Presently located southeast. Want challenging situation with future potential and responsibility. Prefer east. Write direct to Manager, P.O. Box 7161, Orlando, Florida.

Announcers

Sports play by play, reporting writing, commentary. Radio and/or tv, $6, excellent references. Box 185B, BROADCASTING.

Top man with good music, commercials, authoritative news: 1st ticket. Larger market. Pay min. worth it. Box 414B, BROADCASTING.

News, dj announcer. Experienced, hard worker, will travel to any area. Have tape and resume. Box 317A, BROADCASTING.

Sports caster seeks return to baseball, announcement. Has big time pro-football-basketball experience. "Name" references furnished. Box 190B, BROADCASTING.

Announcer-newsman, 28 college grad. One year commercial experience. Flexible and efficient. All locations considered. Available immediately. Box 214B, BROADCASTING.

Will relocate. Young, happy sound. Modern top board location, southwest. Box 255B, BROADCASTING.

Arkansas in exile! Wanna return home. Call or Memphis Area, Cooge's, Dept. Young, Air-personally, copywriter, production, traffic, news. Employed metro market. Available two months. Box 243B, BROADCASTING.

First phone, two years experience in television, transmitter. Desire advanced schooling or training on job. Car, single, no attachments. Box 248B, BROADCASTING.

First phone deejay. Offers a lot of talent, will work. Box 252B, BROADCASTING.

Top-rated sportscaster in competitive market. Strong play by play. Five years experience. Moving in Midwest Major market background. Box 252B, BROADCASTING.

Experienced format d/j wants larger salary, better format, and larger market. Box 262B, BROADCASTING.

1962 graduate of announcing school looking for position as disc jockey. Box 261B, BROADCASTING.

Air personality, dj, very authoritative newsman, very energetic. Versatile, dynamic live wire. Every market anywhere given careful consideration, Mature, married, will relocate. Show tape on request. Box 266B, BROADCASTING.

Personality dj. Desires swinging operation with remotes, hops: 3 years experience. Box 260B, BROADCASTING.

Canadian fast paced, strong top rated personality. Overls. Overls. Familiar with local and national market, d/j. Box 270B, BROADCASTING.

South or far west: Radio-television personality. 20 years experience. Highly rated personality. Location and salary plus office space consideration. Box 271B, BROADCASTING.

Morning man-dj-3 years experience. Family man. Northeast only. Box 272B, BROADCASTING.

Part-time announcer-newsman seeks fulltime. Versed in all phases (except sales.) Willing to learn. Immediate, 21, single, military obligation fulfilled. Runs air-take, Technically无缘, Prefer midwest but will consider all. Box 274B, BROADCASTING.

Dj—Flexible, swinging, young cheerful. Offers production with impact. Attention modern promotion minded station. Let's talk. Box 275B, BROADCASTING.


So you're looking too! Little experience desired. Overls. Overls. Top tight production, at least one year experience, Contact. Box 285B, BROADCASTING.


College student desires summer work. Experienced in r & r, c & w, pop. Presently in easy sun. Pop. Prefer midwest or southeast. Complete information. Box 298B, BROADCASTING.

country disc jockey, desires fulltime air play experience. Employed. Box 300B, BROADCASTING.

Dj newscaster, tight production fast board. Middle of the road. Box 308B, BROADCASTING.

Staff announcer, young, experienced, college graduate. Wants sound good music organization with promotion advancement. Box 309B, BROADCASTING.

Warm, relaxed, good music announcer. Experience desires matching operation now. Box 310B, BROADCASTING.

I am the most experienced deejay in these United States. Short on experience, but make up for it in talent. Born to be an air personality. Have No 1 in small market and want to move up. If you are a progressive Top-40 organization, let's get together. College. Family. Box 311B, BROADCASTING.

Technical

Engineer-announcer strong on maintenance, with college degree for advancement in Florida multiple station chain. Salary open. Tape references requested. Don't send tape. You can be your box. Box 353B, BROADCASTING.

Engineer capable full maintenance. 1 kw non directional transmitter. RCA cartridge equipment etc. Must be able to edit tape and handle production. Announcing voice preferred but not essential. Contact Manager, WOKS Radio, Columbus, Georgia.

3 kw daytimer has immediate opening for quick change. Familiar with all daytimer, and 3 kw. Available. Box 308B, WASA, Harve de Grace, Maryland. 301-939-0800.

Production—Programming, Others

Newsmen wanted, beginner preferred. Previous announcing experience or announcing school, good voice, good references, typing are essential. Salary's low, but as you and station progress, so does money. Small town midwest. Box 217B, BROADCASTING.


Experienced radio newsmen for midwest market. Opportunity to step up. Send resume, tape check, photo and salary to Box 276B, BROADCASTING.

Copy and production—male or female. Spring—fall in Massachusetts. Box 272B, BROADCASTING.

Program director or qualified announcer who wants to step up to New York city and produce promotion for east coast interests but not essential. Pay commensurate with qualifications. Box 297B, BROADCASTING.

Producer-writer to work with established top personality in major eastern market. Must be extremely capable in humorous and human interest writing plus top production work. Good education and several voices helpful. Send resume, photo, references, and salary requirements to Box 241B, BROADCASTING.

BROADCASTING, February 25, 1963
Situation Wanted—(Cont’d)

Announcers

Sparkling tasteful morning humor; believable personality, something a little different. 7 years doing mature, clever music show. Offers 7 days per week, plus regular board shift and announcing. First class tasting different musical pieces. Send resume. Box 215B, BROADCASTING.

Live format wanted. First phone, experience, good talker. State minimum. Box 318B, BROADCASTING.

Versatile top 49 dj. Desires another medium or top market station. Strong news and production. Box 323B, BROADCASTING.

Program director, announcer, newsmen, idio. Has full details on small, good-sized stations. Now at coast major. Available two weeks. Box 320B, BROADCASTING.

Top jock, top newsmen/director; wants top market, solid organization. Box 311B, BROADCASTING.


Top notch country and top 49 dj announcer. Florida or southwest or midwest location. Tight production, sports, sound, 3 years experience. Excellent references. Available now. Wyrick, Box 310B, BROADCASTING.

College grad., 27, single, 3 years AFIR, announcing school grad, available April 1st, for position. Dependable dj, light board, good news, sports, knowledge. Prefer west but can relocate anywhere. Tape, resume upon request. Larry Wyrick, 5659 Sheridan Road, Chicago, 28.


Technical

Engineer, construction and maintenance in radio and tv. Experience as chief. Good references, Northeastern area; can relocate. Box 314B, BROADCASTING.

Experienced chief-announcer-engineer. Good references. $100. Box 282B, BROADCASTING.


Chief engineer-announcer, fifteen years experience. Seeking position as equipment representative or in radio manufacturing. Box 296B, BROADCASTING.

Production—Programming, Others

Top flight music director with wide knowledge of classical and best pop music and first class sales experience. Desires position in major city. Send resume. Box 313B, BROADCASTING.

Program secretary, music programmer and liaison. Over thirteen years different and television. Interested in midwest and Los Angeles area. Box 311B, BROADCASTING.

Highly oriented sports and newswoman. 10 years in business. Now employed as production assistant with good news-sports operation. $7500 per year will secure position for productive employee for you. Box 218B, BROADCASTING.

Newsmen, one year experience local news gathering and writing. Chases story, plus regular board shift and announcing. First class tasting different musical pieces. Send resume upon request. Box 215B, BROADCASTING.

Farm director, radio and/or tv. For resume write John Merrifield, 12495 Nadine, Huntington Woods, Michigan.

Situation Wanted—(Cont’d)

Production—Programming, Others

Major market newsmen, flagship station 6 state network will exploit thoroughly experienced, authoritative, conciseness, personality, 3 family. Box 285B, BROADCASTING.

Young, aggressive announcer-production. Adult, friendly appeal. Good copy and voice, aggressively promotes news, believable delivery. No scammer. First phone, Work Grad. Resume Box 296B, BROADCASTING.

News director. Presently with top-rated am in 200,000 market. Overseas experience. AP and wire service, great news personality, believable delivery. No scammer. First phone, CRI Grad. Resume Box 296B, BROADCASTING.

Attention Michigan, Ohio, midwest. Entertaining radio-tv personality seeks future in above locals. Tight production, sports, sound. 5 years experience. Good references. Available now. Wyrick, Box 310B, BROADCASTING.

Sportscaster. Expert baseball, basketball and football play by play and has Murphy-Nelsen market. Desires position with p.d. possibilities in small market. Box 291B, BROADCASTING.

Assistant program director with four years experience wants permanent position with securities firm. Future. Box 346B, BROADCASTING.

When two or more stations in same market are playing same music, one that comes out top invariably has the best production. It does not necessarily mean the addition of a top flight production man to your staff would prove a wise investment. Let your tape prove it man. Now operations manager, Florida west coast. Like production in market medium. First phone, college degree. Any format. 41 Wallace Ave., Sarasota, Florida.


Help Wanted—Technical

Engineer, best technical qualifications, reliable character. Younger market resort city. Box 185B, BROADCASTING.

Qualified engineer trainer with first phone for Texas VHF. Box 201B, BROADCASTING.

Radio telephone first with tv experience. Video audio switching, transmission operation, Maintenance experience helpful. Box 170B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable major station operation. Supervision experience and background in all phases of maintenance necessary. Box 296B, BROADCASTING.

Major power UHF tv station in south central Pennsylvania requires 1st class radio station equipment, knowledge and background in all phases of maintenance necessary. Box 508B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable major station operation. Supervision experience and background in all phases of maintenence necessary. Box 520B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable major station operation. Supervision experience and background in all phases of maintenence necessary. Box 520B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable major station operation. Supervision experience and background in all phases of maintenence necessary. Box 520B, BROADCASTING.

Help Wanted—Technical

Chief engineer for educational videotape production center expanding into probable major station operation. Supervision experience and background in all phases of maintenence necessary. Box 520B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable major station operation. Supervision experience and background in all phases of maintenence necessary. Box 520B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable major station operation. Supervision experience and background in all phases of maintenence necessary. Box 520B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable major station operation. Supervision experience and background in all phases of maintenence necessary. Box 520B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable major station operation. Supervision experience and background in all phases of maintenence necessary. Box 520B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable major station operation. Supervision experience and background in all phases of maintenence necessary. Box 520B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable major station operation. Supervision experience and background in all phases of maintenence necessary. Box 520B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable major station operation. Supervision experience and background in all phases of maintenence necessary. Box 520B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable major station operation. Supervision experience and background in all phases of maintenence necessary. Box 520B, BROADCASTING.

Chief engineer for educational videotape production center expanding into probable major station operation. Supervision experience and background in all phases of maintenence necessary. Box 520B, BROADCASTING.

Help Wanted—Technical

Chief engineer for full power, vhf and 5 kw uhf. Desires position with p.d. responsibility for 10 man staff. Excellent working, present opportunities. Present chief available to help you get started. Give full details in first letter to Bob Gardner, General Manager, KCHG Stations, Cedar Rapids, Iowa.

Production—Programming, Others

Dominate CBS VHF station in midwest needs news reporter-photographer to shoot and process 18 mm film as well as dig for news. Send resume photo, films to Box 250B, BROADCASTING.

Number one station in 14 million home midwest market has opening for top newsmen to do both radio and tv. There’s plenty of news and plenty of work. If you’re used to a 40 hour week we are not for you. If you love news send resume photo and film or tape to Box 298B, BROADCASTING.

Male or female with tv experience to manage traffic department in southeast Florida NBC-tv affiliate. Send resume to Box 55A, BROADCASTING.

Continuity writer with speed and creativity for VHF in southwestern resort city. Box 195B, BROADCASTING.

Need creative producer-director to handle important evening television news and recording schedule. Must have good ideas and be able to handle crew with skill. Excellent potential in 12 year VHF dominant CBS station in 230,000 house major market. Send resume, photo, and samples of your work to Box 285B, BROADCASTING.

TELEVISION

Situation Wanted—Management

Experienced assistant manager. Family ownership prevents future promotions. Salary requirements $32,000 per year. Box 292B, BROADCASTING.

Sales

Tv salesman billing 1/4 million local sales—needs larger market. Currently works sales management of larger market. Box 58A, BROADCASTING.

Announcers

Mature, personable tv staffer, university graduate. 39, now major southeast market. Must relocate immediately. Box 568B, BROADCASTING.

Radio announcer 35, pd strong on news. Want to break into t.v. Now in midwest. Find out why I can do above average job for you. Box 263B, BROADCASTING.

33 year old announcer, 8 years experience (3 tv in large markets) seeks man-sized job. Outstanding interviews and controversy, as well as regular duties. Will go anywhere for good wage. Please send my resume. Box 316B, BROADCASTING.

Technical

General supervisor wishes to relocate. Strong on maintenance, especially v.f.r. Nine years experience tv. Box 296B, BROADCASTING.

Director of engineering, many years broad experience include planning, construction and operation of max power vhf, also am and fm. Established record of efficient operation. Will interview at NAB. Box 284B, BROADCASTING.
For Sale (Cont'd)

**Equipment**


**For Rent**

**Equipment**

**RCA BTP-10B**, 10 kilowatt fm transmitter. $5500. Box 32B, BROADCASTING.


Am, fm, tv equipment including transmitters, orthiconos, iconoscopes, audio, monitors, cabinets. Electroline, 440 Columbus Ave., N.Y.C.

**MISCELLANEOUS**


Religious programs available. American Advertising Co., 270 N. Crest Road, Chattanooga, Tennessee.

30,000 Professional Comedy Lines! Topical laugh service featuring dejay comment, introductions. Free catalog, Orben Comedy Books, Atlantic Beach, N.Y.

“Quick Quips” Jokes, one-liners, comedy, ad-lib for dejays. “Disc Hits” record info. $5.50, Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Humorous material for radio and television wanted. Please send samples and prices to Chistes, Apartado Postal 5041, Mexico, D.F.


Unlimited funds available for radio and television properties. We specialize in financing. For the broadcasting industry. Write full details to Box 205A, BROADCASTING.

**INSTRUCTIONS**

**FCC first phone license preparation by correspondence or in resident classes.** Grandham Schools are located in Hollywood, California. For our free 40-page brochure, Grandham School of Electronics, 1500 N. Western Avenue, Hollywood 27, 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.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and equipment. Guides to the P.C.C. First Class License. 14 East Jackson St., Chicago, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 203 Inwood Road, Dallas 35, Texas.

**INSTRUMENTS**


Since 1946, Original course for FCC first phone operator license in six weeks. 240 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting April 24. For information, references and reservations, write Don Martin, Radio Operator Engineering School, 1150 West Olive Ave., Burbank, California.

Jobs waiting for first phone men. Six weeks gets you a commercial license to operate 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.


**RADIO**

Help Wanted—Sales

**SALES REPRESENTATIVES**

for nationally known manufacturers of radio & television systems and related radio & tv supplies. Experience not necessary. To work in conjunction with present employment. Radio engineering programming or sales background necessary. High straight commission, Direct leads furnished. Send background resume. All replies confidential.

Box 205B, BROADCASTING.

**DEEJAYS**

Bright-happy formula man needed in Sunny Florida. NO SCREAMERS! Good voice, cheerful delivery, thorough experience must! Rush tape, resume, salary requirements to:

Dick Lawrence
Operations Manager
WPLA RADIO
Tampa, Florida
Help Wanted—(Cont'd)

Announcers

EXPERIENCED, BRIGHT PERSONALITY WANTED BY 5,000 WATT CENTRAL VIRGINIA AREA STATION
Chance for TV work. Middle of the road music format. Good opportunity to settle down in a progressive operation. Rush tape, photo and full resume.
Box 2108, BROADCASTING.

Production—Programming, Others

MODERN RADIO PROGRAMMER SEEKS LONG-TIME RELATIONSHIP WITH LONG-TIME OWNERSHIP STATION
If you're in the radio business and dedicated to it for not only monetary reasons . . . if you realize that audience needs must be answered intelligently and vibrantly in this modern society. If you believe in ratings . . . if you're not prejudiced about music . . . if you believe in Leadership and wholesome competition . . . I would like to hear from you.
BOX 321B, BROADCASTING

TELEVISION
Help Wanted—Management

CATV EXECUTIVE
Experienced Broadcasting Group expanding in CATV field—Southeast. Seeking young executive with minimum 5 years experience CATV, familiar franchises, contracts, purchasing, general engineering, administration. Broadcasting background preferred but not imperative. Excellent salary, working conditions stock. Send details of experience, photo, etc., to Box 209A, BROADCASTING.

WANTED TO BUY

Equipment

TRANSMITTERS FOR SALE
At a new low price for quick sale with good terms for the right buyer. BC 5 A Gates 5 kw transmitter. BC 250 GY, 250 Watt transmitter. Both in use now. Good operating condition . . . including a set of tubes.
Write:
Stanley W. Ray, Jr.
505 Baronne St.
New Orleans 12, Louisiana

KINE-SCOPE RECORDERS—Two (2) GPL 16mm kine recorders, model PA360, must be disposed of as quickly as possible. Both are in excellent operating and physical condition—recorder with serial #19 has a Mauer Sound Recording Head. Recorder serial #92 is without sound. We will listen to any offer and discuss any deal. We are interested in moving this equipment fast.
Box 71B, BROADCASTING

INSTRUCTIONS
RADIO-TV ANNOUNCING COURSES
ENGINEER & 1st FONE COURSES
Active Placement Service. Attention Managers. A few Outstanding Announcers now available for radio-tv.
KEEGAN TECHNICAL INSTITUTE
"Since 1947"
207 Madison, Memphis, Tenn.

FOR SALE

Equipment

KINE-SCOPE RECORDERS—Two (2) GPL 16mm kine recorders, model PA360, must be disposed of as quickly as possible. Both are in excellent operating and physical condition—recorder with serial #19 has a Mauer Sound Recording Head. Recorder serial #92 is without sound. We will listen to any offer and discuss any deal. We are interested in moving this equipment fast.
Box 71B, BROADCASTING

MISCELLANEOUS

NEED BILLING?
Have proven California PI program with prestige product and high $$$ per lead. Can offer guarantee of results.
Manager,
4670 33rd St.
San Diego 16, California
Phone Area 714-281-2699.
FREE “GOOD LIVING” FREE Radio Series for Homemakers CAN HELP INCREASE TIME SALES
* Weekday 2-minute features
* Tailor-made for local commercial adjacencies
* No brand names
* High quality ET’s on monthly schedule
* 3rd year free to over 400 stations (250 to 50,000 watts)
* Exclusive to a city

For auditions and references write: John D. Orr Independent Transcribed Service 175 East 70th Street New York 21, N. Y.

AD LIBS!
A new monthly publication of Clean Lines for DJs Comics & Speakers. Sample sheet on request. Two to four pages monthly.

Write: 2510 Queens Chapel Road, Apt. 304, Hyattsville, Maryland or Phone: 301-864-9151

DOCUMENTARY-PUBLIC AFFAIRS PRODUCER
Available for free lance work for stations, agencies, or networks. Film, tape, live, network experience. Major national award winner.

TELEVISION INFORMATION PRODUCTS
333 Griggs-Midway Sk. Park A, Minneapolis, Phone: 645-9595 Or Chicago, 866 North Washab Chicago 11, Illinois, Phone: 644-5988

WEST COAST AIRCHECK SERVICE Programming problems? Receive air checks on two top coast stations of your choice every week. Only $3.75 a year. For deen tape & details write: STAN MAJOR ENTERPRISES 1122 South Cardiff Ave. Los Angeles 38, Calif. CR 6-5376

For Sale—(Cont’d)

For Sale

Station

EASTERN MAJOR SUBURBAN MARKET
Daytimer with superb coverage is now in black and has tremendous profit potential. Asking $300,000 with one-half down; balance over five to six years.
Box 237B, BROADCASTING.

MISSISSIPPI DAY timer
Single market, population 6,500, good retail sales. Grossing around $20,000 needs management & local ownership. Good equipment in new building and transmitter. Priced $40,000 with terms, box 255B, BROADCASTING.

MIDWEST DAY timer
Grossing $50,000 and growing. Excellent facilities. Terms available. Full information sent to qualified buyers only.
Box 267B, BROADCASTING.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946
Negotiation Management Appraisals Financing
H. D. E. KRAUSER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

GUNZENDORNER
CALIFORNIA EXCLUSIVE DAY TIMER $116,000. Requires $30,000 cash easy pay.
TELEVISION PACIFIC STATES $225,000 down payment $60,000.
ARIZONA FULLTIMER $55,000 with $10,000 down and $400,000 in 12 months.
WILT GUNZENDORNER AND ASSOCIATES Licensed Broadcasters Phone 01-8000 864 S. Robertson, Los Angeles 35, Calif.

For Sale

Stations

For Sale—

LARGE EASTERN Metropolitan market-daytimer. Excellent potential, can go fulltime. Additional owner, $175,000, very small down payment.
Box 223B, BROADCASTING.

Stations

ROCKY MOUNTAIN, Daytimer, Billing $100,000.00. Priced at $150,000. 28% down. ROCKY MOUNTAIN, Daytimer, Exclusive Market. Profitable. Priced at $50,000. 25% down.
JACK L. STOLL & ASSOC.
Suite 600-601 6381 Hollywood Blvd.
Los Angeles 28, Calif. HO 4-7279

To buy or sell Radio and/or TV properties contact:
PATT MCDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

Continued from page 79

to 1 kw. and installation of new trans., and DA (DA-D); conditions.
WFTG London, Ky.—Granted increased daytime power on 1400 kc. S. H., from 250 w. to 1 kw., continued nighttime operation with 250 w., and increased power of new trans.; conditions.
WAJF Fall River, Mass.—Granted increased daytime power on 1400 kc. from 500 w. to 1 kw., continued nighttime operation with 250 w.; conditions.
KLWR Lebanon, Mo.—Granted increased daytime power on 1500 kc. from 250 w. to 1 kw., continued nighttime operation with 250 w.; conditions.
KQMT Silver City, N. M.—Granted license for vhf tv translator station.
WUGM Quincy, Ill.—Granted mod. of cp to make changes in nighttime DA pattern.
KDBW, KIDS, Rainbow News, North and South Dakota—Granted mod. of cp to change frequency to 3 ch. and 12 for vhf tv translator stations.
KIKF Hiawatha, Colo.—Granted mod. of cp to change frequency to ch. 11 and primary station to KOA-TV (ch. 4) Denver, Colo. for vhf tv translator station.
KZDU Saratoga-Los Gatos, Calif. — Granted mod. of cp to change frequency to ch. 12 and type trans. for vhf tv translator station.
KZAO Roaring Fork River Valley, Colo.—Granted mod. of cp to change frequency to ch. 11, and make changes in ant. system for vhf tv translator station; condition.
KQBM Round Valley, Ariz.—Granted mod. of cp to change primary tv station to KOLD (TV) (ch. 13) Tucson, Ariz.
WGAE Lookout Mountain, Tenn. and Fairview, Ga.—Granted mod. of cp to change frequency to ch. 7, type trans. and make changes in ant. system for vhf tv translator station.
KXAB-TV Aberdeen, S. D.—Granted extension of completion date to May 30.
* Granted licensng for application for renewal of licenses of WSTL Eminence, Ky. Thus, to expedite action on application, commission, on motion of J. W. Dunavent, waived Sec. 1351(c) of rules and interim criteria to govern acceptance of new tv applications adopted May 10, 1962, in order that application hereinafter described may be placed at top of processing list. Accordingly, notice is hereby given that on March 26, 1963, following application: New, Eminence, Ky., J. W. Dunavent, 1000 kc. 300 w. D will be considered as ready-and available for processing, and pursuant to Sec. 1.069(b) and Sec. 1.351(c) of com. rules, application, to be considered with application, or with any other application on file by close of file book on March 25, 1963, which involves conflict necessitating hearing with this application, must be substantially complete and tendered for filing at offices of commission in Washington, D. C., by April 26, 1963; or (a) close of business on March 25, 1963; or (b) earlier effective cut-off date which this application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Action Feb. 12.

For Sale (Cont’d)

Stations

For Sale

Station

To buy or sell Radio and/or TV properties contact:
PATT MCDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

(FOR THE RECORD) 85
1. Meet Sam Jones, appreciator.

2. An appreciator is a person who’s grateful for the things most of us take for granted.

3. Sam didn’t become an appreciator until he had a stroke. Now, after his recovery...

4. ...he rejoices in such simple accomplishments as tying his shoelace.

5. He finds renewed excitement in smelling the sweetness of early morning.

6. As for a medical check-up, Sam calls the doctor now (instead of the other way around).

7. Yes, Sam Jones is an appreciator. He’s also a Heart Fund Volunteer now...

8. ...ready to help his doctor and his Heart Association put other people back on their feet.

9. You belong to that partnership, too. When you give to the Heart Fund you help save hearts and lives.

TIMES

HEART FUND — FEBRUARY 1-28

Advertising Council Acceptance—The 1963 Heart Fund Campaign has been accepted by the Advertising Council and is included in its January-February Bulletin as a project recommended to the broadcasting industry for support.

* Storyboard of 1-minute spot, one of 12 films in the 1963 Heart Fund TV Kit. All Campaign radio & television materials available from:
Heart Committee of the Broadcasting Industry

AMERICAN HEART ASSOCIATION, 44 EAST 23rd STREET, NEW YORK 10, N.Y.
OUR RESPECTS to Robert William Dillon

You build listener loyalty by being loyal to people

The sequence of paintings of the Old West will catch your eye quickly as you enter the spacious office of Robert Dillon, vice president and general manager of KRNT-AM-TV Des Moines and the KRNT Theatre for Cowles Magazines & Broadcasting Inc. But Mr. Dillon will have to inform you they are only prints as he arms you with a hot cup of coffee before you are scarcely seated. He broke horses when he was young, the conversation discloses, and he's still a western buff.

Warm hospitality and frankness. These are midwestern qualities that Mr. Dillon generously applies to his own affairs and instills in his staff too. "This is the greatest organization you ever saw," he proudly states, explaining how all executives "double in brass" in each of the three media—radio, tv and theatre—and have learned their varied roles so well that "they could just about run anything."

Leadership • There is no secret to the system in Mr. Dillon's mind. You build listener loyalty through strong personalities and service features, good music, lots of news and community involvement. But this intimate people-to-people link of responsiveness, responsibility and respect must start right at the top internally. Management must set the example, he says.

There is no separation of functions between the KRNT-AM-TV staffs. Newsmen report for both radio and tv. Salesmen sell for both media. Radio personalities appear regularly on their own tv shows. "The inter-media motivation factor" is the term Mr. Dillon uses. It pays off handsomely with the audience, he explains, making KRNT folks "neighbors" all over the area.

Box Office Doesn't Lie • The KRNT Theatre, boasting 4,300 seats and chink to the world's largest legitimate house today, regularly presents everything "from grand opera to the Grand Ole Opry," Mr. Dillon says. "And they kid you not at that box office," he notes, citing lessons of audience loyalty helpful in radio-tv too.

Robert William Dillon was born July 6, 1905, at Adel, Iowa, a small farming community about 20 miles west of Des Moines. Growing up on the family farm is no snap for most boys because of the many chores to be done, but it sure has its compensations, Mr. Dillon recalls. Like fishing in Raccoon River or the many other streams near home. Or hunting ducks, pheasants and rabbits.

"A gun was an everyday thing around the farm," Mr. Dillon says. He learned to shoot well, too, winning a trap shoot when only 12. There were other sports interests during school and high school at Adel, including football, but as a student he also showed proclivity to writing.

All young writers must explore the outside world. So during the summer young Bob Dillon and his buddy took their car and followed the harvests—"we got clear up into Canada." The experiences were expanding but the money earned took more immediate importance. It helped him to study journalism for several years at Iowa State U. at Ames. He also helped pay the way by coaching boxing and wrestling at night at high school in Ames.

Media Salesman • When the hard economics of the day prevented him from finishing college, Mr. Dillon went to work for the Des Moines Register and Tribune selling classified advertising. Later he switched to the advertising staff of a Des Moines-based farm magazine, Wallace's Farmer, which ultimately went out of business during the depression. In 1935 he joined WOC Davenport, Iowa, as a salesman.

It was at WOC that Mr. Dillon's talents for showmanship came to life. The new medium of radio quickly taught him some basic principles of operation that have remained with him ever since. He soon discovered that "people are loyal to people" and that strong listener loyalty can be built by promoting the right personalities.

After several years at WOC, Mr. Dillon joined KSTP St. Paul-Minneapolis but this association proved to be brief. He was lured back to Des Moines by the Register and Tribune which wanted him to sell for KSO and KRNT there, both of which he was owned by the Cowles interests. His salesman-ship apparently was as good as his showmanship because by 1940 he was promoted to sales manager of the KSO-KRNT combination.

WAC Recruiter • Mr. Dillon was drafted shortly after Pearl Harbor and was enrolled in the officer candidate school for the Army Air Corps at Miami Beach. "I was probably the oldest second lieutenant in the business," Mr. Dillon recalls. After graduation he was assigned initially to public relations for the Eighth Service Command in Texas but later he was assigned to a variety of jobs. One such hitch was recruiting for the Women's Army Corps and he travelled the country armed with movies and sales presentations which he developed.

Upon release from the service Mr. Dillon returned to KRNT as general sales manager (KSO was sold by Cowles pursuant to the FCC's duopoly policy) and in 1948 he was promoted to his present position as vice president and general manager of both the broadcasting and the theatre operations there. Later he assumed the same executive responsibilities for KRNT-TV which took the air in mid-1955.

Mr. Dillon is not a joiner for the mere sake of association. When he does affiliate with a group he is an active worker, however, an attitude that he is always encouraging among the employees at KRNT. About a decade ago Mr. Dillon organized the Iowa Broadcasters Assn. through a mail campaign directed to his fellow broadcasters. He has served on the IBA board. Presently he is vice president of Des Moines' Junior Achievement.

Still Fishin' • Mr. Dillon married Mary Hayne of Des Moines in 1936. The couple had met while both worked for Wallace's Farmer earlier. They have no children. Mrs. Dillon joins her husband for the deep sea fishing trips he likes to take in the Caribbean or off the coasts of Panama or Mexico. They both share an interest in gardening.

With home located only 10 minutes from the office, Mr. Dillon starts early and often works late, going back after supper to check the theatre. Who wouldn't want to, Mr. Dillon asks. "This is the friendliest place you ever walked into."

Mr. Dillon
Hospitality and frankness

BROADCASTING, February 25, 1963
EDITORIALS

Don't underestimate Harris

We have a hunch (and enough evidence to encourage it) that Oren Harris' investigation of broadcast rating services will be lively, to say the least. As reported here last week, Rep. Harris, chairman of the House Commerce Committee and its new Subcommittee on Investigations, expects to begin hearings next month.

So far Mr. Harris has kept quiet about his intentions, although in private conversations he has hinted that he has interesting disclosures in mind. If memory serves, he said little about television quiz programs before his committee put Charles Van Doren on the stand and not very much about payola until witnesses began explaining how it worked. These historical references are not intended to suggest that Mr. Harris will find fraud among the rating services. He does have a knack, however, for turning up information that will catch the public eye.

Ratings are a subject that Mr. Harris has dealt with before. Indeed a thorough analysis of the major rating services was produced two years ago by a committee of research specialists appointed by Mr. Harris. The Madow Report (named for Dr. William G. Madow of Stanford Research Institute, the chairman of the special committee) found numerous imperfections in existing services but none serious enough to warrant sweeping changes.

The Madow Report was issued by Mr. Harris' own Commerce Committee in March 1961. We may only wonder what has come to Mr. Harris' attention since then to revive his interest in the subject.

Several months ago the major rating services signed consent judgments with the Federal Trade Commission to conclude an investigation by that agency. Under the judgments the services agreed to be more specific in describing the nature and probable accuracy of their reports, but there were no admissions or accusations of more serious nature.

Does Mr. Harris, or his staff, know something the FTC didn't find out?

For the moment we may only speculate.

Control by committee

BROADCASTERS would be well advised to approach with caution the proposal of the FCC to create a government-industry committee to stimulate growth of uhf.

If the past is prologue, one has only to look into the recent events in fm to discern the pitfalls of government intervention in an area in which it does not belong. Fifteen years ago another FCC went all out for fm, to alleviate the "scarcity" in aural broadcasting. It practically rammed fm down the throats of broadcasters. Many licensees felt if they didn't apply they might be subjected to sanctions. The upshot was that hundreds of am stations filed for fm.

In the succeeding 10 years many of these construction permits were turned back. There was little "market" for fm. The medium suffered because of government overstimulation. It was not allowed to develop in the give-and-take of free enterprise. Only now is fm coming into its own.

The interplay of competition was the answer, although the FCC recently has hobbled further development through imposition of a freeze.

The fear is that the fm experience might be repeated if government intervenes in the uhf development beyond the purely technical phases. The problems of uhf will predominantly relate to economics and programming and these can be no proper concern of government. It doesn't matter how many members the projected "Committee for the Full Development of Uhf Broadcasting" may have. The two gov-

ernment members—Commissioners Robert E. Lee and E. William Henry, who would be chairman and vice chairman—would prevail. They would bear the badges of authority. Lamentably, neither has shied away from control over programming.

The idea for the committee originated with the Electronic Industries Assn., which first vigorously opposed and then reluctantly accepted the all-channel receiver legislation to foster uhf's development. EIA cannot be blamed for wanting government and broadcasters to share responsibility if the public should complain about increased cost of all-channel receivers and if other troubles develop.

FCC Commissioner Frederick W. Ford, in dissenting, felt that by sponsoring such a committee, the commission departed from its proper role as a regulatory body to assume the function of a trade association in promoting a business. We agree.

The organization meeting of the proposed committee will be held in Washington March 12. Suggestions in advance have been solicited by the FCC. The best suggestion would be to keep this committee confined to purely technical matters.

20-20 hindsight

It is fascinating to compare the facts of television viewing with the assumptions eggheads make about the medium and its audience. An especially fascinating comparison in that line is now available with the publication of The People Look at Television, the massive study commissioned by CBS, conducted by the Bureau of Applied Social Research of Columbia U. and described in this publication last week.

This study charted the public's attitudes toward television in the spring of 1960. It found, not surprisingly, that the great mass of viewers at that time were at worst uncritical and at best extremely pleased and that those with better education and higher incomes, although somewhat more critical, tended to enjoy the same programs that the mass enjoyed. It failed to find any evidence of revolt against television.

These, as we say, are the facts—as uncovered in the deepest survey ever made of the television audience. It is interesting to contrast them with the appraisals of television that were being made at the time by critics, both professional and amateur. It was in 1960 that anti-television criticism was beginning the swell that reached flood tide in Newton Minow's maiden speech to the NAB in May 1961.

Now we know how few really thought that television was a wasteland.

"It's full of nickels, He's been telling his playmates we have pay tv!"
The stars shine (in color) every day on KSTP-TV's "TREASURE CHEST" SHOW

"TREASURE CHEST" Host Jim Hutton talks with NBC Star Mitch Miller during recent color show.

JOHN RAITT, PATRICE MUNSEL, TOM EWELL, JUNE CHRISTY, MITCH MILLER, VIVECA LINDFORS, JOHNNY MATHIS, GORDON MACRAE, CARLA ALBERGHETTI . . .

. . . these are a few of the famous guests who have appeared on "TREASURE CHEST" within the last month.

Now in its seventh successful year, TREASURE CHEST is produced in living color every weekday (12:20-1:00 pm) before an enthusiastic, live audience of 100 to 150 studio guests. Talented Jim Hutton who has emceed the show since its beginning dispenses prizes for audience games and contests and, of course, interviews the visiting guest stars.

The finest color facilities in the nation add prestige to this proven-successful variety show . . . the only one of its kind in this major market.

For information on availabilities, contact a KSTP-TV representative or your nearest Petry office.
In the 40's we saw radio explode out of living rooms into cars, pockets, shops, ships, offices and factories. We saw that radio would never be fully valued until "plug-out" audience could be measured. In 1950 we found a way so suitable it won us the American Marketing Association (N. Y. Chapter) award that year. And out-of-home has never been out-of-our sight since.

1962. Suddenly press, air and mail are filled with gurgles of discovery. "Radio is under-valued." "Why doesn't somebody measure the out-of-home audience?" "Let's try to attach a device to transistor radios." It's enough to evoke an immodest ad like this one.

But we're not concerned about pride of discovery. What we do want you to know is that Pulse regularly measures out-of-home in 266 markets, and reports the data to more than 1,000 agencies, advertisers and stations. Results are incorporated in each station's rating—not given simply as a total for the whole market. We can do this because we ask people at home, face-to-face, in personal interviews. They don't carry meters, diaries or phones around. But they do come home, where they can readily tell Pulse interviewers what they heard (and where) in the preceding few hours. So don't ask "Why isn't somebody measuring out-of-home." Instead, ask a Pulse a/e to tell you more about Pulse's 13-year-old out-of-home coverage, in radio and tv—or about other aspects of our expanding research service to marketers and broadcasters.

THE PULSE, INC.

AT HOME: 730 FIFTH AVENUE, NEW YORK 19. PHONE: JUdson 6-3316

Suddenly everybody's finding the "Out-of-Home" Audience we never lost
TvB's Cash calls for ratings 'refinement' on eve of House hearing .......... 27

Guinness Stout beats American challengers as best tv commercial .......... 32

Baseball '63: Who, what, where and how much is being spent ............... 66

Heated discussion on NAB's Collins marks state presidents' conference .... 42

COMPLETE INDEX PAGE 7

HERMAN MADE IT FOR ME, SPECIAL, SO I WOULDN'T MISS "FROM HERE TO ETERNITY"* WHILE I'M WORKING IN THE KITCHEN!

Just one of the more than 300 great COLUMBIA POST-48's

DISTRIBUTED EXCLUSIVELY BY SCREEN GEMS, INC.
RUDY SCHRAGER, staff composer of Four Star Television, has created music for such television shows as Robert Taylor’s “The Detectives,” “The Rifleman” and many episodes of the Dick Powell Show. Prior to the Lloyd Bridges Show, for which he writes the background scores as well as the theme, Mr. Schrager had contributed the music for many hits in past seasons, including the “Lux Theatre” under Cecil B. DeMille.

THE LLOYD BRIDGES SHOW
Music by
RUDY SCHRAGER

and there are 104 other regular network programs which use BMI music.

BROADCAST MUSIC, INC.
589 FIFTH AVENUE,
NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL
St. Louis takes entertainment as a basic of good living. With a long tradition as one of the nation’s entertainment innovators, the St. Louisan has an in-bred sophistication in his television selection. Meeting this taste-level is a challenge. Part of our response is:

The Steve Allen Show
10:15 p.m. Mon.-Fri.
and
Total Information News
6:00 p.m. Mon.-Fri.

Allen is entertainment for the sheer fun of it. Total Information News is for active viewing; news-films show the local stories. This selective programming blended with ABC’s line-up, reaches the selective St. Louisan—eager to enjoy, ready to buy.

See what’s on KTVI; the growing station buy in St. Louis!
From 4 to 6 pm in the Dallas-Fort Worth market, KRLD-TV, with 70,876* ADULTS per average quarter-hour in its viewing audience, leads its three competing outlets by substantial margins — 18,665 more adults than Station B, 25,508 more than Station C, and 52,363 more than Station D.

4:00-4:30 DECEMBER BRIDE
4:30-5:00 OUR MISS BROOKS
5:00-5:30 LOVE THAT BOB
5:30-6:00 LONE RANGER

Adult audiences are buying audiences. See your ADVERTISING TIME SALES representative for a Channel 4 schedule tailored specifically to your requirements.

*NSI
Dec. 30 - Jan. 27
1963

KRLD-TV
THE DALLAS TIMES HERALD STATIONS
representing nationally by Advertising Time Sales, Inc.
Channel 4, Dallas-Ft. Worth
MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

Clyde W. Rembert, President

BROADCASTING, March 4, 1963
The first family

Bound to make headlines if FCC approves VHF drive-ins in eight markets will be application of group headed by Harry W. Bennett Jr., New York agency and pr executive and father-in-law of Sen. Edward M. (Ted) Kennedy (D-Mass.) for ch. 10 in Jacksonville. Tip-off came in society page report in Jacksonville that Bennett family will move from Bronxville, N. Y., to Jacksonville "for business reasons." He's slated to become majority stockholder in group to apply for ch. 10, proposed to be dropped in, with other stockholders principally local citizens, including one Negro leader. Mr. Bennett is minority stockholder in Veterans Broadcasting Co. (WROC-AM-TV Rochester, KTVE [TV] El Dorado, Ark.).

FCC did not consider eight-market drop-in proposals last week. Despite strong opposition from AMST, as well as UHF interests, there's still feeling that sufficient majority can be mustered to approve third station in these two-station markets but with provision for ultimate switch to UHF—possibly in seven or eight years. Besides Jacksonville, markets include Baton Rouge, Birmingham, Charlotte, Dayton, Johnstown-Altoona, Knoxville and Oklahoma City.

Move against beer, tobacco

Rep. Morris K. Udall (D-Ariz.) intends to meet this week with NAB and other broadcast officials to discuss possibility of ban on beer, wine and tobacco commercials before 8 p.m. Rep. Udall polled constituents and found "strong interest" in ban. Tabulation of about 5,500 replies shows 55% favor, 35% oppose, 10% have no opinion. Question was one of 20 in January questionnaire on broad range of legislative subjects. Rep. Udall says he is unsure whether he would introduce ban bill, but says he thinks "straws in the wind show a lot of people are not particularly happy" with some advertising of this kind.

Blue chip testing

In its first year RAB's Radio Test Plan has had nine major advertiser participants (currently running or completed) spending total of about $1.3 million to test radio's sales punch. This is word RAB members are getting in report from headquarters, which places RTP test business and does proof-of-performance research for which it collects 10% of RTP billings. This advertiser group, representing more than the $30 million per year in potential new radio business which is RTP's objective, consists of Eastman Kodak, Swift & Co., Brillo Mfg., Colgate-Palmolive, Continental Baking, Campbell Soup, Corn Products, P. Ballantine & Sons, and Burnham & Morrill. They've been testing radio for brands that hadn't used it. Dozen other papers reportedly are close to signing for try-outs representing estimated $1 million in test billings in next six months.

Writer's itch

Newton N. Minow is toying with proposals that he write book about his experiences as FCC chairman ("My Life and Times in the Wasteland"). One of several publishers that have expressed interest is Random House which is headed by Bennett Cerf, regular panelist on What's My Line? and chairman of judging committee that gave Mr. Minow Peabody Award last year. Mr. Minow has said he won't write book until he leaves FCC.

Color's extra kick

Fuller & Smith & Ross Inc., New York, is conducting long-range study of impact and effectiveness of commercials placed in color programs. Three surveys, with total sample of about 2,500 homes, have been conducted so far. One more later this year, will complete study. Results based on samples already taken seem to indicate commercials in color programs deliver much more attentive audience, whether spot itself is both in color or in black-and-white.

NBC eyes Wolper series

Strong contender for Monday, 9:30-10, one of few slots open in NBC-TV's 1963-64 nighttime schedule, is new pilot produced for United Artists TV by David Wolper. It's based on two-way-produced specials on Hollywood movie stars telecast by NBC-TV recently. Series, as being considered by NBC-TV, would spotlight filmdom "greats" in categories, such as gangsters (Edward G. Robinson, George Raft, Humphrey Bogart), "vamps" (Clara Bow, Marilyn Monroe, Theda Bara) etc. NBC-TV's current thinking is Wolper series would be logical sequence to feature films now slated 7:30-9:30 (see story, page 63).

Out of the deep freeze

FCC staff has recommended license renewal for some 30 far west television stations whose applications have been deferred because of questions about local live programming in prime time (Broadcasting, Dec. 3, 1961). Recommendation came up at commission meeting Friday, but no action was taken. Missing from staff's recommendation were some 70 other western stations whose renewals have been held up for same programming question. Inference is that staff feels these stations' performance requires further study. If commission does go along, these stations might receive additional letters of inquiry.

Stations recommended for renewal presumably made showing comparable to that of WKY-TV Oklahoma City and WFAA-TV Dallas. Both had been in trouble with staff because of alleged lack of local live programs in their schedule. However, their record convinced commission that policy of preempting prime-time shows for local programming could meet community needs.

Correspondence that curdles

FCC is about to learn that members of Congress recent getting FCC form letters signed "Ben F. Waples, acting secretary." Congressmen have received such replies from FCC to their inquiries about Rev. Carl McIntire (Broadcasting, Feb. 18). Several said they expect courtesy of reply by chairman and are indignant because form letters failed to discuss questions they had asked. Broadcast "sermons" of Rev. McIntire are being checked by FCC under "fairness doctrine.""
ABC Owned Radio Stations communicate with millions of people in six of America's major markets.

Who knows best what radio listeners want to hear? Listeners themselves. That's why the six ABC Owned Radio Stations listen so attentively to their audiences. As a result of this unique station-listener communication, each station is constantly aware of the problems and needs of the community in which it performs a vital communication's service. Whether it's a newspaper strike in New York, a commuter problem in San Francisco, the need for driver training in Pittsburgh high schools, a furor over increased Blue Cross rates in Detroit, the effects Chicago's medical research facilities have on patient care, or a means of informing Los Angeles residents of a new industry project, the ABC Owned Radio Stations respond quickly and effectively in order to reach the very heart of each of their communities... the people. Why? Because ABC Owned Radio Stations just don't broadcast... they communicate!

ABC OWNED RADIO STATIONS

WABC NEW YORK   WLS CHICAGO   KGO SAN FRANCISCO   KQV PITTSBURGH   WXYZ DETROIT   KABC LOS ANGELES
WEEK IN BRIEF

On eve of congressional ratings hearings Tvb’s Cash calls for revisions in information and for refinements of tools and methodology. Agency groups working on same study, completion due soon. See . . .

BOMBED ON HEARING EVE . . . 27

Tv’s gross time billings for network and spot in 1962 topped $1.52 billion. Network was up 12.2%; spot was up 17%, according to Tvb estimates presenting year’s network figures and fourth quarter spot business. See . . .

TV NET, SPOT BILLINGS UP . . . 36

Leadership of NAB is questioned during spirited discussion at state presidents’ meeting. Objectors claim the association is not vigorous enough. Collins defended by the staff and broadcasters. See . . .

CONTROVERSY OVER COLLINS . . . 42

Campbell-Mithun holds open house to show its new offices in Minneapolis. Layout features “traffic loop” design. Founder tells news conference “idea” is basis for all advertising. See . . .

UNVEILS NEW OFFICES . . . 40

Make sure the tv critic “knows the score,” Danish tells western broadcasters. If editors—and public—understand how television works, they’ll be more understanding of pluses and minuses. See . . .

CRITICAL UNDERSTANDING . . . 52

Minow passes chance to set record straight on his future at FCC; ducks direct answer to Pastore question on truth of speculation he is resigning. Chairman sees bright future for eltv, uhf. See . . .

MINOW SIDESTEPS ANSWER . . . 56

Cosmopolitanism of tv shown in award for best commercial—an English advertisement, produced by a French production firm. And best radio commercial was made in Boston. Presentations by Hollywood Ad Club. See . . .

CREAM OF COMMERCIALS . . . 32

NBC-TV decides to stick with Monday night movies. Network buys feature film packages from MGM and 20th Century-Fox. Ratings and sales strength help network make up mind. See . . .

NBC STICKS WITH MOVIES . . . 63

Baseball radio-tv rights add up to $13.1 million, which is $25,000 over last season’s take. But plateau is seen as having been reached. Billings inch up $1 million to $84 million for 1963 season. See . . .

BASEBALL PICTURE LEVELS . . . 66

RCA sales and profits reach highest level since founding of company in 1919. NBC accounts for 22% of $1.75 billion in gross sales. Net up 45%; sales, 13% in yearend report. Color tv significant. See . . .

RCA NET UP 45% IN 1962 . . . 71

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BROADCASTING, March 4, 1963
YOU MAY NEVER SEE THE BIGGEST SHOVEL*

BUT... WKZO-TV Scoops Up The Most Homes in Greater Western Michigan!

If you're digging for customers, you can unearth more of them with WKZO-TV than any other Michigan station outside Detroit. It's this way every day, every night, and every week!

It's all dredged up in NCS '61: WKZO-TV has weekly circulation in 456,320 homes in 30 counties in Western Michigan and Northern Indiana. And there's gold in these here diggin's: SRDS credits the area with annual consumer spendable income of well over four billion dollars.

Get the complete scoop from Avery-Knodel. And if you want all the rest of outstate Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

*A strip-mining shovel at Paradise, Ky., has a dipper with 115 cubic yards' capacity.
NAB BOARD ELECTION
13 win 2-year terms, including 6 incumbents

Six NAB Radio Board incumbents have been re-elected for two-year terms beginning April 3. They were board members who were eligible and who sought re-election.

In seven instances, new members were chosen because incumbents either were ineligible or chose not to run.

Election results, involving odd-numbered and at-large districts only, were announced by NAB Friday (losing candidates in parenthesis):

District 1—Carleton D. Brown, WTVL Waterville, Me., incumbent (Richard E. Adams, WKOX Framingham, Mass.).

District 3—Cecil Woodland, WEJL Scranton, Pa., replacing John S. Booth, WCHA Chambersburg, Pa., ineligible (Roy E. Morgan, WILK Wilkes-Barre, Pa., and Mrs. Jason T. Pate, WASA Havre de Grace, Md.).

District 5—Kenneth R. Giddens, WKRG Mobile, Ala., replacing James L. Howe, WIRA Fort Pierce, Fla., not candidate (Hugh M. Smith, WCOV Montgomery, Ala.).

District 7—Gene Trace, WBBW Youngstown, Ohio, replacing Hugh O. Potter, WOMI Owensboro, Ky., ineligible (Paul F. Braden, WPFB Middletown, Ohio).

District 9—George T. Frechette, WFHR Wisconsin Rapids, Wis., incumbent (Edward Allen Jr., WDOR Sturgeon Bay, Wis.).

District 11—John H. Lemme, KLTF Little Falls, Minn., replacing Odim S. Ramsland, KDAL Duluth, Minn., ineligible (N. L. Bentson, WLOL Minneapolis and Helen S. Duhamel, KOTA Rapid City, S.D.).

District 13—John J. Coyle, KVIL Dallas, Tex., replacing A. Boyd Kelley, KRRV Sherman, Tex., ineligible (Bill Dahlsten, KAWA Waco, Wendell Mayes, KBWD Brownwood and David H. Morris, KNUZ Houston, all Texas).

District 15—Hugh Turner, KTIM San Rafael, Calif., replacing B. Floyd Farr, KEEN San Jose, Calif., not candidate (Ellsworth Peck, KWWP Merced, and Ned Richardson, KPAY Chico, both California).

District 17—Ray Johnson, KMED Medford, Ore., incumbent (Lee Bishop, KORE Eugene, Ore.: Hale Bondurant, KIXI Seattle, Wash.: Lester M. Smith, KXL Portland, Ore.).


Class B Markets—William Schroeder, WOOD Grand Rapids, Mich., incumbent (Merrill Lindsay, WSOY Decatur, Ill.).

Class C Markets—Ben B. Sanders, KICD Spencer, Iowa, incumbent, (George J. Volger, KWPC Muscatine, Iowa).


$48 million in billings signed by NBC for fall

NBC-TV today (March 4) will announce business for next fall season representing more than $48.3 million in billing. Network said highlights include SRO for The Virginian and Dr. Kildare plus substantial orders for Richard Boone Show, Jack Paar Show, and buys in motion picture periods on both Saturday and Monday nights.

Sponsors include: Carnation, Procter & Gamble, Alberto-Culver, Miles Labs, Liggett & Myers, Bristol-Myers and Noxema in Virginian; all six current advertisers renewing Dr. Kildare; Reynolds Metals alternates-week in new Richard Boone Show; Miles Labs, Hertz Co., Speidel, Noxema and P. Lorillard in Paar; Brown & Williams, Warner Lambert and Scott Paper in Eleventh Hour; S&H Green Stamps for Andy Williams specials (BROADCASTING, Feb. 25) and R. J. Reynolds and Thomas Leeming Co. in movies.

Rep. O'Konski gets cp for ch. 12 in Hurley

FCC Friday (March 1) granted Rep. Alvin E. O'Konski (R-Wis.) construction permit for new tv station on ch. 12 in Hurley, Wis. Station will have proposed power of 1.7 kw.

Although Rep. O'Konski doesn't have any broadcast station at present, he formerly owned WOSA Wausau and WLIN (FM) Merrill, both Wisconsin. He also held construction permit for WOSA-TV, which was later deleted.

Rep. O'Konski represents 10th Congressional District of Wisconsin.

Penalty ‘too drastic,’ revoked WLOV-FM pleads

WLOV-FM Cranston, R.I., asked FCC Friday to reconsider order revoking its license (BROADCASTING, Feb. 4). Station said punishment—for alleged misrepresentations, technical violations and financial irresponsibility—was too drastic. Station also said commission had ignored FCC decisions in similar cases in which stations had been dealt with more leniently.

Short-term license given to KTVU(TV)

KTVU (TV) Oakland, Calif., which has been operating on construction permit since 1958, was given one-year license by FCC Friday. Commission said decision to grant short-term renewal stemmed from agency's dissatisfaction with KTVU's promise-vs.-performance record.

FCC released copy of letter to ch. 2 station which noted that commission, on Feb. 26, 1960, had questioned station about its performance compared to promises it made in comparative hearing. Letter also recalled that KTVU later amended its application to indicate it had "upgraded" its programming.

Quoting its decision in KORD Pasco, Wash., case (BROADCASTING, July 17, 1961), FCC said "licensee cannot disregard its proposals in the hope that he will simply be permitted to 'upgrade' when called to account." FCC added, however, that since KTVU's license application was filed three years before KORD decision, Oakland station should be treated in same manner KORD was—that is, be given short-term grant.

One of top officials of KTVU is William Pabst, chairman of NAB TV.

Sweeney goes out selling

Kevin Sweeney, who in nine years as RAB president earned reputation as 24-hour-a-day salesman, did nothing to tarnish that image in his exit from job.

Officially leaving as of close of business last Friday, he scheduled final appointment to make major radio presentation late Friday afternoon—to Leonard Lavin, president of big-tv-sporier Alberto-Culver. Lateeness of hour made it inevitable his last pitch would run well past normal business hours.

Mr. Sweeney, who gave notice almost year ago that he planned to leave RAB presidency on Feb. 28, plans to spend next few weeks at his home in California before announcing new plans.
The Embassy of Portugal

His Excellency Dr. Pedro Theotónio Pereira, Ambassador of Portugal to the United States, and Mr. and Mrs. Carlos Marques de Sousa, daughter and son-in-law of the Ambassador, in the entrance of the Embassy... another in the WTOP-TV series on the Washington diplomatic scene.
Universal TV Tape Recorder
The Basic Compact with Provisions for Adding PixLock, Cue, ATC and Color

The Universal model enables you to obtain in one compact unit very high standards of performance, reliability and interchangeability... at lowest cost. You buy this basic unit and add exactly what you want in the way of accessories to achieve your desired type of operation.

The availability of a complete line of accessories provides programming flexibility and operating convenience, making the TR-2 an excellent choice for many applications. Circuits of proved performance are utilized throughout. Transistors are employed where they do the most good in achieving materially improved performance and significant savings in space.

STUDIO AND MOBILE MODELS. The studio model is available in a single (3-rack) cabinet 70" wide, 84" high, and 24" deep. It requires less than 10 square feet of space. For mobile applications the TR-2 is housed in two separate cabinets each measuring 66" high, 24" deep, and 50" wide. Both models are designed for adding color.

ACCESSORIES. The wide range of accessories which can be integrated in the basic TR-2 include: Air Bearing Headwheel, PixLock, Picture Monitor, Waveform Monitor, Audio Cue Channel, Automatic Timing Corrector (ATC), Two-speed operation, and Color.

See your Broadcast Representative for complete details. Or write to RCA Broadcast and Television Equipment, Building 15-5, Camden, New Jersey.

Outstanding Features
- Lowest Priced Compatible Quadruplex Recorder
- Optional Two-Speed Operation
- Electronic Quadrature Control
- Designed for Adding Color
- Complete Line of Accessories

The Most Trusted Name in Television
DATEBOOK
A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

MARCH

*March 4—House Communications and Power Subcommittee opens hearings on partial suspension of Sec. 315 in 1964 general elections.

*March 4—Hollywood Ad Club, Hollywood Roosevelt Hotel, Gail Smith, director of advertising and market research, General Motors, will speak on "Advertising in the Total Market Scheme."

*March 5—New York State Broadcasters Assn., annual dinner, Sheraton Ten Eyck Hotel, Albany. Dr. Frank Stanton, CBS Inc., president, is featured speaker.

*March 5—Start of Special House Subcommittee on Investigations hearings into radio and television rating services.


March 6—Assn. of National Advertisers workshop on tv advertising to discuss new techniques for testing commercials, allocation of media budgets, participation vs. spot announcements and predicting tv success. Speakers will be David Mahoney, executive vice president of Colgate Palmolive; Herbert Zeltner, vice president and media director of Lennen & Newell; Henry Brenner, president of Home Testing Institute and Eric Marder, president of Eric Marder Assoc. Hotel Plaza, New York.

March 7—California Broadcasters Assn., Mark Hopkins Hotel, San Francisco. FCC Commissioner Robert E. Lee to speak on "The Washington Scene—or-How to Keep Your License"; NAB General Counsel Doug Anello to discuss editorializing and CBA Legislative Counsel Judge James Garibaldi will report on the California legislature.

March 8-10—Annual Radio-Tv Conference and Clinic, U. of Oklahoma, Norman. It will be combined with the Seminar on Station Operations, sponsored by the Oklahoma Broadcasters Assn.

March 9-10—Oklahoma Broadcasters Assn. seminar on FCC rules and regulations, Oklahoma Center for Continuing Education, U. of Oklahoma, Norman. Speakers will include FCC Commissioner-designate Kenneth Cox and NAB Executive Vice President Vincent Wastlowski.

March 9—American Women in Radio & Television, Projection '63 workshop, 10 a.m.-12:30 p.m., tv wing, McCann-Erickson Adv., 485 Lexington Ave., New York.

March 11—Deadline for filing proposed findings in Grand Rapids, Mich., ch. 13 proceedings.

*March 11—Florida Assn. of Broadcasters' fifth annual Broadcasting Day, U. of Florida, Gainesville "Let Me Speak to The Manager" panel program at 2:30 p.m. at McCarthy Auditorium. Out-of-state participants are: Thomas H. Wall, partner in Dow, Lohnes & Albertson, Washington; Robert L. Heald, partner in Spearman & Roberson, Washington; Dr. Sydney Rosow, president of The Pulse Inc., New York; Melvin A. Goldberg, NAB vice president in charge of research, New York; William K. McDaniel, executive vice president of NBC Radio, New York; Robert C. Hitchins, director of sales planning for NBC, New York; Mike Shapiro, vice president and general manager of WFAA-AM-FM-TV Dallas, Tex.; Harold L. Kraftstein, president of Plough Broadcasting Stations, Memphis, Tenn.; and Sol Taishoff, editor and publisher of Broadcasting, Washington.

*March 12—Organizational meeting of newly formed government-industry "Committee for the Full Development of Uhf Broadcasting." Meeting will be held in Depart-
an informed electorate is WHL's business

L.I. Station Is Victor
In Fight to Crumble
Equal Access Bars

Another important victory has been scored in the equal access fight, being waged with increased force by the broadcasting industry, with the editorial backing of Radio Daily.

In Nassau County, Long Island, the seven-man Board of Supervisors yesterday reversed its policy of barring all radio, broadcast and recording equipment from public hearings. In December, Bill Nelson of WHLI, Hempstead, was banned from recording the proceedings of the public hearing on the proposed '63 Nassau County budget.

At that time, station president and general manager Paul Godofsky attacked the board for what he termed "a blatant disservice to the public and a denial of the people's right to know."

In reviewing their earlier decision yesterday, the board stated unanimously that broadcasts of its proceedings would be allowed in terms of giving the public full and complete information on activities of the county government through all media.

Reprinted from: Radio-TV Daily, Jan. 29, 1963

mental Auditorium, Constitution Ave. between 12th and 14th Sts. N.W., Wash., D. C.

March 12—Puerto Rico Assn. of Broadcasters, San Juan. Howard Bell, NAB vice president, will speak.

March 13—House Antitrust and Monopoly Subcommittee opens hearings on concentration of ownership in news media. FCC Chairman Newton N. Minow is lead-off witness.

March 13-15—Audio Engineering Society's West Coast spring convention, Hollywood Roosevelt Hotel, Los Angeles. Fin stereo broadcasting, disc recording and reproduction, microphones and earphones and audio applications in the space age are among topics to be dealt with in technical papers.

March 15—Louisiana Assn. of Broadcasters, Opelousas Inn, Opelousas.

March 15—Deadline for comments on FCC proposed rulemaking to allow daytime stations to go on the air at 6 a.m. or sunrise, whichever is earlier.

March 15-16—Institute of Electrical & Electronic Engineers, Pacific computer conference, California Institute of Technology.

March 17-19—National Assn. of Educational Broadcasters, Region III, meeting, Kellogg Center, U. of Chicago.

March 18—Extended deadline for comments in FCC inquiry into the objectionable loudness of commercial announcements and commercial continuity over am, fm and tv stations.

March 18—Reply comments to FCC's proposed fm allocations table.

March 20-22—National Educational Television and Radio Center, spring meeting of program managers and station managers of affiliated non-commercial educational television stations. Park Sheraton Hotel, New York.


March 22-23—Spring convention of Arkansas Broadcasters Assn., Sam Peck Hotel, Little Rock. Speakers will be Blair Vard, vice president and media director of Needham, Louis & Brorby and Roy Moore, special agent, Little Rock office.

March 22-23—Arkansas AP Broadcasters Assn. meeting, Little Rock.

March 23—Twenty-fourth annual convention of Intercollegiate Broadcasting System, New York University. This convention follows the IRTS conference, March 21-22.


March 26—Final date for the filing of applications for ch. 5 in Boston. Applications will compete competitively with present occupant WHDH-TV.

March 26—Board of Broadcast Governors hearing, Ottawa.

March 27—Eleventh annual Management Conference of U. of Chicago, McCormick Place, Chicago. The one-day conference is sponsored by the Graduate School of Business and the university's Executive Program Club. Charles G. Mortimer, chairman of General Foods Corp., New York, N. Y., will speak at the evening conference banquet on "Developing a Climate Conducive to a New Product."

March 29—Advertising Women of New York Foundation, World's Fair Ball, Grand Ballroom, Waldorf-Astoria Hotel, New York City. Cocktail service, 6:30 p.m.; dinner, 8:00 p.m.; dancing to Lester Lanin's orchestra from 8:00 p.m. to 2:00 a.m.

March 29-30—National Assn. of Educational Broadcasters Region 11 conference, Tampa, Fla. Program includes conference chairman in person, the speakers are William Henry, NAEB president, and Richard Hull, of Ohio State U., NAEB board chairman.

March 31—Assn. of Maximum Service Telecasters annual membership meeting, Conrad Hilton Hotel, Chicago.

March 31-April 3—Annual NAB convention, Conrad Hilton Hotel, Chicago.

APRIL

April 1—Deadline for comments on FCC proposed rulemaking to reserve ch. 39 in Allentown for tv use.

April 2—Premium Advertising Conference, conducted by Premium Brands Assn. of America, McCormick Place, Chicago. The theme of the conference, which is held in conjunction with the National Premium Buyers' Exposition (see above) is "Operation Greater Economic Growth Through More Productive Advertising and Sales Promotion."

April 3—Annual Conclave of Broadcast Executives Assn.; Richard F. Tomlinson, president of Food Products & Frozen Food Distributors; Daniel L. Goldy, U. S. Dept. of Commerce; and William Dunham, president of Premium Advertising Assn. of America.

April 5-5—Assn. of National Advertisers' West Coast meeting, Statler-Hilton Hotel, Santa Barbara, Calif.

April 6—American Women in Radio & Television, Projection '63 workshop, 10 a.m.-12:30 p.m., tv wing, McCormick-Erickson Ave., 405 Lexington Ave., New York.

April 6—Georgia AP Broadcasters Assn. meeting, Atlanta.

April 11—Seminar on radio broadcasting and community leadership under joint auspices of Southern California Broadcasters Assn. and U. of Southern California Dept. of Telecommunications, USC campus.

April 11—Deadline for reply comments to proposed FCC proposals.


April 17—Deadline for reply comments on FCC proposed fm allocations table.

April 18—Assn. of National Advertisers, workshop on international advertising, Hotel Plaza, New York.

April 18-20—Twentieth annual Alpha Ep- silon Rho convention, Hotel President, Kansas City, Mo. Delegation of students of broadcasting from 32 universities.
"My client's got a right to justice even tho' I'd rather punch him in the nose."

Abraham Lincoln Jones, Attorney-at-Law

The Law and Mr. Jones

Starring James Whitmore as Abraham Lincoln Jones, Attorney-at-Law

Co-starring Janet DeGore and Conlan Carter

Here is superior television drama, the generously humorous, sometimes explosive stories of an impulsive, forceful lawyer dedicated to the principal that the law is the foundation of our freedom. His concern is more for justice than for a lucrative corporate law practice.

Joining the regular cast of Janet DeGore and Conlan Carter are distinguished guest stars like Otto Kruger, Dick Powell, Lyle Bettger, Jean Hagen, Hugh Marlowe, Robert Middleton, Arthur Franz and others.

This series was so popular that when it was taken off the ABC network more than 400,000 letters of protest caused its return to complete its network run... an unprecedented event in the annals of TV history.

Now available on an individual market basis, 45 half-hour episodes of The Law and Mr. Jones.

"Proven-Programming" from Four Star Distribution Corp.

Also in distribution: The Detectives / Target: The Corruptors / Stagecoach West / Dick Powell's Zane Grey Theatre.
OPEN MIKE

No time for modesty

EDITOR: Hats off to Marshall Hawks who criticized the way New York radio and tv stations worshiped the struck newspaper workers (Open Mike, Feb. 18). The situation is no better in Cleveland where few reports were aired about the fact that the Cleveland auto dealers had the biggest January in history, despite the newspaper strike. Few reports were heard about the Cleveland Boat Show (a newspaper promotion) drawing the biggest crowds in its history in the middle of the newspaper strike.

Let broadcasters forget the papers, take the newspaper columnists off the air and promote radio—Joel Rose, program director, WCUE, Akron, Ohio.

(Story on how radio-tv rescued the Cleveland Boat Show was carried in that same Feb. 18 issue)

A case for radio drama

EDITOR: Maybe I’m living in the past, but I’m still looking forward to the day when I might turn on the radio and find a bit of drama. Drama is not out of place on radio if programmed in the right time period...

I talked with local merchants. Of 15 interviewed, 14 indicated a desire to advertise with prestige radio that offered drama.

Although each now spends most of his money in tv, they said they would turn more to radio if offered what they wanted. One would like to buy a 15-minute drama in the late evening for second-shift workers. Another indicated a desire to buy radio drama after midnight “when tv is off.”

These business men were not from the old school. One didn’t even remember The Shadow on radio. Even so he spends a large part of his ad dollars in radio.

What about ratings?... Soap operas in early afternoon would definitely draw the housewife who doesn’t have time to watch tv. The children’s program on Sunday morning is not to be forgotten. Sunday evening is a good place for radio drama.

Program it right and I say it will pay.

—John Stolz, Peoria, III.

‘Wallace’ still thriving

EDITOR: Your otherwise fine Our Respects on Robert William Dillon in the Feb. 25 issue was marred by reference to the “passing” of Wallace’s Farmer during the depression. This fine farm publication was founded in 1885 and has been going strong ever since. George R. Cook, for many years with WLS Chicago, is now president of Wallace’s Farmer.—Harold E. Flint, president, Harold E. Flint & Assoc., Fargo, N.D.

FLY DELTA JETS to
NATIONAL ASSOCIATION OF BROADCASTERS CONVENTION

Chicago • March 31-April 4

“From the top” you’ll get more out of your convention trip when you fly Delta Jets round trip to Chicago. And service is always in the famed Delta tradition—personal, quick and exceedingly thoughtful. Fly Delta Jets thru to Chicago from:

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Editor and Publisher Sol Taishoff

Editorial
Vice President and Executive Editor Edwin H. James

Associate Editors: J. Frank Beatty, Bruce Robertson (Hollywood), Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago), Dawson Nall; Associate Editors: George Darlington, Leonard Zeidenberg; Staff Writers: Sid Booth, Gary Campbell, Jim Delibencourt, Larry Michele; Editorial Assistants: Elizabeth Meyer, Chuck Shaffer, Rosemary Studer, Mary K. V. — Secretary to the Publisher: Gladys Hall.

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Comptroller: Irving C. Miller, Assistant Auditor: Emma Weston.

Publication and Circulation

Director of Publications: John C. Cosgrove


Bureaus
New York: 444 Madison Ave., Zone 22, Plaza 5-8354

Editorial Director: Rufus Carter; Bureau Manager: David W. Belkyn, Associate Editor: Rocco Fanighetti; Staff Writers: John Gardner, Diane Halbert, Larry Lutter, Assistant: Frances Bonovich; Vice President and Sales Manager: Winfield R. Levi; Annual Sales Manager: Eleanor P. Mann; Advertising Representatives: Don. D. Goy and Abel; Advertising Assistant: Ellen Reilly.

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-8115.


Senior Editor: Bruce Robertson, Western Sales Manager: Bill Merritt.

Toronto: 11 Burton Road, Zone 10, Hudson 9-2594, Correspondent: James Montagne.

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Broadcasting, March 4, 1963
GREAT INSTITUTIONS

...characterized by creativity

THE ART INSTITUTE OF CHICAGO

KWTV OKLAHOMA CITY

KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.
We must view with profound respect the infinite capacity of the human mind to resist the introduction of useful knowledge."

THOMAS RAYNESFORD LOUNSBURY
(American scholar and educator, 1833-1915)

Well, maybe.

But a lot depends on how that useful knowledge is introduced. For instance, during the last quarter of 1962, NBC News specials presented in evening time covered such diverse actualities as the Cuban crisis, the Berlin Wall, and the world of William Shakespeare. These programs attracted an average audience of 7,800,000 families—an audience virtually as large as the average audience for all regularly scheduled nighttime programs.

It is clear that people today do not "resist the introduction of useful knowledge"—at least when it comes to them by way of special programs produced by NBC News.

It has been the custom to boast that factual programs attract small but select audiences. These audiences are still select, but for NBC they are no longer small. Potential sponsors may take note that more such special programs are taking shape at the network. For unlike Mr. Lounsbury, we at NBC "...view with profound respect the infinite capacity of the human mind." Period.

*Less than one rating point apart.
The computer is a tool—not a system

The computer is the hottest tool in the advertising business.

But like so many other things, everybody thinks it can do everything under the sun.

The truth is that in advertising, the computer is losing its perspective as a tool and is being talked about as a system—and it is not a system! It is a tool to be incorporated in systems.

And in conjunction with this, it's often asked in advertising whether or not computers can select the media combination for a most effective use of available advertising dollars, or is this process still a matter of judgment and experience.

This is an active area in simulation (simulation is a process in which an actual market situation is set up that simulates or gives a representation of the types of people to whom the advertiser seeks to sell).

A specific formula can be followed, as for example, x number of people of x characteristics, read Life. You know their income, where they live, the kind of clothing they buy and their general habits, and other details available in terms of media statistics.

Also let's assume that on the Dick Clark Show there's x number of people of a certain sex, in certain age brackets, who have certain disposable income, and who have certain interests, hobbies, etc. If one knows all these characteristics, one should be able to pump into a computer one's objectives for advertising, pump into that same computer all the demographic characteristics for Life and the Dick Clark Show.

And then one should come out with an answer as to whether it should be one-page black-and-white in Life vs. three spots on Dick Clark, etc.

Or it might be to use the show for the first three months, then cut it off; use Life for the next four months, cut that off, or use the show exclusively, or even not use either.

But you can't do it!

No Comparisons. There are no comparable media statistics to give you an answer in black and white. Comparable media statistics can be analyzed today—and various data of this type has existed for almost 20 years—usually by a media analyst who throws in that indelible factor known as judgment.

But computers can be programmed with judgment. Two advertising agencies are programming in a judgment factor, meaning they are nearly putting a media analyst into the machine.

His judgment, along with characteristics of a combination of media selections, is being put into the computer and the output is supposed to give the magic answer.

It isn't quite that simple, and even the agencies attempting the process stress the inherent limitations and the limited adaptability.

The further one can go with a computer is to eliminate "overlap and duplication" characteristics in the different media.

Obvious things, such as a high dollar expenditure for a low per-thousand relationship, can be eliminated, but beyond that the judgment factor becomes too highly subjective and the computer an inefficient tool for this relationship.

Where does Kudner fit in with the computer? Though some other advertising agencies have made substantial investments in computers in recent months, Kudner is not expected to.

At the present, we use the IBM Service Corp. and Simulmatics Corp. on a service fee basis.

We could not rent, nor could either of my agency colleagues, the number of models and facilities IBM Service, for example, already has made available to us. We can use any bank of computers, set of programmers at any time on the fee basis arrangement.

We have been using computers at the Kudner Agency for three-and-a-half years in making media analysis, modified market simulation, and special market tests.

We have used computers extensively in media analysis and market analysis for some clients, for others we have never used them.

The particular clients for whom we used computers had intricate problems, and also the basic research data required to make the computer an effective tool.

There are certain functions which computers can perform, and others they cannot. But how about the future—what can we expect from computers?

**Needed Information**

If we can get the following data we then through simulation could develop a marketing program by which we should be able to accurately determine media mix.

The information: Demographic media characteristics that are objective and upon which the whole industry can agree. The agreement must be among radio, television, billboard, magazine, newspaper advertising people.

And these statistics must be uniform and must describe the audience characteristics and all other necessary information that's involved.

It should then be possible to program a computer with full media data, marketing and advertising objects and budget.

As a result, one can develop the best possible combination.

I personally think this development is about 10 years away.

When it does come, it isn't going to be accepted rapidly. This is obvious. Somebody is going to get hurt in any one of these combinations.

Objectivity is going to be questioned. Marketing data, media data and advertising objectives—the objectives of the whole mix—will be questioned.

But question as they may, this is the path of the future. Rough or smooth, this is the road, the direction toward which we are now moving.

The computer is a tool that is going to become more important in advertising as each day passes.

It is a tool that we're going to get a lot more mileage out of, but this is a tool and not a system. Its major limitation is the subjectivity in advertising. But we are getting more objective about our subjectivity!
FAVORITE THROUGHOUT MARYLAND  THE BALTIMORE SYMPHONY ORCHESTRA

WBAL-RADIO 1090 Baltimore
NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.

BROADCASTING, March 4, 1963
WESTERN ELECTRIC AND ITS BELL SYSTEM TEAMMATES

To help the Bell telephone companies serve their vast number of subscribers, Western Electric has major manufacturing locations in 13 cities, distribution centers in 34 cities, 17 installation areas and 4 systems equipment engineering headquarters. People? A total of over 140,000 men and women.

But it takes more than physical and human resources to do our job. It takes the Bell System’s special kind of teamwork.

Western Electric works closely with the American Telephone & Telegraph Company and the Bell telephone companies so that we can keep in constant touch with the changing needs of their customers.

We also work with the engineers of Bell Telephone Laboratories—who design and develop many of the products we make—to assure the high quality and manufacturability of these products.

Together, these Bell System teammates are constantly working toward their common goal of providing America with the best possible communications at the lowest possible cost.

We work best because we work together.

At Western Electric's Allentown Works, W.E. engineer Dave Ports (left) and William Moberg of Bell Laboratories examine a greatly magnified thin film circuit. This product is the result of Western Electric-Bell Laboratories teamwork...will help bring further miniaturization and more economical manufacture of telephone components.
“Operation Cutover” at Southern Bell Telephone Company is the culmination of months of cooperative work involving Southern Bell and Western Electric installers and engineers. These recently expanded facilities in Atlanta, Ga., will help serve the growing communications needs of the Southeast.

Bell Telephone Laboratories and Western Electric engineers worked together in perfecting this new cordless switchboard console which gives modern push-button convenience in a compact shape. A new console is examined by W.E. Planning Engineer Harold Haynes (right) and B.T.L. Design Engineer Robert Wirsching at Western Electric’s Indianapolis Works.

Research and Development on new products and techniques for the Bell System must progress at a rapid pace to keep up with America’s communications needs. To help achieve this goal, W. E. operates three Graduate Engineering Training Centers. Here, in a class at the New York Coliseum, instructor Frank Doyle discusses new developments in telephone circuitry.
movers and shapers of the
dynamic twin cities

Roy W. Larsen, president of the half-billion-dollar Twin City Federal Savings and Loan Association... Edwin William Rawlings, former 4-star Air Force general and now head of General Mills... Allen S. King president of the Northern States Power Company... These dynamic leaders, and dozens like them, have moved and shaped the vital Twin Cities of Minneapolis/St. Paul into a vibrant marketplace on-the-go. They make it move; they make it prosper. Instantly communicating with the moving and prospering Minneapolis/St. Paul audience are the Time-Life Broadcast stations, WTCN Radio and WTCN Television. TIME-LIFE BROADCAST, INC.—KLZ Radio-TV, Denver; WOOD Radio-TV, Grand Rapids; WFBM Radio-TV, Indianapolis; WTCN Radio-TV, Minneapolis; KOGO Radio-TV, San Dieg...
The troubled business of broadcast audience research, already under fire from the outside, got a new jolt last week—from the inside.

On the eve of a new congressional investigation of radio and tv ratings services, President Norman E. Cash of the Television Bureau of Advertising issued a statement saying "refinement" of tv research tools and methodology is "overdue."

So far as could be determined, a congressional version of this same belief is one of the forces behind the ratings services hearings to be started tomorrow (Tuesday) by the Special Subcommittee on Investigations of the House Commerce Committee (Broadcasting, Feb. 18, 25; also see below).

Mr. Cash's statement, distributed for release yesterday (Sunday), was greeted by a wide range of reaction, from enthusiastic endorsement to mild agreement, indifference and, at the farthest extreme, a sort of derelict contempt.

The reaction also brought to light an inter-agency split in efforts already under way to get general agency agreement on the kinds of audience data needed for media buying decisions.

The research committee of the American Assn. of Advertising Agencies has been working on this problem for almost a year, not for television alone but for major media generally. In addition, it was learned, a group of major agencies who for the present wish to remain anonymous has initiated a similar or related consensus-gathering project.

'Mystery Group' - Spokesmen for each of these groups—the AAAA committee and the so-called "mystery group," which reportedly includes J. Walter Thompson Co. and McCann-Erickson authorities, indicated their respective jobs were nearing completion. A "mystery group" member expressed confidence that eventually his group's findings would be merged or meshed with those of the AAAA group.

The need for an agency consensus on audience-data requirement was a major part of Mr. Cash's plea. He tied his statement to the growing use of computers among agencies, the resultant demand by agencies for more and more demographic data on tv audiences, and what he called an urgent need for "a meeting of the minds" on which of this information is really needed and which is not.

He left no doubt, however, that he considered the problem bigger than that. He cited the Federal Trade Commission consent orders signed by A. C. Nielsen Co., The Pulse Inc. and American Research Bureau among other factors making "a meeting of the minds" urgently necessary. The need for immediate refinements in research techniques was No. 1 on his list of questions needing study.

Cash Proposal - His specific proposal: "An industry group made up of agencies, advertisers and the television medium, through an organization such as the Advertising Research Foundation, must work with the rating serv-

NAB, network executives lead parade of ratings witnesses

The House Commerce Committee Special Subcommittee on Investigations begins hearings tomorrow (Tuesday) to learn whether broadcast rating services do what they say they do and whether their findings are reliable.

NAB President LeRoy Collins, who has criticized broadcasters for their reliance on ratings without requiring checks on the services' competence, will be the first witness. He will be followed this week by representatives of all major radio and television networks.

The following persons had been named as witnesses at week's end: Thomas W. Moore, vice president, ABC-TV; Robert Pauley, president, ABC Radio; James T. Aubrey, president, CBS-TV; Arthur Hull Hayes, president, CBS Radio; Mort Werner, vice president of NBC-TV programs (replacing NBC-TV Executive Vice President Walter D. Scott, reported unavailable because of illness); William K. McDaniel, executive vice president, NBC Radio; Robert F. Hurleigh, president, MBS and Paul Rand Dixon, chairman, Federal Trade Commission.

Representatives of rating firms and other witnesses will be called in the weeks to follow. Their names will be released on a day-by-day basis to avoid "outside pressure," said Rep. Oren Harris (D-Ark.), chairman of both the parent commerce committee and the investigating subcommittee.

Long Preparation - Broadcast rating services have been under intensive subcommittee investigation for the past 18 months (At Deadline, Feb. 25).

Three major rating firms signed consent decrees with the Federal Trade Commission in January (Broadcasting, Jan. 7) and agreed their estimates were not infallible. Two subcommittee staffers, Rex Sparger and Bob Richardson, have interviewed several hundred persons who use and conduct ratings. Between September 1961 and December 1962 they wrote more than 4000 pages of confidential memorandum for the subcommittee and are known to have visited broadcasters, rating services, advertising agencies and advertisers in many cities including Chicago and New York (both many times), Philadelphia, Louisville, Tucson, Los Angeles, Milwaukee, Kansas City, Miami, Tampa, Oklahoma City and St. Louis.

Some broadcasters, it was learned last week, have been reluctant to talk to staff investigators. However, recent news stories in trade publications have brought forth several with information for the subcommittee.
RESEARCH BOMBED ON HEARING EVE continued

tices to determine:

1. What basic refinements in sampling and survey techniques must be made now to have more sensitive (research) tools.

2. What specifically is needed in the way of audience characteristics and what sample sizes will be required to meet the needs.

3. What it will all cost.

Mr. Cash added: “If these or similar steps are not taken before any additional audience-characteristic data are supplied by the rating services, who can possibly recognize the computers demand for this type of information?”

ARF Agrees • The Advertising Research Foundation was quick to agree with the TVB chief. A statement by ARF chairman Lyndon O. Brown, of Dancer-Fitzgerald-Sample, and ARF President Al W. Lehman said the foundation “agrees with Mr. Cash that ‘refinement of tv research tools and methodology is overdue’ and welcomes his suggestion wholeheartedly.”

The ARF leaders said a number of their committees had stressed the need for basic research and reported “a real need for a re-examination on an industry-wide basis of the determination and reporting of demographic characteristics.” They added:

“ARF would be glad to have an opportunity to participate since it recognizes its responsibility in this area. As the organization which has had the most experience in mobilizing impartial research experts, it is prepared to play an important role in any impartial research the industry desires.”

Most of the agency, network, and other radio-tv research authorities queried also indicated willingness to participate in a joint project of the sort prescribed by Mr. Cash. But some were more enthusiastic than others, while a few expressed doubts about the productivity of such an undertaking and one went so far as to suggest that TVB seemed to be “grandstanding for headlines.”

The principal hesitancy among agencies centered around a belief that the two projects currently underway, both inside and outside the AAAA, shortly will solve one of the major problems cited by Mr. Cash. They felt that his plan is not untimely but expressed a wish that he had held off a little while, until one or both of these projects is completed.

AAAA Study • The AAAA study is being conducted by the association’s research committee, headed by Donald Kanter of Tatham-Laird, Chicago, and a media research subcommittee under Bill Weilacher of Dancer-Fitzgerald-Sample, New York.

One major agency executive took the position that the need is not for “new” information but for an understanding of “how to use what we already have.” He said several agencies were participating in the so-called “mystery group” project and have made “copious progress.” TVB, he charged, has been turning “a tin ear” to what this group is doing.

Some broadcast station representatives contended, however, that agencies have shown little response to their pleas for clarification of what sort of information the agencies want from stations.

Radio’s Role • Several observers felt that Mr. Cash’s plan, cast in terms of television only, should be equally applicable to radio. It has been suggested that the increasing use of computers among agencies will be especially helpful to radio.

Edmund C. Bunker, who officially took over the presidency of the Radio Advertising Bureau last Friday, had this to say:

“Radio’s problem is different. We of course need an organized approach to the demographic material furnished for the computer age. But first we need better research. There’s no point in worrying about the color of the airplane before we design one that flies better.”

“RAB is working to stimulate better radio research that will be capable of measuring radio’s full size and at the same time will provide qualitative data necessary for the computer age. We regard this as the major need in radio today, although by no means the only answer to achieving accelerated sales progress.”

Lawrence Webb, managing director of Station Representatives Assoc., was one of those who thought TVB’s proposal should be as applicable to radio as to tv. Of Mr. Cash’s statement he said: “This is all just great, but what we need is action. If TVB can spearhead a conference such as this, we will be happy to participate.”

It was reliably reported that SRA has been quietly but methodically seeking some sort of agreement on computer-era research needs. Mr. Webb declined to confirm these reports, however.

There also have been other approaches to some of the goals singled out by Mr. Cash. It is known, for instance, that NAB research vice president Melvin Goldberg has conferred with research authorities of the networks and with leading rating services on the question of improving the services’ methodology. A report on these activities may be given in this week’s congressional hearing.

Among network experts, reactions to the Cash statement uniformly favored participation in any such cooperative study, but there was considerable concern about “what the agencies are going to do with all this audience data when they get it.” There was also some concern about “what they’re doing with what they already have.”

These reservations related to fears that agencies will overlook—or are overlooking—essential subjective knowledge “in their haste to fill these big machines with figures”; that they may “throw in everything they can get” without stopping to analyze what it means; or that they may sacrifice quality for quantity in computerizing mountainous piles of data.

There was a feeling, too, that the broadcast media already furnish more data about themselves than other media.

Some broadcast authorities questioned the extent to which some of the rating services break down their demographic information without increasing sample sizes. They felt that a sample that may be adequate to show total audiences and some audience-composition characteristics is not necessarily adequate—and may be inadequate—to show finer shadings of demographic information.

“I’m afraid,” one expert said, “that the services have tended to over-sell their resources in order to supply all the information the agencies are asking for.”

A spokesman for A. C. Nielsen Co., one of the leading rating services, offered this reaction to the TVB plan:

“We haven’t seen the actual TVB proposal, but it sounds like an interesting and constructive idea. Any plan which can help us to provide the industry with better local research, or make the industry more certain and articulate about its own research needs, deserves a try.”

Mr. Cash offered the services of TVB’s television research standards & practices committee to help implement
It's no accident that the shortest distance between the sell and the sale is the station your prospects believe in. Take over 40 years' broadcasting experience, add management and personnel with a keen sense of civic responsibility and you have one more reason why WFAA-TV is closest to the Dallas, Ft.Worth market.
Harper wants effect on buying measured

The subject of advertising research was approached from another direction last week by Marion Harper, board chairman-president of Interpublic Inc., who urged support by all media for a study in the field of advertising accountability.

Accountability, as used by Mr. Harper, refers to the determination of an advertising campaign's impact, not only in terms of numbers and types of people reached but also of its effect on the buying habits of those reached.

Over the past few years, Mr. Harper said, "the collective effort in this area is quite meager indeed." He noted that agencies have been reluctant to make commitments for such analytical measurements.

He discounted the school of thought which passes off the "accountability" thesis as a passing "fad." He suggested that more advertisers are aware of the need for more subtle measurement techniques but many still remain content with the measurement figures that the media and agencies offer them. Accountability, which is currently viewed as a "research cost," must achieve the status of an "advertising cost," Mr. Harper asserted.

Advertising, in general, will be less subject to skepticism, he said, when accountability research proves itself and the pinpointing of the effectiveness of an ad budget becomes an accepted reality.

Refinement of such methods will lead to new theories of advertising compensation, he predicted. One result which Mr. Harper envisions is that the rewards of advertising agencies will be commensurate with the success of their campaigns.

his plan. The committee is under the chairmanship of Martin L. Nieman of Edward Petry & Co.

Last summer the committee, then under the chairmanship of Don L. Kearney of Corinthian Broadcasting, got into an open squabble with ARB over ARB's plans to add audience age data to its local tv market reports (Broadcasting, June 18, July 2, 1962). ARB said its move was intended to meet "a growing demand" from advertisers and agencies, but the TVB group claimed it had found no widespread demand among agencies, at least not for this specific information prepared in this specific form.

The TVB committee then said it had found agreement among agencies on the need for more demographic data—but no agreement on what kinds of data are most needed.

In the statement last week TVB was again talking about local audience research, not national.

Agency and advertiser reliance on electronic-data processing equipment in reaching local marketing and advertising decisions, Mr. Cash said, has "greatly heightened demand for new research data." He continued:

"The computers are hungry for information, and agency requests for tv research data—of all sorts on a market-by-market basis—has mushroomed in recent months. The agencies are already being given a great deal of information, not available for other local media, on television's audiences, time spent, its reach among men, among women, among teen-agers, among children, etc.

"But they now want and ask for, individually rather than collectively, more demographic data such as income, family size, educational levels, number of children in the household, age breakdowns of individuals, even product consumption among television's audiences.

"Television has always led other media in meeting the needs of advertisers. It is a medium without peer among media in the scope and dimensions of its self-examination, its in-depth research. And television is well-researched for good reason. The more advertisers know about television, we have shown, the more they will use it.

In proposing an industry-wide study to sharpen the data-gathering process he said: "despite the scope and dimensions of television research . . . there comes a time when the research tools the agencies—and the industry—are using are just not fine enough."

Media men get reminder of radio story need

Edmund C. Bunker, who officially became president of Radio Advertising Bureau March 1, reminded media people last week of the "great comparative story" to be told about the "effectiveness of radio against other media." In support of his argument he pointed to the more than 200 million radio sets now in the U. S.

In a speech before the Jacksonville Advertising Club, Mr. Bunker iterated many of his plans for RAB which he had outlined earlier in a special interview (Broadcasting Feb. 18).

Essential elements of RAB policy emphasized by Mr. Bunker are: continued attention to "computer-consci-ous" research; publication of spot radio budget figures; increased efforts to sell agencies and advertisers on radio, and renewed attempts to develop ways of expediting the radio timebuying process.

Business briefly . . .

Purex Corp., through Edward H. Weiss & Co., Chicago, has added two more NBC-TV nighttime specials to its spring schedule: The Business of Gambling, Sun., April 28, 10-11 p.m., with Chet Huntley as narrator, and The Quiet Revolution, Fri., May 24, 10-11 p.m. Other NBC-TV Purex programs this season include The World of . . . series and daytime repeats of the Purex women's programs.

Sunbeam Corp., Chicago, has bought a special two-month campaign on ABC TV's American Bandstand, from March 4 through May 1. The campaign is for Lady Sunbeam hair dryers. Agency: Perrin & Assoc., Chicago.

Metropolitan Life Insurance Co. March 6 will sponsor CBS-TV's Where We Stand: Ten Years After Stalin (Wed., 7:30-8:30 p.m. EST). Agency: Young & Rubicam, New York.

John Morrell & Co., Chicago, producers of Broadcast canned meats, has begun a spot tv campaign mainly in the Midwest but covering other markets as well. The buy was described as a "long-range" drive by Geyer, Morey, Ballard Inc., New York, Morrell's agency.

Rep appointments . . .


- KSXX Salt Lake City and WBHP Huntsville, Ala.: Hal Walton & Co. as national representative.

- KBEA Kansas City, Mo.: Gill-Perna Inc., New York, as exclusive national representative.

Lockheed buys radio time

Lockheed Aircraft Corp., Burbank, Calif., beginning today (March 4) will sponsor a morning broadcast of science and engineering news on WGMS Washington, D. C., and KFI Los Angeles. The program will be called Lockheed Digest, and be heard on WGMS from 7:35 to 7:40 a.m. and on KFI from 6:55 to 7 a.m.

Lockheed Digest will feature Orval Anderson, science and engineering news analyst, and will be aimed at "work-bound engineers in government and industry." The company also said that the program will have interviews with "top military, industry and government leaders."
The South’s pioneer station extends deep and sincere appreciation to the Broadcast Pioneers and the entire industry for this distinguished award in recognition of WSB’s forty-one years of broadcasting service.
THE CREAM OF THE COMMERCIALS

Guinness Stout entry from England the best in tv, Boston ice cream commercial tops in radio, say IBA judges

The best tv commercial produced anywhere in the world during 1962 came from an English advertising agency and a French production firm, according to the judges of the third International Broadcasting Awards competition of the Hollywood Advertising Club. And the world’s best radio commercial was produced in Boston.

An animated spot for Guinness Stout with S. H. Benson Ltd. of London, the advertising agency, and Les Cineastes Associes, the production company, was given the IBA sweepstakes award as the world’s best tv commercial Tuesday (Feb. 26) at the IBA banquet. And a radio spot for Hood Banana Split ice cream, with Kenyon & Eckhardt, Boston, the agency, and Ace Recording of that city, the production house, was adjudged the best radio commercial of the year.

In the individual tv category awards, Spain surprisingly took three, all produced by Estudios Moro, Madrid. The “Galeria” commercial for Caldo Potax, whose agency is Publicidad Ruescas, Madrid, won the IBA trophy as the best animated spot of less than 60 seconds. The same agency’s spot for Cigarrillos Camel was voted the best combination live action and animation commercial, and a commercial for Sherry Tio Pepe de Gonzales Byass, whose agency is Publicidad Rasco, won top honors in the stop motion class.

Other foreign entries to win IBA trophies were the Guinness spot (best animation of 60 seconds or over) and a commercial for Macleans toothpaste, which got a special technical award for the best black-and-white photography. The agency was S. H. Benson Ltd., London; the production company, Guild Television Service Ltd., London.

Award-winning tv commercials created and produced in the U.S. were:

- Live action 60 seconds: Laura Scudder, a subsidiary of Pet Milk Co., for
Laura Scudder potato chips, Agency, Doyle Dane Bernbach, New York; production company, Elliot Unger Elliot, New York.


**Radio Awards** • All eight radio award-winners were American. In addition to the ice cream sweepstakes winner, which also was honored as the best humorous commercial of 60 seconds or over, the top radio spots were:


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*Great Western Savings*  
*Ford Motor's 'Peanuts'*  
*Red Ball Tennis Shoes*  
*Olin Mathieson Research*
Mr. Sarnoff pointed out that "in the largest sense, the influence of advertising on broadcasting is expansive and not restrictive, because it makes possible the resources for all we do, sponsored or unsponsored."

Mr. Sarnoff, West Coast vice president of NBC, stated: "Whatever may be the specific goal of the advertiser and whatever vehicle he may choose to reach it, he must make certain that his message is directed there with optimum effectiveness consistent with good taste. The International Broadcasting Awards competition was devised to give proper recognition to this principle."

Art Linkletter served as master of ceremonies for the presentation dinner at which a dozen or more Hollywood celebrities, including Danny Kaye, Laraine Day and Robert Young did the presenting. Don Fedderson and Fred Brogger co-produced the program, with entertainment by Pat Buttram, Gisele McKenzie, John Conte, Randy Sparks and the New Christy Minstrels, with Paul Weston and his orchestra.

Agency appointments...

- National Oil Fuel Institute has appointed Fuller & Smith & Ross, New York, to handle national and regional advertising. Account, which has never had an agency before, will bill $500,000 annually. Media strategy has not yet been decided.

- Anderson, Clayton & Co. Foods Div., Dallas, has appointed Benton & Bowles Inc. as advertising agency for Seven Seas salad dressings, currently marketed in Chicago and Cleveland.

TvB 'Selectroniscope' to aid spot tv buyers

Agencies and advertisers may have their spot tv buying problems considerably lessened this spring with the publication of Television Bureau of Advertising’s "Selectroniscope 1001," an audit of the audiences and costs of spot tv.

Selectroniscope is designed to give the marketer information on timing of seasonal campaigns, heavy saturation campaigns, bolstering weak markets, launching new products, pre-testing national campaigns, concentrating on special audiences, counteracting competitors’ efforts and building local dealer cooperation.

TvB is accepting orders for the Selectroniscope, successor to the "Television Sampler" published five years ago by the organization. The Selectroniscope, with the "Rapid Computer," costs $10 and can be ordered through TvB, 1 Rockefeller Plaza, New York 20, N. Y.
And television's funniest program is really packing them in! ARB data shows The Steve Allen Show in first place, or tied for first, in markets like: Los Angeles (5 rating, 33% share in 7-station market) Pittsburgh, Kansas City (10 rating, 39% share in 3-station market), Baltimore, Washington (5 rating, 33% share in 4-station market) and Cleveland!

In fifteen markets surveyed by ARB in October and again in November, the average market showed a 30% increase in rating and a 21% increase in share of audience for The Steve Allen Show in a month's time!

Let us show you a sample of the series which Cecil Smith of the Los Angeles Times called: "wild, uninhibited fun"; fill you in on its outstanding rating performance; and present several other succinct reasons why The Steve Allen Show should be on your station. Interested? Get in touch with Al Sussman.

Source: ARB Reports, October and November, 1962. Average 30 min. rating in Steve Allen time period.
1962 tv billings topped $1.5 billion

TVB REPORTS SPOT WAS UP 17% AND NETWORK INCREASED 12.2%

Gross time billings in television network and spot totaled more than $1.52 billion in 1962, according to Television Bureau of Advertising.

Network totals, compiled by individual networks for the year, were released last week. TVB also announced fourth quarter spot totals and breakdown. An earlier report (Broadcasting, Feb. 18) by TVB had placed spot billing for 1962 at $712,212,000, an increase of 17% over the $617,398,000 in time billings in 1961. The network increase was 12.2%.

Spot tv gross time billings in the fourth quarter of 1962: $197,759,000. This represents an 11.2% increase over the previous like period on basis of dollar volume, and a 9.5% gain according to an analysis of the 313 stations reporting in both the fourth quarter 1962 and 1961.

Of the networks, CBS-TV recorded the greatest annual gain (16%), NBC-TV was next with 11.5% and ABC-TV had 7.7% more. The billing figures for both network and spot:

<table>
<thead>
<tr>
<th>Network</th>
<th>NETWORK TV GROSS TIME BILLINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>December</td>
</tr>
<tr>
<td>ABC</td>
<td>$16,572,900</td>
</tr>
<tr>
<td>CBS</td>
<td>26,195,671</td>
</tr>
<tr>
<td>NBC</td>
<td>23,030,151</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$65,788,922</td>
</tr>
</tbody>
</table>

MONTH BY MONTH 1962

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$16,673,662</td>
<td>$25,528,518</td>
<td>$23,578,579</td>
<td>$65,780,759</td>
</tr>
<tr>
<td>February</td>
<td>15,796,364</td>
<td>23,528,815</td>
<td>21,966,372</td>
<td>61,291,551</td>
</tr>
<tr>
<td>March</td>
<td>15,762,981</td>
<td>25,731,519</td>
<td>24,100,566</td>
<td>65,594,066</td>
</tr>
<tr>
<td>April</td>
<td>15,737,755</td>
<td>24,193,144</td>
<td>21,899,207</td>
<td>61,830,106</td>
</tr>
<tr>
<td>May</td>
<td>15,722,996</td>
<td>23,892,305</td>
<td>23,493,373</td>
<td>62,009,671</td>
</tr>
<tr>
<td>June</td>
<td>15,631,277</td>
<td>25,881,050</td>
<td>22,690,590</td>
<td>64,202,827</td>
</tr>
<tr>
<td>July</td>
<td>15,708,722</td>
<td>25,793,374</td>
<td>22,788,918</td>
<td>64,291,014</td>
</tr>
<tr>
<td>August</td>
<td>16,075,143</td>
<td>24,966,181</td>
<td>23,160,760</td>
<td>64,205,064</td>
</tr>
<tr>
<td>September</td>
<td>16,601,454</td>
<td>25,851,322</td>
<td>21,416,265</td>
<td>63,869,051</td>
</tr>
<tr>
<td>October</td>
<td>15,919,765</td>
<td>27,874,414</td>
<td>26,098,732</td>
<td>74,892,978</td>
</tr>
<tr>
<td>November</td>
<td>16,382,551</td>
<td>28,322,411</td>
<td>26,215,561</td>
<td>73,200,523</td>
</tr>
<tr>
<td>December</td>
<td>19,269,385</td>
<td>26,525,466</td>
<td>24,555,202</td>
<td>71,377,063</td>
</tr>
</tbody>
</table>

Source: TVB/LNA-BAR

*November 1962 figures revised as of Feb. 18, 1963

Spot

FOURTH QUARTER BILLINGS BY DAY PARTS

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Amount</th>
<th>Per Cent</th>
<th>Amount</th>
<th>Per Cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day</td>
<td>$47,765,000</td>
<td>26.9</td>
<td>$49,545,000</td>
<td>25.0</td>
</tr>
<tr>
<td>Early evening</td>
<td>38,127,000</td>
<td>21.4</td>
<td>45,029,000</td>
<td>22.8</td>
</tr>
<tr>
<td>Prime night</td>
<td>54,188,000</td>
<td>30.5</td>
<td>59,912,000</td>
<td>30.3</td>
</tr>
<tr>
<td>Late night</td>
<td>37,740,000</td>
<td>21.3</td>
<td>43,273,000</td>
<td>21.9</td>
</tr>
<tr>
<td>Total</td>
<td>$177,827,000</td>
<td>100.0</td>
<td>$197,759,000</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Type of Activity

| Announcements | $143,698,000 | 80.8     | $161,296,000 | 81.6     |
| ID’s           | 15,482,000  | 8.7      | 17,166,000   | 8.7      |
| Programs       | 18,647,000  | 10.5     | 19,297,000   | 9.7      |
| Total          | $177,827,000 | 100.0    | $197,759,000 | 100.0    |

TOP 100 SPOT TV ADVERTISERS

FOURTH QUARTER 1962

(From: TVB-Rorabaugh)

1. Procter & Gamble $14,065,400
2. General Foods 6,499,500
3. Colgate Palmolive 9,473,800
4. Bristol-Myers 5,260,100
5. Lever Brothers 4,645,500
6. William Wrigley Jr. 3,528,800
7. Alberto-Culver 3,082,500
8. Coca-Cola (bottlers) 2,968,800
9. American Home Products 2,900,800
10. General Mills 2,530,900
11. Miles Labs $2,401,700
12. Standard Brands 2,247,800
13. International Latex 2,240,500
14. Campbell Soup 2,046,600
15. P. Lorillard 2,037,100
16. Deluxe Reading 2,023,700
17. Continental Baking 1,904,000
18. Richardson-Merrell 1,860,700
19. Kellogg 1,815,000
20. Corn Products 1,696,300
21. Philip Morris 1,662,600
22. Pepsi Cola (bottlers) 1,603,600
23. Menley & James Labs 1,524,700
24. Ralston-Purina 1,488,600

Continued on page 38

BROADCASTING, March 4, 1963
"Carroll...it really works!" WFMY-TV's Women's Director and her friend discover there's plenty of life... and water... left in the old pump yet, one of the many picturesque tourist attractions in the Moravian settlement of Old Salem, located near the center of modern Winston-Salem. From this early-day village, founded almost two centuries ago, came the beginning for today's vibrant Winston-Salem, North Carolina's third largest city and the world's largest producer of tobacco products, with a record 10 year payroll increase of 147%. WFMY-TV is now in its 14th year of bringing CBS and aggressive local programming to the Winston-Salem, Greensboro and High Point area, the largest metropolitan TV market in the Carolinas and the heart of our 51 county coverage area. WFMY-TV... it really works, too.

Represented nationally by Harrington, Righter & Parsons, Inc.

SERVING THE LARGEST METROPOLITAN TV MARKET IN THE CAROLINAS

BROADCASTING, March 4, 1963
99. Sinclair Refining  $457,100
100. Kenner Products  455,700
101. R. T. French  454,700
102. Ideal Toy  452,000
103. Stroh Brewery  451,300
104. E. I. du Pont de Nemours  439,500
105. Charles Gulden  434,500
106. M. J. B. Co.  427,100
107. Volkswagen Dealers  423,500
108. Libby Products  414,700
109. Interstate Bakers  413,000
110. Eastman Chemical Products  406,400

Gift Stars starts radio-tv test

Gift Stars Inc., Minneapolis, will start a test-market advertising campaign on radio and tv stations in 10 western states on April 1, to introduce its new gift coupon program.

Schedules on 62 radio and 21 tv stations will run for 10 weeks, 2 for a one-year, all-media test. Howard Wilson, advertising director of Gift Stars, said the new gift stamp program would invest about $500,000 in all media for the first two months of the one-year test. Gift Stars expects to spend a total of $20 million in introductory advertising over a period of time (Broadcasting, Oct. 22, 1962).

Gift Stars operates this way: housewives will buy products of manufacturers participating in the program. The shopper will save the coupons, which will be packed with the product, until she trades them in for free gifts.

Curtis L. Carlson, president of Gift Stars, noted the coupons do not compete with trading stamps. The coupons are designed to foster product allegiance rather than store loyalty, as in the case of trading stamps.

Gift Stars' introductory schedule, according to Mr. Wilson, is placed in a "controlled" test area: 21.5% of the total U.S. It covers all of Colorado and Utah, and parts of eight other states.

The schedule calls for a radio campaign of 30-60 spots per week per station, consisting of 1D's and minutes. The tv drive in major markets will consist of 20-25 spots per week total. Minor or tv markets will have 12-15 spots total spots per week. In tv, minutes, 20's and 1D's will be used.

Only one manufacturer in each product category will be accepted for participation in the new Gift Stars broadcast program.


Package designers should keep television in mind

Closer cooperation between tv commercial producers, advertising agencies and designers of product packages was urged by a panel of speakers during a meeting of the eastern chapter of the Package Designers Council in New York last week.

This suggestion was raised by John Lanigan, executive vice president, Videotape Productions of New York, and was echoed by other speakers. Mr. Lanigan claimed that many advertisers, though pleased with their commercial generally, often believe that their package "looks terrible" on tv. He urged package designers to consult with the commercial producers, to test the package on a tv monitor during exploratory and trial stages that a maximum effect can be achieved.

Other panelists expressed a similar view and claimed they did their best to make packages entertaining on tv. The panel also included William Duffy, senior art director, McCann-Erickson; Carroll Martin, art director, J. Walter Thompson; Lee Savage, art director, Elektra Productions, and John Murtha, Sandgran & Murtha.

Storm Adv. acquires Padco

Storm Adv. Inc. of Rochester, N. Y., and St. Louis has acquired the Padco Adv. Agency also in St. Louis. The Storm company said that Padco President Paul D. Kranzberg and Louis H. Enkelmann, vice president, will both become vice presidents of the Storm agency.

Storm said that other Padco personnel will also join Storm offices in St. Louis under the direction of Gerald P. Deppe, executive vice president. Office space in St. Louis has been expanded to handle new personnel, the agency said.

Also in advertising...

Rep firm moves - Spot Time Sales, New York, has moved to larger quarters at 444 Madison Ave., zone 22. The telephone number, Plaza 3-3337, remains the same. Spot Time Sales also announced that Bert Chance will reprise the firm in San Francisco, at 41 Sutter St. Telephone is Yukon 1-1199.

Rep firm moves - The Devney Organization Inc., and its subsidiary D-O Sales Service, have moved to 347 Madison Ave., New York 17. New telephone is Murray Hill 3-5830.

MPO staffs move - All management, sales, accounting and editing personnel of MPO Videotronics Inc., New York, have moved to its new "communications center" at 222 E. 44 St. MPO is operating studios and production facilities in Long Island City, N. Y., until completion, scheduled for April, of the production center in MPO's new building in Manhattan.
AUTOLOG features the lowest cost modular system with four to nine channels available for local or remote use. Why spend extra money on an elaborate system when AUTOLOG maintains legally and techni-
cally correct logs?

Ready for delivery.

YOU HAVE SEEN AUTOLOG IN ACTION

□ First demonstrated at 1962 NAB Show, Chicago, Ill., April, 1962
□ Florida Association of Broadcasters, Tampa, Fla., June, 1962
□ IRE Annual Broadcast Symposium, Washington, D.C., Sept., 1962
□ Seven NAB Regional Conferences Oct.-Nov., 1962

Please send me AUTOLOG information for my station.
Transmitter Make and Model ________________________________
Present Remote Control Make and Model ____________________
Number of Towers ______ Frequency Monitor Make ________
Name ___________________________ Title __________________
Station ______________________ Address __________________
City __________________________ State ____________________

General Electronic Laboratories, Inc.
Campbell-Mithun unveils new offices

NEW MINNEAPOLIS LAYOUT FEATURES ‘TRAFFIC-LOOP’ SPACE DESIGN

Campbell-Mithun Inc. held open house in Minneapolis last week to show off its new custom-designed agency headquarters in the city’s equality-new Northstar Center, a $25-million office-hotel-shopping complex that is part of a vast downtown redevelopment program. Campbell-Mithun is part owner-investor in Northstar Center.

The agency has two-plus floors in the center with the office layout featuring an unusual traffic loop design. With Campbell-Mithun spending nearly one-half of its more than $50 million annual billings in the broadcast media (11% radio, 36% television, of which more than half is local spot), a key highlight of the new headquarters is the agency’s tv-radio production facilities, audition theatre and closed-circuit tv system.

Broadcast clients include Hamm’s beer, Chun King, Northwest Orient Airlines, Pillsbury, Malt-o-Meal, Bubble-Up and American Dairy Assn. among others.

Dubbed Campbell-Mithun’s “first” news conference since the agency’s founding 30 years ago, the open house event Monday represented the only time that insiders could recall that Raymond O. Mithun, co-founder and board chairman, has disclosed publicly the basic operating philosophy of the agency. Mr. Mithun emphasized that the most powerful force in the world of advertising and marketing is an idea. For this reason, he explained, computers or machine technology could never replace creative talents or substitute for human judgment.

Albert R. Whitman, Campbell-Mithun president, pointed out that while computers will assist in cutting down work detail, the “answers” that come out of the machines can never be any better that the quality of the data that is fed into them. The human judgment factor is constantly involved in evaluating this data, he noted.

An executive committee of the agency has been studying the application of computers to media selection and buying for more than a year. The computer center in the new headquarters presently is devoted chiefly to streamlining internal paperwork and administrative functions, but starting in April it will be used for experimental media application. New York consultant Ira Rubel is assisting the agency in development of computer uses, Mr. Mithun said.

Campbell-Mithun “has found great reward in working with tough-minded but fair clients,” Mr. Mithun said. The demanding client keeps both his people and those of the agency “on their toes,” he added. Their chief goal: helping clients grow. The result has been a sixfold growth in billing volume for the agency during the past decade, with 70% of this coming from clients already served.

“No one is going to make intelligent progress in our agency unless he has great innate desire,” Mr. Mithun said. The agency has long used an industrial psychologist to test employees’ qualifications, he said, but the one quality that can’t be measured “is the depth of fire in a man—the desire to win for a client.” While Campbell-Mithun demands this zeal of its people, it must be disciplined and in line with the “golden rule,” he explained.

Campbell-Mithun also believes in “pioneer ideas” which are joined together in a total marketing program to produce “cog wheel power,” Mr. Mithun said. As an example he cited how the basic theme of Hamm’s beer is expressed and reinforced throughout all major media as well as labels, trucks, point-of-purchase, menus, napkins, etc.

“We start with the creative idea decision first,” he explained, “and then we find the media.” However, Northwest Orient Airlines highly successful venture into saturation radio in 1958 with its “gong” commercial was an application of the pioneer idea to media, he indicated. Before that the airlines believed newspapers were the only way they could advertise effectively, he recalled, but the “gong” and radio combined to give Northwest high consumer...
BUY

That very highly survey-rated*, CBS affiliated, Personality activated, Civic-minded motivated, Sales results premeditated, Cowles station in Des Moines NOW!

KRNT-TV

"One of the great news stations in the nation"

AN OPERATION OF COWLES MAGAZINES AND BROADCASTING, INC.
Represented By The Katz Agency

*See Oct.-Nov. Nielsen and Nov.-Dec. ARB for the highest ratings we've ever received.
identification in a new way.

Pioneer ideas as applied to marketing and advertising problems also can involve development of new products, unique product qualities, product improvement or new product use, Mr. Mithun said, as well as pricing, packaging, distribution, sales promotion plans, public relations and advertising. When products like bread and beer mature and competitive product differences lessen it is often the advertising innovations that spell the significant difference in consumer image, he noted.

Campbell-Mithun occupies both the 10th and 11th floors of the 16-story Northstar Center. Mr. Mithun's corner office off the 10th floor main reception lobby is the only one with outside windows. All other offices for the 350-some Minneapolis employees are inside units constructed of movable floor-to-ceiling metal acoustical walls.

These modules can be quickly altered to meet client requirements which always are changing, often on short notice. One wall of each office is ripple glass, facing the outside walkways circling the floors. Magnets hold shelves, pictures or working papers to the walls.

The traffic-flow concept of office layout and design was chosen after careful study of typical modern agency offices all over the country. Broadcast centers also were studied for ideas to incorporate in the tv theatre, studio, control and closed-circuit tv facilities.

Since the agency "product" is ideas, the office layout pattern involves "loops" flowing out from and back to a central hub. In the 11th floor creative department, for example, specific projects move from the single traffic-and-production center through the appropriate creative team and back again to traffic-production which is responsible for seeing that the work is done on time.

Another highlight of the "loop" involves placement of the research department next to the creative department since all ideas must begin with facts. This arrangement allows the idea flow to run from research through creative, into task-force conference, back to research for pre-testing and back again for post testing, the agency explained.

Campbell-Mithun's tv theatre seats 50 and includes both monochrome and color monitors. The closed circuit tv system feeds the theatre and six other locations within the agency. The master control center was custom built by Illinois Electronic Systems Inc., Chicago, midwest representative for General Precision Labs.

In one sub-level of Northstar Center the agency houses its library, data processing center, duplicating and mail services, telephone-teletypewriter center, creative kitchen and employe lunchroom.

Campbell-Mithun also has offices in Chicago, Hollywood and Baltimore and employs approximately 500 people to service the agency's diversified list of 42 different clients.

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THE MEDIA

NAB's record questioned at conference

STATE PRESIDENTS ROAM WIDE AREAS DURING 2-DAY NAB MEETING

What kind of leadership is the NAB providing for radio and tv stations? Is the NAB effectively working to improve broadcasting's public image; fighting an FCC reaching for more and more pow-

er; coordinating activities of state associations? Is the NAB too weak? Does it actively and effectively stand up for the broadcasting industry?

These were questions raised from the floor and discussed spiritedly by delegates to the NAB's 8th Annual Conference of State Assn. Presidents in Washington's Shoreham Hotel last Tuesday and Wednesday (Feb. 26-27).

The controversial discussion centering around NAB President LeRoy Collins was put to the floor during a Wednesday morning roundtable discussion open to any subject. Over a dozen state presidents—some not members of NAB—spoke up, with pro and anti-Collins views about equally divided among those who entered the discussion.

Many, while defending Gov. Collins, asked the NAB for closer liaison with state groups and for action in specific areas.

Gov. Collins was not present and made no comment on the debate. He and the NAB were defended by panel moderator Vincent Wasilewski, NAB executive vice president; Howard Bell, NAB vice president for planning and development and conference coordinator, as well as several broadcasters.

C. Van Haften, of KTUC Tucson, and president of the Arizona Broadcasters Assn., broached the subject with an attack on the NAB's alleged lack of leadership without mentioning Gov. Collins by name. He charged the NAB leadership is weak and must be made stronger. It does not help individual stations and state associations and the NAB's public relations activities are unsatisfactory, Mr. Van Haften, whose station is not a member of the NAB.

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Alvis H. Temple (l), WKCT Bowling Green and secretary-treasurer of the Kentucky Broadcasters Assn., explains a radio problem at the NAB conference to Rep. Walter Rogers (c) (D-Tex.), chairman of the House Communications Subcommittee, and FCC Commissioner Rosel H. Hyde.
“Yes, we deliver,” say Tom Garten1 and John Sinclair2.
“We deliver Charleston, Huntington and 72 counties!”

Supermarket Station WSAZ-TV delivers all of Supermarket (conveniently listed in data books as the Charleston-Huntington Market). Including its four-state four-billion-dollar payroll; its 2,302,000* consumers; its 495,700** TV homes; and its $2,011,372,000* in retail sales!

What’s more, WSAZ-TV is the only station that delivers Supermarket!

WSAZ-TV has the tallest tower and the lowest channel number. A perfect combination for reaching over giant mountain tops to TV antennas tucked deep in valley towns...to reach all of Supermarket all at one time.

And Supermarket TV fans are so loyal to WSAZ-TV. You see, with twin studios in Charleston and Huntington and correspondents in cities all over Supermarket, WSAZ-TV really serves the area. Now that you know how we deliver—and how much—how long can you afford to put off a chat with your Katz Agency man?

WSAZ-TV, Channel 3, an NBC Primary Affiliate, Division: The Goodwill Stations, Inc.

1. Vice President, General Manager, WSAZ-TV. 2. Manager, Charleston Operation, WSAZ-TV.

*SRDS (July, 1962) **ARB Coverage Study (Fall, 1960)
A congressman, a commissioner and a broadcaster discuss what's ahead for radio at the state president's conference: (l to r) Odis Echols Jr., general manager of KCLV Clovis and president of New Mexico broadcasters; Rep. J. Arthur Younger (R-Calif.), ranking minority member of the House Communications Subcommittee, and FCC member Frederick W. Ford.

Rep. William Avery (r) (R-Kan.), member of House Rules Committee which will sit for hearings on resolutions to remove the House ban on radio-tv coverage, gives the word on the subject to FCC Commissioner Robert E. Lee (l) and Joseph Baudino, Washington vice president for Westinghouse Broadcasting Co., at last week's NAB conference of state presidents.

charged. He said later that he did not know a reporter was present when he made his remarks.

NAB Reply - Mr. Wasilewski immediately answered the Arizona broadcaster and expressed regret that Gov. Collins was not present to personally reply. The No. 2 man at the NAB strongly defended the approach and activities of the association—which he said is faced with a changing government ever trying to exert more control over radio-tv. He maintained the NAB is fighting as vigorously as possible: "We have done our best to fight these government inroads," he said.

Later in the discussion and in answer to another critic of the NAB, Mr. Wasilewski said: "I'll be damned if I'll say that our staff isn't as good as the personnel at any trade association." The quality of the NAB's personnel is "the highest and all are dedicated to their jobs," he said.

Morton Henkin, KSOO Sioux Falls and president of South Dakota broadcasters, and Florida President Joseph H. Field Jr., WIRK West Palm Beach, both entered strong defense of the NAB and its president. "We should decide what we can do for NAB and not what NAB can do for us," Mr. Field said.

Mr. Henkin took the same position in criticizing state associations for not helping the national association more. "Before we complain about the leadership of the NAB, we should examine our own positions," he said. Answering earlier statements from state presidents that they had picked up nothing worthwhile from the conference to take home, Mr. Henkin said "I'm taking a whole lot of information back . . ." to South Dakota.

Not Wanted - Colorado President Bob Martin, KMOR Littleton (non-NAB member), said that he was instructed by his association not to invite anybody from the NAB to speak at the Colorado convention in June because "they are not interested in anything the NAB has to say." He charged that Gov. Collins is ineffective because he is not a broadcaster, never has been and never will be.

"He is going in one direction and we are going in another," Mr. Martin said. "I go home with the feeling that Gov. Collins is one of the nicest guys in Washington but if I sat down and talked to him, he wouldn't know me very well and I wouldn't know him when we finished talking."

Mr. Wasilewski invited Mr. Martin to meet with the NAB president, expressing confidence that afterward the Coloradan would change his opinion.

The New Jersey president, Fred M. Wood of WMVB Millville, agreed with Mr. Van Haafken's criticism.

Sam J. Slate, New York state presi-
RCA FIELD-MESH IMAGE ORTHICONS

FOR BLACK-and-WHITE TV

RCA-7293A, 7295A and 8093A are but three of RCA's broad family of Image Orthicons. For fast delivery of these and others in the line, see your Authorized RCA Distributor of Broadcast Tubes.

RCA's Family of 3" Diameter Image Orthicons for Black-and-White TV programming includes:

RCA-7293A—Field mesh type utilizing special anti-ghost design; recognized for its reduced edge effects and corner focus features.

RCA-7295A—Field mesh, anti-ghost type with wide dynamic range and high signal-to-noise ratio, making it ideal for tape recording with TV cameras designed for 3-inch diameter image orthicons.

RCA-8093A—Sensitive, high-performance tube for low-light-level broadcast quality black-and-white pickup where scene illumination is less than 10 footcandles and depth of focus conditions require operating the lens at f/8 or higher.

FOR FAST SERVICE ON THESE TYPES CALL YOUR RCA DISTRIBUTOR OF BROADCAST TUBES

RCA ELECTRON TUBE DIVISION, HARRISON, N.J.

The Most Trusted Name in Television
Sen. Hartke wants Sec. 315 ‘straitjacket’ removed

The grown-up, affluent and responsible broadcast industry has "had long enough to learn its obligations in the straitjacket of regulation and ought now be turned as loose as possible," Sen. Vance Hartke (D-Ind.) told the NAB's State President's Conference in Washington last week (see page 42).

Sen. Hartke made his remarks in promising to push for repeal of Sec. 315 of the Communications Act which requires broadcasters to provide equal time for all political candidates. However, he tempered his plea for freedom with a proposal for "continuous study of broadcasting operations without Sec. 315; closer government scrutiny of license renewal applications, and endorsement of the often-expressed position that the licensee holds a "valuable commodity" which belongs to the people and which he only borrows.

There is no reason why broadcasting laws should "shackle coverage of any campaign or any news for that matter," the member of the Senate Commerce Committee and its Communications Subcommittee said. "The final decisions on news value and coverage should be left to the experts in the newsrooms."

Noting that Sec. 315 was suspended in 1960 for the presidential campaign, Sen. Hartke said it's obvious that a law which "needs to be lifted in whole or part from time to time is not a good law. I think if the suspension can be afforded in the contest for the highest office in the land, it can be for all contests for all offices."

Sen. Hartke announced that he planned to reintroduce a bill he sponsored in the last Congress calling for the repeal of Sec. 315. Hearings begin today (Monday) before the House Communications Subcommittee on a bill to suspend equal time requirements during the 1964 campaign (see page 62).

Too Many Specialists • The senator said that too many radio stations are turning toward specialization in one type of programming to the exclusion of all other program varieties. "I certainly don't think it is necessary for a station to cater exclusively to devotees of rock-and-roll, long-hair music or anything else," Sen. Hartke said. "I prefer my news and public affairs to be varied with entertainment of various kinds."

No hard and fast rules should be passed on specialization, he said, in conceding it may be desirable in certain markets.

Sen. Hartke put in a kind word in the flight of daytime stations to get minimum hours of 6 a.m. to 6 p.m. If a high-powered station is going to claim "some kind of squatter's rights over a vast territory, it ought to be prepared to serve that vast territory and not just with entertainment or even news of national interest," he said. "I think the public service obligation grows with the area being served. After all, the commercial possibilities and the rates grow with the size of the area."

In his opening remarks, Sen. Hartke had high praise for the leadership provided broadcasters by NAB President LeRoy Collins. "The NAB is fortunate to have Gov. Collins as president," he said. "Everyone on Capitol Hill respects him and he has brought a lot of prestige to the industry."

dent from WCBS New York, said that while he did not subscribe to the anti-Collins sentiment, many upstate New York broadcasters have a low opinion of Gov. Collins' leadership of the broadcasting industry. This anti-NAB sentiment is the association's own fault, Mr. Slate said.

Mississippi State Sen. W. M. Jones, also vice president of that state's broadcasters from WCHJ Brookhaven, said that he had "apprehensions" about Gov. Collins until the NAB president made his speech before the Nebraska broadcasters attacking the Omaha TV hearing (Broadcasting, Jan. 28). "In the Omaha situation, I think he found his way out of the woods," Mr. Jones said.

'Confusion' • Another defense of the NAB and its president was given by Cleatus O. Brazzell, South Carolina president from WELP Easley. He said the national association has an able leader and that the industry is in a "state of confusion" because of heavy pressures from government. The state groups are not using the leadership offered by NAB, Mr. Brazzell said, and the states should take the lead in fighting government controls.

Hamilton Shear, WSVA Harrisonburg and president of Virginia broadcasters, had a different complaint. He said that the conference of state presidents had been unproductive as far as giving the state associations a common project to work for. "I don't have much to really take home and put the boys to work on," he said. He suggested the NAB, in future conferences, select three or four major projects and let the delegates select one or two for all states to push collectively during the year.

This brought several comments on what had been the major project discussed at last week's sessions. Mr. Bell said it was the mandate to work for freedom of information on the state level. Robert H. Williams, Pennsyl-
If you could choose the slot where your tax money goes...

you would probably pick defense, or space exploration, or some other vital government job. It isn't likely that you'd pick a job for which there is no need for government to spend your tax money.

Yet some people keep urging the federal government to pour a lot of your tax money into federally owned electric power plants and lines, where $5½ billion dollars are already invested.

There's not the slightest need for this kind of spending. The nation's more than 300 investor-owned electric light and power companies can supply all the additional power a growing America will need.

Needless spending of your tax money would be senseless at any time, but it's downright dangerous today when so many billions are needed for essential jobs only the federal government can do.
we give the facts

a thorough airing

Media transactions present a risk as well as an opportunity to both buyer and seller. But the risks are considerably narrowed when all of the facts are available through our penetrating knowledge of the ever-changing market.

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regulation, freedom of information hearings, the ratings investigation and hearings beginning next week before the House Antitrust Subcommittee on concentration of ownership in news media.

General Counsel Douglas Anello discussed the FCC and its "disturbing" encroachments into the freedom of broadcasting. He said the FCC made 2,366 inspections of radio stations in 1962, the highest number on record. During a question-and-answer session which followed, several complaints were made against FCC inspectors' actions at individual stations.

These were directed primarily against one alleged demand by an FCC field man for a station's checkbook, and inspections on Sundays. (The FCC said later the checkbook incident involved a request for check stubs to determine if the station employed full-time a first class engineer.)

Mr. Bell said that freedom of the press usually means freedom from government restrictions. He said the NAB has taken the lead in the fight for equal access because the public relies more on broadcasting for news and information than any other medium. He reported on the upcoming news media confer-

Changing hands...

ANNOUNCED • The following sales of station interests were reported last week subject to FCC approval:

• WCCM, WGHJ (FM) Lawrence, Mass.: Sold by Mrs. Eileen M. Jaspert to Curt Gowdy for $325,000. Mr. Gowdy is a nationally known sports-caster, having broadcast the Boston Red Sox baseball games since 1951, and the NCAA Game of the Week and AFL football over ABC-TV last season. He lives in Wellesley Hills, Mass. WCCM, founded in 1947 by the late George H. Jaspert, operates daytime only on 800 kc with 1 kw. WGHJ operates on 93.7 mc with 1.35 kw. Broker was Hamilton-Landis & Assoc.

• WBBR-AM-FM East St. Louis, Ill.: Sold by Larry Picius to Paul Adams for $317,000. Mr. Adams is chief engineer of WCPX-TV Cincinnati. Mr. Picius owns WOBS Jacksonville, Fla. WBBR is a fulltime station on 1490 kc with 500 w daytime and 250 w nighttime. Broker was Hamilton-Landis & Assoc.

• KENO Las Vegas, Nev.: Sold by Maxwell Hurst and associates to VRA Enterprises for $275,000. VRA Enterprises is headed by M. D. Buchen, who is president of KNEZ Lompoc and KAVR Apple Valley, and is general manager of KRKD Los Angeles, all California. KENO operates fulltime on

ence with White House officials on freedom of information (see page 60).

Mr. Bell detailed the NAB's six-year fight against the American Bar Assn.'s Canon 35 barring cameras and microphones from the courtroom. He charged the ABA has not given broadcasting a "fair trial" and urged the state groups to take up the fight. He outlined a program to be waged by broadcasters on the local level to remove radio-TV from "second-class citizenship" in news gathering.

Successful Programs • During the Tuesday afternoon session, five presidents of state associations presented reports on successful projects in their states. Thomas C. Boscic, KIMA Yakima and president of the Washington State Assn. of Broadcasters, detailed successful efforts to win some of the state's legal advertising for radio-TV. He said $70,000 in 1962 had been channeled to radio-TV for advertising proposed amendments to the state constitution—money that formerly went into newspapers.

Jack Starke, WBAG Burlington and president of the North Carolina association, said his association "gained stature and prestige" through the establishment of a permanent office in Raleigh, the state capital. He explained many benefits through closer liaison with the state government and said that members' dues were raised from $15 to $100 to finance the NCAB activities.

NAB Radio Board Chairman William Schroeder (WOOD Grand Rapids), who also is president of the Michigan association, explained a college training program to be started in his state next month. College students from three state universities will spend 10 weeks at participating stations, he said, to work in all phases of radio-TV operations. The students will be paid $50 weekly and will receive college credits while detailed to the stations. Emphasis will be placed on management spending considerable time with the students, Mr. Schroeder said, and they "will not be used as mimeograph operators or janitors." He said the student program was started because of a feeling the top college students were not turning to broadcasting for careers and those that did were not properly trained.

Don C. Dailey of KGBX Springfield and president of the Missouri Broadcasters Assn., said that broadcasters in his state had tapped $100,000 in advertising from non-profit groups by establishment of a central billing system. Through this system, for the past 10 years Missouri stations have received revenues normally devoted to print media, he said. MBA will not place advertising for regular commercial accounts and retains the regular 15% commission for its services to stations, he said.

He said the association employs a full-time lawyer and legislative expert in addition to an executive secretary and started charging members dues only last year, operating for nine years on commissions from the non-profit advertising.

Jack C. Michael, president of the Tennessee Assn. of Broadcasters from WREC Memphis, explained three successful state-wide promotions of TAB. These included scholarships, high school speech and drama leagues and a 1962 campaign on behalf of state parks. The latter drive resulted in an increase for 1962 of $90,000 in attendance at state parks, he said.

Who Makes Rules? • Charles Stone, manager for the NAB Radio Code, urged the state association heads to join and support self-regulatory efforts with this warning: "help make the rules or be ruled" by government.

"The industry must become convinced that lashing itself to the wheel of its own ship to avoid being washed away by the force of outside elements" makes good sense, Mr. Stone said. The tenets of the code were conceived for the betterment of radio, he said, and

1460 kc with 1 kw. Broker was Wilt Gunzendorder & Assoc.

• KAVE-AM-TV Carlsbad, N. M.: Sold by Ed Talbott and associates to John Dome for $250,000. Mr. Dome owns WINF Hartford, Conn. Mr. Talbott and group retain ownership of KROD-TV El Paso, Tex. KAVE is a fulltimer on 1240 kc with 250 w. KAVE-TV operates on ch. 6 with 11.7 kw. Broker was Hamilton-Landis.

• WKLC St. Albans, W. Va.: Sold by Raymond I. Kandel to D. L. Rike & Co. for $91,000. Rike company is an investment house in Toledo, Ohio, and owns WOHF Bellefontaine, Ohio. John J. Cote is president of the buying group. WKLC is a daytimer on 1300 kc with 1 kw. Broker was R. C. Crisler & Co.

• KILE Galveston, Tex.: Sold by David Nathan and associates to Radio Galveston Inc. for $165,000. Radio Galveston is headed by Frank Jumell of Lubbock, Tex. KILE is a fulltime 250 watter on 1400 kc. Broker was Hamilton-Landis & Assoc.

• WARN-AM-FM Fort Pierce, Fla.: Sold by Randolf Compton and group to Charles Amory for $117,000. Mr. Amory is with Wesley Assoc., New York advertising agency. Mr. Compton's group retains WKDN Camden, N. J. WARN operates fulltime on 1330 kc with 1 kw day and 500 w night. WARN-FM is on 98.7 mc with 1.3 kw. Broker was Hamilton-Landis.

**ATTRACTIVE STATION BUYS!**

**EAST COAST—**Network affiliated VHF-TV station operating in the black. Good physical facilities. Total price of $650,000.00 on terms to be negotiated.

**FAR WEST—**Excellent power, daytime-only radio station serving marketing area of 200,000. Heavy fixed assets. Grossing $78,000.00 monthly and capable of doing much better. Priced at $175,000.00 with $50,000.00 down and balance over ten years.
'Qualified broadcaster' wanted on FCC

Appointment of a "qualified broadcaster" to the next available vacancy on the FCC was urged last week in a petition to President Kennedy adopted unanimously by the delegates to the NAB-sponsored Conference of State Broadcasters' Association Presidents.

The resolution was entered into the Congressional Record by Sen. Jennings Randolph (D-W, Va.) and sent to members of Congress in addition to the President. It states: "The undersigned representatives of State Broadcasters' Associations gathered at the Eighth Annual Conference of State Association Presidents do respectfully call to the attention of the President of the United States that none of his appointees to the Federal Communications Commission has been a person with special training and experience in the broadcast profession.

"The need to maintain a sense of balance, and, for broad expertise in the regulation of this vitally important medium of communication, makes it advisable and desirable that serious consideration be given to the appointment of a qualified broadcaster to the next vacancy that occurs on the Federal Communications Commission."

they were motivated by a desire to be of greater service to all interests of broadcasting.

"We must remain in a position to make our own standards and change them when circumstances change—as opposed to having them made for us, which rules may or may not change regardless of circumstances," Mr. Stone said.

Glenn B. Sanberg, executive vice president of the American Society of Assn. Executives, told the state presidents that voluntary associations of trade and professional men could hold the key to meeting the challenges facing the world. He said trade and professional groups must stir from their lethargy. "It’s about time that we stood up on our hind legs and started talking about the things we’re doing to lift the level of living in America," he said. "I think we've been sleeping too long."

The conference concluded Wednesday afternoon with a meeting of state association executive secretaries presided over by Jack Williams of the Georgia Assn. of Broadcasters.

Over half the states indicated that they now have fulltime executive secretaries and many of the remainder announced plans to obtain secretaries in the future.

Highlight of the conference was a Tuesday evening reception and buffet supper hosted by Gov. Collins and the NAB. Among the guests were 25 U. S. senators, 60 congressmen and six members of the FCC. Sen. Vance Hartke (D-Ind.) urged repeal of Sec. 315 of the Communications Act in a luncheon address (see page 46).

COLOR ON BLACK-AND-WHITE SETS

Stations use special systems giving tint illusion

Television viewers in six major markets are seeing color on their black and white sets. It's no gag, it's true.

A method of impressing an illusion of color on monochrome receivers is being used on all five of the stations owned by Storer Broadcasting Co. (Atlanta, Cleveland, Detroit, Toledo and Milwaukee) and by Taft's WKRC-TV Cincinnati.

The system, which makes use of a special complex preparation of video tape, shows up as pulsating diagonal lines covering about one-third of the TV screen. In the center third of the screen a regular black and white commercial is used. The outer third of the screen remains in a "black" condition.

Both Storer and Taft, with other stations and advertising agencies evincing serious interest, are using an Austrian invention licensed in the United States to General Television Network, Ferndale, Mich.

General Television Network is a subsidiary of Meilink Steel Safe Co., Toledo, Ohio. Meilink, one of the largest steel safe makers in the country, also manufactures large screen TV projectors. General Television Network was established five years ago to handle commercial and program production and closed circuit production. It is one of the largest TV production service organizations in the Midwest, according to sales manager John Mayer.

Not Color TV - General Television, Storer and Taft emphasize that the "color effect" process is not a substitute for regular color TV. This is stressed in all on-the-air and newspaper announcements.

Theoretically it is possible to use the system in a slide series, for commercials or for cartoons, Mr. Mayer says.

Noting that the process is being used now as an attention getter only, Bill Michaels, Storer vice president, added: "I personally don’t think it will develop much beyond the slide or limited animation use for quite some time, if ever."

But, he added, the color effect may stimulate viewers to think about regular, full-scale color TV.

Viewers are urged to use normal lighting in their viewing rooms, and to increase contrast and reduce brightness. This makes the color effect more vivid, it is said.

Users must submit their art work to General Television Network, Mr. Mayer said. It is then transferred to TV tape using the unidentified patented process.

GEL offers 'Autolog' to stations

A new system for the automatic recording of transmitter data has been introduced by General Electronic Labs Inc., Cambridge, Mass. The "Autolog" system appears to meet the new ruling by the FCC allowing automatic logging of transmitter readings, according to GEL (Broadcasting, Feb. 25).

Four to nine strip-chart recording channels are available for remote or local use. Recording of parameters for plate voltage, plate current, antenna current and carrier frequency are provided for on 31-day strip chart rolls.

A working Autolog system was first demonstrated by GEL at the 1962 NAB convention.

Accident delays KAIT-TV

There has been a "slight delay" in getting KAIT-TV Jonesboro, Ark. on the air.

The 525,000 antenna for the new ch. 8 television station fell to the ground as workmen were positioning it atop the station’s 300-foot tower. No one was injured and station manager, Rubin Masters, said the delay would be slight. KAIT-TV is expected to begin telecasting within 60 days.

Color on black and white TV
Who has a recorder to fill every broadcast need?

Ampex offers the widest selection of professional broadcast recorders today. Each providing superior performance. Each providing maximum reliability. There's the Ampex 351, standard of the broadcast industry. The Ampex 352, reproducer for monophonic or stereophonic sound. The Ampex 354, recorder/reproducer designed for stereophonic sound. The Ampex 601, professional quality portable recorder/reproducer. The Ampex PR-10, suitcase-size recorder/reproducer with capabilities of a studio console. And the Ampex 3200 duplicator, master/slave combination for high quality tape duplicating at low cost. Most Ampex recorders have stereophonic versions. The 350 and PR-10 Series offer 4-track playback. All are dependable, flexible, easy to operate. And all carry the Ampex "Four Star" one-year warranty. Ampex also makes 600 series professional tape noted for long life and constant performance. For more details write the only company providing recorders, tapes and memory devices for every application: Ampex Corporation, 934 Charter St., Redwood City, California. Sales and service engineers throughout the world.
Do the critics understand television?

TIO’S DANISH CALLS FOR MORE KNOWLEDGE OF MEDIUM

The nature of criticism directed against television, the shape of television itself and perhaps the future of the American people may be determined by the extent to which the critics and public understand how television works.

This view was advanced by Roy Danish, director of the Television Information Office, in a speech urging participants in the Western Radio & Television Conference, held Feb. 21-23 at Los Angeles, “to join forces with the broadcaster to improve people's understanding of the medium—of all mass media, for that matter.”

“I would like, in fact, to enlist you as staff members of TIO,” Mr. Danish said. “Your assignment is to ferret out the hard-core critic who would rather be vehement than informed, and to convince him that his first obligation is to know the score, and his second is to attempt, at least, to make a positive contribution if he expects to be taken seriously.”

Talk of “improving television,” he said, must take into account television’s nature as a mass medium, its need for mass audiences in order to survive and in order to reach them with programs of the type demanded by people “who are concerned with raising the sights of our society.”

“The state of television in the future,” Mr. Danish said, “may well be determined by the extent to which its viewers understand the medium and demonstrate that understanding through discriminating use and thoughtful, helpful criticism.

“The other half of the equation concerns the viewer, not the medium, and is perhaps even more significant. It says that much of what we learn and think about and feel comes to us by means other than the printed word and that the uses we learn to make of television, the shape we help it assume, may well determine what in the long run will become of us—as individuals and as a people.”

No Drop • There would be no let-

down in public service programming on the commercial TV stations of Los Angeles, should an educational TV station enter the area, a panel of station managers and program directors told the conference.

The broadcasters reported on the variety of public affairs programming they are already presenting and asked the educators in the audience to let them know what they’d be interested in seeing that is not now on the air. Somewhat bitterly, they cited the research finding that the intellectuals who criticize TV the most are usually those who watch it least and urged parents, teachers, ministers and newspaper critics, anyone who can influence the viewing of others, to support the good programs as well as condemning those they do not like.

Panel members included the managers of the three Los Angeles network-owned TV stations: Bob Wood, KNXT (TV); Tom McGrav, KNBC (TV); Elton Rule, KABC-TV; Mal Klein, manager of KJH-TV, with no network affiliation; Jack Brembeck, public affairs director, KABC-TV; Howard Sturm, public affairs manager, KNBC; Leon Drew, program director, KNXT; and a lone representative of radio, Harfield Weedin, program director, KNX.

IOWA STATE NETWORK FORMED

WOI Ames, Iowa, owned by Iowa State U., has formed a new 18-station statewide radio network—the Iowa State University Radio Concert Network. The programs aired by the network, which will broadcast on a twice-a-month basis until July 1, will consist of concerts by Iowa State organizations taped on campus.

The first concert, featuring the symphonic band, has been distributed for broadcast at the convenience of member station directors in the network area: KFGO Boone, MRB Burlington, KJIB Marshalltown, KSIB Creston, KDPS (FM) Des Moines, KWMT Ft. Dodge, KCHE Cherokee, KBWB Boone, KROS Clinton, KMCD Fairfield, KGLO Mason City, KCMC Carroll, KCUJ Pella, KRIB Mason City, KWAR (FM) Waverly, KCFD Ft. Dodge, KWWL Waterloo, and KDKN Denison.

NEW CBS RADIO SPOT OFFICE

CBS Radio Spot Sales is opening a new office in Philadelphia today (March 4) to be headed by Gene Myers, sales manager. It is located at City and Monument Avenues, Philadelphia 31. Telephone number is Tennyson 9-7000. Mr. Myers has been with CBS Radio Spot Sales for 10 years in Chicago, St. Louis and New York. In his new post, he will cover the Philadelphia-Baltimore-Washington areas.
To paraphrase the old “Don’t-look-now,—BUT” admonition, urgency compels us to say: DO look—BECAUSE this year’s NAB Convention is almost at hand! March 31-April 3.

As always, it will attract an attendance from all segments of the broadcast advertising business...and an attention from TV and radio executives in every corner of the nation.

As always, too, Broadcasting Magazine will serve this widespread interest with three of the most heavily-read issues it publishes each year: (1) pre-Convention on March 25; (2) during the Convention, April 1; and (3) post-Convention, April 8, rounding up everything that made news.

To accomplish this with the authoritative completeness that only Broadcasting can, a full-scale news room is being set up in Chicago—staffed with a dozen of Broadcasting's most experienced editors, equipped with direct lines to the Broadcasting headquarters in Washington. These facilities (more extensive than those of all other TV-radio journals purporting to cover the Convention) assure Broadcasting readers of thorough reports on every meeting, every committee session, every social affair. They’ll probe out the trends and tenor of the Convention, its unexpected developments, underrcurrents, and color. Skillfully edited, the result is the most authentic, comprehensive panorama of NAB’s 1963 conclave anywhere—and indispensable as a guide to what’s happening.

It adds up to a triple-barreled opportunity, too, for anyone with an advertising message that’s aimed at TV-&-radio’s busiest decision-makers. You get the year’s biggest bonus of attention with each of these three big issues, and at no increase in rates.

If you haven’t reserved your space yet, this is the hour to get cracking! It’s only days to deadlines—so wire or phone the nearest Broadcasting office today. 27,000 circulation.
Kennedy congratulates WSB on 'Golden Mike'

WSB Atlanta received the Mike Award, a gold-plated ribbon microphone, and radio-tv got a tribute from the President of the U. S. last week.

The award was presented at a banquet in New York at which FCC members and prominent broadcast executives helped make up a total attendance of more than 1,000.

Station executives honored included James M. Cox Jr., board chairman of James M. Cox Stations, and J. Leonard Reinsch, executive director; Frank Gaither, WSB general manager, and Marcus Bartlett, WSB-TV general manager. Cox stations also include WHIO-AM-FM-TV Dayton; WSOC-AM-FM-TV Charlotte, and WCKR-WIOD-FM Miami.

The Broadcasters' Foundation presented the award under auspices of the Broadcast Pioneers of which Ward L. Quaal, WGN-TV Chicago, is president. Arthur Simon is president of the foundation.

In a wire of congratulations, President Kennedy said that WSB merited the award “on numerous counts,” noting that he was “personally acquainted with its distinguished record” for leadership of projects “for the public good” in the South and nationally. He singled out for praise WSB’s role in providing radio facilities for Voice of America broadcasts during the Cuban crisis.

Said Mr. Kennedy: “This event transcends tribute to one station. It be-
tokens the vast contribution to the public good made by the broadcast arts—television along with radio—in keeping the American public the best informed in the world.”

The Atlanta outlet became the first station in the South to receive the award which honors pioneer stations contributing most to the tradition of the broadcasting industry. Previous winners: WLW Cincinnati in 1961, and WGN Chicago in 1962.

FCC Commissioners present were Robert E. Lev, E. William Henry, Frederick W. Ford, Kenneth Cox, Robert T. Bartley, and Rosel Hyde. The foundation benefits those in the industry in need of financial help because of illness or other emergency.

The award acknowledges “dedicated adherence to quality, integrity and responsibility in programming and management.”

WCKY is joining ABC Radio network

WCKY Cincinnati, which has operated without a network affiliation for 15 years, has joined ABC Radio.

The 50 kw station, whose last network association was with CBS Radio, has been an independent station since 1948. The station is owned and operated by L. B. Wilson Inc., of which C. H. Topmiller is president.

The affiliation of WCKY with ABC Radio is being announced jointly today (March 4) by Robert R. Pauley, ABC Radio president, and Mrs. Jeanette Heinzle, vice president and general manager of the station. Mrs. Heinzle said that WCKY will carry ABC Radio programs exclusively in the Cincinnati market “not later than Jan. 1” and would begin to broadcast some network program offerings within the next few weeks.

Mr. Pauley said WCKY will replace WLW as the network’s affiliate in Cincinnati. WLW had carried both ABC and NBC programs. Mr. Pauley noted the affiliation marks the first time in almost seven years that ABC Radio will have an exclusive outlet in the Cincinnati area.

WCKY is the second 50 kw to join ABC Radio in two weeks and the seventh within the past year. Two weeks ago ABC Radio announced the signing of 50 kw WHAS Louisville as a network affiliate (Broadcasting, Feb. 18).

WCKY operates on 1530 kc. L. B. James M. Cox Jr. (l) and J. Leonard Reinsch with WSB's 'Golden Mike.' The award is given annually to honor pioneer stations contributing most to the tradition of the industry.

After an absence of 15 years from network affiliation, WCKY joins ABC Radio. Signing the affiliation agreement is Mrs. Jeanette Heinzle, vice president and general manager of the 50-kw station. Earl Mullin (l), ABC vice president in charge of station relations for the radio network, and Paul Miller, WCKY station manager, participate in the signing ceremony.

Wilson Inc. also is licensee of WLBW-TV Miami (ch. 10).
The finest
in college basketball

Sports Network, Incorporated will televise all games of the 1963 Tournament, starting with the first round on March 9 and continuing through the championship game of March 23. The games will be televised on a regional basis to suit the various sections of the country. THE CHAMPIONSHIP GAME ON MARCH 23 WILL BE TELEVISED NATIONALLY.

For additional information—
Wire or Phone
Minow sidesteps the big question—again

FCC Chairman Newton N. Minow passed up a ripe opportunity last week to short circuit what he calls "wishful thinking" that he will resign his post later this year.

Instead, his carefully chosen words seemed to add to speculation that published reports (BROADCASTING, Feb. 11) of his impending departure are accurate.

Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, welcomed Mr. Minow to a hearing Wednesday which was intended to bring the subcommittee up to date on FCC activities (also see story below).

Noting that Chairman Minow had just returned from conferences in Switzerland, Sen. Pastore told the chairman, then seated as a subcommittee witness, it might be appropriate to get the facts "straight from the horse's mouth."

"I assure you," Mr. Minow replied, "that when I've made any decision about my future you will learn it from me and not have to get it from the trade press."

"Said like a true statesman," Sen. Pastore said, and added with a sweep of his hand "—but not responsive!"

"The fact of the matter is," Chairman Minow said deliberately, "that I've made no decision."

Sen. Pastore and other subcommittee members praised the FCC chairman and his work and said they hoped he would continue to serve the commission.

A Similar Tune • Last week's colloquy was not the first time Mr. Minow had failed to be completely responsive in telling the Senate about his commission plans.

During his nomination hearing before the Commerce Committee Feb. 8, 1961, Mr. Minow was told by Sen. Warren G. Magnuson, committee chairman, that since the passage of a resolution in 1960 the Senate has asked each person nominated to a regulatory commission by the President to indicate whether he intends to serve a full term.

"Is that your intention?" Mr. Minow was asked.

"It is, Mr. Chairman. I think I would be happy to serve as long as President Kennedy wants me."

Chairman Magnuson said, "We understand that there are some rare, special circumstances, maybe of health or something like that; but not to go down to the agency and serve a while, get the experience and then go out in the industry. That has been abused in the past."

"That is not my intention," Mr. Minow answered.

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FCC HEAD SEEKS UPBEAT FOR UHF, ETV

Also tells Senate group about his Geneva trip

The FCC told a Senate hearing last week that the agency is optimistic about increased growth of educational television and uhf which has been spurred by enactment of assisting legislation in both fields last year.

Chairman Newton N. Minow, accompanied by five fellow commissioners and a team of bureau chiefs, concluded testimony Wednesday (Feb. 27) before the Senate Communications Subcommittee on etv, all-channel tv sets and telephone rates. The hearings were continued from the week before when Commissioner Rosel H. Hyde appeared for Chairman Minow who attended scientific conferences in Geneva (BROADCASTING, Feb. 25).

Chairman Minow did not deny reports he would be leaving the commission for a job with Encyclopaedia Britannica later this year (see story above and BROADCASTING, Feb. 18, 11). He and the commission were praised by the subcommittee for the manner in which the agency has administered the Communications Act.

Since January, when technical standards for all-channel tv sets and an April 30, 1964 compliance deadline were set (BROADCASTING, Nov. 26, 1962), there have been signs the set manufacturers are "moving ahead in advance of that deadline," Chairman Minow reported.

No Etv Money • Congress failed to provide the money for federal grants to states authorized by Public Law 87-477, but regulations subsequently have been worked out for the processing of fund applications in anticipation the money is forthcoming, the chairman said. A special office for liaison between the agency, educators and the Dept. of Health, Education & Welfare (which will dispense the etv funds) has been set up by the FCC.

Pointing to new interest in uhf since the all-channel law, Mr. Minow said the number of authorized uhf stations increased from 134 in December 1961 to 153 a year later. The number of operating stations went up from 85 to 91 in the same period and the number of pending uhf applications increased from 17 to 29, with a definite upturn in the last couple of months, he said.

On etv, he said, the number of authorized etv stations has jumped from 80 to 95 in two years, and the number of those in operation increased from
Now, a solid-state video distribution amplifier with four outputs at less than the price previously paid for two outputs. The new VDA4-S is a compact plug-in module that is completely solid state — with resulting long life, high reliability and low power consumption. Drawing only 3½ watts of power, the VDA4-S features less than 1° differential phase and less than 1% differential gain. Frequency response is within ±0.5 db to 10 mc. Each unit has an adjustable gain control on the front panel. Yet, eight of these amplifiers, each with its own built-in power supply and supplied with their own mounting frame, require only 3½" of standard 19" rack space.

With all these features the new VDA4-S saves you money — in original price and in maintenance and operating costs. Compared to most tube type amplifiers the multiple savings of the VDA4-S enables it to actually pay for itself within a year.

Also available is the new PAT-4, a four output pulse regenerating distribution amplifier with the same basic features as the VDA4-S.

Find out for yourself — write now for complete details.

* TM, General Communications Div., Electra Megadyne Inc.
House keepers tighten committee budgets

House committees, including those which handle legislation affecting broadcasting, will operate under new reform regulations in the 88th Congress.

Complaints of loose spending and overseas junkets brought demands for check-reins on all committees. All will operate with one-year budgets instead of the usual two-year appropriations.

The House Administration Committee will keep a tight check on committee expenditures and will rule on investigation proposals to prevent overlap and duplication.

The budget of five committees normally handling legislation associated with broadcasting:
- Government Operations (freedom of information, etc.): $600,000 approved ($750,000 requested).
- Commerce (Communications Subcommittee, etc.): $245,950.
- Judiciary (antitrust, advertising): $200,000.
- Science and Astronautics (space communications): $150,000 approved ($300,000 requested).
- Small Business: $275,000 approved ($614,000 requested for two years).

62 to 76 with a total of 324 channels reserved for etv.

Chairman Minow also reported on his trip to Geneva with FCC Chief Engineer Edward W. Allen where they met with delegates to the International Telegraphic Union for discussions of U.S. technical recommendations for allocation of space communications systems. The chairman said he was presently optimistic that U.S. recommendations on permanent allocations may be adopted at an October conference. He did not say whether the Soviet Union was in agreement with U.S. proposals.

Leased Wire Rates • Asked about the FCC's approval of increased rates for users of private, leased telegraphic services of AT&T and Western Union, Chairman Minow said the FCC would be sympathetic to petitions from broadcasters and newspaper owners that the rate hikes be held up.

"It may be that the press should have a special rate, a preferential rate," he said. "This is an open decision. It is not yet finally determined."

Deadline for filings is April 1, Mr. Minow noted.

"However, our initial decision found no cost justification for a specially low press rate," he said.

Poller perjury indictment dropped by government

A perjury indictment against Lou Poller, former Milwaukee television broadcaster, has been dismissed on motion of the Dept. of Justice.

A federal judge in Washington granted the motion after the government moved for dismissal on the ground that Mr. Poller had, "purged himself of the perjury voluntarily." This means, it was explained, that Mr. Poller had voluntarily appeared again before a federal grand jury and testified about a meeting between officials of a Florida bank (of which Mr. Poller was an officer) and Teamsters Union executives. The indictment was based on Mr. Poller's claim that he could not recall the meeting (BROADCASTING, Aug. 6, 1962). The grand jury is investigating loans made by the Teamsters pension fund.

Mr. Poller still holds a permit for ch. 24 WCAN-TV Milwaukee. He has also filed a $4.3 million treble damage suit against CBS Inc. This involves the 1954 purchase by CBS of ch. 19 WOKY-TV in Milwaukee and the equipment and studios of Mr. Poller's WCAN-TV.

COX NOMINATION

Committee ready to confirm but Thurmond has questions

The Senate Commerce Committee is ready to confirm Kenneth A. Cox, FCC Broadcast Bureau chief, as a commissioner, Chairman Warren G. Magnuson (D-Wash.) said last week.

But a request by Sen. Strom Thurmond (D-S.C.) for an executive session is holding up approval.

The committee will meet tomorrow (Tuesday) to organize itself and it is likely Mr. Thurmond may tell members what he wants to ask Mr. Cox. Asked about his questions by a reporter Thursday (Feb. 28), Sen. Thurmond said he had not yet spoken about them to Chairman Magnuson, who has been out of town.

Sen. Thurmond would not say whether he opposed Mr. Cox's nomination, nor would he say what questions he had for Mr. Cox.

Other committee members present at the nomination hearing Jan. 31 spoke favorably of the nominee, but a vote has been held up for Sen. Thurmond's inquiry (BROADCASTING, Feb. 4).

Other committee business Thursday may include reassignment of some members to subcommittees, especially the communications unit, headed by Sen. John O. Pastore (D-R.I.). Two new Democratic and a new Republican member of the full committee must be assigned to subcommittee posts. A Republican vacancy exists on the communications group (left by Sen. Kenneth B. Keating [R-N.Y.]), and a new ratio of Democrats to Republicans (was 11:6, now 12:5) is certain to have an effect on subcommittee size.

The committee also may consider whether to continue its special Freedom of Communications Subcommittee which reported last year on 1960's suspension of equal time provisions for the presidential campaign.

The full committee is scheduled to hear nominations of incorporators of the Communications Satellite Corp. March 11, at which time further questions may be raised about federal spending on experimental communications satellites which benefits the to-be-privately-held firm (BROADCASTING, Feb. 25).

Two new incorporators were nominated by President Kennedy last week (see page 62).

New York requests 17 etv channels

The Board of Regents of New York requested last week that the FCC institute a rulemaking that would reallocate and reserve 17 uhf channels for noncommercial educational use for a statewide etv network.

New York state presently has six channels granted for noncommercial educational use— in Binghamton, Buffalo, Ithaca, New York, Rochester, and Syracuse. The Board of Regents said these channels are not being used because of a lack of funds for construction.

According to the Board of Regents, the requested channels are designed to serve about 100 colleges and universities, secondary schools and rural areas with educational television. Work on the development of the statewide network would begin in Hudson and Mohawk River valley communities. The second phase of the plan would be aimed at areas where the population is relatively heavy and educational needs are pressing. The final stage of the plan would cover the remaining populous areas.

Use of Channels • The Board of Regents said the state's proposal calls for 500 kw for the future stations with as much as 1,000 kw in heavily populated areas. The following is the sequence in which the channels would be activated according to the three-part plan.

• Part one: Chs. 13 and 15 in New
York; ch. 53 in Hempstead; ch. 21 in Poughkeepsie; ch. 17 in Albany; ch. 25 in Utica; ch. 43 in Syracuse; ch. 21 in Rochester; and chs. 17 and 23 in Buffalo.

* Part two: ch. 52 in Amsterdam-Gloversville; ch. 46 in Binghamton; ch. 30 in Corning-Eldira; ch. 58 in Jamestown; ch. 75 in Patchogue-Riverhead; ch. 28 in Plattsburg; and ch. 20 in Watertown.

* Part three: ch. 23 in Albany-Schenectady-Troy; ch. 79 in Batavia; ch. 56 in Boonville-Lowville; ch. 46 in Dunkirk; ch. 39 in Glens Falls; ch. 50 in Hornell; ch. 14 in Ithaca; ch. 18 in Saranac Lake-Lake Placid; ch. 66 in Malone; ch. 14 in Muskegon; ch. 24 in Ogdensburg; ch. 54 in Olean; and ch. 42 in Oneonta.

In addition there are 18 other communities which will ultimately have ctw.

The Board of Regents said that production facilities already existing in New York, Albany-Schenectady-Troy and Buffalo could provide sufficient programming for the beginning of the network. The board also said that more production studios are planned for cities in parts one and two of the plan.

The channels must be reserved now, according to the Board of Regents, for future use. Present funds do not allow their immediate use but the channels will be needed.

HARRIS PROPOSES TO LIFT HOUSE BAN
Resolution would allow radio-tv in committee hearings

Rep. Oren Harris (D-Ark.) has thrown his support behind broadcaster efforts to air House committee sessions.

A resolution to change the rules was introduced by Rep. Harris on Monday (Feb. 25). It has been endorsed as a proper approach by Speaker John W. McCormack (D-Mass.) and other members of the House leadership team.

Rules Committee Chairman Howard W. Smith (D-Va.), a key man in any change of House procedures, has scheduled a hearing on Rep. Harris’ proposal for tomorrow (Tuesday) at 10:30 a.m.

House rules have been interpreted under Democratic Speakers McCormack and Rayburn as prohibiting broadcasts, and both men refused to alter that interpretation without a mandate from the House membership.

Earlier access proposals by other members of Congress have been unsuccessful. Reps. George Meader (R-Mich.) and Mrs. Martha W. Griffiths (D-Mich.) have bills pending in this session (Broadcasting, Jan. 14).

Here is what Rep. Harris’ H. Res. 263 would provide:

1. That any committee may by its own majority vote “permit the broadcasting and telecasting of public hearings conducted by it or any of its subcommittees, or the recording thereof for later broadcasting and telecasting.”

2. “No witness may be required, against his will, to give evidence or testimony” during live broadcasts or during recordings for later use.

3. These broadcasts may not be used for commercial purposes, but this would not prevent “the broadcasting or telecasting of any such hearing in connection with a bona fide newscast, bona fide news documentary, or on-the-spot coverage of any such hearing as a bona fide news event.”

4. Committee chairmen would be responsible for supervision of all broadcasts and recordings.

Cleared At The Top • Rep. Harris, who had not offered access legislation in the past, said Thursday (Feb. 28) he has explored the subject with broadcasters, the Speaker, the House parliamentarian and other members of Congress “and came up with this approach in order that there be no delusion and uncertainty” about access limitations and protection for witnesses.

Rep. Harris, who is chairman of the Commerce Committee, which handles

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= MOVING POWER

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WSPD

DETROIT
WJBF

NEW YORK
WHN

MILWAUKEE
WITI-TV

CLEVELAND
WJH-TV

ATLANTA
WAGA-TV

TOLEDO
WSPD-TV

DETROIT
WJBF-TI

BROADCASTING, March 4, 1963
A QUESTION ABOUT DEPRECIATION

Westinghouse takes affiliation contract to Supreme Court

A 9½-year-old tax case involving the question of whether network affiliation contracts can be depreciated is before the U. S. Supreme Court.

The case is the Westinghouse Broadcasting Co. attack on the contention of the Internal Revenue Service that it cannot amortize $5 million allocated to network affiliation in 1953 when WBC bought ch. 3 WPTZ (TV) Philadelphia from the Philco Corp. for a total of $8.5 million.

WBC has lost its claim in the U. S. Tax Court and in the U. S. Court of Appeals. It has asked the Supreme Court to review the case.

The WBC petition for certiorari is opposed by the Dept of Justice in behalf of the Internal Revenue Service.

If Westinghouse fails to prevail it will have to pay almost $1 million in taxes for the disputed years. This amounts to $363,371.95 for 1953, and $622,410.13 for 1954.

The major point of contention between Westinghouse and IRS is whether network affiliation contracts have a "determinable" length. WBC claims that such contracts cannot be made longer than two-year terms, under FCC regulations. It stresses that there is no reasonable certainty that such contracts will be renewed, and points out that between 1953 and 1960 a total of 266 affiliation agreements were not renewed. It stresses that business prudence requires that a broadcaster must not count on more than two renewals.

No End - IRS insists that affiliation contracts almost always are renewed and therefore there is no way of telling when they come to an end. A tax court ruling was upheld by an appeals court last October (Broadcasting, Oct. 22, 1962).

While WBC owned WPTZ, the affiliation with NBC was renewed once, to expire Jan. 1, 1956. At that time, however, WBC and NBC exchanged stations: the network's Cleveland outlets for WBC's Philadelphia properties plus $3 million to WBC.

In its federal income tax returns for 1953 and 1954, WBC assumed a 5-month useful life for the affiliation—seven months of the contract originally signed with Philco in 1952 plus an assumed two renewals of 24 months each. After the WBC-NBC transaction, WBC scaled this down to a 31-month useful life which was the actual life of the contracts enjoyed by WBC.

There are six other tax cases involving network depreciation which are being held in abeyance in the U. S. Tax Court and/or the U. S. Court of Claims awaiting a final decision in the Westinghouse matter. Those involved include Time-Life; Corinthian, Meredith, Triangle, Cowles and Northern Pacific TV Corp.
NO ANSWER YET ON VHF DROP-INS

Minow hopes for compromise solution to break deadlock

The tension held last week for actual and would-be broadcasters who have been waiting 19 months for the FCC to decide whether to drop vhf channels at substandard spacing in eight two-station markets.

The commission had been scheduled to consider the matter at its meeting last week. But it had to cancel that meeting to keep a date on Capitol Hill (see story page 56), and the proposal was not expected to be taken up at an abbreviated session Friday (March 1).

The proposal, first offered as a proposed rulemaking in July 1961 (Broadcating, July 31, 1961), has split the commission. Indications are that the vote will be 4-3, whichever way it goes.

FCC Chairman Newton N. Minow hopes a compromise can be reached that would be acceptable to a more substantial majority. But so far no such compromise is in sight.

Chairman Minow has suggested, as a possible solution, that the drop-ins be approved, with the proviso that those who are granted the channels be required to surrender them in return for uhf facilities after a certain number of years (Broadcasting, Feb. 18).

Under another possible compromise being discussed within the commission, the proposal would be adopted, but with the express understanding that no future drop-ins would be approved.

Neither proposal, however, appears to have attracted much support.

Those favoring the drop-in proposal see it as providing an urgently needed third vhf network (ABC) service to the eight markets. Those opposing it fear it would set back the development of uhf television—at a time when Congress, through enactment of the all-channel-receiver act, and the FCC itself are attempting to foster uhf television's growth.

ABC Urges Drop-ins • Last week, ABC and potential applicants for the vhf drop-ins filed 10 petitions in a last-ditch effort to nudge the commission into approval of the proposal. All urged the FCC to disregard pleadings of the Assn. for Competitive Television, a uhf group which asked for additional time to comment on the drop-in proposal, and Taft Broadcasting Co., which said it would apply for a uhf channel in Dayton, Ohio, if a third vhf is not added there, as proposed (Broadcasting, Feb. 18). Taft last week filed for ch. 44 in that city.

The pro-drop-in petitions struck at the argument that the all-channel-set legislation—by increasing the sale of sets capable of receiving uhf signals—will enable uhf stations to survive and provide the needed service.

ABC, which hopes to gain vhf affiliates if the drop-in proposal is adopted, said the act can't provide the answer to the "urgent need" for service in the eight markets or improve the opportunities for a more effective network competition on a national basis.

The network also said those who think it would switch its programs from the vhf stations, where it shares time with the other networks, to a new uhf facility are mistaken. ABC said it is already suffering from a lack of vhf outlets and added, "It would be unfair to expect ABC and its advertisers to add to this burden."

Eight Markets • The eight markets marked for drop-ins are Baton Rouge, La.; Birmingham, Ala.; Charlotte, N. C.; Dayton, Ohio; Jacksonville, Fla.; Knoxville, Tenn.; Johnstown, Pa.; and Oklahoma City (a shift of ch. 5 from Enid).

The potential applicants who filed petitions last week are Alabama Telecasting Corp., Birmingham Tv Corp.,

Harry Mopp, of the dry hair ads, didn't make the Tricorn Club

Harry wasn't in the lifeless scalp commercials. He just buys TV spots for them. He just didn't know that North Carolina's No. 1 metropolitan market is the prosperous three-city Golden Triangle ... Winston-Salem, Greensboro, High Point ... No. 1 in population, households and retail sales. Knowing those facts is all it takes to crack this exclusive club, Harry. Then schedule WSJS Television, of course — which is the No. 1 way to saturate the Golden Triangle Market (and the surrounding rich area thrown in). You get a club hat with feathers, Harry, if you also remember North Carolina is the 12th state in population ... and that no self-respecting spot schedule can ignore the No. 1 market in the No. 12 state! You'll be a real smoothie with clients and account execs, Harry, when you join the Tricorn Club — provided our official hat can fit onto your tousled wig.

WSJS TELEVISION
WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING, March 4, 1963
SCIENTIST MADE HEAD OF COMSAT

Group establishes $5 million line of credit with banks

A 42-year-old scientist has been elected principal operating head of the Communications Satellite Corp., the space age communications company.

Dr. Joseph V. Charyk, undersecretary of the Air Force and an expert in high speed aerodynamics and jet propulsion, was elected president of Comsat last Thursday (CLOSED CIRCUIT, Jan. 28).

The board of incorporators also chose Leo D. Welch, chairman of Standard Oil Co. (New Jersey), to be chairman and chief executive officer of the corporation.

Dr. Charyk's salary will be $80,000 yearly, and Mr. Welch's $125,000, it was understood.

President Kennedy nominated the two to be incorporators of the space communications firm the same day. They will join the 12 present incorporators as the first board of the company until stockholders elect their own directors in about a year.

The Comsat board also announced last week that it had established a $5 million line of credit with 10 banks to meet financial requirements prior to the initial public issue of stock by the company. First borrowing is expected to be $500,000.

Charyk was born, but now an American citizen, Dr. Charyk acquired an engineering degree from the U. of Alberta in 1942, a master of science degree in 1943 and a PhD. magna cum laude in 1946 from the California Institute of Technology. He was a professor of aeronautics at Princeton U. from 1946 to 1955.

In 1955 he became director of the aerophysics and chemistry laboratory of Lockheed Aircraft's missile systems division, and later general manager of the Ford Motor Co.'s space technology division.

President Eisenhower appointed Dr. Charyk to be assistant secretary of the Air Force in charge of research and development in 1959, and undersecretary in 1960. He was retained in this position by President Kennedy.

Banker-Oilman: A native of Rochester, N. Y., Mr. Welch was graduated from the U. of Rochester in 1919 and joined the First National City Bank of New York, becoming supervisor of the Chile, Argentina and Uruguay and later vice president in charge of the bank's Caribbean area operations.

He joined Standard Oil as treasurer in 1944, became a vice president in 1956, executive vice president and member of the executive committee in 1958 and chairman of the board in 1960. He is a trustee of the Committee on Economic Development at the U. of Rochester and a director and treasurer of the Commonwealth Fund.

Dr. Charyk has already resigned his government post. Mr. Welch will be retired from Standard Oil March 31; he is also resigning as a director of International Telephone & Telegraph Co.

Loan Agreement: The loan agreement between Comsat and the banks provides repayment on Feb. 28, 1964 or after the corporation receives the proceeds of the public sale of stock.


TELESTAR NOT TELLING

Satellite again silent; radiation believed villain

Telstar, AT&T's space relay satellite, once again has fallen silent. For the past week, Bell Telephone Labs' scientists said, the communications satellite has failed to respond to commands. They expressed belief that transistors were being affected by higher intensities of radiation as the satellite moves into the heavier concentrations of the Van Allen Belt.

The same problem occurred last October when the satellite was inoperative for 40 days. Communications were restored on Jan. 3. This may mean, the AT&T scientists said, that such failures may be expected every three months since the satellite's orbit takes it into heavy radiation concentrations every 90 days.

4 more o&o's get renewals

The FCC last week granted renewal of the licenses of four network-owned stations—NBC's WRC-AM-FM-TV Washington and WBBM-AM-FM-TV Chicago—among the 27 the owned station licenses renewed within the last fortnight (BROADCASTING, Feb. 25).

All the renewals had been held up since 1960. Last week's actions brought the total renewals to 17 for CBS, 7 for NBC and 3 for ABC. Renewal for 23 other network-owned stations is still being held up.

BROADCASTING, March 6, 1963
**PROGRAMMING**

**NBC-TV STICKS WITH MOVIES**

Signs for new MGM, 20th Century-Fox packages for use in present Saturday, Monday slots

NBC-TV will program motion pictures on both Saturday and Monday nights next season.

The move comes close to filling the full nighttime schedule on NBC-TV for 1963-64.

The network made its decision by closing deals with Metro-Goldwyn-Mayer and 20th Century-Fox for 30 movies from each. An announcement from NBC-TV's Walter D. Scott, executive vice president, described the arrangement as "long-term, multi-million dollar." Other sources, however, indicated that the MGM and 20th Century-Fox deals involve a commitment of some $12-13 million. The MGM pact has the customary provision of options for another 30 pictures to be run in the following season.

As yet, the network has not indicated in which night each of the packages will be inserted. The Monday hours are 7:30-9:30 p.m. and on Saturday, 9-11 p.m.

Initially, the network had maintained that its current Monday run of motion picture teletcasts, which started on Feb. 4, would be discontinued after September and the start of the new season in the fall of 1963.

But early ratings and sales strength of the Monday movie block soon changed the mind of network executives, despite some apparent early misgivings of programming additional motion pictures on the NBC-TV schedule (CLOSED CIRCUIT, Feb. 25).

**Most in Color** - Most of the new feature films were released to theaters from 1955 to 1960 and the majority of them are in color.

Mr. Scott said the films represent "the finest group ever assembled for showing on television." 20th Century-Fox had supplied NBC-TV with motion pictures for the Saturday night run this season and in the year before. This is MGM's first release-to-network of any of its features.

The MGM selection is impressive. Titles released follow (though both MGM and NBC-TV stressed that these are representative, indicating that a selection will be made that will include only some):

**Movie Titles** - "Adams Rib" (Spencer Tracy, Katherine Hepburn, Tom Ewell, Judy Holliday); "Annie Get Your Gun" (Betty Hutton); "The Brothers Karamazov" (Yul Brynner, Maria Schell); "Bad Day at Black Rock" (Spencer Tracy, Robert Ryan, Walter Brennan); "Battleground" (Van Johnson, John Hodiak, George Murphy) and "Tunnel of Love" (Doris Day).

The 20th Century-Fox films will be selected from among such pictures as: "Daddy Longlegs" (Fred Astaire, Terry Moore, Leslie Caron); "The Rains of Ranchipur" (Lana Turner, Richard Burton); "Seven-Year Itch" (Marilyn Monroe, Tom Ewell); "The Diary of Anne Frank" (Joseph Schildkraut, Millie Perkins); "Wild River" (Montgomery Clift, Lee Remick);

"Rally Round the Flag, Boys" (Paul Newman, Joanne Woodward, Joan Collins); "The Tall Men" (Clark Gable, Robert Ryan); "We're Not Married" (Marilyn Monroe).

**Audience Figures** - Mr. Scott cited what he called "dramatic evidence" of the "prestige" film appeal on the Monday showings, claiming an "unprecedented shift" in audience on Feb. 4, the first night the motion pictures were scheduled.

He noted that when "The Enemy Below" was presented on Feb. 4, six million more homes (compared to Jan. 28) tuned in to NBC-TV during the two-hour period starting at 7:30 p.m., an audience share increase of 130%.

This material was based on first national Nielsen ratings, and comes from a study of the figures by NBC's researchers. Their study had indicated that "The Enemy Below" was on 140 stations compared to 189 outlets that were carrying the Lucy show (8:30-9 p.m.) on CBS-TV.

The figures: on Jan. 28, NBC's Man's World and Saints & Sinners (7:30-9:30) rated 9.3 in average audience, but on Feb. 4 NBC-TV had increased to 21.3; CBS-TV at 29.6 went to 25.9, and ABC-TV at 21.3 went to 16.5. Shares of audience: NBC-TV went up from 13.7 to 30.9; CBS-TV down from 43.5 to 37.5, and ABC-TV, from 31.3 to 23.9.

"Watchdog" group to keep eye on AP broadcast wire

Formation of a "watchdog committee" to survey the "coverage and presentation" of the Associated Press broadcast wire was announced in New York last week by Dwight Martin, president of the news service's radio

**What do you have to lose?**

Her Majesty Marie Antoinette, A lady who had everything to lose—and did. In the early days of kinescope, producers also had quite a bit to lose, due to poor quality process and transfer work of their productions. Today, the trick is not to lose everything, but to keep loss of original quality to a minimum. At Acme Film Laboratories, it is possible to obtain "live" film quality due to Acme's revolutionary techniques and technological advances. For complete information and prices, write: Acme Film Laboratories, 1181 No. Highland Ave., Hollywood 38, Calif.
and television association.

Mr. Martin, vice president, WDSL-TV New Orleans, appointed Dave Kelly, tv news director KDKA-TV Pittsburgh, as chairman of the committee. Other newsman named to the group are Clayton Edwards, WTAR-AM-FM-TV Norfolk; Lee White, KROS Clinton, Iowa; Carroll McGaughy, WSOC-TV Charlotte; Al Hansen, WFDF Flint, Mich.; Dave Davis, WKRS Waukegan, III; George Brown, WOR-AM-TV New York and Carl Sisskin, WIBW-AM-TV Topeka, Kan.

Mr. Martin also announced the formation of a subcommittee to support the watchdog group. Under the direction of Robert Gamble, news director WFBM-AM-TV Indianapolis, the subcommittee will conduct research to determine the effectiveness of AP's broadcast wire in meeting the needs of broadcasters.

VICTORY AND DEFEAT
Newsmen win hearing in one case; slapped in another

Television newsmen won a partial victory and suffered a partial defeat last week in their long-drawn battle for equal access to public hearings for them and their electronic gear with newspaper reporters and their pads and pencils. Both concerned California state agency hearings. Both occurred in Los Angeles.

The partial victory was an agreement by the California Public Utilities Commission to listen to argument on changing its present policy of not admitting cameras and microphones into its hearings. George C. Grover, commission president, said that argument on the question of opening the commission’s administrative hearings to tv and radio would be held in San Francisco shortly, with the date to be announced. With this promise, the tv newsmen on Wednesday kept their equipment outside the room in which the PUC was hearing a Pacific Telephone & Telegraph rate case. Their presence at an earlier hearing had caused it to be recessed (Broadcasting, Feb. 4).

The partial defeat came Monday, when Judge Macklin Fleming of the Los Angeles Superior Court granted California Corporations Commissioner John G. Sobieski a preliminary injunction barring cameras and microphones from the commission’s hearing on a controversial harbor oil case. As with the PUC, several tv news crews set up their cameras in the hearing room and refused to leave when ordered to do so, with a postponement of the hearing resulting (Broadcasting, Feb. 4).

Judge Fleming, in his decision to grant a temporary injunction, made it plain that he was ruling on the particular case only and not issuing a blanket injunction to bar tv cameras from all hearings of California administrative agencies.

Counsel for the Los Angeles broadcasters included Robert P. Myers, representing KABC-TV; Harry Warner, for KTLA (TV); Bruce Baumeister, for KTTV (TV); and Robert Neub for the individual newsmen (through the Radio-Television News Directors Assn.). NAB had filed a brief as a friend of the court (Broadcasting, Feb. 25).

Film sales...

606 cartoons from Out of the Inkwell, Warner Bros. Cartoons and Popeye (all dubbed in French) (Seven Arts Assoc.) Sold to CPM-AM-TV Chicoutimi, Quebec.

506 cartoons from Popeye and Warner Bros. Cartoons (all dubbed in French) (Seven Arts Assoc.) Sold to CFCM-AM-TV Quebec City.

Seven Arts’ Volumes 1, 2 and 3 (Seven Arts Assoc.) Sold to CKSO-TV Sudbury, Ont.

48 Warner Bros. features (Seven Arts Assoc.) Sold to CHLT-AM Sherbrooke, Que.

48 Bowery Boys features (Seven Arts Assoc.) Sold to CHCH-TV Hamilton, Ont.

Seven Arts’ Volumes 4 and 5 (Seven Arts Assoc.) Sold to KRGV-TV Weslaco, Tex.; KHVH-TV Honolulu; WRAL-TV Raleigh, N. C. and KNTV (TV) San Jose, Calif. Now sold in 60 markets.

41 Seven Arts Volume 3 Features (Seven Arts Assoc.) Sold to KNTV (TV) San Jose, Calif.

14 Seven Arts’ Special Features (Seven Arts Assoc.) Sold to WRAL-TV Raleigh, N. C.


More Freedoms awards

Editorials by Jim Klash, WDAS Philadelphia, and John G. Dunn, WCRB Dunn, N. C., earned George Washington Honor Medals, according to the Freedoms Foundation, Valley Forge, Pa. Top award for an economic education program was made to CBS-TV’s Money Talk. The three awards were not included in the list of winners published last issue (Broadcasting, Feb. 28).

1.11 an hour STAFFS YOUR STATION with IGM SIMPLIFICATION

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder. "The Sound of Money." IGM SIMPLIFICATION, P. O. Box 943, Bethesda, Washington.
Is pay tv's place in the theatres?

General Electric Co. and National General Corp., Beverly Hills, Calif., announced jointly last Monday (Feb. 26) the development of a GE color television system for projection of tv entertainment on theatre-size screens as well as establishment of a tv network for use of the equipment in theatres (BROADCASTING, Feb. 25).

Eugene V. Klein, president of NGC, told a news conference in New York, that the motion picture chain has received exclusive distribution rights to the GE projector for commercial theatrical entertainment. He said that NGC placed a multi-million dollar order with GE for equipment and service contracts for initial use of the projector in its own key theatres.

A programming schedule currently being developed by NGC will begin in a minimum of 100 NGC theatres in early 1964, he said. NGC will also distribute the projectors to other exhibitors in the U.S., he added.

The new projector, called the Talaria (meaning winged feet of Mercury), makes possible for the first time, Mr. Klein pointed out, the origination of a tv network providing live Broadway shows, and major sports, entertainment and cultural events at popular prices. The National Teletheatre, as NGC calls the new operation, will provide simultaneous, daily, closed circuit televising to theatres, coast to coast, he said. The project, with the equipment, will cost about $10 million, Mr. Klein said.

Preparation Begun • NGC will develop its own programs for the network as well as presenting events provided by Broadway. The theatre chain is preparing a program schedule and is negotiating with top talent in the entertainment world, he indicated.

Mr. Klein broke down the entertainment being developed for the new network as follows:

1. Theatrical stage shows to be shown on a daily basis.
2. Educational programs to be presented to a more limited audience in alternate time periods each day.
3. Sporting events which will be televised in alternate time periods on a less than daily basis.
4. Industrial and commercial shows which will be shown to meet specific audiovisual requirements.
5. Closed circuit conventions.
6. Public service events.
7. Children’s shows.

How It Works • The Talaria projector has a high-power light source and an optical projection system similar to conventional motion picture projectors, according to Robert L. Casselberry, general manager of GE’s technical products operation.

Viewing a Talaria demonstration at Electronics Park, Syracuse, N. Y. (l to r): Eugene V. Klein, National General president, Richard L. Shettler, general manager of GE’s command systems division, and Robert L. Casselberry, general manager of GE’s technical products operation.

large screen in full color and brightness. The use of a 5-kw xenon lamp at the source of light for the projected picture and an electric picture signal to control or modulate the light overcomes limitations normally encountered regarding screen brightness and picture size.

Mr. Casselberry said full scale demonstration of equipment and performance will be presented in 90 to 120 days on the West Coast and possibly simultaneously in New York.
BASEBALL REVENUE LEVELS OFF

Radio-television rights and advertising revenues reach plateau after several years of big increases; majors to split $13.1 million

The spectacular growth patterns of the past two years were not matched, but broadcasters and baseball got together again in 1963 to reach a new financial plateau, according to Broadcasting's annual survey of ball clubs, stations and advertisers.

Exclusive of network weekend telecasts, the World Series and All-Star Game, the 20 major league teams are splitting $13.1 million pie, up $325,-000 from the adjusted rights estimate for 1962—$12,775,000.

The World Series and All-Star Game will bring an additional $3.5 million this year, a drop of $500,000 from 1962. The decrease follows the players' decision to return to one All-Star Game. The two specials, both to be shown in color over NBC-TV, under a long-term contract, will be sponsored by Gillette through Maxon and Chrysler through Young & Rubicam.

Sponsor billings, which reached an estimated $83 million in 1962, reflected the smaller increase in rights and inched upward to $84 million.

Notable in the smaller increases was the leveling off of the major leagues at 20 teams, following two years of expansion, the number of stations in individual club networks, and the number of games scheduled for tv.

R. J. Reynolds through William Esty Co., New York, and American Tobacco through Lawrence Gumbiner and BBDO, both New York, again took individual sponsor honors. Reynolds bought into sponsorship of eight teams and American Tobacco into six. Brown & Williamson Tobacco through Ted Bates & Co., New York, was the only other cigarette sponsor in the picture, buying into two teams.

Again the brewing companies took their share, with purchases of 17 teams' games. This year 14 breweries are in the lineup with P. Ballantine & Son through Esty and Theo. Hamm Brewing Co. through Campbell-Mithun picking up three teams each.

More than 550 radio stations and 50 television stations are already committed to the various team networks. Many of these will also carry packaged pre-game and post-game programs, or will originate their own local sponsorship.

Sports Network Inc. this year will handle 500 baseball games on television and more than 3,500 games on radio.

In its seventh year, SNI arranges regional networks for baseball broadcasts on radio and tv, and furnishes remote pickups and allied services.

While SNI has several mobile color tv units available this season, a spokesman for the organization could not comment on the amount of games to be televised in color.

In Proportion • One thing that does appear imminent based on this year's survey is that there will be no more yearly skyrocketing of rights costs followed by fantastic billing increases.

Though the unsold portions are small compared to the overall picture, they do pinpoint the advertisers' caution and in some cases reluctance to simply keep paying more. The agency men indicate that brakes are being applied and that fear of not being sold out will keep the teams and stations in line when prices are brought up again next year.

Next year all clubs in the majors may find the networks easier to deal with than they have been in the past. There is a concerted move on the part of several American League club owners to force CBS-TV and NBC-TV into dealing with the league rather than individual teams. The present system provides the home teams with all the proceeds from the network telecasts and the visiting teams don't like the arrangement. Cries of "foul" are also coming from teams whose home parks aren't visited by the network cameras and lose out on the estimated $25,000 per telecast. (See story page 70.)

This year CBS-TV and NBC-TV will pay about $2,225,000 to teletcast a total of 95 major league games from the home fields of ten teams. (They had 98 games scheduled last year.)

Coast to Coast • The new season will mark the first time home games from the West Coast will be televised more than once by a network during the regular season. NBC-TV has signed the Los Angeles Dodgers and San Francisco Giants.

NBC-TV, which has 48 Saturday and Sunday games scheduled in its Major League Baseball series, has contracts with the Chicago White Sox and Cleveland Indians in the American League and Milwaukee Braves, Cincinnati Reds and Pittsburgh Pirates as well as the two West Coast teams in the National League.

A total of 47 games has been contracted for by CBS-TV's Baseball Game of the Week with the New York Yankees, Baltimore Orioles in the American League and St. Louis Cardinals, Chicago Cubs and Philadelphia Phillies in the National League.

The games will begin on both networks the weekend of April 13-14. NBC-TV has a schedule of 24 Saturday games and a like number of Sunday ballgames. CBS-TV will present its games on 25 Saturdays and 22 Sundays.

Sponsors signed by NBC are Humble Oil through McCann-Erickson with 3/16; P. Lorillard through Grey Advertising with 1/8; and Hartfort Insur- ance Group via McCann-Marschalk with 1/16.

Falstaff Brewing Corp. through Dancer-Fitzgerald-Sample has signed for one-half sponsorship of the games on CBS-TV. Other sponsors are Simoniz (D-F-S); Philip Morris (Leo Burnett); General Mills (Knox-
### American League

<table>
<thead>
<tr>
<th>Team</th>
<th>1963 Rights</th>
<th>1962 Rights</th>
<th>Television</th>
<th>Radio</th>
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**A. L. TOTAL** | **$6,650,000** | **$6,550,000**

### National League

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**N. L. TOTAL** | **6,450,000** | **6,225,000***

**MAJOR LEAGUE TOTALS** | **$13,100,000** | **$12,775,000***

Rights figures are Broadcasting estimates. Asterisk following the 1962 figure denotes a revised estimate of that club’s rights. The figures do not include rights paid by CBS and NBC for nationally televised games. Originating stations for TV and radio are listed with number of stations in parentheses.
Reeves); Aqua Velva (Parkson Adv.); Colgate-Palmolive (Ted Bates); Bristol-Myers (Doherty, Clifford, Steers & Shenfeld); Texaco (Benton & Bowles); Vaseline Hair Tonic (Norman, Craig & Kummel); and Carter Products (Sullivan, Staufer, Colwell & Bayles).

Dizzy Dean and Pee Wee Reese will again be the sportscasters of the games on CBS-TV while Joe Garagiola and Bob Wolff will comment for NBC-TV.

**AMERICAN LEAGUE**

**Baltimore Orioles** • WBAL-AM-TV
Baltimore will again be the originating stations for the Orioles. WBAL-TV will carry 20 regular season games and two exhibition contests. Only six of the televised games will be home contests. A three-station TV network will cover Maryland and Pennsylvania. On radio side, WBAL will feed the 162-game season schedule and some exhibition games to a 23-station network in Maryland, Delaware, Pennsylvania and Virginia. Chuck Thompson and Joe Croghan will do the play-by-play.

**Boston Red Sox** • WHDH-AM-TV
Boston will originate Red Sox games again this year. A six-station TV network in Massachusetts, Maine, Rhode Island and Connecticut will carry 33 home and 21 road games. The full league schedule plus some exhibition contests will be fed to a New England radio network of about 45 stations. Curt Gowdy, Art Gleeson and Ned Martin will do the play-by-play.

**Chicago White Sox** • WCL-F-AM-TV
The largest radio lineup of any American League club again belongs to the White Sox. WCL-F Chicago will originate the 162-game schedule and pre-season contests in an 82-station network throughout the Midwest and Southwest. WGN-TV Chicago is tentatively set to carry all home games of the Sox. The road game picture is still clouded, but 18 games, the same as last year, have been penciled in. Bob Elson, assisted by Milo Hamilton, will be back on radio TV play-by-play.

**Cleveland Indians** • The Indians' 50-game TV schedule this year is down six from 1962. WJW-AM Cleveland will carry 24 home and 26 away contests, all on weekends. Pre-game shows will be handled by Bob Neal. WERE Cleveland will feed weekend exhibitions and the regular schedule to 36 stations in Ohio, Pennsylvania, New York and West Virginia. Ken Coleman and Mr. Neal will be the radio TV team.

**Detroit Tigers** • A 41-game TV schedule, the same as last year, will be seen over eight stations in Michigan, Ohio and Indiana with WJBK-TV Detroit originating. Ten games will be home contests. A 48-station radio network will carry the Tigers' pre-season and regular league schedule. WKMH Dearborn will again originate with WWJ Detroit taking day games and WJR Detroit taking the night contests. Ernie Harwell and George Kell will cover the team on radio and TV.

**Kansas City Athletics** • The Athletics' TV exposure will be up 33% this year with WDAF-TV Kansas City carrying 40 games against 30 in the 1962 season. After the home opener, the remaining 39 will all be road games. The full league schedule plus 24 pre-season contests for a 10-station network in Missouri, Kansas, Nebraska and Oklahoma. Monte Moore and George Bryson will do the play-by-play.

**Los Angeles Angels** • The Angels' 1963 broadcasting operations are as identical to 1962 as any club's in the majors. WSAH Radio Los Angeles is originating the games for a 16-station network in California, Nevada and Arizona. In addition to the 162-game schedule, 16 pre-season games will be aired. A five-minute interview commentary, Bill Rigney Reports, will precede the Angel Warmup before each game. Also set are the post-game Angel Report and Angel Clubhouse, a between double-headers interview. KHJ-TV Los Angeles will televise 26 games, all on the road, including six exhibitions. Buddy Blatter and Don Wells call the play-by-play.

**Minnesota Twins** • WTCN-TV Minneapolis is the key station for the Twins and will carry 50 games this season, 46 of them road contests. A 14-station TV network covers Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. WCCO Minneapolis will originate nine exhibition games and the regular season schedule to a 31-station network in Minnesota, North Dakota, Phillips broadcasting team. Mr. Colemen, the ex-Yankee who had a CBS network radio show, now joins the Yankee broadcasting team, where his old field teammate Phil Rizzuto is ensconced. Other ex-ball players on major league broadcasting teams include: Ralph Kiner-Mets, Buddy Blatter-Angels, Frank McCormick, Waite Hoyt-Reds, George Kell-Detroit, Lou Boudreau-Cubs, Dizzy Dean and Pee Wee Reese (left and right, respectively, in photo)-CBS-TV and Joe Garagiola-NBC-TV.

From spikes to mikes

Not too many years back when Father Time thumbed the ball player out of the game, the veteran trudged back to the farm. Nowadays, more and more of the fading stars simply climb the steps to the broadcasting booth. The latest to join the radio TV clan are Richie Ashburn and Jerry Coleman. Mr. Ashburn, who played with the Philadelphia Phillies for over 10 years and played for the New York Mets last year, has become a member of the...
South Dakota, Iowa, Nebraska, Wisconsin and Montana. Ray Scott, Halsey Hall and Herb Carneal will broadcast on both radio and TV.

New York Yankees • For the 12th straight year, WPIX (TV) New York will televise Yankee games, with 126 regular season games on the schedule: 81 at home and 45 on the road. Negotiations are in progress for a New York State and New England regional TV network. WCBS New York will carry radio broadcasts and originate the entire 162-game schedule for the "Home of Champions" 40-station network in New York, Pennsylvania, Connecticut and Massachusetts. Broadcasters Mel Allen, Red Barber and Phil Rizzuto are being joined by another former Yankee, Jerry Coleman.

Washington Senators • The Senators this year is the only team in the American League without a radio network at present. WTOP-AM-TV Washington will be the sole outlet for the club. WTOP-TV has scheduled 30 games, the same as last year, with 19 on the road and 11 at home. WTOP-AM will cover four exhibition games in addition to the regular season. Dan Daniels and John MacLean are again handling the radio-TV air work.

NATIONAL LEAGUE

Chicago Cubs • WGN-AM-TV Chicago will cover the Cubs again in 1963 without special networks, according to present plans. The Cubs' home schedule of 81 day games will be seen in color over WGN-TV. The number of road games to be seen in black-and-white is still uncertain. Jack Brickhouse and Vince Lloyd will do the play-by-play. On radio, the full 162-game schedule plus exhibition contests will be broadcast by Jack Quinlan and Lou Boudreau.

Cincinnati Reds • The Reds will again be among the most colorful teams in the majors with 23 home games to be teled in color from WLWT (TV) Cincinnati. Thirty road games are also scheduled for the six-station network in Ohio, Indiana, Kentucky and West Virginia. WKRC Cincinnati is originating station for a 50-station radio network in five-states. The radio broadcasts will be handled by Waite Hoyt and Gene Kelly with Ed Kennedy and Frank McCormick handling TV.

Houston Colt .45s • The Colts this year departed from the usual major league pattern of rights buying and selling, by creating the Houston Sports Assn., which is the parent of the new Colt .45 Network. HSA has done all the selling and is packaging the Colts’ broadcast operations. KPBC Houston, will be the key station for the Colts’ 18-station Texas and Louisiana network. A total of 191 games, including all 29 exhibition contests, will be heard. KTVT (TV) Ft. Worth-Dallas, will originate Colt games for the six-station TV network in Texas and Louisiana, with KTRK-TV Houston, the key station. Only 14 road games are scheduled to be teled. Gene Elston and Lowell Passe will work radio and TV play-by-play with Guy Savage on tv only.

Los Angeles Dodgers • KFI Los Angeles, will originate Dodger games over a 21-station three-state network, with 10 stations also carrying the exhibition games. KTTV (TV) will televise the nine Dodger-Giant games from San Francisco. Vin Scully and Jerry Doggett will again do radio-TV.

Milwaukee Braves • 1963 marks more than just new ownership for the Braves. For the first time in the club's history, home games will be televised, with five Saturday contests and 21 road games scheduled. The 26-game total to be seen over WTMJ-TV Milwaukee, and a three-station network is 11 games more than were televised last year. WEMP Milwaukee gets sole radio rights in the city for the first time and will feed 31 stations in Wisconsin and Minnesota the 162-game schedule plus 16 exhibitions. Mike Walden and Blaine Walsh will handle TV with Earl Gillespie and Tom Collins on radio.

New York Mets • Although down five games from last year, the Mets will still televise more games this year than any other major league club. A total of 128 regular season contests will be shown: 76 at home, 52 away, plus three exhibition games. WOR-TV New York, will originate the games for a four-station New York State network. On radio, WABC New York, will air the entire Mets' schedule from the first pre-season contest in Florida through the 162-game regular schedule, a total of 189 games. Lindsey Nelson, Bob Murphy and Ralph Kiner will again handle the play-by-play.

Philadelphia Phillies • The Phillies will telescast 60 games this season, up from last year's 56, over a four-station Pennsylvania network. WFIL-TV Philadelphia will originate the games including 44 weekend contests. A 23-station radio network in Pennsylvania, New Jersey and Delaware will be fed pre-season and regular league games by WFIL-AM. Byrum Saam, veteran Phillies broadcaster will be joined this year by Bill Campbell and ex-Phillies star Richie Ashburn.

Pittsburgh Pirates • KDKA-AM-TV

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A: YES! WITH O-VATION MUSIC AND PROGRAMATIC AUTOMATION

Others are doing it. Without any full-time FM personnel, KFAB Omaha, separates 20 hours a day, seven days a week — and still provides as many as 10 hours of weekly local live. Find out how you can save on manpower, save on music, save on time and build a separate FM audience with O-Vation Music, automated on Programatic Equipment.

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BROADCASTING, March 4, 1963
Pittsburgh are carrying the Pirates again this year. KDKA-TV will feed a five-station network in Pennsylvania, Ohio and West Virginia a minimum of 33 road games. (No home games are scheduled for tv). KDKA-AM will feed a three-state radio network, which numbered 21 last Friday. Eight pre-season weekend games will lead off the radio schedule. Bob Prince and Jim Woods, veteran Pirate broadcasters, are joined this year by Claude Haring, who formerly broadcast Philadelphia games.

San Francisco Giants: The defending National League champions have exactly the same broadcasting operation for 1963 that they had in '62. KSFO San Francisco, will originate the team's full schedule plus a number of exhibition games for the Golden West Network. The telecasts over KTVU (TV) San Francisco, include two pre-season contests with Cleveland and the nine Giant games against the Dodgers in Los Angeles. Russ Hodges and Lon Simmons will do the play-by-play.

St. Louis Cardinals: KMOX and KSD-TV St. Louis, are carrying Cardinal games again this season. KMOX has over 60 stations in its network now and says the total may reach 100 by the season's opener. The network extends over a 12-state area. KSD-TV is carrying 21 road games. Harry Caray and Jack Buck are handling the air coverage for radio-tv.

Baseball in color helps sell tint sets

DEALER SAYS IT'S HIS BIGGEST SELLING SEASON

The fourth consecutive year of color-casting of baseball by WGN-TV Chicago this season will delight more than just sponsors and fans. The color broadcasts of the daytime home games of the Chicago Cubs and White Sox will put real push into the sale of color tv sets too.

Sol Polk, president of Polk Bros., major Chicago chain, said Thursday that when the color games start in the spring they help kick off his biggest selling season of the year for color tv sets—bigger than the Christmas season. Polk Bros. claims to be the world's largest retailer of color sets.

Mr. Polk said he expects that color set sales in his stores this year will jump 50% over 1962. He felt that color baseball programs not only give existing color set owners new enjoyment from their sets and stimulate new-set owners to buy color, but they also help whet the appetite of the home viewer to go back to the ballpark and see the games live. The glory of color works wonders for everyone in the cycle, he explained.

WGN-TV airs all Cubs and Sox day home games in color but night games of the Sox are in black and white. The Cubs do not play at night in Chicago since Wrigley Field is not equipped with lights.

It was not known late last week just what proportion of commercials will be aired in color this season, but it was assumed that the WGN-TV sponsors will once again take advantage of the color dimension as much as possible although some commercials are still expected to be monochrome. WGN-TV has no extra charges for color.

WGN-TV will again feed some games to tv stations in other cities when their teams play the two Chicago teams and these feeds will be in color during the daytime.

INTERNATIONAL

Bevins asks bigger fees from contractors

The British government, in a proposal presented to the House of Commons last Monday (Feb. 25) by Postmaster General Reginald Bevins, will increase by more than 100% its share of the profit Britain's commercial tv system is piling up.

Mr. Bevins told Commons he wants 18 million pounds ($50.4 million) a year from the network—slightly more than double the present take—by raising the fee the British television program contractors pay for using government transmitters.

Britain has two television networks—the British Broadcasting Corp. which is financed by annual license fees paid by owners of tv sets, and the commercial system (Independent Television Authority) run by 15 companies located throughout Great Britain. The commercial tv companies have been earning approximately $420 million a year from advertisements, with yearly profits of about $70 million.

Radio NW pays $1 million for CHEK-TV Victoria

Sale of CHEK-TV Victoria, B. C., by David M. Armstrong and group to Radio NW Ltd. for about $1 million was announced last week.

Radio NW is headed by Frank Griffiths. It owns CKNW Westminster, B. C., and CJOB Winnipeg, Man. CHEK-TV operates on ch. 6 with 100 kw and is affiliated with CBC.

Two satellite transmitters on Vancouver Island, now owned by community groups, will become part of CHEK-TV next November.

The purchase must be approved by the Board of Broadcast Governors. A ruling is expected on March 26.

Experimental television started in Singapore

Experimental television program transmissions have begun in Singapore. This is the first stage of a project by the broadcasting division of the Singapore government's Ministry of Culture to provide a comprehensive tv network

Should teams share network tv rights?

The telecasts scheduled this year by CBS-TV's Game of the Week prompted Calvin Griffith, president of the Minnesota Twins, to repeat his proposal that visiting clubs should receive a share of the tv proceeds.

Mr. Griffith said he plans to bring this subject up for action at the annual meetings of the ball clubs in the summer or next winter. He pointed out that support from at least three other American League clubs would prevent approval for teams to negotiate separate contracts with networks. Approval demands support from seven clubs.

He said that at least 40 to 50% of the tv proceeds should be received by visiting clubs, and the amount of the individual shares should depend on the club's standing in the league.

Selection for home ball clubs represented on CBS-TV's weekend games has to "follow public interest," said William C. McPhail, vice president CBS TV Sports.

Mr. McPhail, referring to charges of favoritism in selecting ball clubs for CBS weekend telecasts, pointed out that New York Yankee games have consistently given the network a higher Nielsen rating.

The CBS-TV contract with the Yankee always for all weekend games at home except the last three in September. CBS also has contracts for home games of the Philadelphia Phillies, St. Louis Cardinals, Baltimore Orioles and Chicago Cubs.

Mr. McPhail indicated that present contractual agreements were not for life. He pointed out that when other teams become a top attraction, they will be considered by CBS-TV.
for the Southeast Asia island.

Initial facilities consist of one studio, an announcer's booth and control rooms. Transmitters are sited at Bukit Batok situated in the middle of the area. The surrounding terrain is flat, except for another hill to the west of Bukit Batok, and has a high density population. The studio is at Caldecott Hill alongside Radio Singapore studios. The complete station will carry programs in four languages: Malay, Mandarin Chinese, Tamil and English.

**Abroad in brief...**

'Biography' in Spanish • During the first six weeks that the Spanish-dubbed version of the half-hour *Biography* series was in release, it was sold in nine countries—Venezuela on the Venevision Network; Colombia on TV Nacional; Ecuador on HCP-TV; Panama on TV-2; Guatemala on TV-BOL-TV; Costa Rica on TI-TVC; El Salvador on YSEB-TV; Honduras on HRTG-TV and Nicaragua on YNSA-TV. Fremonde International, which handles overseas distribution, reports it has sold *Biography* in 20 foreign markets. The series is syndicated in the United States by Official Films.

MGM-TV's 'Iron Curtain' sale • MGM-TV has licensed to the Hungarian television network (Magyar Radio Ez Televisio), *The Islanders* and its 135-subject cartoon library. The transaction, first for MGM-TV behind the Iron Curtain, was consummated by John Spies, supervisor of United Kingdom-European sales, and Hungarofilms, Hungarian purchasing company in tv film and theatrical field. *Islanders* is a one-hour series.

**Canadian survey** • Spring survey of the Bureau of Broadcast Measurement, industry co-operative organization, will be held across Canada March 18-24. The BBM Toronto headquarters is sending out 109,000 logs for respondents to fill out that week showing listening and viewing by half-hour periods.

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**FINANCIAL REPORTS**

**RCA net shows gain of 45% in '62**

SALES AND PROFITS HIGHEST SINCE COMPANY FOUNDED IN 1919

RCA reported last week that its sales and profits in 1962 reached the highest levels since the company's founding in 1919.

RCA's annual report also disclosed that its $1.75 billion in sales in 1962 included $379,197,000 from the tv and radio operations of subsidiary NBC.

The $1.75 billion in sales represented a hefty 13% increase over RCA's 1961 record high of $1.54 billion. Net profit (after federal income taxes) rose to a record $51.5 million, a 45% increase over last year's $35.5 million.

The NBC operation accounted for 22% of RCA total sales, the report indicated.

From operating income, RCA earnings per share of common stock were $2.84, compared with $1.95 in 1961 (and on the average, the report noted, there was a larger number of shares outstanding in 1962).

**Future Rosy** • A month ago, RCA management had predicted that first-quarter sales and earnings this year would surpass even the record start of 1962. That picture was presented before the New York Society of Security Analysts (Broadcasting, Jan. 28).

In the talk to analysts, RCA management had noted that NBC has increased sales in each of the past 15 years and expects to continue upward in 1963.

The annual report highlighted color tv and the affect of RCA's sale of common shares in Whirlpool Corp.

Color tv: Color set sales doubled over the previous year, profits increased fivefold, color tube production doubled, and color saved profit-squeezed dealers.

The report, issued by RCA Chairman David Sarnoff and President Elmer W. Engstrom, noted that as an industry, color tv produced revenues in excess...
of $200 million last year, and its rate of growth "suggests that it will surpass $400 million this year." Color sets and tubes were the largest profit contributors of any products sold by RCA in 1962, they said.

Whirlpool: In 1962, a capital gain of $6.96 million was realized from the sale of 991,816 shares of Whirlpool common, a nonrecurring income that added 41 cents per share of common stock to the operating earnings.

Other vital tax statistics: Profit before federal income taxes hit $107.9 million; manufacturing and service (commercial) account for 41% of the total sales, and in government, 35%; 2% came from radiotelegraph operations.

In the development, production, and sales of broadcast and communications equipment, RCA's business gains in the year were led by sales to an "expanding market for color and uhf tv stations, apparatus," the report stated.

The division (Broadcast and Communications Products) had a threefold increase in the sale of color film cameras, introduced new types of equipment for stations and accelerated its development of additional and improved color apparatus which will be introduced this year and in the future.

**Oak foresees increasing profits; '62 net up 63%**

The coming increase in uhf tv tuner volume holds an opportunity for Oak Manufacturing Co., E. A. Carter, president of the Crystal Lake components manufacturer, reported last week in announcing sales and net increases for 1962.

Not only must all tv receivers be equipped for uhf by April 1964, Mr. Carter pointed out, but the company is planning on introducing a new model uhf tuner soon.

Oak Manufacturing reported a net income after taxes of $907,031 ($1.32 a share) for the year. This is 63% over 1961's $557,662 (85 cents a share).


Oak also owns McCoy Electronics Co. and Delta-f Inc., manufacturers of quartz crystals and crystal control systems, and Hart Mfg. Co., producer of appliance controls and relays.

**Rollins' earnings up 24% for 9 months**

A 24% increase in earnings and an advance of 27% in revenues for the nine months ended Jan. 31 was reported last week by Rollins Broadcasting Inc.

Total revenues for the three-quarter period were $5,915,663, compared to the same 1962 period's $4,661,990. Net earnings after taxes amounted to $436,419 (46 cents a share) in this period, compared to $356,186 (37 cents a share) for the same time in 1962.

Cash flow for the nine months equalled $1,437,228, up almost $300,000 over the $1,140,133 for the same period in 1962.

The company's earnings for the first nine months of the current fiscal year, O. Wayne Rollins, president and treasurer of the company, reported, already equals the earnings for the entire last fiscal year.

At a meeting of the Rollins board Feb. 25, a regular quarterly dividend of 10 cents a common share and of 5 cents a Class B common share was declared. Payment will be made April 25 to stockholders of record March 25.

Rollins stations are WAMS Wilmington, Del.; WNJR Newark, N.J.; KDY Santa Monica, Calif.; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEF Indianapolis, Ind.; WCHS-AM-TV Charleston, W. Va.; WEAT-TV Pensacola, Fla., and WPTZ-TV Plattsburgh, N.Y. Rollins also owns an outdoor advertising company based in San Antonio, Tex., and 10,000 acres of land in Okeechobee County, Fla.

**MGM’s lion to roar louder in future**

A brighter financial picture for Metro-Goldwyn-Mayer Inc. accompanied by a step-up in its television operations, was forecast by Robert H. O'Brien, president of MGM, at the company's annual meeting of stockholders in New York last Thursday (Feb. 28).

Mr. O'Brien reported that for 1963-64 the company will be represented on the television networks by six series, totalling 5½ hours of weekly time, approximately double the present amount of programming. Television, he added, is helping the company by supplying "a significant volume" of predictable production for the studios, thereby lowering the unit cost of MGM productions (features plus television).

He told stockholders that MGM intends to re-group and re-release to tv 700 pre-'49 films, noting that many of the station licenses are expiring. Another source of income, he pointed out, is its supply of post-'48 features which will be released to tv in limited numbers. MGM last week contracted with NBC-TV for use of 30 post-'48 films in 1963-64 (see story, page 63).

He acknowledged that a favorable financial position may not be achieved until later in this fiscal year but said he looked forward to increasing profits in fiscal 1963-64.

Jason Rabinovitz, general manager and director of business affairs, MGM-TV, was elected treasurer of MGM Inc. by the board of directors following the annual meeting.

**Record year in '62 reported by Zenith**

Zenith Radio Corp., Chicago, announced Thursday that preliminary figures show 1962 was another record-breaking year in both earnings and sales. The set maker has continued to make a new record for five of the past six years.

Net consolidated earnings for 1962 amounted to more than $19.6 million ($2.16 a share) after provision for income taxes of $2.1 million. This is a 9% increase over 1961's previous record earnings of $18 million (1.99 a share). 1962 sales of $312.2 plus million were 14% above 1961 sales of nearly $274.2 million, the previous record.

Zenith's earnings have more than doubled since 1957, with earnings for 1962 up 140% on a sales increase of 95%, the company said. Color tv "played an important part in Zenith's increased unit and dollar sales volume," the firm reported. 1962 was Zenith's...
first full color year.

Zenith said production and shipment of its black and white tv sets were at an all-time high in 1962, topping a million units for the fourth straight year. Radio set sales also continued to set records. 1963 sales look equally promising. Zenith said, since January factory shipments of both color and monochrome tv sets marked record highs for any month in the company's history.

Zenith reported that color tv tube production has been started on a pilot basis by its subsidiary, Rauland Corp., in a new addition to Rauland's main plant in Chicago. Zenith said Rauland expects to be in "full production" of color tv tubes by mid-1963.

Tv-Electronics Fund net assets up 13.7%

Total net assets of Television-Electronics Fund Inc., Chicago investment company, increased by 13.7% in the first quarter of the fiscal year, ended Jan. 31, to $376.3 million, the fund reported last week. At the same period last year, assets stood at $331 million.

Net asset value of each share of the fund rose from $6.59 to $7.31 in the quarter; a gain of 14.9% after adjustment for the capital gains distribution made in November 1962.

Among changes in holdings, the fund reported, were reductions in common stock ownership in the following broadcast and tv-radio manufacturing companies, among others: American Broadcast-Paramount Theatres Inc., CBS Inc., General Tire & Rubber Co. (RKO General Inc.), Storer Broadcasting Co., and Zenith Radio Corp.

Financial notes . . .

Dime dividend • The board of directors of Emerson Radio & Phonograph Corp., Jersey City, N. J., has voted a 10 cent a share cash dividend, payable March 20, 1963, to stockholders of record on March 6, 1963.

MPO report • MPO Videotronics Inc., New York, at its annual stockholders' meeting Feb. 25, reported first quarter sales for the period ended Jan. 31, 1963, were approximately 24% ahead of the same quarter a year ago. The tv commercial production company told stockholders that preliminary estimates indicate the sales increase has resulted in more than doubling the before-tax profits for the similar fiscal period a year ago.

Quarterly dividend • United Artists Corp., New York, has declared a regular quarterly dividend of 50 cents per common share to stockholders of record March 15, payable March 29.

Storer shows 43% increase in '62 net

EARNINGS HIT $2.61 A SHARE, FIRM'S HIGHEST

Storer Broadcasting Co. has reported an increase of 43% in net earnings on sales increases of 19% for 1962.

Net earnings after taxes for 1962 were $6,353,326 ($2.61 a share). This compares to net income of $4,453,681 ($1.80 a share) in 1961.

The 1962 profits include a non-recurring capital gain of $911,459 net after taxes from the sale of WWVA-AM-FM Wheeling, W. Va., to Ira Herbert, Bernice Judis and Emil Mogul for $1.3 million.

The 1962 earning per share are the highest in the history of the Storer company, it was reported. The previous high was in 1957 when $2.58 a share was earned. The 1957 earning included also a non-recurring capital gain of $1,966,122 from the sale of WBRC-AM-TV Birmingham, Ala., to the Taft Stations for $6,350,000.

Net sales before taxes in 1962 reached $13,186,654, compared to $9,848,333 in 1961. Gross sales in 1962 were $37,086,198; in 1961 they were $31,160,791.


3M net shows gain for eleventh year

Increases in both sales and earnings were reported for the 11th consecutive year by Minnesota Mining & Mfg. Co., in announcing 1962 financial figures last week. 3M owns Mutual Broadcasting System.

Consolidated sales in 1962 reached $687,085,773, up 12% from the previous year's $613,896,221.

Net income last year was $83,690,090 ($1.61 a share). This compares to 1961 net income of $75,171,837 ($1.45 a share). Dividends in 1962 came to 80 cents a share, compared to 1961 dividends totalling 65 cents a share.

Tape and allied products accounted for 16% of sales volume, 3M reported. Total current assets at the end of 1962 were $315,244,335. At the end of 1961 this was $269,920,850.
Put your walkin’ shoes on, Lucy

RADIO-TV PEOPLE JOIN LATEST NATIONAL FAD–HIKES

The New Frontier’s physical fitness fad for long-distance hikes has resulted in a plethora of walking expeditions by radio-tv personalities.

Perhaps the most spectacular of those reported to date was the 28-mile hike of KDKA Pittsburgh d.j. Clark Race. He was accompanied, at the beginning, by about 5,000 people. About 2,000 of them finished the Sunday (Feb. 17) stroll from Pittsburgh’s Gateway Center to the campus of Washington & Jefferson College in Washington, Pa.

In Boston, WBZ’s “other Bob Kennedy” (host of the station’s Program PM) tried to outwalk Attorney General Robert Kennedy, who hiked 50 miles in 17 hours 15 minutes. WBZ’s Mr. Kennedy was to be accompanied by a news wagon, an ambulance, and a “Heart Fund Trailer” to collect funds. At preствие, no word of Mr. Kennedy’s fate had been received from WBZ.

Also in Boston, WCOP-AM-FM’s Bud Kelly challenged Dave Sennett of WPRO Providence, R. I., to a hiking contest. Both were to walk for five hours with the one walking the furthest the winner. Listeners of both stations were invited to guess how far each would walk in the five-hour period. First prize is a pedometer and a pair of walking shoes.

Joe Templeton, WJZ-TV Baltimore assistant news director hiked the 36 miles from Baltimore to Washington at an average speed of 4½ miles per hour.

Wayne Brown, WBAP-TV Ft. Worth, Tex., reporter-cameraman, walked the 50 miles from Ft. Worth to Glen Rose, Tex., in 13 hours 15 minutes.

WFUN Miami also planned a 50 mile hike by its seven d.j.s.

The disc jockeys were joined by Mayor Robert King, marines, soldiers, two mailmen and a troop of Boy Scouts for their trek.

Tv executives from WTEV (TV) Providence, R. I., managed to walk between 25 miles and 35½ miles.

KFMB-TV San Diego had Bob Mills walk the 50-mile distance in the competition.

Part of 5,000 who followed KDKA’s Clark Race on 28-mile jaunt leave Pittsburgh headed for Washington, Pa.

awarded to about 200 who walked at least 30 miles.

Other stations announcing hikes include: KMPC Los Angeles; KOGO San Diego; WDGY Minneapolis; WJOY Burlington, Vt.; KBOX Dallas.

To answer the walking craze, KCBS San Francisco personality Dave McElhatton conducted a 20-hour “resta-thon” from a makeshift bed in the back of the station’s news station wagon.

Perhaps the next physical fitness fad will be triggered by the publication last week of a 1909 letter from President Theodore Roosevelt, in which he approved three-day 100 mile horseback rides as part of the physical fitness training for the armed forces. (Anyone for a 100-mile Merry-Go-Round ride?)

How heavy is ‘Pebbles’

Screen Gems Inc. reports that at the conclusion of the March 8 episode of The Flintstones program on ABC-TV, the name of the winner of its “Pebbles” contest will be announced. Who is “Pebbles?” She is the baby that was born on the Flintstones episode Feb. 22. The viewer who guesses the weight of “Pebbles” most accurately will win a pair of first-class, round-the-world tickets on British Overseas Airways with stops in 31 cities: $2,000 in cash to cover expenses, and a “Pebbles” doll.

Drumbeats...

In or out? • Officials of WFBR Baltimore have been awarded gold keys—to the Maryland State Penitentiary. The keys honor the station’s participation in the penitentiary’s education program.

Scrap metal • KING Seattle collected over a ton of old license plates for the benefit of the Children’s Orthopedic Hospital. The plates will be sold as scrap metal with proceeds going to the hospital.

Weather on the channel • WICC Bridgeport, Conn., will send its weather boat, “Channel 60” out in Long Island Sound for from-the-water marine reports this year, each weekend during the boating season. The boat will cruise between New York City and Montauk Point giving hourly reports on conditions in the sound.

Housewife-copywriter • A Brooklyn, N. Y., housewife, winner of a Strauss Broadcasting Group commercial writing contest, won a $50 bond and the chance to hear her commercial on WMCA New York. The Strauss station conducted the contest for client Vick’s cough drops.
BROADCAST ADVERTISING

David Inouye, former vp of Marplan Div. of McCann-Erickson, New York, joins Dancer-Fitzgerald-Sample, that city, as vp and director of research.

Lee Lauffer, vp and radio-tv director of Robinson & Haynes, Los Angeles advertising agency, resigns to join Donahue & Coe, that city, as account supervisor and director of new business activities.

Sam Tarricone, assistant media director at Doherty, Clifford, Steers & Shenfeld, New York, elected vp.

Dan Rubin, former vp in charge of radio-tv at Mohr & Eicoff, New York, joins the Metlis & Lebow Corp., advertising agency, that city, to handle all radio-tv production.

Kennard B. Caflfe, former president of Stallion Productions, Baltimore tv production firm, joins Cargill, Wilson & Acree, Richmond and Charlotte advertising agency, as radio-tv director. Mr. Caflfe previously served as producer-director at WJZ-TV Baltimore for eight years.


Harold G. Dickey appointed copy chief at Fletcher, Wessel & Enright, St. Joseph, Mo., advertising agency.

THE MEDIA

Murray Arnold, program director of WPEN-AM-FM Philadelphia, promoted to general manager, succeeding William B. Caskey, executive vp and general manager, who has been appointed to position of general consultant to Wn. Penn Broadcasting Co. (licensee of stations) and Mustrone, a background music service. Mr. Caskey, hearing his doctor's advice, plans to locate permanently in Florida. He will keep in close contact with station and its executives and represent company at various conventions and other affairs. Mr. Arnold has been station manager and responsible for WPEN's programming since joining station in 1954.

Stanley LeVine, sales manager of KSAN San Francisco, promoted to general manager, succeeding J. Walter Carroll, who was recently appointed station's national sales manager.

Charles A. Scruggs named KSAN program director.


Shorty King, air personality at WJEJ-AM-FM Hagerstown, Md., resigns to become station manager of WWDS, new daytime outlet in Everett, Pa., with target date of March 15.

Gene Sutorius, formerly of Del Wood Assoc., New York, joins Vic Pirano Assoc., radio-tv representative firm, that city, as vp for business development.


Lad F. Hlavaty, chief engineer of KCRG-AM-TV Cedar Rapids, Iowa, appointed chief engineer of new ch. 8 WQAD-TV Moline, III., which has target date of Aug. 1. Announcement was made by Frank Schreiber, vp-general manager of WQAD-TV which will become ABC-TV outlet in Quad-City market.

James M. King, formerly with Television Advertising Representatives in Chicago and New York, appointed sales manager of KDKA-TV Pittsburgh, replacing Henry V. Greene Jr., who recently was named national tv sales manager for Westinghouse Broad-

casting Co. Prior to joining TwAR, Mr. King was associated with Peters, Griffin, Woodward and George P. Hollingsbery Co., New York.

Bill McBride, program director of WOW-TV Omaha, Neb., for past 10 years, named station manager, replacing C. A. (Al) Larson, who resigned last week. Mr. McBride joined WOW in October 1947 as radio announcer.

Richard C. Shepard, station manager of WGR-AM-FM Buffalo, N. Y., resigns to become local-regional sales manager of WKBW-TV, that city.

Dick Novak appointed sales manager of KGVO Missoula, Mont. Other KGVO appointments: Dave McNair, program director; Marge Elting, office manager; Howard McDonald, traffic director; Dolores Nelson, women's director; and Ken Hansen, chief engineer.

James Kilian, former account executive with WJZ-TV Baltimore, and Charles Stewart, director of sales for...
Romper Room Inc., joins WTTG (TV) Washington as account executives.

Dick Newman, formerly with WVOX New Rochelle, N. Y., joins WLEE Richmond, Va., as account executive.

Mike Jarvis appointed sales service director of WLWC (TV) Columbus, Ohio, succeeding Jim Lackey, who has been promoted to account executive.

A. P. (Mac) McKin and Art Vogel join sales staff of WKAT-AM-FM Miami Beach, Fla. John Clark, Jack Porter, Bob Bonner and Bud Lee join station's news staff; Bob Smith named WKAT sports announcer, and Bill Deane to outlets' announcing staff.

Edwin Cohen, associate director of national instructional television library of National Educational Television & Radio Center, New York, appointed director of that unit.

John Abernathy, account executive at KOGO-TV San Diego, Calif., named merchandising manager. Burke Ormsby, KOGO-TV program director, elected president of board of San Diego Employers Assn., numbering more than 200 of city's business firms.

Charles H. Hughes, former sports announcer and weatherman for WMAL-TV (ABC) Washington, joins Washington bureau of ABC News as staff and commercial announcer. Mr. Hughes will also produce and direct Washington origination for network news unit. Prior to joining WMAL-TV, he produced and hosted American Airlines' Music 'Til Dawn show on WTOP-AM-FM Washington. Currently, Mr. Hughes is news-caster with Voice of America and announces nationally syndicated U. S. Air Force show Serenade in Blue.

Brent Hill, announcer at WSB-AM-FM Atlanta, named operations manager, replacing Ted Hightower, who resigned effective March 15 to join public information office of U. S. Department of Agriculture.


Ted Austin appointed program director of WSOV-AM-Charlotte, N. C. Robert McCourt, production manager, assumes added duties in close cooperation with Mr. Austin.

Howard B. Mouatt, chief engineer of WHEC-AM-TV Rochester, N. Y., resigns to accept position with Space

KDKA manager dies

Lester R. Rawlins, 54, general manager of KDKA-AM-FM Pittsburgh, died Feb. 23 at St. Francis Hospital, that city. Mr. Rawlins joined Westinghouse organization in March 1942 as supervisor of employment at Louisville (Ky.) Ordnance Div., and in November 1943 was advanced to supervisor of industrial relations, handling all of division's labor negotiations and contracts. In April 1946 he was transferred to Philadelphia as manager of industrial relations with primary assignment of coordination of industrial relations policies and procedures for what was then known as Westinghouse Radio Stations Inc. Mr. Rawlins was named manager of KYW Philadelphia (call letters later were moved to Cleveland) in 1950 and assumed general management of KDKA in 1952.

Mr. Rawlins

Mr. Hughes

Mr. Holmes

Mr. Rawlins

Thurston S. Holmes appointed director of promotion and public relations for KERO-TV Bakersfield, Calif.

Dick Masterman, formerly with WGAW Gardner and WORC Worcester, both Mass., announces his resignation as chief of staff of WTSR Brattleboro, Vt.


Robert A. Brennan and Arthur E. Patterson named associate producers at CBS Newsfilm, New York. Mr. Brennan formerly was news editor for CBS-owned KMOX-TV St. Louis. Mr. Patterson has been assistant producer at Newsfilm since 1959. Stanley Zeitlin, member of Newsfilm department, promoted to assistant producer.

INTERNATIONAL

Brian T. Brolly, of Telefis Eireann, Dublin, Ireland, appointed head of Review Productions, Toronto, Canada, effective in June, and also will join Music Corp. of America to develop further their international activities. Mr. Brolly formerly represented MCA in United Kingdom and Europe before joining Telefis Eireann two years ago.

Ray Hazan, national manager of radio news for Canadian Broadcasting Corp., Toronto, promoted to tv news manager Charles Gunning named radio news manager at CBC, Toronto.

Seymour Joly de Lotbiniere, controller of BBC-TV program services, appointed controller of BBC Western Region, effective Aug. I. Mr. de Lotbiniere replaces Frank Gillard, who succeeds Sir Lindsay Wellington as BBC director of sound broadcasting.

EQUIPMENT & ENGINEERING

Louis R. Wanner, chief engineer of Sylvania Electric Products' parts division in Warren, Pa., appointed chief engineer of company's receiving tube operation in Emporium, Pa. Rudolph E. Carlson Jr. named product planning manager for Sylvania Home & Commercial Electronics Corp., Batavia, N. Y. Mr. Carlson, who will be responsible for product planning of Sylvania's entire line of tv, stereophonic high-fidelity phonographs, and radios, was formerly with Motorola Inc. for seven years as assistant director of tv engineering and more recently as assistant product planning manager. Mr. Wanner joined Sylvania in 1948 and was named to his present post in 1959.


PROGRAMMING


John Clark, formerly with ABC, ap-
pointed sales director of Mel Blanc Assoc., Hollywood production firm.

Michael M. Sillerman, formerly partner and executive vp in charge of sales of Programs for Television Inc., New York, joins sales staff of Four Star Distribution Corp., that city. Earlier, in 1953, Mr. Sillerman helped organize Television Programs of America Inc., New York, and served as its executive vp in charge of sales.

DEATHS

Eugene Peter O'Fallon, 72, Colorado radio-tv pioneer, died Feb. 16 at St. Joseph's Hospital in Denver of kidney ailment after three-week illness. Mr. O'Fallon started KFEL (now KIMN) Denver in 1932 that became KFEL-TV (now KTVR [TV]) in 1952, Denver's first television station and first post "tv-allocations-freeze" station in U. S.

Freeze was in effect through early 1950's. He also was pioneer Im radio broadcaster, having started Muzak Electronic Network in that area and was one of founders of Broadcast Music Inc. He was sales manager of KVOD (now KHOW) Denver when that station shared air time with KFEL.

Crosley President Dunville dies at 57

Robert Edwin Dunville, 57, president of Crosley Broadcasting Corp., Cincinnati, died last Thursday (Feb. 28) at Bethesda Hospital, that city, where he had been patient for two weeks previously. He underwent serious operation last year. Mr. Dunville entered broadcast sales work in 1930s following graduation from U. of Missouri School of Journalism and stint as advertising manager for St. Louis automobile company. It was in St. Louis that Mr. Dunville became acquainted with James D. Shouse, then manager of CBS-owned KMOX there, and with whom he joined as member of sales staff. When Mr. Shouse left St. Louis to take over management of Crosley's WLW Cincinnati, Mr. Dunville joined him in move. He became sales manager of station and with expansion of Crosley into television (in Cincinnati, Dayton, Columbus and Indianapolis), Mr. Dunville became sales director for whole group. In 1949, when Mr. Shouse was named chairman of Crosley group, Mr. Dunville was named president and general manager of Crosley Broadcasting Corp. Crosley Stations are WLW and WLWT (TV) Cincinnati, WWDN (TV) Dayton and WLWC (TV) Columbus, all Ohio, and WLWI (TV) Indianapolis, Ind.

Mr. Dunville

Mr. O'Fallon

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Feb. 21 through Feb. 27 and based on filings, authorizations and other actions of the FCC.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity. Abbreviations: DA—directional antenna. cp—circular polarization. r.r.—reflected radiation. vhf—very high frequency. uhf—ultra high frequency. antenna, aur—aural.

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FOR THE RECORD

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And Tv Stations

Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531

Commission gives notice that Nov. 6, 1962, is the deadline for filing for a generic term, pending application of Fifth Market Best, Inc., for assignment of license for WJMJ-TV, N. Y. This license is held in trust for the benefit of John M. Davis (60.7%), Eva B. Davis (21.2%), Roger W. Cline (33.2%) and Marjorie A. White (6.1%) all of Chicago, Ill. before. The pending final decision in Doc. 14419, became effective Jan. 19, 1962. Commission is pursuant to Sec. 1.153 of rules. Act Febr. 21.

APPLICATIONS
WFTL, Ft. Lauderdale, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new tower. Ann. Feb. 25.

KLIN Lincoln, Neb.—Cp to increase daytime power from 250 w to 1 kw and install new tower. Ann. Feb. 25.

KFEM Oklahoma City, Okla.—Cp to increase ERP to 3 kw; increase ant. height above average terrain to 1534 ft; change ant.-trans. and studio location; change status of station to OKLA City. Okla. Request for waiver of Sec. 1.356 (d) (2) of rules. Ann. Feb. 25.

KMUR Murray, Utah—Cp to increase D power from 250 w to 1 kw and install new trans. Ann. Feb. 25.

New fm station

APPLICATION
Montgomery, Ala.—WJAM Inc. 163.3 mc, ch. 277, 29.1 kw. Ant. height above average terrain 515 ft; 167.5 kw.chef. Sesel Smith, 167.5 Florence St., Montgomery. Estimated construction cost $42,000; first year operating expenses—about $20,000. Sebib Smith, 167.5 Florence St., Montgomery is minority owner of WSPA-AM-FM Montgomery and is vp of WJAM (FM) Montgomery, equipment and installation, applicant plans to purchase. Ann. Feb. 25.

Ownership changes

ACTIONS BY FCC
KWBZ Sierra Vista, Ariz.—Granted assignment of license from Sunbelt Broadcasting, Inc., from Carlston W. Morris (80%), deceased, to Esther Morris (100%), executrix of estate. Also see application below. Action Feb. 25.

KHFJ Sierra Vista, Ariz.—Granted assignment of license is pending up from Carlston W. Morris (100%), deceased, to Esther Morris (100%), executrix of estate. Also see application above. Action Feb. 25.

WXQO Ormond Beach, Fla.—Granted transfer of controlling interest in corporation, Volusia County Best Corp., from Lyman W. and Julia F. Meadri (100%) to Radko Communications, Inc., from Frank G. Berndt (10%) and K. O. B. Corp. (87%)owners of company. Mr. Meadri is former attorney of Alfred V. Meyers (40%). Consideration $70,000. Action Feb. 26.

WFMJ Palm Beach, Fla.—Granted assignment of licenses from Emma S. Pelle (160%), d/b/a as Flame Radio & TV Corp., to Bernard Harris,火焰 Radio & TV Inc. Consideration $65,000. Mr. Harris owns mortgage on firm. Action Feb. 25.


WQXO Ormond Beach, Fla.—Granted assignment of license from Carlston W. Morris (100%), deceased, to Esther Morris (100%), executrix of estate. Also see application below. Action Feb. 25.

WQXO Ormond Beach, Fla.—Granted assignment of license from Carlston W. Morris (100%), deceased, to Esther Morris (100%), executrix of estate. Also see application above. Action Feb. 25.

KWQY Ormond Beach, Fla.—Granted assignment of license from Emma S. Pelle (160%), d/b/a as Flame Radio & TV Corp., to Bernard Harris, Ski Radio & TV Inc. Consideration $65,000. Mr. Harris owns mortgage on firm. Action Feb. 25.

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OHCQ Effingham, Ill.—Granted assignment of license from Illinois Best Corp., Lawrence H. Tillman (each 50%) d/b/a as Radio Starke, Inc., to George A. Gothenburg Jr. (31%) and Oneida County Best, Inc., to John C. Gothenburg Radio Inc. Consideration $45,000. Action Feb. 26.

WJHT (FM) Effingham, Ill.—Granted assignment of license from Illinois Best Corp., Lawrence H. Tillman (each 50%) d/b/a as Radio Starke, Inc., to George A. Gothenburg Jr. (31%) and Oneida County Best, Inc., to John C. Gothenburg Radio Inc. Consideration $45,000. Action Feb. 26.

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SUBSCRIPTION APPLICATION—BROADCASTING The Businessweekly of Television and Radio
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

☐ 52 weekly issues $7.00  ☐ 104 weekly issues $12.00  ☐ Payment attached
☐ 52 issues & 1963 Yearbook $12.00  ☐ Please bill
☐ 1963 Yearbook $5.00

name  title/position

address  Business  ☐ Home

city  zone  state

company name

80 (FOR THE RECORD)
By Hearing Examiner James D. Cunningham

On own motion, continued Feb. 25, further hearing of application for new stations in NBC-KKO broadcast transfers and related applications in Docs. 13085 et al. Action Feb. 25.

By Hearing Examiner Charles J. Frederick

On own motion, rescheduled March 11 hearing for March 25 in proceeding on application for new stations in Wausau, Wis., and extended March 25 to April 17 in proceeding on application for new station in Sikeston, Mo. Action Feb. 19.

By Hearing Examiner Herbert Sharfman

In consolidated am proceeding on applications of Coastal Best, Inc., Herndon, Va., and New England RCA Corp., Thames, N.Y., to change call sign of WAPF, NY, to WAPF, Grant, Conn. for new station in Eastern Rockland. Action Feb. 21.

By Hearing Examiner Millard F. French

Pursuant to agreement reached at Feb. 25 hearing, rescheduled hearing of application for new station in Cairo, Ill., for new station in Sikeston, Mo., for new station in Blauvelt, N.Y., for new station in Rockland, Conn., and for new station in Sandusky, Ohio, to June 6. Action Feb. 25.

By Hearing Examiner Walter H. Guenther

By memorandum opinion & order in proceeding on application of Triangle Publications, Inc., Board of Broadcastations, New Haven, Conn., denied motion to correct caption of Application to extend term of license of WTVK, Valparaiso, Ind., and ordered proceeding transferred to 9 a.m., March 26. Action Feb. 26.

By Hearing Examiner Archie Neal Huattung


By Hearing Examiner David I. Kraushaar

In proceeding on applications of Trial Court of Equity, a proceeding in New England, Mass., and in New York, N.Y., for new stations in Belpe and Marcella, respectively, both In re, Docs. 14771-72, granted motion to vacate order of March 26, 1947, on record of Feb. 19 hearing, and scheduled second hearing session for March 23, 1947. Action Feb. 26.

By Hearing Examiner Forest L. McClennan

Formalized by order ruling made by hearing examiner on request of applicant for continuance of hearing. OPTION: hearing examiner did not constitute direction to examiner that "partial initial decision" order be vacated. Therefore, proceeding continued accordingly by hearing examiner, applicant for new stations in Maine and New Hampshire, for new stations in Belpe and Marcella, respectively, requested further hearing conference for 9 a.m., March 26. Action Feb. 26.

By Hearing Examiner Chester F. Fleischmann

 Granted request by KREB Inc., Shreveport, La., and extended March 25 to April 17 in proceeding on application for new station in Shreveport, La., for new station in Southwestern. Action Feb. 19.

By Hearing Examiner Roger D. Neagle

In proceeding on application for new station in Wausau, Wis., extended March 12 hearing to April 17 in proceeding on application for new station in Sikeston, Mo. Action Feb. 21.

By Hearing Examiner Charles H. Price

Pursuant to agreements reached at Feb. 25 hearing, rescheduled hearing of application of Central Wisconsin TV Inc. for new station in Wausau, Wis., for new station in Sikeston, Mo., and for new station in Rockland, Conn. to June 6. Action Feb. 25.

By Hearing Examiner Charles H. Price

Pursuant to agreement reached at Feb. 18 hearing, rescheduled hearing of application of BNWA Broadcasting Corp., Colors, Inc., Board of Broadcastations, New Haven, Conn., for new station in Valparaiso, Ind., for new station in Sandusky, Ohio, for new station in Blauvelt, N.Y., and for new station in Sandusky, Ohio, to June 6. Action Feb. 25.

By Hearing Examiner Donald J. W. McLaughlin

Petition for further hearing pending, rescheduled to April 15. Action Feb. 19.

By Hearing Examiner David I. Kraushaar

Approved application for new station in Sandusky, Ohio, to April 15, for new station in New Hampshire, for new station in Belpe and Marcella, respectively, both in re, Docs. 14771-72, granted motion to vacate order of March 26, 1947, on record of Feb. 19 hearing, and scheduled second hearing session for March 23, 1947. Action Feb. 26.

By Hearing Examiner Charles H. Price


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By Hearing Examiner Charles H. Price


By Hearing Examiner Donald J. W. McLaughlin

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By Hearing Examiner Charles H. Price

Help Wanted—Management

Wanted—immediately. Experienced sales minded manager for western N.Y.S. Top salary and benefits. Send photo and full particulars. Box 92B, BROADCASTING.

Local sales manager for upper midwest full time medium market in group operation. Excellent account list, substantial draw and good prospects for National growth. Box 260B, BROADCASTING.

Manager for well established small station, warm and cold. Prefer man with experience in small station market. Write full details. Box 301B, BROADCASTING.

Regional sales manager plus selling some local spots. Excellent salary plus mission. Well established reputable midwest station. Growth opportunity for right individual. Positions available now. Box 318B, BROADCASTING.

Do you have managerial ability? Are you the sales manager but can not go up? Write today giving full details for this job as General Manager of Texas radio station in small market. Box C-9, BROADCASTING.

Deep south station needs aggressive sales minded manager who is profit conscious. First phone is a plus consideration. Box C-35, BROADCASTING.

Experienced sales manager for fulltime station in progressive city of over 15,000. Salary plus commission and expense allowance. Earnings governed only by ability. Excellent opportunity. Must be reliable, aggressive, and willing to accept responsibility. Send full information to KSCE, Box K, Liberal, Kansas.

Opening for selling sales manager in stereo radio station. Must be more than liberal with the right person, however, you must be a good salesman. Prefer man with an understanding of soft sell. Order takers should not apply, as you will not last long. Apply with resume for same as answer if your vows warrant. Contact: M. W. Oyer, 4224 W. Skyline Drive, Champaign, Illinois.

Help Wanted—(Cont’d)

Announcers

Announcer, with 1st ticket, male or female. Needs stable, articulate, warm, personality, not rock type. 30-40 years old with family. Send resume, tape and salary expectations to Box 273B, BROADCASTING.

Texas kilowatt seeking experienced, mature announcer. Salary $90.00. Tape, resume, to Box 317B, BROADCASTING.

Florida major-market FM seeks announcer with 1st ticket. We want delivery reeking with quality, at home with middle of the road music, less than talky, and especially ads. Maintenance not required. We want a quality guy, no floppers. Prefer one who is already a Florida resident. Send full resume with tape and salary expectation. Box C-2, BROADCASTING.

Immediate opening for man that likes radio, can handle a board shift and would like to work into local news and sports in southern market. Box C-7, BROADCASTING.

Aggressive $500 wait west Texas radio station always interested in able and ambitious announcers and newscasters, first class ticket required for newsmen. Interested? Write Box C-9, BROADCASTING.

Wanted: Bright talented vacation replacement for central New York, CBS affiliate. Able to fill all posts from news to music. Pleasant work, pleasant company. Approximately May 15th, thru September 15th. Application must be immediately. Box C-18, BROADCASTING.

Announcers

Combo or compé: We're wacky, we be professional placement, personalities; just nice guys or gals who'll get along with us and our audience. Natural, unscientific, radio. $100 for a 40 hour week and the plus is up to you; the opportunity is available. 50 miles from N.Y.C. Box C-45, BROADCASTING.

Announcer, experienced for wide awake submorning job. Prefer non-frantic, non-formal. Permanent position. Box C-53, BROADCASTING.

First class announcer with first class license. Send all information first letter. WDEC, Americus, Georgia.

KSFR—The famous San Francisco "3-B sweatshirt" concert music station needs two personalities for a bold new departure in programming. Classical music background a must, production knowledge, and programing experience essential. KSFR, 10 Claude Lane, San Francisco, California. YU 6-3825.

First phone only, no maintenance, good music format. Three years experience minimum, top of the market, for right man. Contact Jim Jae, Jr., MANAGER, AC-1-3451, KJHMO, Hannibal, Mo.

Arkansas regional seeking top announcer, PD. Photo full background to William Fogg, Manager, KKJX, Forrest City, Arkansas.


Announcer, first phone, pay's fair, job's steady, working conditions excellent, chance for advancement. Will train you. WARO, Canonsburg, Pa.

Immediate opening for experienced mature, all events, news and sales in market. Write phone WASA, Harve de Grace, Maryland. 301-930-9860.

Top flight morning personality for new Indianapolis clear channel WIGO airing in April. Send tape (airfile), resume, and salary requirements to Luke Walton, 425 Park National Trade Building, Indianapolis, Indiana.

Announcer-salesman. $60 per week plus 15% commission. Send tape to WSMD, Waldorf, Maryland.

Urgent: Versatile announcer-evenings ability sets pay. Contact Terry Dorsey, WBDBQ, Dubuque, Iowa.


Broadcast Employment Service has choice latest AM or TV openings. Confidential pro-"motional placement, personalities. Box 380 10th Ave. So. Minneapols, 17, Minnesota.
Help Wanted—(Cont'd)

Technical

Engineer-announcer strong on maintenance, wanted immediately. Chance for advancement. Experience radio. Must be a Florida man. Salary open. Tape references requested. Don't wait; this could be your break. Box 33B, BROADCASTING.

Engineer to help construct Florida 5 kw. Must be reliable and of good character. Box C-5, BROADCASTING.

Engineer-announcer wanted for small Alaska station. Experience helpful. Must be absolutely necessary. Box C-37, BROADCASTING.

5 kw daytimer has immediate opening for opening disc jockey. Position includes modest announcing shift. Top salary in region, contact Believe Broadcasting, photo, tape and resume to Al Clark, WYKR, Winner, South Dakota.

Help Wanted—(Cont'd)

Production—Programming, Others

Experience radio newsmen for midwest market. Opportunity to step up. Send resume, tape, salary expected and reference to Box 276B, BROADCASTING.

Program director or qualified announcer who wants to step up for New York city area. Classical music experience preferred, but not essential. Pay commensurate with qualifications. Box 207B, BROADCASTING.

Producer-writer to work with established talent. Must be experienced in market. Must be extremely capable in humorous and human interest writing plus top production techniques and several voices helpful. Send resume, photo, references, and salary requirements to Box 32B, BROADCASTING.

Opportunity for ambitious news man to gather, write, and air news in authoritative manner. Must be able to write, produce and deliver in business as well as delegate, follow up, train personnel and supervise program department with strong emphasis on creative production for local sales as well as expansion of news operation. Regardless of your position in radio or television if you have considered changing from your present position to a better opportunity we would like to hear from you. Because of expansion in radio and television, we will have future openings in traffic, sales, continuity and variety, and you are encouraged to have experience in any phase of broadcasting we would like to hear from you. Good salary, excellent working conditions and fringe benefits. Give complete information in first letter with personal references. Box C-54, BROADCASTING.

Immediate opening for serious minded news editor. Minimum two years broadcast experience and complete knowledge of news—writing, organizing, and supervising—are required. Knowledge of insurance and retirement plans, WHBY, Appleton, Wisconsin famous for Lawrence C. Gould, a great news man, is in business for 40 years. Send picture, tape, and particularly to Radio Station WHBY, 600 South Lawe St., Appleton, Wisconsin.

Help Wanted—(Cont'd)

Situation Wanted—Management

Discriminating sales executive. Prefers better broadcasting affiliation. Well-organized, ethical. Unusual sales depth experience plus promotion, research background. Excellent record. Interested in quality association. Box C-38, BROADCASTING.

Presently general manager, small "metro" market. Seeking new outlet which may be sale, affiliation, or promotion, and programming. Last nine years general manager and/or sales manager in highly competitive markets. Have ownership background, Fm radio, college, 35, family. Fine financial and business references. Twelve years radio, all formats. Present earnings, $12,000. Box C-42, BROADCASTING.

Attention New York state . . . small market, manager, sales manager, strong on sales and public relations. Good references. Contact Box 1076B, BROADCASTING.

Sales

Twelve years experience in one of America's most competitive markets seeks position as sales manager or general manager. College graduate in field of Radio-Television. Can offer superior record of performance and character references. Box C-36, BROADCASTING.

Announcers

Sportscaster seeks return to baseball announcing. Has big league leading to managerial experience. "Name" references furnished. Box 190B, BROADCASTING.


College student desires summer work. Experienced in r & r, c, w, pop. Presently in chain. Has high school and college credits. Would be interested in small-town or college work. Complete information. Box 250B, BROADCASTING.

Country disc jockey, desires fulltime air work. Experienced. Employed. Box 203B, BROADCASTING.

Warm, relaxed, good music announcer. Experience desires matching operation now. Box 213B, BROADCASTING.

Sparkling tasteful morning humor, believable in music or sport, full time. Must be able to work different, 4 years doing mature, clever music show. Ultra-successful, yearly sales vehicle. Box 312B, BROADCASTING.

South Carolina, North Carolina, Georgia. Adult, morning showman . . . first phone. 13 years experience all phases, 11 at present 5 kw. Young, married, veteran. Looking for permanent position in South Carolina. $130 month. Box C-26, BROADCASTING.

Situations Wanted—Announcers

Personality dj-news-caster, aggressive, honest hard worker, married. References. Five years experience all formats. Box C-10, BROADCASTING.

Decay, major market, highest rating, five years experience, $125,000. Box C-11, BROADCASTING.

Put ten years experience to work for you. Was permanent employee of Georgia chain. Prefer Florida or Pennsylvania, Box C-16, BROADCASTING.

Production minded, tight board, presently 4%, desire northern market, some college, Box C-17, BROADCASTING.

Good idea, Negro deejay, first phone, tight board, great production. Box C-32, BROADCASTING.

Seeking good position in N.E. Announcer, dj, morning man, 5 years experience. Box C-24, BROADCASTING.

Announcer seeks position in east. Married. Box C-28, BROADCASTING.

Mature personality dj, 18 years experience, can sell, however my forte is informal announcing. Plenty of references, ability, experience. Prefer position in small market, winner of K-KID, Pendleton, Oregon. Minimum salary $15,000 per maintenance. Write resume on request. Be prepared to give me your resume too. Box C-31, BROADCASTING.

Top notch top 40 man ready to join your operation. References, tape and resumes will show ability. Please show me your opportunity. Box C-32, BROADCASTING.

Mother please I'd rather do it myself. Don't buy me a radio station. Some nice smart boy will see this ad and hire me as a disc jockey. After all I'm honest, reliable, young creative with real desire and ability to be an outstanding Broadcaster. School graduate, who learns fast. Needs a chance, Money secondary. Your gain is my break. Box C-34, BROADCASTING.

Baseball announcer, seven years minor league experience. Play by play all sports news, sales. Box C-43, BROADCASTING.

First phone-one of the southwest's best known and highest rated sports and radio announcers is looking for a top job or top 40 or jazz, Pipe line: WANTED—solid, great-looking news: vast background in all radio including management, playing, announcing; sales; engineering; production; copy. No beginner, drifter, drinker or radio bum. Fantasy man and solid citizen. Experienced, references, both business and personal, the kind you can check. Complete brochure with resume to legitimate inquiry from full timer. No form letters, please. Box C-44, BROADCASTING.

Have cigarette lighter and wife-neither works! Top forty deejay, 7 years experience. Last 3½ with one of the leading (if not the leading) chain. Recommendation from present employer. Myballpoint poised. Box C-46, BROADCASTING.

Perennial all-night man formerly with Miami's number one station. Top 40 or jazz. Tape, photo, resume, references available. Mickey Price, 125 Maryknoll, Bethesda, Maryland. E.M. 5-2384.

I have talent, experience, dependability, versatility and top references to offer. What have you? Box C-50, BROADCASTING.

Announcer, 1st phone available immediately—Musical and theatrical background. Prefer west coast. Box C-63, BROADCASTING.


Available now, anywhere northern Ohio for production spot voicing station breaks, etc. Insert your own basic sound. (Code 216) Phone 321-3770.
Situations Wanted—(Cont'd)

**Announcers**

Swinging top 40 dj. Presently working in two mid-western stations. Prefer change to swing station. If you need a dj with a good sense of production, too, then I'm your man. Write Box C-82, BROADCASTING.


Double impact; "Mutt & Jeff" combo of two quarters. Presently heard on all phases radio. Available immediately, for new station or established operation needing shut in arm. We work well together. Prefer good music station in medium market solve your phone problem: 274-8467 or 257-9509, Memphis, Tennessee.


**Technical**

Not a six week wonder. Engineer-announcer. 1st class experience; in-station composing, single experienced, no rock. Presently employed. Box B-118, BROADCASTING.

First phone, available immediately. 12 years electronic experience. Box C-38, BROADCASTING.

Young, single, chief-engineer announcer wants position in cable medium market in east. College, five years experience. Box C-48, BROADCASTING.

Chief engineer-experienced am/fm construction; maintenance, Directional-地面. All powers. Box C-48, BROADCASTING.

Presently employed combo man with first ticket, want position with more engineering, less announcing, especially audio, editing board, 5 years experience, degree, married. Will move. $100 weekly, please. Box C-14, BROADCASTING.

Engineer wants to relocate in east. First phone, experience am & fm. Box C-29, BROADCASTING.

Chief engineer, desires secure challenging position, radio or television. Seventeen years experience, construction, maintenance, directionals. Presently employed, past references. Box C-30, BROADCASTING.

Production—Programming, Others

Highly oriented sports and newsmen. 18 years in business. Nine employed as p.d. Seeking relocation to large market with role in sports. Box C-55, BROADCASTING.

Farm director, radio and/or tv. For resume write John Merrifield, 10459 Nadine, Huntington Woods, Michigan.

Texas managers: Female dj, copy, traffic combination available. Recent broadcast school grad. Best references. Box C-4, BROADCASTING.

Radio and television. Eleven years all phases. Top adult personality jock, program director. High calibre bowling and baseball player. Excellent sports director. Seek permanent position top ten market. Highest recommendation from previous employers. Prefer personal interview. Box C-20, BROADCASTING.

Sports director, desire $150 per week and plenty of work. Box C-19, BROADCASTING.

Help Wanted—(Cont'd)

Help Wanted—Technical

Engineer, best technical qualifications, reliable character, for VHF Texas relocation city. Box 180B, BROADCASTING.

Qualified engineer trainee with first phone for Texas VHF. Box 201B, BROADCASTING.


Chief engineer for educational videotape production center expanding into probable station operation. Supervisory experience and background in all phases of maintenance necessary. Box 150B, BROADCASTING.

Strong vhf CBS affiliate in mid-south has immediate opening for television technician experienced in studio maintenance and operation. Must be ambitious, dependable, and have a 1st phone license. Replies treated in confidence. Send references. Box B-286, BROADCASTING.

Immediate opening for man capable of operating and maintaining RCA transmitter plant and STL's. Contact Guy Lewis, Chief Engineer, KXII-TV, Box 579, Sherman, Texas.


Chief engineer for full power, vhf and 5 kw am, ABC network affiliates, full responsibility for 16 man staff. Excellent working conditions and starting salary. Presently employed, will move, you get started. Give full details in first letter to Reid Gardner, General Manager, KRCG Stations, Cedar Rapids, Iowa.

Production—Programming, Others

Dominant CBS VHF station in midwest needs news reporter-photographer able to shoot news, go on field with film as well as dig for news. Send resume photo, films to Box 250B, BROADCASTING.

Immediate, tv production manager major Mid Atlantic tv radio operation. Five years experience minimum. Send resume to Box C-1, BROADCASTING.

Male or female with tv experience to manage full time operation in southern Florida NBC-TV affiliate. Send resume to Box 55A, BROADCASTING.

Help Wanted—Programming, Others

Number one station in 1/4 million home midwest market has opening for top newsmen to do both radio and tv. There's plenty of news and plenty of work. If you're used to a 90 hour week we are not for you. If you love news send resume photo and film or tape to Box 193B, BROADCASTING.

Continuity writer with speed and creativity for VHF in southwestern resort city. Box 195B, BROADCASTING.

Need creative producer-director to handle important evening newscast and recording schedule. Must have good ideas and be able to handle crew with skill. Excellent potential in 12 year VHF dominant CBS station in 750,000 home midwest market. Send references and photo. Resume length 1/4 page. Work to Box 253B, BROADCASTING.

Sports director for WSBT-AM, FM, TV, respected leader in the area. Experienced play by play, interviews, regular sports shows. Prefer Indiana sports background though experience in neighboring states will be considered. Salary plus talent and many extra benefits. Send tape and photo to Manager News, South Bend Tribune, South Bend, Indiana.

TELEVISION

Situations Wanted—Management

Experienced assistant manager. Family ownership prefers future promotions. Salary requirements $2,000 per year. Box 292B, BROADCASTING.

Sales

Tv salesman billing 1/4 million local sales—medium large market seeks sales management or larger market. Box 58A, BROADCASTING.

Announcers

Mature, personable tv staffer, university graduate, 29, now major southeast market. Must relocate immediately. Box 563B, BROADCASTING.

Quality, versatility, experience. Employed tv announcer nine years broadcasting. Married, relocate. Box C-40, BROADCASTING.

Technical

First phone, available immediately, 12 years electronic experience. Box C-38, BROADCASTING.

Weatherman looking for new position. Graduate meteorologist, experienced in radio, television now looking for a first rate weather show, authoritative and friendly write. Box C-32, BROADCASTING.

Production—Programming, Others

Major market newsmen. Some television, heavy radio. Harvard graduate, 32, family. Interested radio-television combination top markets only. Box B-286, BROADCASTING.

Top producer-director, major market, now interested in moving into top assistant program manager, smaller market. Box 180B, BROADCASTING.

Diversification. Experience in production, direction, announcing, writing, editing, photography and news. Desires permanent position. Family. Box 288B, BROADCASTING.
WANTED TO BUY

Equipment

2 good used 12" t-tubes. Pickup arms. Magnecon-PTR-5A. Used studio console.

Hamilton 110 W. 3rd St., Newton, Iowa.

Will buy or trade used tape and disc recording equipment— Ampex, Concertone, Magne-
cord, Presto, etc. Audio equipment for sale.

Boynton Studio, 19 B Pennsylvania, Tucke-
hoe, N. Y.

Locke guy insulators, type 25120. Slate summer price. WXGI, Box 8872, Richmond 29, Va.

5 kilowatt or 10 kilowatt am broadcast transmitter in good condition for high end of broadcast band. Box C-21, BROADCAST-

All equipment between the microphone and the 150 foot tower necessary to build a 250

william support 300 to 500 feet, located in the middle at the best possible price for

supporting teachers and all broadcast

new.—20 foot length for $60.00. Quantity discounts. Stock list available.

8300 Freeway Blvd., Sacramento 22, Calif.

X mislotion; T elon Insulated, 11/8 rigid, 511" Ohio Insulated. New and used all brands.

RCA BTB-10B, 10 kilowatt fm transmitter. $6500. Box 32B, BROADCASTING.

Fidelipac tape cartridges. Best prices, same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment

brochure. Sparta Electronic Corporation.

RCA Transmitter, 350, 350L, 1500.

Am, fm, tv equipment including transmis-
tors, oscillograms, audio, monitor,

Broadcasting.

3 RCA Ball bearing VTR headwheel panels.

Newly reconditioned, warranty transfer-

1,200 each. Contact Chief Engineer, WTVY, Dothan, North Carolina.

Several slightly used type 8221 tubes for RCA VT 5A transmitter. Serial numbers and hours on each furnished on request.

Director of Engineering Westinghouse TV, Minneapolis.

10,000 watt fm transmitter, FCC type ac-

cepted. Designed by Bell Telephone, West-

ern Electronic 5985-B. Operates 80-100 mc. Very good condition. Clean, complete, loca-
tion midway. $3500.00. Box 295B, BROAD-

CASTING.

Complete remote broadcasting facili-
ties incorporated in 45' x 8 trailer including all equipment necessary for mobile or per-

motional small studio installation. Console, turn tables, microphone, air conditioners, 5 kw generator and many incidentals. Box C-51, BROADCASTING.

Dolittle fm mixer. Was working when re-

moved from service. Make offer. WSOY, Box 780, Decatur, Illinois.

Berlant corderone tape recorder, carrying case 1200.00. WEEL, Fairfax, Va., Cresent 4-3000.

For Sale

Equipment

I RCA power-max, perfect condition $300. I Symmeka perfect, perfect condition. $300.

Both pieces used one year. Box C-29, BROADCASTING.

Hewlett-Packard 335 B fm modulation and frequency monitor $725. Field intensity

meter $2X-2C $450. Good condition. Rowland Engineering, Box 1062, Welch, W. Va. Phone 498-

2311.

For sale: Three Ampex units now in broad-

cast use, models 600, 601, 612 $5 90

cycle 120-240-cy cylinder engine with mag-

neto, new overhaul. Best offer. Box 419, Bay-
town, Texas.

Kinescope recorder, GME Model PA300, in-

cluding; console on casters, recorder deck, Acme 5mm camera with mounting. H. V.

drives $125. Power interlock, reflection

unit, yoke, electronics, pulse counter, moni-
tor control and power supplies, $7,600.00,

V. Kemper, EUE, 513 West 5th St., N. Y., 19 N.

Thermometer, remote electrical; used by

over 100 stations, enables announcer to read the correct outside temperature from mike

position. Installed in less than an hour. For trend for Littner & Sons, Inc., 24611, San Diego 6, Calif.

Commercial crystals and new or replace-

ment crystals for RCA, Gates, W. E. Billey

Jr., Joilet, Ill., regreting, repair, trade. 6

BC-804 crystals and Conelrad. Also A. M. Mi-

nion service. Nationwide unsolicited test


Film scratches and dirt showing on your

tube? A lot of stations got rid of them by using Pickering, Inc., 450 Weaver Street, Larchmont, N. Y.

For sale: Remote custom built trailer, 12

by 6 feet, with console, will handle three

magnetic heads, has 45 turn tables, one

three-speed turn table, and public address

system, combination air conditioner and heater. Reasonable. Call or write WASA, Havre de Grace, Maryland, W. 9-0680.

GEL FM-1 main channel exciter and sub-

channel generator, rack-mounted with power supplies. W. E. 606 B-2 10 kw fm

transmitter. Also three multi-v an-

BUSINESS OPPORTUNITY

Unlimited funds available for radio and

television properties. We specialize in

financing for the radio or electronics

industry. Write full details to Box 265A, BROAD-

CASTING.

MISCELLANEOUS

Gospel-Religion available. American Adver-
ing Co., 270 North Crest Road, Chatta-

nooga, Tennessee.

Religious programs available. American Ad-

vertising Co., 270 N. Crest Road, Chattan-

ooga, Tennessee.

30,000 Professional Comedy Lines! Topical

laugh service featuring deejay comment, audio production, Orben Comedy Books.

Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-lbs for deejays. Also "Dice Hits," record

info $5.50. Del Mar Radio Features. P.O. Box 75, Carma Del Mar, California.

Gospel Broadcasting available. American Advertiser Co., 270 North Crest Road, Chatt-

anooga, Tennessee.

Sportscaster will provide interviews with

top league baseball, football, basketball for

September. Namo, 3362 Ahna, Lynwood, California.

Country and western music library wanted

for new station in southwest. Prefer mostly

45 RPM records dating back to 1955. Box

203B, BROADCASTING.

Resumes by Ph.D. currently in television in-

dustry. Fast service. Details air mailed.

Thayer, 608 Eighth, Laurel, Maryland.

Broadcast Comedy is listed in the new

Guiding of "talk" comedy. Write for free 24 page booklet on your letterhead.

ACO, 203, R. 8, 63 Parkway Court, Brooklyn 35, New York.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in evening classes.

Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write necessary

to top quality theory and laboratory

instructions. Elkins Radio License School, 1505 N. Western Ave., Hollywood 21, California.

Be prepared. First class F.C.C. license in

six weeks. Top quality instruction and labora-

tory training. Elkins Radio License School—

536-0713, 1120 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guar-

anteed instruction in theory and laboratory

methods and theory leading to the F.C.C. first

Class License. 14 East Jackson St., Chicago 4, Illinois.

Elkins training new in New Orleans for FCC

First Class License in 6 weeks. Nationally

known for top quality theory and labora-


Since 1937 Hollywood's oldest school de-

voted exclusively to radio and television

communications. Graduates on more than 1000

stations. Also do 250 national shows approxi-

mately six to one. Day and night classes.

Write for 48 page brochure and Graduate

application list. Don't wait 6 months—entend a


Since 1946. Original course for FCC first

phone operator including 1000 hour

over 420 hours instruction and over 200 hours

guided discussion at school. Reservations

required. Enrolling now for class starting

April 24. For information, references and

reservations, write William B. Ogden Radio

Operational Engineering School, 1150 West

Olive Ave., Burbank, California.

Jobs waiting for first phone men. Six weeks

gets you license in 100" week with oper-

ating 5kw station. One price includes

everything. Over 30 Institute of Science

and Technology, 333 St. Francis Cr., Mobile, Alabama.

Train now in N.C. for FCC first phone

license. Proven methods, proven results.

Day and evening classes. Placement assis-

tance—never unneeded. Washington Training

Studies, 25 W. 33rd, N. Y., OX 9-5285.

San Francisco's Chris Borden School teaches

you everything you need to get that moder-


Illustrated brochure. 230 Geary Street.

"Are you cold?" Do you need a first phone

call in?—Send N.C. Institute Guide—Get "table comedy a FCC first phone in just five (3) weeks—"Guar-


Contact with moment commercial station. Radio Engineering In-

stitute of Florida Inc., Commerce Court Building, Box 1658, Sarasota, Florida.
Help Wanted—Sales

OPENINGS—SALES

Radio, Television and/or
Ad Agency Experience
A Necessity
High-caliber men, free to travel, with
accredited earnings to $25,000 yearly.
Travel and entertainment allowance,
plus commissions.
Call Main Office, HA 6-9266, Boston,
Mass., or New York City Office, EL 5-
4911, for appointment. Interviews will
be held in sales area.

"Call only if you are a salesman"

COMMERICAL PRODUCERS, INC.
405 Park Square Building
Boston, Massachusetts

Technical

Broadcast Equipment Manu-
facturer has important positions
open in:

Field Service Department:
Requires broadcast engineer with ex-
perience in AM, FM and TV broad-
cast equipment installation and serv-
ing. Previous managerial position in
broadcast equipment servicing desired.

Product Line: Requires knowledge
of AM, FM and stereo broadcast
equipment and should have thorough
knowledge of audio systems.

Send complete resume today.
Box C-60, BROADCASTING.

Announcers

TOP PERSONALITY FOR TOP
RATED 5 KW INDIE

Must be a 25-35 swinger, bright
sounding air salesman, fast-
paced production. Proven record
of rated success necessary. This
is not a tryout job. Air check,
pic, resume to Ford, at
WKML, Box 911,
Kalamazoo, Michigan.
Now open!

Exceptional Opportunity!
Major Eastern market station has imme-
diate opening for bright, happy per-
sonality deejay. Modern format, tight
promotion. Send tape, resume to
Box C-47, BROADCASTING.

Help Wanted—(Cont’d)

ANNOUNCERS

WANTED!!
Major Eastern station looking for
strong adult air personality who
knows modern music and pro-
duction, and how to develop and
hold audience. Salary open.

Rush tape and resume to
Box C-65, BROADCASTING.

Production—Programming, Others

OUTSTANDING OHIO GOOD MUSIC STATION
wants assistant program director
who is good with ideas, produc-
tion and can run a tight after-
noon show. A good opportunity!
If interested please send tape,
pictures and other information.
Box 226B, BROADCASTING.

RADIO

Situations Wanted—Management

RADIO AND/OR TV
MANAGER AVAILABLE

EXPERIENCE: Practical Radio and
TV Management in Metro, medium and
farm markets since early forties. Mostly
with two major Publishing/Broadcasting
organizations—Cokes and Time Inc.

WHY AVAILABLE? Resigned pos-
tion of Vice President/General Man-
ger of Time's largest metro market radio
and TV stations 2½ years ago to op-
erate own business (a major
orange franchise). Have just closed out
this business due to citrus freeze that
caused a regional business recession.
No serious loss to me.

Looking for Radio and/or TV manage-
ment opportunity, preferably southwest
or west coast. Personal interview will
convince you of my mature abilities to
profitably operate your broadcast prop-
gerty in a manner in which you can en-
joy pride of ownership. Best of refer-
ences.

Phil R. Hoffman
920 Lead Street S. W. Apt. 9
Albuquerque, New Mexico
Phone 242-5175

MISCELLANEOUS

NEED BILLING?
Have, proven California PI program with
prestige product and high $5$, per lead.
Can offer guarantee of results.

Manager,
4670 33rd St.,
San Diego 16, California
Phone Area 714-283-2969.

TELEVISION

Help Wanted—Management

CALIFORNIA OPPORTUNITY

Top flight program director-operations manager with experience in all phases of operation
needed now for growing CBS network. Department is small so must be able to double in trandi-
as well as delegate, follow up, train personnel, control and supervise program department
with strong emphasis on creative production for local sales as well as expansion of news
operation.
Regardless of your position in radio or television, if you have considered changing from your
present position to a better opportunity we would like to hear from you. Because of expansion in
radio and television, we will have future openings in traffic, sales, continuity and art. If you are
versatile and have experience in any phase of broadcasting we would like to hear from you.
Good salary, excellent working conditions and fringe benefits. Give complete in-
formation in first letter with samples of work where applicable.

Box C-54, BROADCASTING

INSTRUCTIONS

EMERSON COLLEGE

Fully accredited liberal arts college. Speci-
fications in radio, TV, theatre arts, speech
and hearing therapy.

COMMERCIAL PRODUCERS, INC.
405 Park Square Building
Boston, Massachusetts

Radio

TV

Speech

Theatre

RADIO-TV ANOUNCING
COURSES
ENGINEER & 1ST FONE
COURSES

Active Placement Service.
Attention Managers: A few Outstanding
Announcers now available for radio-tv.

KEEGAN TECHNICAL INSTITUTE
"Since 1947"
207 Madison, Memphis, Tenn.

For Sale

Equipment

KINE-SCOPE RECORDERs—
Two (2) GPL 16mm kine record-
ers, model PA303, must be dispa-
se as quickly as possible.
Both are in excellent operating
and physical condition—recorder
with serial #75 has a Maurer
Sound Recording Head. Recorder
serial #92 is without sound. We
will listen to any offer and dis-
cuss any deal. We are interested
in moving this equipment FAST.

Box 71B, BROADCASTING

88

BROADCASTING, March 4, 1963
Continued from page 81

ent vis. trans.: ant. height 380 ft.
KYTV (TV) Springfield, Mo.—Granted cp to install aux. trans. and aux. ant. at old main trans. and old location.

KLFL-TV Lafayette, La.—Granted cp to install aux. ant. system at new main trans. and ant. location.

KHQA-TV Hannibal, Mo.—Granted cp to change station frequency to 1540 kHz.

WLBZ-TV Bangor, Me.—Granted cp to change station frequency to 1020 kHz.

KOFA-FM (W) Fairbanks, Al.—Granted cp to install new transmitter equipment.

For Sale

SOUTHWEST LOW FREQUENCY 1 KW
In the black in the growing southwest.$94,000 to qualified operators. Less for Cash.
Box C-3, BROADCASTING

MISSISSIPPI DAYTIMER
Single market, population 6,500, good retail sales. Grazing around $30,000, needs management & local ownership. Good equipment in new building and transmitter. Priced $40,000 with terms, box 255B, BROADCASTING.

FLORIDA-CENTRAL
Medium market. Profitable. Long terms can be arranged.

For Sale—(Cont’d)

STATIONS FOR SALE—MIDWEST. Exclusive, Full time. Gross $90,000.00. Priced at $150,000. 29% down.

JACK L. STOLL & ASSOCs.
Suite 600-601 6381 Hollywood Blvd.
Los Angeles 28, Calif. 6-7279

To buy or sell Radio and/or TV properties contact.
PATT MCDONALD CO.
P. O. BOX 9266 GL 3-8080
AUSTIN 17, TEXAS

Rules & Standards

AMENDED

a. Commission amended its rules to extend permissive use of automatic devices for keeping operating logs, also provision for remote maintenance logging, and consolidating all logging requirements under single sections of rules. New rules are substantially the same as those proposed June 6, 1962. In adopting them, commission directed by National Assn. of Broadcast Employees for hearing since it is not making any changes in present operator requirements. Action Feb. 20.

PROPOSED

a. Commission invites comments by April 1 for proposed rule making based on petition by Pennsylvania Educational Network Study on behalf of Dept. of Public Instruction, which would add new rules for establishment of channels for educational use in that state. It would reserve chs. 39 through 49 for educational use in downtown and assign educational chs. 56 to Altoona, 57 to Clearfield, 58 to Altoona, and 68 to Scranton. Commercial chs. 71 would be substituted for ch. 65 in Shannone. Assignment of channels proposed would require concurrence of Canadian authorities. Action Feb. 20.

b. Commission invites comments by April 1 to notice of proposed rulemaking looking toward amending tv table of assignments to add uhf ch. 18 to Gaithersburg, Md., for tv antenna use. Also addition of two electrical equipment manufacturing firms in Gaithersburg, petitioning for license and stated it proposed to file application for requested channel. Action Feb. 20.

PETITION FOR RULEMAKING FILED
Tat Best, Co., Dayton, Ohio—Requests amendment of table of tv assignments so as to delete ch. 41 from Piqua, Ohio, and add it to Dayton and assign ch. 57 to Piqua. Received Feb. 18.

(For the Record) 87
THIS PIECE OF CLOTH SILENCED 1000 GUNS!

Almost a hundred years ago a doctor wearing a Red Cross armband stepped out on a battlefield in Europe. As he moved between the lines caring for the wounded, the guns of both armies fell silent. From that moment on the Red Cross has been a respected symbol of mercy for all men.

Today Red Cross nurses and doctors are still bringing relief to people suffering from disaster, disease and war. In order to continue this vital work, the American Red Cross must turn to you for support. Don't let it down!

THIS TELEVISION FILM

100 YEARS YOUNG

9 minutes — 16mm — black and white — sound — cleared for TV

100 YEARS YOUNG salutes the 100th worldwide anniversary of the Red Cross movement. The first 4½ minutes depict the birth of the Red Cross idea when Henri Dunant witnessed the Battle of Solferino. The second 4½ minutes show that idea in action on today's international scene—plus dramatic scenes of Red Cross services on the home front. The film can be shown as a 9-minute TV feature or as two 4½-minute programs.

Action scenes of: President Kennedy, Battle of Solferino, Guam Typhoon, Algerian Relief, Congo Relief, East Coast Storm.

THESE TV SPOTS

GORDON AND SHEILA MacRAE, THE AIR FORCE SYMPHONY, and the SINGING SERGEANTS present a new song by Alvy West — “ALWAYS THERE” — as art depicts worldwide Red Cross services. Available in COLOR and BLACK and WHITE. 16mm and 35mm.

Also COLOR SLIDES, TEOPS, FLIP CARDS, with voice over copy.

AND RADIO SPOTS

Recorded appeals by ★ Air Force Symphony & Singing Sergeants ★ Ralph Bellamy ★ Bing Crosby ★ Percy Faith ★ George Hamilton IV ★ Bob Hope ★ Rick Jason ★ Four Lads ★ June Lockhart ★ Gordon MacRae ★ Sheila MacRae ★ Mitch Miller ★ Minnie Pearl ★ Basil Rathbone

All lengths from 05 to 60 seconds

WILL HELP YOU HELP US TO TELL THE RED CROSS STORY

All these materials available from:

YOUR LOCAL RED CROSS CHAPTER

THE AMERICAN NATIONAL RED CROSS

In New York, call SUsquethanna 7-1000
In Hollywood, call HOLlywood 5-3262

THE ADVERTISING COUNCIL

New York
Chicago
Hollywood

★ THIS SPACE CONTRIBUTED AS A PUBLIC SERVICE ★

BROADCASTING, March 4, 1963
OUR RESPECTS to Salvatore Joseph Iannucci Jr.

Negotiating program contracts—slow and complicated

The hat may make the man and the program the network. But a hat is simply purchased: if it looks good and fits, a sale can be easily consummated. And there the similarity of the hat and program ends.

There’s seldom a quick, uncomplicated way for a network to contract for a television program. This is true particularly in today’s competitive television market.

In negotiating for a new network program, people such as CBS-TV’s Salvatore J. Iannucci will tell you, it’s necessary to take into consideration the needs and responsibilities of the network, the plans of and effect upon sales and programming, and the interests of station relations.

There are many facets in acquiring a program, Mr. Iannucci, who volunteered the analogy of hat and program, explains from his austere, impressive 19th floor office at 485 Madison Ave. in New York. This executive reflects a cool, calm personality in the surroundings in which he works. The desk top is swept clean, and indirect lighting envelops the wall facing the visitor and to the back of Mr. Iannucci.

Contract Cornerstone • Reflecting his training in law, Mr. Iannucci says a program contract must “reflect and fill all the needs of the company (the network). The contract must cover and protect all interests.”

Salvatore Joseph Iannucci Jr. is vice president-business affairs, CBS Television Network, a title received officially nearly a year ago, on May 29, 1962.

CBS-TV this season has had conspicuous success with its nighttime schedule, and Mr. Iannucci inevitably must come to the foreground in any serious discussion of the current television season.

(And CBS-TV hasn’t stopped with this season. It’s the first of the networks to wrap up a firm nighttime program schedule for 1963-64 and is ready to go except for a full roster of advertisers—and that appears to be no special problem.)

The business affairs function attempts to translate contractually what the network, producer and talent agree through negotiation, to be the best arrangement covering all parties involved in a network tv program deal.

A concise man, Mr. Iannucci answers the question of his department’s workload by noting that it’s a year-round job, but particularly in December through March with the lining up of talent and of making new and renewed program arrangements for the coming television season.

Family in Law • The Iannuccis might be said to be a family of lawyers—he’s one of three attorneys in his immediate family. His father has a practice in New York City, and a brother, Joseph, is a tax attorney who has represented show business people (talent and producers). Another brother (Robert Iannucci) is an agency account executive.

A young network executive—he is probably the youngest in network history to have achieved such a title and degree of responsibility in his area—Mr. Iannucci obtained a degree from Harvard Law School only 10 years ago. In 1950, he graduated from New York U. with a Bachelor of Arts in Political Science. He was born in Brooklyn on Sept. 24, 1927.

Except for an urge for politics—he dabbled a bit after law school at the Lexington (New York City) Democratic Club—Mr. Iannucci’s objective in life is as clear as a carefully drawn contract. He has always wanted to be in law but in the capacity of working for big business—at a corporation—as contrasted to a private practice.

Inevitably, the Harvard graduate who sought a taste of big business and saw his possibilities in the dramatic, competitive dynamism of an expanding tv medium, he gravitated toward broadcasting. From RCA’s patent division (licensing of patents), Mr. Iannucci moved on to ABC and its legal department and only two years after graduating from Harvard he went to CBS’s business affairs department.

Eight years after he joined CBS, Mr. Iannucci had become one of the top executives of its television network—he served for a year (1959) as director of contracts-talent and rights, and two years (1960-62) as director of business affairs.

On the Beach • Mr. Iannucci’s job has an adhesive quality but when he manages to get unstuck for awhile—“when they get me off”—he’s prone to just “beach it.” “I’m a beach lounger,” he explains. “I’m a theater-goer and the usual summer athlete who swims, golfs and plays tennis. I do play some squash and work out a bit at the gym.” He has a place at West Hampton on Long Island where he can unwind and enjoy the family.

But actually, he notes, it’s “hard to have interests” on his job.

His wife is the former Aileen O’Hara who was a secretary at Young & Rubicam. They were married on Feb. 2, 1957, and have three children: Tommy, Peter and Helene, the latter born last April.

Interests apart from the immediate: Mr. Iannucci speaks of looking forward to his making a contribution to community service, possibly in politics or in the arts. He has an appreciation of art and of people for he enjoys being with and communicating with people.

What special talent does Mr. Iannucci’s position require? Aside from the usual legal skills, there are many intangibles. Among them: not being deceived by what appears on just the surface of a proposed deal. It is necessary, according to Mr. Iannucci, to get to the “core” of a proposal and to do so quickly. He points out that television, with its competitive nature and time schedules demands fast decisions and fast action. He adds that it’s necessary to be realistic about the television business—recognizing its “true values and true needs.”

Business affairs is entrusted with budgeting or pricing-out all shows, including network produced programs and “outside” packages. It counsels and consults with programming people and the sales department. Moreover, business affairs must be cognizant of the network and advertiser rights as well as the program’s costs to advertisers.

Mr. Iannucci recognizes a challenge: the most stimulating is the sales agent he continually deals with—a breed he finds with “lots of savvy,” and providing a good deal of excitement as “they know the business.”

BROADCASTING, March 4, 1963
Merrily it rolls along

TELVISION has been a bandwagon operation from the start, but this year’s model seems apt to be bigger and roll faster—and collect more fares—than even its most successful predecessors. Two months after the end of a year in which they invested unprecedented millions in television, advertisers are getting down on the dotted line again with an enthusiasm sometimes hard to distinguish from eagerness.

Take the networks. Their big, bellwether advertisers are signing into the coming season’s schedule faster than ever before at this point in the calendar (BROADCASTING, Feb. 11, 25). By all the standard indicators, national spot and local business are also moving along at a pace uncommonly swift for this time of year.

The purpose of getting on a bandwagon, of course, is to be ahead of the pack on what hopefully will be a short ride to a sure thing. Television comes closer to serving this purpose than any other advertising conveyance except, possibly, radio. If it had not proved the power of its performance, its list of buyers would be shorter and its prospects less interested.

But bandwagons do break down sometimes, as happened to the subliminal-projection calliope a few years ago, and even if they don’t grind to a halt they can’t be expected to maintain speed on old momentum alone. Television’s immediate prospects were never brighter, but in contemplating this happy fact its programmers and salesmen would be smart to resist any temptation to ease up. It’s easier to stay on top than to get there, but only if you work at it.

Equal freedoms

BROADCAST journalism will be given two important chances to assert itself in congressional consideration of bills to modify the political broadcasting law and to open House committee hearings to television and radio broadcasts. The chances must be exploited fully.

Hearings will be held today by the House Communications Subcommittee on a proposal to suspend the application of Sec. 315, the equal time law, to presidential and vice presidential campaigns in 1964. It may be presumed that broadcast leaders will argue for stronger measures, including repeal of the law.

Hearings will be held later by the House Rules Committee on a proposal to permit radio and television coverage of House committee sessions. Only congressmen may appear as witnesses at Rules Committee hearings, but there is much that broadcasters can do outside the hearing room to encourage favorable action.

Both bills were introduced by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and both seem to have a good chance of adoption. Mr. Harris is not one to back losing causes.

His bill to open committee hearings to broadcast coverage deserves all the support that broadcasters can muster. The exclusion of radio and television from House proceedings is an anachronism and has imposed on broadcasters a second-class status in the company of media covering the Congress. Broadcasters ought to advise their congressmen of the need to lift the outdated rule against modern journalism.

The bill to suspend Sec. 315 for the 1964 presidential and vice presidential campaigns falls far short of the relief that broadcasters must obtain if radio and television are to grow as journalistic forces. This bill will face little opposition, for the record of broadcasting in the 1960 campaign, during which a similar suspension of Sec. 315 was in effect, gave no reason for opposition. Repeal of Sec. 315, how-

ever, will be another matter. Only a massive and extended campaign by a fully united front of broadcasters can force the Congress to kill a law that many congressmen believe guarantees them access to radio and television.

It will not be enough for broadcast witnesses to make the case for repeal of Sec. 315, no matter how eloquent they may be. The case for repeal must be carried to every member of the Senate and House by broadcasters from their own districts. In this cause broadcasters have some valuable allies, including Sen. Vance Hartke (D-Ind.) who pledged his support last week in a speech to the conference of presidents of state broadcaster associations.

One good measurement of any journalism medium is the vigor with which it seeks maximum freedom to operate. The measurement of broadcast journalism will be taken in the fight for repeal of Sec. 315 and for admission to House hearings.

Temporary chairman

CANDOR is a quality that the FCC demands of all its licensees. At the mere suspicion of a lack of it, the commission is apt to start disciplinary action.

If candor is to be required of licensees, as indeed it ought to be, no less must be expected of the commission itself—and especially of its chairman. Candor has not been among Newton N. Minow’s more conspicuous qualities since BROADCASTING on Feb. 11 broke the story of his plans to resign.

Mr. Minow has made two public statements on the subject, the first released by the public information office of the FCC on the day BROADCASTING’s story appeared and the second delivered by himself last Wednesday in answer to a direct question by Sen. John Pastore, chairman of the Senate Communications Subcommittee. In neither statement has Mr. Minow denied the truth of BROADCASTING’s report.

In effect Mr. Minow’s comments have confirmed his intention to leave the commission but have left unsettled the date on which he will leave. His present status of uncertainty puts the FCC in the awkward position of having a leader who is expected to quit any time. The longer this condition prevails the more disorganization will set in. Things move slowly enough at the FCC under stable management.
MORE THAN TWICE THE JANUARY - FEBRUARY HOOPERATING OF THE DISTANT RUNNERUP...

MORE THAN ALL 4 NETWORK STATIONS COMBINED IN ALL SURVEYED TIMES!

WHO ELSE?

KLIF

NUMBER ONE IN DALLAS SINCE 1954!

KLIF — REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

THE McLendon STATIONS
KLIF DALLAS
WYSL BUFFALO
KTSA SAN ANTONIO
WYN-R CHICAGO
KABL SAN FRANCISCO
KILT HOUSTON
X-TRA Over LOS ANGELES

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Doom of the vhf drop-ins looms with ABC as major loser ......................... 76

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BEST SELLER IN 5 STATE BIG AGGIE LAND

Here’s a best seller that’s been on top of the hit parade for over 40 years in Big Aggie Land... It’s WNAX-570 CBS radio. When you stop to consider that Big Aggie Land embraces 2½ million farm rich residents, that’s quite a plum. Proof of Big Aggie’s popularity lies in the fact that 80% of Big Aggie’s residents faithfully tune to WNAX-570 three to seven times each and every week. The only way you can reach and sell the wealthy consumers in 5 state Big Aggie Land is on Powerful WNAX-570. See your KATZ man. Let Big Aggie do the rest.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION

Sioux City, Iowa, Sioux Falls and Yankton, South Dakota
Represented by Katz
Almost 2 million South Florida residents and 5 million visitors each year see Channel 7, WCKT, NBC-Miami. Visiting viewers return home to spread the word about what they’ve seen in South Florida, while residents become “7-regulars,” attracted by top-notch NBC programming and the many in-depth, locally originated, informative and entertaining shows. These include:

**CAMERA 7** — Sundays 5:30 to 6 p.m.
A most interesting documentary series that penetrates local glamour and glitter for a candid view of South Florida people — their problems, projects and ideals.

**FLORIDA FORUM** — Sundays 6:30 to 7 p.m.
Weekly town-meeting series in which a panel of experts explores timely issues of interest to South Florida and answers questions from the audience. Educational and entertaining, too!

**OUTLOOK** — Mondays 10:30 to 11 p.m.
A local news documentary that probes the facets behind current South Florida problems, as presented by those most closely involved. An informative program produced in a manner to offer interest and entertainment to our viewers.
WGAL-TV delivers a loyal, responsive audience. This unequaled viewer following results from fourteen years of pioneering, finest facilities, and the most complete and modern equipment in the area. Channel 8 is the only single medium in this entire region that assures full sales power for your advertising dollars.

WGAL-TV
Channel 8
Lancaster, Pa.
STEINMAN STATION • Clair McCollough, Pres.
New FCC name

Add W. Ervin (Red) James, 52, to list of those being urged for appointment to FCC to replace Newton N. Minow. Mr. James, now Houston attorney in law firm headed by Roy Hofheinz (former Houston mayor and station owner), is liberal Democrat and no stranger to Washington. Native of Alabama, he first served as legal assistant to one of FCC’s most controversial members, Clifford J. Durr (1941-1948), was assistant secretary and assistant to general counsel before entering Navy in 1944, and returned to FCC in 1946 as legal assistant to then Chairman Paul A. Porter. He would have backing of Vice President Lyndon B. Johnson and probably of Texas Sen. Yarborough and Alabama Sens. Hill and Sparkman.

Still no further word on departure of Chairman Minow, but best bet seems to be by June 1 with announcement of swan song at NAB convention in Chicago next month. It’s likely that FCC Broadcast Bureau Chief Ken Cox will be favorably reported by Senate Commerce Committee tomorrow (March 12) to succeed Commissioner T. A. M. Craven and that he will assume his commissionership following week.

Colorado sale

Deal to sell ch. 11 KKTU (TV) and KFMH (FM) Colorado Springs and KGHF Pueblo, Colo., for $1,100,000 has been made but not to Tele-Broadcasters Corp., with whom original negotiations had been undertaken. Purchaser is Willard W. Garvey, Wichita, Kan., who has grain and oil interests in Midwest and recently started weekly newspaper, World, in Washington, D. C. James D. Russell, president and general manager of station, and Robert D. Ellis, commercial manager (both minority stockholders), will continue with purchaser under five-year contract. Majority stockholder of sellers is Gifford Phillips. Mr. Russell disclosed last week that negotiations with Tele-Broadcasters Corp., headed by H. Scott Killgore, had been terminated some time ago.

Double trouble

Broadcast rating services, already under attack in Washington, D. C. (see story, page 62), face another problem in California. That state’s tax people are contending that rating reports are published as booklets which are commodities and therefore subject to 4% state sales tax. Similar theory was advanced two years ago in effort to levy sales tax not only on art work and other “tangible property” purchased or produced by advertising agencies, but also on all research, copy and other agency services rendered in connection with such “tangible property.” Western States Advertising Agencies Assn. squelched that move by patient explanation that unlike retailers who sell things to customers, advertising agencies buy things for clients (BROADCASTING, June 19, 1961).

Frozen assets

When Voice of America’s giant shortwave transmitting facility in Greenville, N. C., began operating earlier this year, agency found itself with omelet that needed unscrambling. Problem involved CBS-owned shortwave transmitting stations in Wayne, N. J., and Brentwood, N. Y., and, to lesser extent, General Electric station in Schenectady, N. Y. Voice had been renting them since World War II and, over years, had put considerable amount of equipment into them. With Greenville station operating, VOA wanted to give up all three stations, but it couldn’t walk away from millions of dollars of government-owned antennas and transmitters, even if it wanted to. So long as equipment is on privately owned sites, VOA has to pay rent. And carting stuff off for use elsewhere was considered uneconomic.

Decision reached, according to VOA Director Henry Loomis, is to leave onelet scrambled, and attempt to sell equipment, as it stands, as government surplus. Purchaser would have to make arrangements with CBS and GE and get licenses from FCC before using equipment. But that wouldn’t be VOA’s problem.

Dual spots

Problem has arisen in catv situation which may plague both tv stations and cable operators. Cable company in southern city carries outside station and local station on two channels of its system. Both stations are affiliated with same network, so cable customers get same programs on two channels of system. But cable company has arrangement with local station permitting station to delete commercials from outside station and substituting its own commercials. What happens then is local station’s commercials appear on both channels of cable system. Query: How about years-old contention by catv operators that all they do is pick up tv signal and deliver it untouched to customers?

Tape export

Syndicators of programs overseas are said to be making strenuous efforts to place more of their taped shows in foreign markets. One obstacle that has been overcome is satisfactory kinescope from tape (tape cannot be used abroad because of different line standards). Another problem has been American Federation of Television & Radio Artists’ contract provision stipulating payments for use abroad, which syndicators regard as excessive. Negotiations now underway with AFTRA are aimed at reaching agreement with union so that certain “prestige” taped shows may be carried in foreign markets under more economical pay formula.

Color on the move

Color set boom, stimulated almost single-handedly by RCA and its broadcasting subsidiary, NBC, has precipitated shortage in color tubes with RCA itself involved in rationing. RCA is only current producer of color tube and is supplying other color manufacturers. With stepped-up demand, company has found it necessary to evolve equitable allocation until other manufacturers produce acceptable product. Projected color set production in 1963 is 700,000, with number now in use pegged at 1,000,000.

NBC-TV is completing new color improvement project that carries total estimated cost of over $1 million. Plan includes engineering modifications and improvements of film, tape and live studio equipment and transmission facilities. As part of overall project, NBC-TV is holding six-city regional seminar series starting in May to acquaint broadcasters with project and its ramifications. Meetings will cover engineering modifications, showing how local stations can improve facilities. Cities are Princeton, Atlanta, Chicago, Dallas, Los Angeles and Seattle.

Short-wave freeze?

Although no announcement has been made, FCC has imposed something akin to freeze on grants of applications for new international shortwave stations. Three applications, oldest on file since last March 1, are now pending, with no prospect of early action. Reason, reportedly, is that FCC, along with State Dept., is concerned about implications of international broadcasts by private U. S. citizens. Some members of FCC staff have been assigned task of redefining purposes and objectives of international broadcasting.
Judgement in programming makes WJW-TV Cleveland's most powerful selling vehicle. Top syndicated properties, as part of a balanced local programming concept and complimented by Channel 8's strong CBS affiliation are reasons why compared to the top 15 markets, WJW-TV Cleveland delivers up to twice the spot audience on a CPMH basis... on Prime Shows.
WEEK IN BRIEF

Tv's second largest buyer calls for guaranteed circulation at ANA meeting. Colgate-Palmolive's Mahoney suggests that if a program falls short of the guarantee, extra time should be made available. See . . .

CIRCULATION GUARANTEE? . . . 31

Commercial future of tv examined by ANA panel which sees challenges ahead on commercial effectiveness, justification for mounting costs, changes in market strategies and betterment of program decisions. See . . .

CHALLENGES AHEAD FOR TV . . . 34

Pre-registration for the NAB convention in Chicago is running ahead of last year, it is reported. The biggest exhibits yet being firmed up as the association draws up a final agenda for the meeting. See . . .

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Hints, questions by congressmen indicate the big ratings popoff may come this week. The word "fraud" is used. Network spokesmen, however, insist ratings are only one factor in considering a program's worth. See . . .

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Short space drop-in proposals for seven two-station markets are expected to be denied according to a close, preliminary FCC vote. Commission, however, told staff to write order approving ch. 5 to Oklahoma City. See . . .

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Suspension of Sec. 315 for the 1964 presidential campaign is seen sure following congressional hearing in Washington. Congressmen are cool, however, to suggestions that the equal time rule be abolished entirely. See . . .

SUSPENSION LIKELY FOR 315 . . . 72

The FCC has control over programming and advertising, the Justice Dept. says in a brief filed with the Supreme Court. The case involves New Mexico law and radio stations. Argument is scheduled for March 25. See . . .

FCC AND PROGRAM CONTROLS . . . 78

Will radio-tv be permitted to cover House hearings? Strong support by Harris seems nullified by a "lack of enthusiasm" by senior members of the powerful Rules Committee. A vote is not expected soon. See . . .

HOUSE ACCESS IN TROUBLE . . . 80

Move is underway to revise video-tape import duties. Led by Spanish International Network, campaign seeks changes because, for same program time, tape is twice as long as film and duties are levied on footage. See . . .

TARIFF HUBUB OVER TAPE . . . 82

One of the most serious charges ever laid against a broadcaster has been leveled at WALA-AM-TV Mobile, Ala. FCC says that owners demanded "large sum of money" to refrain from editorial attacks. See . . .

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BROADCASTING THE BUSINESSMENLY OF TELEVISION AND RADIO

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Last month one man bought 75 $2.00 tickets to WSM's Grand Ole Opry... FOR APRIL 25, 1964!

Normally you don't have to get your tickets a year in advance for the Opry. Dave Macon just wanted to be absolutely sure that none of his 75 convention delegates would have to return home without seeing it.

3,207 people see the Opry every Saturday night. No telling how many millions have heard it during its 37-year stand. And yet it's just one cog in the machinery that built and controls the mighty WSMpire.

Get the full story on the station that delivers more listeners than all other Nashville stations combined. Any Christal Man or WSM's Len Hensel.
PROBERS, WITNESSES CHARGE FRAUD
Rating firms to answer in testimony this week

With week of preliminaries out of way, House subcommittee investigating radio-tv audience measurements gets down to rough business today (Monday) with start of testimony from rating services themselves.

Special Subcommittee on Investigations of House Commerce Committee heard six broadcasters Friday to cap week of testimony on use made of ratings (see earlier story, page 62). Chairman Oren Harris (D-Ark.) observed Friday that “record is beginning to show more and more abuse. It calls for some very serious consideration as to what can be done” to correct abuses.

First rating service on stand will be Robert S. Conlon Assoc. Inc., which is to testify today. Others will appear in this order, subcommittee announced Friday: Videodex Inc., ARB, C. E. Hooper Inc., The Pulse Inc., Trendex and A. C. Nielsen Co. Some broadcaster witnesses who testified last week will be recalled, possibly this week.

Murry Woroner, manager, WAME Miami, accused broadcasters who “hyp” ratings and rating firms, which publish information purported as facts but derived from surveys which allegedly did not take place as perpetrated fraud on advertisers and the public.

He could learn in Miami who Pulse interviewers were, when and where they would work, Mr. Woroner said.

Ratings investigation gave WAME courage to find out whether being subscriber affects station ratings, Mr. Woroner said, explaining that station advised Nielsen, Pulse and Hooper on March 1 it was cancelling services pending outcome of hearings.

Broadcasters cannot remedy rating mess, Mr. Woroner told subcommittee. He urged House unit to pass legislation to regulate rating firms to “protect the broadcasting industry.”

Mr. Harris said of Mr. Woroner’s testimony, “It was precisely one of these situations” which was called to his attention by colleagues and lead to preliminary, then full investigation.

Robert F. Hurleigh, president of Mutual, said Nielsen radio measurements leave “much to be desired.” He said Nielsen samples in only 32 major markets for its network ratings, using sample of about 1,100 and “therefore cannot possibly come up with accurate and reliable figures as to the size of Mutual’s audience which is to be found in 513 markets.” During questioning of Mutual president, it was brought out that Nielsen has no sample homes in Mountain Time Zone where network has some 50 affiliates.

Mr. Hurleigh said control of only 10 or 12 Nielsen homes would give network increase in ratings of 1 point and this would mean extra $1.5 million in annual billings. However, he said, he was not questioning basic integrity of services, but methodology.

Rep. John Moss (D-Calif.) labeled Nielsen radio measurements “a fantasy” and completely unreliable.

Meaningless Absurdity • Gordon McLendon, president of six radio stations in major markets, called Nielsen ratings “a colossal and meaningless absurdity.” He said there are many instances at McLendon stations where “traceable damage has been done” by Nielsen.

Ratings, he stressed, are major factor in purchase of time on stations and many agencies use only Nielsen.

McLendon formerly owned Louisville station and Mr. McLendon said that station’s billings showed “tremendous increase” of over 3,000% when rating was raised from last to first in market.

Arthur Mundorff, CBS official for 18 years and now owner of WPIN St. Petersburg, Fla., said that his ratings average from 1-3 points. This has caused national advertisers to refuse him business, he said, despite desires of local distributors. Recounting several trips to New York seeking accounts (WPIN’s national billing is 0.5% of total), he said he was told he would receive no business until he acquired top ratings.

Non-Subscriber • C. Van Hauften, president of KTUC Tucson, Ariz., said his station does not subscribe to or use ratings but that it has not been hurt because it remains No. 2-3 in 10-station market. KTUC has not subscribed to service, he said, because of belief ratings are inaccurate. He said that Nielsen, to his knowledge, has never taken survey in Tucson. Pulse and Hooper are used by other stations.

R. Peter Straus, president, WMNY New York, asked by subcommittee for estimate of value of one rating point in that city, said that figure would be “several hundred thousand dollars” (see earlier story, page 70).

Unfair labor practices charged against WYNR

Charges of unfair labor practices have been filed against McLendon Corp.'s WYNR Chicago with regional office of NLRB, Chicago Local 1220 of IBEW said Friday. Union claims WYNR fired James Clark for his activities in behalf of Local 1220 and since last fall has refused to bargain collectively in good faith even though new three-year contract was signed.

IBEW said part of issue involves WYNR program changes. WYNR declined comment until it can study charges. FCC earlier in week expanded issues in WYNR hearing called to determine whether McLendon Corp. had been candid in informing commission of its programming plans when it acquired station (then WGES) last August (BROADCASTING, Jan. 28).

House Rules to hear NAB on radio-tv ban

Gov. LeRoy Collins, NAB president, will testify this week before House Rules Committee on resolutions to permit radio-tv coverage of House Committee hearings (see story page 80).

Committee agreed Friday (March 8) to grant Gov. Collins’ request to be heard before action is taken on proposals. No date was set, but committee aide said NAB official would be invited to appear this week.

Committee agreement to hear Gov. Collins marks departure from its customary practice of taking testimony only from members of Congress.

FCC power questioned in U.S. Court of Appeals

FCC’s power to protect local tv stations from intrusions of community antenna systems through licensing power over common carrier microwave systems was called into question Friday in
WEEK’S HEADLINERS

George C. Oswald, executive committee member of Geyer, Morey, Ballard, New York, promoted to senior vp-account management. He continues in charge of regional offices and in new position is responsible for agency’s “relationship with all its clients.” Mr. Oswald, who joined GMB in 1961 as senior vp, is former vp and account supervisor at Kenyon & Eckhardt, New York.

Pierre Marquis, director of advertising and sales planning; Berton Schneider, treasurer, and Russell Karp, secretary, elected vps of Screen Gems Inc., New York. They will continue to serve in their present capacities for TV program production firm. Mr. Marquis, who has been with SG since 1956 in various advertising and sales planning executive posts, was formerly with NBC-TV as supervisor of network sales presentations and with MCA as research and sales promotion director. Mr. Schneider joined company in 1954 and served as director of business affairs before being named treasurer in 1960. Mr. Karp began in SG’s legal department in 1957 and became assistant treasurer in 1960 and secretary in 1961.

Russ W. Johnson, advertising and sales promotion manager of Westinghouse Broadcasting Co., named director of advertising for Ideal Toyz Corp. He will supervise toymaker’s advertising programs from offices in Ideal’s New York City headquarters. Prior to joining Westinghouse in 1955, Mr. Johnson served as sales promotion manager of Dumont Television for two years and held various management posts with U. S. Rubber during previous five-year period.

Freeman Keyes, board chairman of Keyes, Madden & Jones, Chicago, named board chairman of Post-Keyes-Gardner there, new agency formed last week upon merger with Post, Morr & Gardner (see story, page 40). Carl M. Post, PM&G president, assumes same title with new agency.

Robert H. Alter, director of key account sales for Radio Advertising Bureau, New York, elected vp for national sales. Mr. Alter joined RAB in 1957 as national account executive. He was named regional sales manager following year and in 1959 was promoted to manager of sales administration. In new post, Mr. Alter will direct RAB’s national sales effort.

For other personnel changes of the week see FATES & FORTUNES

argument before three-judge panel of U. S. Court of Appeals in Washington.

Case involves refusal of commission to grant added facilities to Carter Mountain Transmission Corp. Carter Mt., under common carrier authorization, brings Denver, Salt Lake City and Billings, Mont., tv signals to catv system serving north central Wyoming.

Denial was based on FCC’s view that microwave additions would aid catv in competition with KWRB-TV, only local station in Riverton-Lander-Thermopolis-Worland area, to extent station might cease operations.

CBS-TV still heads fall program sales

Late sales reports at week’s end show networks steadily hiking percentages of schedules now sold to advertisers for next fall season. CBS-TV is far ahead of other networks, about 85% of prime-time (7:30-11 p.m.) tied to advertisers.

NBC-TV is about 75% sold, and ABC-TV about 40% of nighttime schedule sold, according to known sales, though percentage actually may be well over 60% because of holds on show options and other business not yet identified for competitive reasons. At affiliates board meeting Friday at Point Clear, Ala., NBC-TV reported 44% of next season’s schedule sold on non-cancelable basis.

Quality Radio plans exchange of information

Programming executives from seven stations of Quality Radio Group met in Chicago last Thursday (March 7) to hear tapes of typical programs they air and to exchange production and programming ideas.

QRG President Al Bland, vice president-programming, WLW and WLWT (TV) Cincinnati, announced plans for regular newsletter to exchange ideas and information. Similar meeting for sales managers will be held in July. Stations represented at last week’s meeting included KCMO Kansas City, WGBS Miami, WGN Chicago, WHO Des Moines, WLW Cincinnati, WOW Omaha and WSM Nashville.

Universal to release post-48s to television

Universal Pictures Corp., New York, is announcing today (March 11) that it is seeking tv distributor in U. S. and Canada for 215 of its post-1948 feature films.

Milton E. Rackmil, president, said Universal would grant seven-year exclusive distribution rights for $21.5 million (approximately one-third at time of agreement), plus percentage not in excess of 50% of proceeds after expenses.

Sidelight to Universal plan is fact that MCA Inc., distributor of syndicated series and feature films, owns controlling interest in Decca Records, which, in turn, owns controlling interest in Universal. MCA, under terms of consent decree entered into with Justice Dept. last October in connection with its acquisition of controlling interest in Decca and its divestiture of talent representation, was enjoined from distributing Universal package in U. S. and Canada. It is presumed that MCA can distribute Universal features abroad.
It's called the "good time town." It should be called the "good times town." While other cities progress in one or two directions, New Orleans moves forward dynamically on all fronts.
A big, bold complex right on the Mississippi River will—more than ever—make the Port of New Orleans a magnet for businessmen around the world. Here will be the expanded International Trade Mart, displaying products of thirty-one nations. It represents an expansion of the first such Mart in the world—established in New Orleans in 1946. The Exhibitions and Convention Building will provide acres of space for the year-round meetings that make New Orleans the convention city of the Americas.

National Aeronautics and Space Administration has selected the Michoud plant (2,000,000 sq. ft.) for assembly of Saturn boosters. Chrysler will assemble 21 boosters (cost $222,605,066) and Boeing 24 advanced boosters (cost $300,000,000).

"New Orleans East," 50 sq. mi. adjacent to the plant, is now being developed as a "city within a city." 15 minutes from downtown, it represents one-fourth of city's total area. Here is room, room, room—for more scientists and technicians, for our burgeoning population, for new, varied industries, for numberless stores and service centers required to supply them.

...AND EVER INCREASING...

In the New Orleans area WDSU-TV continues its leadership—in programming, in personalities, in facilities. WDSU-TV gives you the most direct route to a market with an annual buying income of almost two billion dollars. New Orleans represents a tremendous unrealized potential—with less competition for your advertising dollar than in any comparable market.
The port continues to be the greatest contributor to New Orleans prosperity. In 1961, over 61,000,000 tons of water-borne commerce through New Orleans gave an increase of 8.2%—the greatest tonnage ever handled in any Gulf port, re-establishing New Orleans as the nation’s second port, and representing, in imports and exports, a vast variety of products—from asphalt to zebras.

Smart, aggressive promotions, by individual firms and in community-wide projects, continue to increase retail volume here. Bank clearings up 28.8% in four years. Effective buying income up 8.1% in one year. Residential contract awards up 17% in one year. New Orleans’ balanced economy is providing money to spend. And the Retail Merchants Bureau says, “They are spending it.”
New 1963 Ayer Directory
Just Off the Press...

A RESERVOIR OF NEW INFORMATION

479 new publications. 725,000 instant facts.
1600 pages. 70 maps. New Canadian Census.

New 95th Annual Edition of the most complete and authoritative single source of information on the newspapers and magazines of the United States and its territories. Also Canada, Bermuda, Panama and the Philippine Islands.

More than 21,900 publications with names and addresses, editors and publishers, subscription prices, circulation figures, sizes and other working data. This includes over 9500 periodicals and 12,400 daily, weekly, semi-weekly and tri-weekly newspapers.

Profitable marketing facts: Easy-to-find details include industries and agricultural products of every town and city listed. Banking information, motor vehicle registration, number of telephones and other valuable data on larger market areas.

Under each listing, you will find the available transportation facilities and the distance from the nearest larger community. Also an airline map and rail maps for every state and province.

Groups with special interests: Periodicals for college, fraternal, labor, religious, trade and technical groups. Also lists of publications covering 38 foreign languages, 15 hobbies, 21 sports.


A word of appreciation to those who ordered the 1962 Edition. Our sincere regrets to the hundreds whose orders came in too late. Last year's Edition was sold out earlier than usual despite the largest printing in history. Please order your 1963 copy of the Ayer Directory as early as possible.

ENTHUSIASTIC USERS YEAR AFTER YEAR

Advertisers  Libraries  Chambers of Commerce
Advertising Agencies  Publishers  Schools
Bankers  Market Analysts  Colleges and Universities
Business Firms  Public Relations  Government Agencies

Counselors
DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

MARCH

March 11—FCC deadline for filing proposed findings in Grand Rapids, Mich., ch. 13 proceedings.

*March 11—Senate Commerce Committee hearing on nominations of incorporators of Communications Corp. of America.


March 12—Organizational meeting of newly formed government-industry “Committee for the Full Development of UHF Broadcasting.” Meeting will be held in Departmental Auditorium, Constitution Ave., between 15th and 16th Sts. N.W., Wash., D. C.

March 12—Puerto Rico Assn. of Broadcasters, San Juan. Howard Bell, NAB vice president, will speak.

March 13—House Antitrust and Monopoly Subcommittee opens hearings on concentration of ownership in news media. FCC Chairman Newton N. Minow is lead-off witness.

March 13-15—Audio Engineering Society’s West Coast spring convention, Hollywood Roosevelt Hotel, Los Angeles. FM stereo broadcasting, disc recording and reproduction, microphones and earphones and audio applications in broadcasting, one-day seminars and discussions, to be heard in technical papers.

March 15—Louisiana Assn. of Broadcasters, Opeoues Inn, Opelousas.

March 15-16—Institute of Electrical & Electronic Engineers, Pacific computer conference, California Institute of Technology.

March 17-19—National Assn. of Educational Broadcasters, Region III meeting, Kelllogg Center, U. of Chicago.

March 18—Extended deadline for comments in FCC inquiry into the objectionable loudness of commercial announcements and commercial continuity over am, fm and tv stations.

March 18—Reply comments to FCC’s proposed fm allocations table.

*March 19—Hollywood Ad Club luncheon meeting on color tv at NBC color studios in Burbank, Calif. Jack M. Williams, RCA Sales Corp., vp for advertising and sales promotion, will discuss color tv. Luncheon will be followed by a tour of the color production. Door prize is a color tv set.

March 20-22—National Educational Television and Radio Center, spring meeting of program managers and station managers of associated non-commercial educational television stations, Park Sheraton Hotel, New York.


March 21—Southern California Broadcasters Assn. Luncheon, 12 noon, Michael’s restaurant, Hollywood. Dan Scully, account executive at Leo Burnett, Chicago, will discuss Kellogg’s radio advertising.


March 22-23—Spring convention of Arkansas Broadcasters Assn., Sam Fox Hotel, Little Rock. Speakers will be Blair Vedder, vice president and media director of Needham, Louis, Lamb & Roy Moore, special agent, FBI’s Little Rock office.

March 22-23—Arkansas AP Broadcasters Assn. meeting, Little Rock.

March 23—Twenty-fourth annual convention of Intercollegiate Broadcasting System, New York U. This convention follows the IRBS conference, March 21-22.


March 26—Final date for the filing of applications for ch. 8 in Boston. Applications will compete comparatively with present occupant WHDH-TV.

March 26—Board of Broadcast Governors hearing, Ottawa.

March 27—Eleventh annual Management Conference of U. of Chicago, McCormick Place, Chicago. The one-day conference is sponsored by the Graduate School of Business and the university’s Executive Program Club. Charles G. Mortimer, chairman of General Foods Corp., White Plains, N. Y., will open at the evening conference banquet on “Developing a Climate Conducive to a Growing Economy.”

March 29—Advertising Women of New York Foundation, World’s Fair Ballroom, Waldorf-Astoria Hotel, New York City. Cocktail service, 6:30 p.m.; dinner, 8:00 p.m.; dancing to Lester Langin’s orchestra from 8:30 p.m. to 2:00 a.m.

*March 29-30—Spring conference of Sixth District (Illinois, Indiana and Michigan) of Advertising Federation of America, Sherman-Chicago Hotel, Chicago. National Federation, Chicago Federate Advertising Club, extends welcome to broadcasters. Speakers include AFA Board Chairman George Head, National Cash Register Co. and AFA’s new president, Mark F. Cooper. Celebrity reception is scheduled March 29, 6-8 p.m., at Mid-America Club.

March 29-30—National Assn. of Educational Broadcasters Region II conference, Tampa, Fla. WEDU (TV) Tampa-St. Petersburg Educational ch. 3 is host station for conference and its general manager, LeRoy Lastinger, is conference chairman. Among the speakers are William Harlow, NAB president, and Richard Hull, of Ohio State U., NAB executive board chairman.

March 31—Assn. of Maximum Service Tele-

WANT L.A.’S “BUY MOST” AUDIENCE?

* (Family expenditures for 24 hour period)

KABC LISTENERS $3.97

L.A. AVERAGE $2.99

*Source: our recent Pulse Audience Profile Study of Los Angeles. A free copy is available upon request.

Represented Nationally by the Kate Agency

KABC CONVERSATION RADIO 79

Owned and Operated by American Broadcasting-Paramount Theaters, Inc.

BROADCASTING, March 11, 1963
Bewitching! “Bell, Book and Candle”...James Stewart, Kim Novak, Jack Lemmon and Ernie Kovacs cast an all-star spell in this enchanting screen version of John Van Druten’s hit play about witches. It’s another of the 73 great box-office hits, newly released for television, that have been added to the roster of the COLUMBIA POST-48’s.

casters annual membership meeting, Conrad Hilton Hotel, Chicago.

March 31-April 3—Annual NAB convention, Conrad Hilton Hotel, Chicago.

APRIL

*April 1—Deadline for petitions to FCC for reconsideration of the new rates for leased, private telegraphic services and establishment of special press rates for wire services.

*April 1—Deadline for comments on FCC proposed rulemaking to reserve channel 39 in Allentown for etv use, assign ch. 36 to Altoona, ch. 3 to Clearfield, ch. 65 to Harrisburg, and ch. 68 to Scranton, all Pennsylvania, for etv use.

April 1—Stockholders meeting, Wometco Enterprises Inc., Miami, Fla.

April 1—Deadline for comments on FCC proposed rulemaking to add ch. 18 to Gaffersburg, Md.

April 2—Premium Advertising Conference conducted by Premium Advertising Assn. of America, McCormick Place, Chicago. The theme of the conference, which is held in conjunction with the National Premium Buyers’ Exposition is “Operation Greater Economic Growth Through More Productive Advertising and Sales Promotion.” Featured speakers are Dr. Arno Johnson, vice president and senior economist at J. Walter Thompson Co.; Stanley Goodman, president of Sales Promotion Executives Assn.; Richard A. Tomlinson, president, Food Field Reporter and Food Topics; Daniel L. Golden, U. S. Dept. of Commerce; and Richard Dunham, president of Premium Advertising Assn. of America.

April 3-5—Assn. of National Advertisers West Coast meeting, Santa Barbara Biltmore Hotel, Santa Barbara, Calif.


April 6—American Women in Radio & Television, Projection Room 63 workshop, 10 a.m.-12:30 p.m., tv wing, McCann-Erickson Inc., 485 Lexington Ave., New York.

*April 6—Georgia AP Broadcasters Assn. meeting, Atlanta. News clinic featuring specialists in various phases of broadcast news coverage. Awards banquet at night, with AP Assistant General Manager Louis Kramp speaking.

April 11—Seminar on radio broadcasting and community leadership under joint auspices of Southern California Broadcasters Assn. and U. of Southern California Dept. of Telecommunications, USC campus, Los Angeles.

April 11—FCC deadline for reply comments to proposed findings in Grand Rapids, Mich., ch. 13 proceedings.

*April 15-16—Pan Pacific Television Festival of tv programming from 17 Pacific basin nations to be held in San Francisco under auspices of San Francisco chapter of Academy of Television Arts & Sciences, place to be announced. Shirley Temple Black is honorary chairman and official hostess.


April 17—Deadline for reply comments on FCC’s proposed fm allocations table.

April 18—Assn. of National Advertisers, workshop on International advertising, Hotel Plaza, New York.

April 20-21—Annual Mississippi Broadcasters Assn., Broadmoor Beach Hotel, Biloxi, Golf tournament on 18th. First business session at 1 p.m. on the 19th.

April 20—Michigan AP Broadcasters Assn. meeting, Lansing.

April 20-22—Annual convention of New Mexico Broadcasters Assn., Alvarado Hotel, Albuquerque. NAB President LeRoy Collins will be principal speaker.


April 23—Third convention of Society of Motion Picture & Television Engineers, Traymore Hotel, Atlantic City.

*April 25-27—Annual conference of Fourth District Federation of America, Cherry Plaza Hotel, Orlando, Fla. Speakers include: Dalston H. Coffin, RCA, New York; Mark Cooper, APA president; Whit Hobbs, BBDO, New York; Margo Herman, McCann-Erickson, New York; Hobbs, VAPB, Journal and Constitution; Thomas Moore, ABC-TV, New York.


April 26—Pennsylvania AP Broadcasters meeting in Pittsburgh.

April 26—15th anniversary ball of Bedside Network of Veterans Hospitals Radio & TV Guild, Plaza Hotel, New York.

*April 26-27—Ninth annual Oregon Broadcasting Conference, Oregon Assn. of Broadcasters, Village Green Motor Hotel, Cottage Grove, Ore.

April 26-27—Virginia AP Broadcasters meeting, Executive Motor Hotel, Richmond. Awards in the VAFB Broadcast of the Month contest and broadcast contests for public service will be presented on first night at the banquet.

*April 27-28—Spring meeting of Kansas AP Radio-TV Assn., Baker Hotel, Hutchinson.

April 28-May 1—Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

April 29-May 4—“Rose d’Or” Contest; May 20-25, 1965—Television Symposium and Equipment Exhibition. The two events are part of the Third International Television Festival announced by The City of Montreux, Switzerland. For further information write to Box 97, Montreux.

MAY

*May 1—New deadline for comments on FCC proposed rulemaking to allow daytime stations to go on the air at 6 a.m. or sunrise whichever is earlier.

*May 1—Canadian Assn. of Broadcasters annual convention, Royal York Hotel, Toronto. CAB convention was formerly scheduled for April 1-3.

May 1-3—Illinois Broadcasters Assn. spring convention, Springfield.

May 2-3—Illinois Institute of Technology conference on present and future communications satellites. Sponsored jointly by the Committee for Economic and Cultural Development of Chicago, the National Aeronautics and Space Administration, ITT and its Armour Research Institute, the meeting is part of the 3rd National Conference on the Peaceful Uses of Space to be held in Chicago May 1-9. Some 400 scientists and engineers are expected at the ITT conference, entitled “Technical Aspects of Communication Satellites.” In the institute’s Grover M. Sherman Hall, 33rd and Dearborn Sts., keynote address by Dr. Leonard Jaffe, NASA.

*May 2-4—Spring convention of Alabama Broadcasters Assn., Holiday Inn, Florence. Featured speakers include Governor George Wallace and NAB President LeRoy Collins.


May 3—Indiana U. Radio and Television Department banquet, Bloomington, Ind. Julian Goodman, vice president for news, NBC, will be guest speaker.

May 5-7—Television Conference annual meeting (formerly SWAPDT), Chateau Hotel, New York.
RCA-6166A/7007

New Design...New Performance

Improvements in RCA-6166A/7007 practically make it a new tube. This is the result of thorough evaluation of design, materials, and techniques—a continuing process at RCA. This relentless search to improve tubes has increased the life expectancy and provided new performance capability for this grooved ceramic tetrode—outstanding for medium and high power VHF-TV.

RCA-6166A/7007 includes significant improvements in exhaust vacuum firing, screen support structure, and filament processing. The tube is easier to drive. Moreover, with less load on the driver, you can expect better-than-ever performance and longer tube life.

Designed by tube engineers working with transmitter designers, RCA-6166A/7007 operates on all channels, fits into the driver stage without modifications in the transmitter. Try it next time you have need of tubes for radio or TV.

RCA ELECTRON TUBE DIVISION, HARRISON, N.J.

SEE YOUR AUTHORIZED DISTRIBUTOR OF RCA BROADCAST TUBES.

The Most Trusted Name in Television

For name and address of your local distributor write or call your nearest RCA Distributor Products Sales Office.
New York, N. Y.: 36 W. 49th St., Murray Hill 9-7200; Needham Heights 94, Mass.: 80 "A" St., Hillcrest 4-8400; Washington 7, D. C.: 1725 "K" St., S.W., Federal 7-6500; Atlanta, Ga.: 134 Peachtree St., N.W., Jackson 4-7703; Cleveland, Ohio: 1621 Euclid Ave., Cherry 1-3450; Chicago, Ill.: Merchandise Mart, 407-5900; Dallas 7, Texas: 7901 Carpenter Freeway, METrose 1-3050; Kansas City 14, Mo.: 7711 State Line, EMerson 1-6402; Los Angeles 22, Cal.: 6801 E. Washington Blvd., RAymond 3-8361.
Royal Orleans Hotel, New Orleans. The meeting is primarily for program execu- 
tives from California, Texas, Oklahoma and 
Arkansas. Those interested in attending 
should contact: Jerry Romig, 520 Royal 
St., New Orleans. Program details to be 
announced.

May 9-11—Seminars in editorial, advert-
sing and circulation, U. of Wisconsin School of 
Journalism, Madison, Wisc.

May 9-11—Second annual convention of 
North American Broadcasters Idea Bank, 
Holiday Inn, Danville, Va.

May 11—California AP Radio-TV Assn. 
meeting, Anaheim, Calif. ABC

May 16-18—Western States Advertising 
Agencies Assn. annual conference, Riviera 
Hotel, Palm Springs, Calif.

May 16-18—Iowa Broadcasters Assn. an-
nual meeting. Sheraton-Warrior Hotel, 
Sioux City.

May 17-18—Iowa Radio News Directors 
Assn. annual meeting, Sheraton-Warrior 
Hotel, Sioux City.

May 17-19—Louisiana-Mississippi AP Broad-
casters meeting, Lafayette, La.

May 18—Florida AP Broadcasters annual 
meeting, Cape Colony Inn, Cocoa Beach, 
Fla. News presidents and advertising chair-
men, afternoon tour of Cape Canaveral and 
an awards dinner at night.

May 19-21—Assn. of National Advertisers, 
spring meeting, Waldorf-Astoria Hotel, New 
York.

May 20—Georgia Radio Day, Atlanta Ad-
vertising Club, Atlanta.

May 20-22—Electronics Parts Distributors 
Show, Conrad Hilton Hotel, Chicago.

May 22—Annual spring managers meeting, 
New Jersey Broadcasters Assn., Rutgers U., 
New Brunswick, N. J.

May 26—Academy of Television Arts & 
Sciences, "Emmy" awards telecast. NBC-
TV, 10-11:30 p.m. EDT.

May 27-29—15th annual conference of 
International Advertising Assn., Stockhol-
men, Sweden. Theme is "How to Sell in 
World Markets." Among the speakers are: Sher-
wood Dodge, vice president of Colgate-
Palmolive Co., "Advertising's role in the 
engineering of preference;" William Delson, 
director of research survey unit at London 
School of Economics and Political Science, 
"Recent progress in audience measure-
ment;" and Alfred W. de Jonge, vice presi-
dent for international operations of Benton 
& Bowles, "Advertising in the eyes of agencies 
abroad—the leaders or the led."

JUNE

June 1—UPI Broadcasters of Illinois, Hotel 
Jefferson, Peoria.

June 4—Board of Broadcast Governors hear-
ing, Ottawa.

June 7-14—Annual convention of National 
Community TV Assn., Olympic Hotel, 
Seattle.

June 8-11—Georgia Assn. of Broadcasters 
annual convention, Callaway Gardens, Ga.

June 10-21—Radio Workshop, co-sponsored 
by Abilen Christian College and Texas 
Assn. of Broadcasters, Abilene Christian 
campus.

June 11-13—Western Assn. of Broadcasters 
caravans, Jasper Park Lodge, Alta., 
Canada.

June 12-14—Thirty-third annual Institute 
for Education by Radio-Television, Columbus, 
Ohio.

June 15-19—Annual convention. Advertising 
Federation of America, Atlanta, Ga.

June 17-19—Forty-sixth national confer-
ence of American Marketing Assn., Statler 
Hotel, Washington, D. C. Conference theme 
is "Innovation: Key to Marketing Progress."

June 18-20—Annual convention of Elec-
tronic Industries Assn., Plek-Congress 
Hotel, Chicago.

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BROADCASTING

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Editor and Publisher:  Sol Taishoff

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New York:  444 Madison Ave., Zone 27, 
Plaza 3-0354.

Chicago:  300 N. Michigan Ave., Zone 1, 
Central 6-4115.

Western Sales Manager:  Bill Merrill; 
Assistant:  Barbara Kolar.

Hollywood:  6253 Hollywood Blvd., Zone 28, 
Hollywood 1-7441.

Eastern Sales Manager:  Bruce Robertson; 
Western Sales Manager:  Bill Merrill; 
Assistant:  James Montanges.

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Telecasting* was introduced in 1946.

*Reg. U. S. Patent Office
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Largest audience of affluent adults

Among Southern California radio stations, KPOL delivers 
the biggest audience of affluent adults at the lowest cost—47c per 
thousand. The size of the KPOL audience always ranks near the 
top among all radio stations in the area...and is by far the 
largest compared to the four Los Angeles good music stations. 
Pulse data shows KPOL's audience 80% bigger than the second 
good music station...larger than the second and third 
stations combined...and seven times larger than the fourth 
station. This big audience is 
affluent, with family income substantially higher than the 
Los Angeles county average. Advertising addressed to 
this high concentration of prospective 
successes produces outstanding results. For details call Fred 
Custer at WE 8-2345.
Eastern Iowa Pastoral

Cows graze upper right. That's a cornfield top center. Ditto right center. The smog lies 1,900 miles to the left. Oriented?

Center: The 300,000 sq. ft. modern factory of Amana Refrigeration, Inc.,* a thriving non-bucolic enterprise which annually consumes 24 million pounds of steel, 4 million pounds of aluminum, 26 million board feet of fiber glass insulation, and 200,000 gallons of paint in the process of making some of the nation's finest air conditioners and home freezers.

Iowa's total personal income from agriculture is about a billion dollars annually.

From non-agricultural activities (there are 3,681 manufacturing establishments in Iowa) the total is about five billion dollars annually.

Go ahead—think of Iowa as a farm state. But don't overlook Iowa industry—it's even more significant.

*A sponsor of Virginia Farmer Arthur Godfrey on CBS, heard in Eastern Iowa on WMT Radio

WMT Radio
Mail Address: Cedar Rapids
National Representatives: The Katz Agency
Affiliated with K-WMT, Fort Dodge; WEBC, Duluth; WMT-TV.
OPEN MIKE

Claims figures mislead

EDITOR: The Belden report on the Mexican-Spanish market (Broadcasting, Feb. 25) has several inconsistencies in connection with our market. Laredo, one of the 12 areas studied, has the highest percentage of Spanish surnames (85%).

The Belden report was a sampling of only 500 with 12 communities studied; 219 were from Los Angeles and San Antonio. This left only 281 interviews among the 10 remaining communities. I don't believe you can have an accurate sampling of listening and buying habits by interviewing, say, 28 people in Laredo (population 62,000).

Mr. Belden reports that 52% listen mostly to radio stations broadcasting in Spanish while 31% said they listen to stations mostly in English. He did not indicate that this 52% is split between seven Spanish-language stations while the balance listen to the two English-speaking stations in Laredo. —Bill Harrell, vice president & general manager, KVOZ Laredo, Tex.

Chevrolet bought on two

EDITOR: On page 54 of the Feb. 18 issue of your very fine magazine you have an item relating to the Chevrolet buy on WDTM (FM) Detroit.

... Actually this was a two-station buy, on both WLDM (FM) and WDTM. And speaking for WLDM, you may be further interested to know that Chevrolet and Campbell-Ewald are highly pleased with the way our program, Discoveries in Stereo, is getting off to a flying start.

We were informed as recently as yesterday that, based on a continuing study being made, this program has had a very amazing impact in the Detroit area. —Harold J. Tanner, president & general manager, WLDM Detroit.

Heart Fund help

EDITOR: Thank you for the full-page Heart Fund ad in Broadcasting Feb. 25. Your cooperation enabled us to reach broadcasters throughout the country and further stimulate support of our radio-TV efforts in the 1963 Heart Fund drive. —Hal Marc Arden, national radio-TV film director, American Heart Assn., New York.

'Valuable source; useful tool'

EDITOR: The 1963 Yearbook is a valuable source of information. I find that I constantly need coverage information, particularly for radio. Might it be pos-
Only the sunshine covers South Florida better than WTVJ

South Florida's Largest Daily Circulation

WTJV

A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.
HELLO, WORLD - I THINK
I'M GOING TO MAKE IT!

When we first met Tommy he had lost all hope. He wouldn't even speak to us—let alone try to walk.

But hope is our business. So we coaxed and needled and loved him until he crawled out of his shell and stood up. Now he is walking, and talking, and full of hope.

Hope raises up crippled children. So does money. We've got hope. But we're looking to you for the money. Not a lot—just enough to put one kid one day closer to walking. That's about $5.

"Fight with them—against crippling"
EASTER SEAL FUND APPEAL
ADDRESS:"CRIPPLED CHILDREN," C/O YOUR LOCAL POSTMASTER

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BOOK NOTES


Subtitled "How Successful Marketers Use Scientific Methods," this is the fourth in Mr. Cheskin's series on marketing, and deals primarily with the pre-advertising stages of a product.

In a sense it is an indictment of agency executives who ignore scientific research evidence when it varies from their own opinions. Mr. Cheskin considers the majority of ad men as "imbued with the idea that continuous advertising is both the backbone and life-blood of marketing." He disavows this theory claiming that advertising, while an integral part of success stories, is not the sole answer.

A veteran of nearly 20 years in controlled motivation research, Mr. Cheskin deals primarily with print media and today's advertising principles which are mostly "sheer gambling...much advertising does little or nothing to promote the products it researches."

Although critical of the openness of present-day advertising, Mr. Cheskin says success can be assured when clients and agencies relate creativity and communication, and eliminate the all too prevalent subjective attitude.
CYRIL MOCKRIDGE followed a career as a musical comedy arranger-pianist with one in Hollywood, where he wrote background scores for more than 25 major films since 1931. Turning to TV, he has composed music for "Wagon Train," "Bachelor Father," "G.E. Theatre" and "Adventures in Paradise," and currently is credited with both themes and all of the background scores of "Laramie" and "Going My Way."

BROADCASTING, March 11, 1963

and there are 103 other regular network programs which use BMI music.

BROADCAST MUSIC, INC.
589 FIFTH AVENUE,
NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL
Medium on the Move

About 14 or 15 years ago, no one could have accused television of straying too far for its settings. In fact, much of that era’s viewing could have been described as “several people in a living room watching several other people in a studio designed to look like a living room.” Remember? The change has been tremendous—not merely in terms of camera mobility in news-and-actuality programs but in the versatility of settings for studio-based drama shows. Just how much more of the world is part of today’s televiewing becomes globally clear as we recall a few of this season’s outstanding NBC Television Network programs:

AFRICA—“The River Nile,” a full-hour color special tracing the Nile from Central Africa to the Mediterranean, evoked about 4,000 miles of superlatives for the NBC News camera crew and Producer Lou Hazam’s inspired script.

LONDON—A London hotel room was the setting for our-man-Huntley’s interview with outspoken Russian poet Yevgeny Yevtushenko, Soviet version of an angry young man, on “Chet Huntley Reporting.”

STRATFORD—Not only the Bard’s own backgrounds in Stratford on Avon and London, but several of his plays’ locales in England, Scotland, Wales and France were the colorful backdrops for “Shakespeare: Soul of an Age.” A voice-only British cast, headed by Sir Michael Redgrave and Sir Ralph Richardson, helped make it as festive for the ear as it was for the eye. The viewer beheld “a stunning fu-
sion of journalism and theater that, on the home screen at least, could be construed as very nearly a new dimension in dramatic expression." These were the words of the New York Times' Jack Gould.

OKINAWA—With the tangible assistance of Warren Clymer's sets, the twain (meaning Okinawan villagers and the U.S. Marines) did meet in our Brooklyn color studio for Hallmark Hall of Fame's "Teaouse of the August Moon." Critics hailed the production for its "charm, compassion and fanciful humor."

NEW YORK CITY—Early this fall DuPont Show of the Week presented "Fire Rescue," a real-life film account of the operations of Rescue Company One, a trouble-shooting unit from the city's Fire Department. The extraordinary footage was recorded by the ultramobile cameras of Creative Projects, NBC News.

Later this season, the DuPont series (again working with the Creative Projects unit under the supervision of Executive Producer Irving Gitlin) screened "Emergency Ward," the chronicle of a 26-year-old intern at Bellevue Hospital. No viewer will soon forget the young man's physically and emotionally grueling assignments.

COAST-TO-COAST—True, our 1962 election-night coverage was centered in Manhattan's Studio 8-H. But we also set up remote camera locations at such places as the computer system center at Cherry Hill, N.J.; the Democrat and Republican National Committee headquarters in Washington, D.C.; and the respective gubernatorial campaign headquarters in Michigan, New York and California. This was just part of the technique that earned for NBC-TV an election night audience bigger than that of the other two networks combined.

THE UNIVERSE—Although our "Exploring" series (for children age 5-11) is produced in our Rockefeller Center studios, its subject matter ranges throughout the world, covers the heavens above, and spans the boundaries of time. The purpose of "Exploring," whose host is scientist-educator Dr. Albert R. Hibbs, is to stimulate children's minds. It has already been cited as "the best children's program in television" by the Thomas Alva Edison Foundation. Show Magazine calls it "imaginative, stimulating, informative, consistently interesting and, above all, entertaining...."

FLATBUSH—If a ball club they called "the bums" could once put on airs here, why not a pretty Cockney girl? NBC's Brooklyn Color studio was the scene, Julie Harris and James Donald the stars, for the touching transformation of flower girl to lady of fashion in George Bernard Shaw's "Pygmalion," the latest 90-minute production by the Hallmark Hall of Fame.

MOSCOW—With the Kremlin as a backdrop, "The Death of Stalin" illustrated anew how that television documentaries needn't be dull. This January NBC News special was the (Iron) curtain-raiser in a four-part Profile on Communism. The sequel, "The Rise of Khrushchev," followed one week later and brought the melodramatic story of the Moscow power struggle up to the present. This month, Part III — "Who Goes There?"—reviewed development of Communism from Marx through Lenin and Stalin, and in April, Part IV—"An Encyclopedia of Communism"—assesses Red strength throughout the world.

Look to NBC for the best combination of news, entertainment and information
It was obvious from the outset that our position as an advertiser selling new and used cars was quite different from that of most dealers. The difference lay, primarily, in the fact that people "knew" me. Not personally, but for years they had seen me in their homes on Dragnet and the intimacy and impact of television are such that the viewer unconsciously takes the attitude that he knows the performer.

There was an additional factor. The character I played on this program, that of officer Frank Smith, was a nice guy—a good cop dedicated to duty—but a nice guy with a wife, kids and just about the same domestic problems as bestest viewermaters.

Cop Into Salesman • This image, plus the fact that Frank Smith was a weekly visitor and some of our auto commercials appear during the course of Dragnet itself, meant that even if we wanted to, we could not follow the pattern many car dealers do and go the hard-sell route. Accordingly, we decided to use a soft approach, emphasizing humor and the fact that the viewer did know me. Since I do the commercials, they had to maintain to a considerable extent the nice-guy character of officer Frank Smith. But even with this gentle approach, so much in contrast with the majority of tv auto commercials in California, our commercials had to be attention-getters.

One of the most powerful tools we found to capture people's attention and to make our commercials stand out was to talk about our competitors. This I do regularly, and if they are mentioned by name, quite often I will show a photo of a competitive dealer's lot behind me, pretending it's a photo of one of our five Ford agencies. The reaction is instantaneous. Phone calls flood the station; we get wires and letters and, most happily, the next day when people come into our showroom they invariably say something like: "Did you know the station had the wrong picture on your commercial last night?"

We also tailor commercials to the program on which they appear and to the primary audience to which that program appeals. In San Francisco-Oakland, we sponsor three programs: Dragnet, a Dixieland jazz show and an amateur talent program.

On Dragnet, of course, I identify myself as the actor who is playing in the program who also happens to sell autos. On the jazz show, which appeals primarily to the urban residents, a more sophisticated approach is taken; on the talent show the commercials verge on being corn pone in their approach.

I often kid myself too, which people seem to like. On Dragnet, for example, in the opening commercial I might say something about the fact that I blew my lines four or five times in making that particular episode and that Jack Webb threatened to throw me in the jug if I did it again. Or I might tell the audience, "You're going to like this show. I get shot five times."

L.A. Is Different • We use a different approach in Los Angeles, where we also sponsor Dragnet, for the simple reason we have found that what goes in Northern California does not work in the far more spread-out Los Angeles area. To get to those sections in Hollywood and Los Angeles where the car dealers are clustered you must drive—unless you're one of those rarities who lives in a business loft building. So the commercials for the new Ford agency we've just taken over in Hollywood point out that it is easily accessible. Then I also make note that if, by some chance, the viewer doesn't like our deal, there are another half-dozen or more dealers within a block or two.

Our showroom traffic invariably zooms upward the day after we are on the air. One farm couple told us they'd see our talent show, got up at 4 a.m. and drove to our San Francisco agency just because they liked what I said the night before. They bought a pickup truck and so did the farmer's brother-in-law, who originally had just come along for the ride.

Seven Rules • This was especially interesting to observe because they could have bought the same car outside San Francisco and closer to home for less money. The fact that they had driven all those miles and were willing to spend more money made me realize more than ever before that commercials must perform many functions.

Commercials must create traffic, as the sale eventually will be made on a personal basis. They must establish a specific identity for the sponsor. They must be believable, command attention and possess an ingredient which makes people remember them (you don't dash out after a car commercial and buy just-like-that). They must avoid becoming caricatures of themselves, as so many commercials are. And, without qualification, they must strike a responsive chord in the viewer to whom they are directed.

Doing all these things is not easy, especially in so fiercely a competitive field as selling cars. It also is not easy when there are definite budget limitations. I believe I am accurate in saying that our television budget, which is now averaging around $6,000 a week for San Francisco and Los Angeles combined, is far less than the allocations of the majority of my competitors. I like to think the difference in dollars is made up by the difference in technique with its pronounced individuality.

We have individualized our commercials to the program surrounding them and regionalized them according to the market in which they are being aired. It may be impractical, but it has occurred to me from time to time that using the same commercial nationally may not work as well for a national advertiser as tailoring his copy to regional habits and conditions.

This was brought home to me quite forcibly one afternoon just a few weeks ago when I heard a commercial for an anti-freeze. True, it was the month of February, but this was Southern California. The temperature stood at 68 degrees. Seemed to me the commercial might have sold more product in Southern California had the stress been not on cold weather protection, but on cooling system protection.

Ben Alexander made his first movie appearance when he was four-years-old. Subsequently, he became one of Hollywood's most famous child stars, a character actor and one of the top network radio announcers and m.c.'s. His latter day fame came from his role as Officer Frank Smith on tv's 'Dragnet.' He began his business activities before World War II and now owns five Ford agencies, gas stations and other interests with a gross of over $20 million in 1962.

BROADCASTING, March 11, 1963
This provocative headline is more than a facetious approach to a marketing problem. If you presently have distribution in and are exerting advertising pressure on the Indianapolis market, then consideration of the Terre Haute market is of vital importance to your sales success.

HERE'S WHY:

1. Terre Haute is closely linked to Indianapolis for its distribution.
2. Two of the Leading Supermarket Chains in the Terre Haute-Indianapolis coverage area credit the WTHI-TV area with more than one fourth of their total area sales.
3. Indianapolis Television, even when extensively used, misses 80% of the Terre Haute metro area.
4. Combining WTHI-TV with any Indianapolis television develops sizeable, additional penetration without additional cost.
5. The combination of WTHI-TV with an Indianapolis effort reduces excessive duplication, substituting new potential customers.
6. The Terre Haute-Indianapolis media approach does not reduce the level of impact in metro Indianapolis.

These facts were revealed through a series of special studies conducted by ARB. These are presented in detail and are available through your Edward Petry Man.

WTHI-TV

CHANNEL 10
TERRE HAUTE, INDIANA
*AN AFFILIATE OF WTHI AM & FM

WTHI-TV delivers more homes per average quarter hour than any Indiana station* (November 1962 ARB)
*except Indianapolis
Exception To The Rule

Year After Year ARB PROVES WKRG-TV IS “THE EXCEPTION TO THE RULE”

50% or More SHARE of Audience

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager
The loudest call yet issued for "guaranteed circulation" in the television business was sounded last week by television's second-biggest customer, the Colgate-Palmolive Co.

The call, voiced by Colgate's executive vice president, David J. Mahoney, before an assembly of the country's leading advertisers, alerted foes as well as allies for what could become a major controversy.

Mr. Mahoney in effect asked television broadcasters to guarantee that their programs would reach specified audience levels. If a program fell short of its guaranteed minimum, its sponsors would get "free" time to make up the deficit.

Speaking at an Assn. of National Advertisers tv advertising workshop held March 6 in New York, Mr. Mahoney presented his point of view as one of a few means to reduce the "risk" in network sponsorship.

Mr. Mahoney emphasized that Colgate-Palmolive presumed it could "offer constructive criticism" because "we are partners" with the tv industry. He said Colgate recognized tv's value. If it had not, he said, the company "would not be the second largest television advertiser in the U. S."

Colgate-Palmolive, according to the best estimates available, is second to Procter & Gamble in tv spending. Its total for 1962 has been estimated at more than $49 million in gross billing, network and spot. More than half of this billing is estimated to be in network.

Direct Appeal • Mr. Mahoney's reference to guaranteed circulation was clear-cut. He said:

"I firmly believe the time has come for the television industry to adopt an Audit Bureau of Circulations technique and guarantee audiences." (The italics are Mr. Mahoney's.)

As Mr. Mahoney's remarks became known to tv advertising executives, there appeared to be varying degrees of resentment and resistance on one side of the scale and some advertiser support on the other.

A typical network comment, given privately, opened a new question for the advertiser: Assuming a network accepted the principle of audience guarantees, would the advertiser then be willing to pay additional money when the actual delivered audience exceeded the guaranteed level? Is the advertiser's budget that flexible?

Specifically, it was suggested, take an unexpected hit show such as Beverly Hillbillies, which on CBS-TV this season gained an unusual audience swell that placed it first in the network ratings. Would an advertiser in the program be willing to pay increases proportionate to the jumps in audience above the originally anticipated level?

Mixed Reactions • It was indicated that Mr. Mahoney's recommendation will find shades of differences even among major tv advertisers themselves.

Knowledgeable sources close to companies that have products competing with Colgate-Palmolive and are also of importance in network tv shifted the discussion to a comparison of a measurement of impact to guaranteed circulation.

A company official expressed it this way: "How do we measure the impact of television against the cold fact of guaranteed circulation? There is no reason for us to wish to buy television on guaranteed circulation or cost-per-thousand only, so long as we believe the medium delivers an impact—and an impact that cannot be measured."

But there can be few doubts that Mr. Mahoney's approach will find receptiveness among several other advertisers and their agencies.

Ayer's 'Elephant' • Just a day before his speech, and apparently coincidentally, the Mahoney thinking was being

The circulation measurers under the gun

The cry for guaranteed circulation in television was revived last week as the rating services that presumably would measure the circulation to be guaranteed were put under intensive scrutiny in a House committee hearing in Washington.

Full-dress hearings were begun by the House Subcommittee on Investigations, whose staff members have been quietly investigating the raters for the past 18 months. The chairman of the subcommittee is Rep. Oren Harris (D-Ark.) who headed another subcommittee that in 1959 and 1960 exposed television quiz rigging and radio payola.

Last week's sessions of the subcommittee were a warm-up for the main event. The witnesses were broadcasters, who were called to testify to the influence and reliability of ratings. The sum of their testimony was that ratings were of significant importance in programming decisions and the sale of broadcast advertising, and some of the broadcasters were critical of the way ratings are obtained.

Next week, however, the rating services themselves will take the stand, and the questioning is expected to be relentless.

Story begins page 62
TV CIRCULATION GUARANTEE NEXT? continued

duplicated to a degree at N. W. Ayer & Son. A two-page news memorandum prepared by Ayer's radio-tv department signed off a programming-sales analysis of the new, 1963-64 network tv season with this comment:

“One subject that keeps rearing its head these days, much to network embarrassment, is that of a guaranteed cost-per-thousand.

“This, like the so-called magazine concept of sponsorship which, to all intents and purposes, is the current pattern, is something the broadcasting business is getting into with all the grace of an elephant backing into a telephone booth.

“It is as inevitable in broadcasting as it is in print, but it’s probable that the elephant won’t admit he’s inside until he finds himself stuck there.”

Richard A. R. Pinkham, senior vice president in charge of media and programs at Ted Bates & Co., a Colgate-Palmolive agency, said he backed Mr. Mahoney’s sentiments “100%.” He said he could go further and surmise that one of the “great things that would emerge if the networks went to a guaranteed cost-per-thousand would be to free them from restrictions” now surrounding types of shows the networks find hard to sell.

Cultural Explosion • Mr. Pinkman said he believes the networks in this way would be in a better position to achieve a balanced schedule and upgrade the public’s taste. “Guaranteed circulation,” he said, “inevitably would lead to a cultural explosion” on tv.

It was Ted Bates that earlier this year helped place into effect an unusual arrangement between American Home Products, Colgate-Palmolive and ABC-TV for a single show—the Jetsons, a new half-hour “adult cartoon” series placed at the start of this season in the Sunday, 7:30-8 period.

Many people in tv advertising single out this deal as the first breakthrough toward actual audience (or circulation) guarantees in tv networking, a credit that ABC-TV vigorously decries as misleading.

But it is a fact that the network in offering the program to the Bates clients at the start of the current season took a position that the program would deliver more adults than, say, the competing Dennis the Menace on CBS-TV, or the Walt Disney show on NBC-TV.

When the program failed to hit the mark of adults in the make up of the audience, the advertisers received compensatory commercial “minutes.”

ABC-TV denies this constituted any sort of “breakthrough” in audience guarantees because the deal did not include any cost-per-thousand bases. Network officials also indicated that there was little chance for a repetition of this type of arrangement.

Mr. Pinkham has never confirmed the arrangement on the Jetsons but he has predicted in the past that eventually television will come to some sort of guaranteed circulation arrangement.

Several agency buyers contend that television now is going in that direction under camouflage, and that when a show declines in ratings, after the first 13-week cycle, a network will reduce price to save it. This contention also underlines the obvious result of lower audience and lowered price leading to a new C-P-M that is in line with audience.

Not Black, Nor White • At least one top network executive interprets as “unrealistic” much of the thinking of Colgate-Palmolive, Bales and other like-minded advertisers and agencies.

Says this official: A network has fixed costs—it cannot, for example, eliminate station compensation, nor can it halt the normal progression of costs in production and in commercial time (through station rate increases).

Hence, he finds the tendency of any tv advertiser to “set a C-P-M figure” to be a “false delusion.” This executive also asks whether an advertiser, if guaranteed an audience size for a program, would pay more if the level of circulation increased substantially; conversely assuming an audience of “next to nothing” to be ridiculous—would the advertiser then pay nothing?

In other words, he asks, “how high is high and how low is the base? What criteria are the network and the advertiser to use?” Mr. Mahoney, he said, would use the criteria of circulation only, but he added, “tv economics dictate that as reach goes up, costs must go up as well.”

This executive, however, admits that if a “constant” were reached and with 52-week firm orders necessary on the networks perhaps there might be an understandable search on the part of the advertiser to squeeze out some of his risk.

Risk Big • The networks maintain that guaranteed circulation is “an old story,” but one executive acknowledged that advertisers are shouldering a “larger risk” in tv than is the industry. It was his belief that the industry would resist this practice as long as it could because it preferred, naturally enough, not to assume the “larger risk.”

He claims there would be problems if guaranteed circulation were adopted. He raised these questions: could advertisers agree on one rating service to take these measurements, and if so, could this not lead to further criticism of alleged monopoly in the rating services field?

But some national advertisers contend, though with tongue-in-check, that the slide rule of cost-per-thousands and guarantees would intrude on individual buying abilities.

Said Charles Pratt, advertising director of Alberto-Culver Co., “what are you trying to do, take all the fun out of television? There isn’t any room left for horse trading, isn’t there?”

Mr. Pratt directs his fire to the ratings situation in this way: guaranteed circulation, he noted, leaves the advertisers “completely at the mercy of the ratings.” And, he added, ratings always come after the fact, which would mean that for an analysis for a guarantee, based on ratings, one would have a substantial lag in time.

Finally, Mr. Pratt asked what would happen to the volume buyer and the discount benefit, noting that guaranteed circulation would have the effect of penalizing the top-rate buyer and unfairy helping the poor buyer, placing them on a more equal footing.

Many voices have been sounded, though not so clear and sharp as Mr. Mahoney’s, on guaranteed circulation. Fairfax Cone of Foote, Cone & Belding, acknowledged last week that guaranteed circulation is an element of the “magazine” concept he has been actively supporting since 1960. Mr. Cone believes the tv advertiser should pay only for the audience delivered. As conceived in his initial group program buying plan, an advertiser would place a certain sum on a network in return for which he would obtain commercial extraturnal programming, thus assuring disposition on both entertainment and culivery of an audience that is averaged despite the “highs” and the “lows.”

Past History • The subject of guaranteed circulation in television was brought up briefly during the October 1961 hearings of the FCC on network practices. That hearing was held in New York, during a period of nine days, more than 40 tv advertisers testified. The references:

Samuel Thurm, Lever Bros. advertising vice president, pointed out the problems in network tv of buying without knowledge of how high the circulation figure might go.

Edwin W. Ebel, vice president-advertising services, General Foods Corp., said, however, that he envisioned some type of “circulation assurance” but he warned the mechanical operation is not available in tv to the extent of the preexisting claims of network or magazine circulation measurement.

Albert Brown, vice president of advertising, Corn Products Co., Best Foods, in citing the need to make 52-week firm contracts on the networks at substantial investment, told FCC his
Mahoney wants free time to make up for lagging audiences

Three broad proposals for industry action to minimize the risk of an advertiser's investment were suggested at an Assn. of National Advertisers television workshop in New York last week.

Made by David J. Mahoney, executive vice president of Colgate-Palmolive Co., one of the largest television advertisers, the suggestions included:

* The tv industry adopt an Audit Bureau of Circulation technique and guarantee audiences. If a particular show does not deliver agreed-upon ratings and audiences, the advertiser should be offered additional time free of charge until the original levels are met. With the fixed costs of tv rising, the advertiser must be given some assurances, as are provided by other media. If the networks insist on 52 weeks firm with high prices, no guarantee of the same period, or even that the show will return, then an audience should be guaranteed.

* New shows, which represent a great risk to advertisers, should be audience-sampled, perhaps through an on-the-air test of the pilot film, followed by depth interviews of subsequent scripts.

* In the new product area, there is need to test products on a regional basis, rather than in a single market. Networks should develop satisfactory programming to be offered regionally to advertisers at a reasonable price.

Mr. Mahoney, who remarked on several occasions that the advertiser bears the brunt of the risk in tv, concentrated his fire on "guaranteed circulation." He noted that networks have often raised prices when a show is a success, and added with obvious sarcasm: "For example, Dr. Kildare (on NBC-TV) has risen 73% in three seasons, with a corresponding 94% loss in efficiency. That can hardly be called an example of success. A certain lawyer moved from Saturday to Thursday this season [Perry Mason on CBS-TV]. Net result: costs up; audience down; 21% poorer efficiency. A bearded musical director [Mitch Miller on NBC-TV] had the same experience. New time period: higher costs; ratings off. Result: 44% less efficiency for the advertiser. And all this has happened with established shows. Think of the chances with brand new ones. Examples such as these are typical of many others on each of the television networks."

Mr. Mahoney also urged advertisers to undertake research to help in the task of making tv advertising "profitably rewarding." He suggested that more research be conducted during the pre-production of commercials so that the message may have a "reasonable chance" of success. Mr. Mahoney also proposed that research should be intensified to (1) ascertain the specific characteristics of a particular brand and (2) determine the television vehicle which will deliver the message primarily to the most responsive audience.

company would "welcome" any new development that would give it a "guaranteed audience at minimum cost and would equalize the cost-per-thousands of large-audience and small-audience programs."

But there is the question of what's an acceptable or "efficient" figure for a cost-per-thousand in network tv. On that point, testimony was gathered from several tv advertising executives at the FCC hearing and the few specifics given fell in a dollar "range."

In an obvious reference to the now-revived impact vs. c-p-m argument, Mr. Ebel told the FCC: "some programs that are very expensive programs are designed to bring about a maximum impact, and it is unfair to judge those programs on the basis of pure cost-per-thousand return."

AFA forms study committee

Advertising Federation of America last week announced the formation of a Committee to Study the Structure and Policies of AFA. The committee will study the present AFA organization as defined in its by-laws and make recommendations for improvement.

The committee, which has already begun operation, is preparing a questionnaire for local clubs asking for their comments on AFA operations.

Business briefly...

Mohawk Carpet Mills, New York, will sponsor an Easter Sunday musical special in color, The Fred Waring Easter Show, on NBC-TV April 14, 4:30-5:30 p.m. EST. Roger Gimbel will produce and Clark Jones will direct the show. Agency: Maxon Inc., New York.

Arrow Co. and Travelers Insurance, both through Young & Rubicam Inc., New York, will sponsor CBS-TV's live coverage of the Masters Golf Tournament April 6 (5-6 p.m. EST).

Armour Agricultural Chemical Co., Atlanta, plans expanded use of broadcast and print media, with latter getting major portion of company's record ad budget. Armour Commercial Verta-green (fertilizer) will be featured in commercials on 131 radio stations east of the Rockies during spring and fall planting seasons. Liller, Neal, Battle & Lindsey, Atlanta, is agency.

Chevrolet Motors Div., General Motors Corp., Detroit, through Campbell-Ewald Inc., Detroit, has renewed its full sponsorship of Bonanza on NBC-TV (Sun., 9-10 p.m.) for the 1963-64 season.

Gulf Oil Corp., Pittsburgh, will sponsor NBC-TV's half-hour special on President Kennedy's conference with six Central American countries in Costa Rica (Tue., March 19, 10:30-11 p.m. EST). The program will be broadcast on the second day of the three-day meeting. Producer will be Chet Hagan. Agency: Young & Rubicam, New York.

L. B. Labs, through Sitemap/Broder Adv., Los Angeles, has assumed co-sponsorship of Sports West with Hank Weaver on 116 stations of ABC Radio West, Monday-Friday, 5-45-5:55 p.m. in a regional campaign for L. B. Hair Products in the 11 western states, starting March 18. The show's other sponsor is Farmers Insurance Group, through Honig-Cooper & Harrington, Los Angeles.
CHALLENGES AHEAD FOR TV
ANA speakers say they are: mounting costs, proof of commercial effectiveness, plans for future

Television programming and commercial announcements were placed under a microscope and examined by a panel of speakers at the Assn. of National Advertisers Television Workshop in New York last Wednesday (March 6).

Topics ranged from media planning and television advertising, and pre-evaluating television commercials to making better programming decisions. Speakers suggested that although television has not tapped all of its resources, it faces challenges in the years ahead in justifying the medium's mounting costs; in offering proof of commercial effectiveness and in planning for changes in the buying, selling and measuring of the medium.

The critical tone of the meeting was in a speech by David J. Mahoney, executive vice president, Colgate-Palmolive Co., who urged the television industry to adopt an Audit Bureau of Circulation technique and guarantee circulation to counterbalance what he called TV's rising costs and advertiser's risks in sponsoring programs that do not attain anticipated audiences and ratings (see story, page 31).

Herbert Zeltner, senior vice president and director of media for Lennen & Newell, New York, who discussed media planning and television advertising, suggested that the key to success for TV particularly lies in "concentration." He said this goal of concentration can be accomplished by geographic region, by urbanization, by season of the year, by media form, or by type of customer, either present or potential.

Untapped Opportunity • Expanding this thesis, Mr. Zeltner said that networks have an area of opportunity, relatively untapped, in the regional and seasonal sponsorship categories. He predicted there will be expansion in these directions as advertisers become increasingly aware of their need to pinpoint their efforts more precisely. He observed that the smaller, single product advertiser may well participate in network TV, concentrating their advertising in a specific region or during a particular season of the year.

He indicated that concentration for some advertisers could be achieved effectively in daytime TV—both local and national—and added: "It would be interesting to see a major experiment in which some advertiser applied to daytime the costlier program values and more restrained commercial scheduling of nighttime—still halving his cost-per-thousand, but materially heightening the visibility of his advertising."

The type of customer to whom television must appeal will be examined more carefully by the media planner, Mr. Zeltner suggested, with particular attention to the concentration within the total audience of such special groups as children under and above certain ages, women of various age brackets, and upper income families, among others.

He indicated that media planners are going to require more precise information on the selling effectiveness of varying intensities of the frequency of commercials and raised the question: "Is it the third or fourth or fifth or sixth commercial which makes the major change in attitude and effectively penetrates the consciousness of the viewer?"

"Real-Life" Conditions • Eric Marder, president, President & Marder Assoc. Inc., New York, reported on a technique the research organization has been using to measure the effectiveness of TV commercials under "real-life" condition of exposure. He suggested that other methods, which test commercials in terms of the reaction to the message only and under conditions he considers "artificial," are inadequate.

The Marder organization, he said, is "product-centered" and attempts to measure the effects produced by the commercial message, and not the reaction to it. Marder seeks to find the extent to which the message changed people's feelings or behavior with respect to the product (how it influenced purchasing, shopping, product preferences and attitudes), according to the speaker.

Mr. Marder asserted that there is a dilution of value in tests in which the respondents know they are being tested (in theaters, in homes via portable projectors). The Marder method involves two telephone calls to two different groups within a sample of respondents—once before the program is on the air and again the day after the show has been telecast. In each instance, Mr. Marder noted, respondents are questioned about their attitudes toward two products—each group on both days on different products. At the conclusion they are asked casually if they witnessed a particular show and if the commercial affected their attitude toward buying the product.

The subject of the performance of commercials within program versus station break positions was discussed by L. E. Purvis, president and board chairman of Gallup & Robinson, Princeton, N. J. Mr. Purvis offered no conclusions, but outlined the procedure and techniques G&P is utilizing on this subject in a $250,000 survey the firm has been conducting in Philadelphia since last October on behalf of 16 advertisers. Called the Total Prime Time research program, the project involves the monitoring of commercial usage in Philadelphia on 28 nights in an effort to compare the commercial performance of spots within programs and those in station breaks. It is not known when the results of the TPT research will be made public.

At one point, Mr. Purvis asked those in attendance at the ANA session to vote on this proposition: Assuming there are three TV programs which are equal in audience ratings and audience composition, which would you prefer—within a program, outside a program (station break) or makes no difference? There was an overwhelming vote for "within a program."

Henry Brenner, president of Home
WHO Radio's daily listenership is greater than that of all the other five radio stations in Des Moines COMBINED! It is far greater than any other station in the state. Actually, WHO's coverage of 808,480 homes* gives WHO Radio the nation's twenty-third largest radio market.

Compare WHO Radio's audience (and the cost of reaching it) with any other medium in the state. And remember that WHO Radio's audience facts are far more significant than they might seem at first glimpse, because radio listeners do not twirl the dial from half-hour to half-hour—when they tune to their favorite radio station, they stay with it! (Whan Surveys, available for the asking, can give you some startling figures on that.)

WHO Radio's "Iowa Plus" is one of the fabulous radio markets in the nation. Ask PGW for details.

*Source: NCS '61
TvB to produce commercials for local use

FIRST FILM IS 'MAT' SERVICE FOR SHOPPING CENTERS

The Television Bureau of Advertising, which previously has confined its services in the field of tv commercial production to written materials, has moved into the area of actual production of filmed commercials. A new arm of TvB, called Retail Tv Productions, has already produced a "mat service" film for use by shopping centers which can be individualized to suit the needs of a particular center. Further films are planned in other retail categories.

In an interview with Broadcasting last week, TvB's Louis Sirotia, who is implementing the new program, explained the flexibility of the plan, particularly as it relates to the shopping center film. This commercial is designed to overcome the budget limitations of those who don't have agencies oriented to tv production. By using a uniform format to which any shopping center's name can be superimposed, a "high quality" film is available at low cost. Two prints of the film may be obtained for a 13-week period for $80. Shopping center tenants usually maintain cooperative advertising budgets but in the past have tended to direct these budgets to print media.

Retail Tv Productions initial film is intended for use during an anniversary promotion but others will be made to coincide with clearance sales, Easter, back-to-school and Christmas periods. Tailoring the film to the requirements of different shopping centers may take a variety of forms according to Mr. Sirotia. The basic package, however, consists of a 50-second film segment with identification by superimposed logo or center name. The audio portion of the film, which has been composed to suit any center, may be replaced with substitute announcements, if desired, at a slightly higher cost.

The commercial is meant to fill a one-minute spot, the last 10 seconds left open for an individual announcement. It has been produced so that it can be adapted for use by a single store within a shopping center.

Next step for Retail Tv Productions, pending success of the current project, will be the creation of a department store film. TvB reports that one New York shopping center has already committed itself to a tv station for sponsorship of 26 half hours on the basis of the new TvB mat service.

Rep appointments...

- WCKR & WIOD (FM) Miami, Fla.; George P. Hollingbery Co., as national representative, effective April 1, when the two stations will revert to their former calls, WIOD-AM-FM,
- KAPR Douglas, Ariz.; Elisabeth M. Beckjorden Co., New York, as national representative,
- KRAV (FM) Tulsa, Okla.; Herbert E. Groskin & Co., New York, as national representative,
- WWOW Conneaut-Ashbula, Ohio; Penn State Reps., Pittsburgh, as regional representative,
- WKID Champaign-Urbana, Ill.; Midwest Time Sales, Kansas City, as regional representative,
- WNOB Cleveland and KMFM Minneapolis; Herbert E. Groskin & Co., New York, as exclusive representative.

SRO on ABC-TV's 'Show'

ABC-TV wrapped up a $12 million sale of next season's The Greatest Show on Earth, Tuesday 9-10 p.m. with signing last Thursday (March 7) of Albert-to-Culver through Compon for alternate half-hours. American Tobacco (agency to be named) also has alternate half-hours and Kaiser Jeep Corp. through Norman Craig & Kummel has alternate hours of the program.

First film commercial produced by TvB's Retail Tv Productions unit is for use by shopping centers in anniversary promotions. Clips from the film (above) relate the history of one lady's shopping expedition to a center, from gossip about the event to satisfaction on completion of the trip. Emphasized between are convenient parking facilities (top and center) and the variety of purchase possibilities ("from gowns to greens"). Center's name or logo may be superimposed at any point in film or for its duration.

BROADCASTING, March 11, 1963
Why WROC-TV bought Seven Arts' "Films of the 50's" Volumes 1, 2, 3, 4 and 5

Says Ervin Lyke:
President and General Manager of WROC-TV, Rochester, New York.

"During the past five years, Veterans Broadcasting Company has had more than 4,500 different feature films under contract in Rochester — perhaps a record for features in one market. Consequently, I feel I can speak with some authority on the subject of 'comparative values' in films and packages. In my mind, there is no doubt concerning the rating value of the Seven Arts' 'Films of the 50's'.

'We feel each of the five Volumes purchased contains not only an extremely high percentage of 'block-busters', but equally important,

OVERALL STRENGTH DOWN THE LINE

Agencies and clients know Seven Arts' features on WROC-TV will attract largest possible audiences within and between all conceivable measurement periods."

SEVEN ARTS
ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue Yukon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill. Orchard 4-5105
DALLAS: 5641 Charleston Drive Adams 9-2955
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. State 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West Empire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)
SANDPAPER OR PLEXIGLASS

FTC slaps new restrictions on Colgate-Palmolive, Bates against 'sham' proofs in tv commercials

A proposed new and amended order against Colgate-Palmolive Co. and its advertising agency, Ted Bates Inc., has been issued by the Federal Trade Commission in the now-famous "sandpaper" tv commercial case.

In its new order, the FTC prohibits Colgate and Bates from:

- Presenting a visual test or demonstration represented to be actual proof of a claim made for any product, where the test or demonstration does not constitute actual proof because a mockup or substitute material or article is used instead of the genuine material or article purportedly used.

- Claiming that Colgate's Rapid-Shave or any other shaving cream has qualities or merits not actually possessed.

The order issued last week supersedes an FTC order issued two years ago. This was remanded last November to the government agency by a U. S. Court of Appeals on the ground that it was too broad in that it could be interpreted to prohibit indiscriminately the use of mockups or substitute materials in all tv commercials in every conceivable hypothetical situation (BROADCASTING, Nov. 26, 1962).

Started in '60 - The case began in 1960 when the FTC challenged the sandpaper test presented in tv commercials for Colgate's Rapid Shave shaving cream. It was established that instead of shaving sandpaper in the commercial, a mockup of sand on plexiglass was used.

Colgate contended that it was necessary to use the substitute because of tv's limitations.

FTC Commissioner Philip Elman, who wrote the order put out last week, said: "There is nothing objectionable in showing a person drinking what appears to be iced tea, but for technical photographic reasons is actually colored water, and saying 'I love . . . 's tea', assuming the appearance of the liquid is merely an incidental aspect of the commercial, is not presented as proof of the fine color or appearance of the tea, and thus in no practical sense would have a material effect in inducing sales of the product."

He held also that Bates cannot escape some responsibility for the advertising, particularly when it originated, prepared and published the commercials and had full knowledge not only that the claim was false but that the 'proof' offered to the public to support it was a sham. Bates, however, was permitted to defend itself provided it had no knowledge of the falsity of the representation nor any reason to question its truthfulness.

This is not a final order of the commission. Colgate and Bates have 20 days to file exceptions, with the FTC staff another 10 to reply. Following that the FTC will enter a final order.

20 ENOUGH AT NIGHT

TvAR survey shows creativity can suffice in short spots

A new presentation prepared by Television Advertising Representatives Inc. claims that prime nighttime 20-second tv spots offer creative and copy advantages as well as media values.

Titled "Twenty's Plenty," the TvAR presentation, the company said, is "unique" in that it is aimed primarily at creative and copy personnel at agencies rather than media specialists. It was prepared by Robert M. Hoffman, marketing and research vice president of the station representative firm, in consultation with Harry W. McMahan, a consultant on tv commercials. TvAR stressed that many tv claims are corroborated by research findings of the Schwerin Research Corp.

The central theme of the presentation is: "It's not how long—it's how good." A 20-second commercial, TvAR states, provides time for the name, a claim and a demonstration. The 60-second spot adds a platform for supporting claims plus mood or atmosphere and dramatization, but TvAR contends that for many products these additional elements are not a requisite.

The presentation cites Schwerin Research to document its claim that brand name recall is virtually identical for 20-second and 60-second spots. With respect to the playback of specific sales points, Schwerin reported, the 20-second spot is 71% as effective as the 60-second announcement, though it is only one-third as long.

COMMERCIAL PREVIEW: Purina Dog Chow

Dogs and children draw the spotlight in a new series of commercials for Purina Dog Chow (Ralston Purina Co.). Directed and produced by Gerald Schnitzer Productions, Hollywood, the commercials will begin shortly on The Jackie Gleason Show and The Real McCoys, both on CBS-TV.

The commercials create several episodes in the day of a little girl and her pet dog, unfolding from the question and theme of the series, "What is a dog?". Scenes include a dog being brushed, fed and sung to by a little girl. In the picture above, the dog is an "eager eater" of Purina Dog Chow. The commercial closes with the little girl in bed and "her best friend" sleeping beside her.

Jerry Schnitzer directed and produced the commercial for the production house, while Noel Digby served as producer for Purina agency, Gardner Adv., St. Louis. Gabriel Scognamiglio, of the production house, was art director. Different dogs and children of various ages will be used in future Purina Dog Chow commercials.
pitch

The pitchman has largely vanished from broadcasting, but the memory still lingers on: something for nothing, quick results with minimum effort, mechanical formula instead of creative ideas. Very strange. Especially since those television and radio stations determined to maintain the highest standards seem to enjoy the greatest success. People watch. People listen. People know.
2 CHICAGO AGENCIES MERGE
Carl Post president of new Post-Keyes-Gardner; agency's combined billings top $30 million

After a two-month delay because of tax and other fiscal problems, two agency neighbors in Chicago's Palmo-
live Bldg. were "married" last week. Keyes, Madden & Jones and Post, Morr & Gardner now are one as Post-
Keyes-Gardner.

The merger has been underway since last fall and was to have become fact the first of the year (BROADCASTING, Oct. 1, 1962). The combined billings in Post-Keyes-Gardner top the $30 mil-
lion mark with some 70% spent in broadcast media.

Chief architect of the merger was Carl M. Post, former president of PM&G who becomes president of Post-
Keyes-Gardner. Board chairman of the new PKG is Freeman Keyes, formerly chairman of KM&J.

Among the major accounts involved in the merger are: Brown & Williamson Tobacco Corp. (Raleigh and Belair cigarettes), previously at KM&J. Jos. Schlitz Brewing Co. (Old Milwaukee and Burgermeister beers), Maybelline Co. and General Finance Corp., broad-
cast-active accounts handled formerly by PM&G.

Officers of the new agency also include F. Sewell Gardner as vice chair-
man of the board and Frank F. Morr as executive vice president. Both had been PM&G principals. Howard A. Jones, KM&J president, becomes a member of the new agency's executive review board and will head divisions of Russel M. Seeds Co., a separate holding

company representing other diversified business interests of Mr. Keyes and himself. KM&J was a Seeds division before the merger.

Senior vice presidents of the new agency are Jack Baxter, Ray Dau and Anthony Hebel, all formerly with PM&G. Mr. Baxter also will be creative director.

Branch offices of the two former agencies also join under the new name except for the KM&J branch in Day-
tona Beach, Fla., which continues as a Seeds Co. holding. The PM&G and KMJ branches in Los Angeles will be consolidated into one office. Other of-
fices are in New York, San Francisco and Miami. Chicago headquarters will continue with PM&G's phone number, Whitehall 3-2880.

PM&G itself was a recent evolution from the old Gordon Best Co. Mr. Gardner joined the agency last year after Dancer-Fitzgerald-Sample closed its Chicago office.

TVB SALES CLINICS
8 selling teams to visit 101 cities in spring tour

As part of a major campaign to increase use of local tv by advertisers, Television Bureau of Advertising (TvB) will hold all-day sales clinics in 101 cities this spring. TvB conducted sales clinics in only 17 cities in each of the past three years.

The clinics will be conducted by eight

selling teams from TvB offices in New
York, Chicago and Los Angeles. Every
clinic will open with a session directed to the local advertiser.

Cities in which sales clinics will be held follow:

April 2, New Haven, Conn.; April 4, Scranton-Wilkes-Barre, Pa.; April 10, Fort Wayne, Ind.: April 12, St. Louis, Mo.; April 17, Altona, Pa., South Bend, Ind., Strange, Ill.; April 18, Lebanon, Pa., Greensboro, N. C., Augusta, Ga.; April 21, Atlanta; April 26, Jacksonville, Fla., Charlotte, N. C.; April 29, Des Moines, Ia., Charleston, S. C., Norfolk, Va., Ashe-
ville, N. C., April 30, Waterloo, Ia., Colum-
bia, S. C., Richmond, Va., Greenville, S. C. May 1, Cedar Rapids, Iowa; May 2, Raleigh, N. C., Washington, D. C.; May 3, Davenport, Ia.; Portland, Ore.; G. C. Baltimore, Huntington, Va.; May 6, Texarkana, Tex., Chicago; May 7, Shreveport, La., May 8, Dallas-Ft. Worth, Peota, Kan.; May 10, Oklahoma City, Kan-
sas City, Mo.; May 15, Tulsa, Okla., Bingle-
hamton, N. Y., Nashville, Tenn., Lincoln, Neb.; May 17, Detroit, Mich., N. Y., Oswego, N. Y.; May 18, Houston, Evansville, Ind.; May 19, Chester, N. L., St. Louis, Mo.; May 21, Lake- side, Wis., Scranton-Wilkes-Barre, Pa.; May 21, Indianapolis; May 22, Portland, Me.; Toledo, Ohio; Los Angeles, Calif.; May 23, Cincinnati.

May 24, Bangor, Me.; Detroit, Rochester, Ill.; Wheeling, W. Va.; May 27, Burlington, Vt.; May 28, Albany, N. Y.; May 31, Spring-
field, Ill.; June 2, Oklahoma City, Okla.; Tex., Minneapolis; June 3, Duluth, Minn.; June 4, Chicasa, Wis., Toledo, Ohio; Tex.; June 6, Fargo, N. D.; June 7, Portland, Ore., El Paso, Tex.; June 9, Kansas City, Mo.; June 10, Sacra-
mento, Calif.; Albuquerque, N. M.; June 12, San Diego, Calif., Salt Lake City; June 14, Phoen-
x, Ariz.; June 21, Monroe, La.; June 24, New Orleans; June 25, Baton Rouge, La.; June 28, Baffles, Nev.; June 28, Meridian, Miss.; Late June, Phila-
delphia, Los Angeles, San Francisco, Chi-
icago, New York, and Fresno, Calif.

Agency appointments...

• Alberto-Culver Co., Metrose Park, I11., which is spending virtually all of its budget in television, has added J. Walter Thompson Co., Chicago, as advertising agency for two new products not yet disclosed. Compton Adv. and BBDO, both Chicago, continue as A-C agencies with Compton placing the major share of A-C's business.

• Molson Breweries Ltd., Montreal, Canada, has appointed The Rumrill Co., Rochester, N. Y., as advertising agency for the U. S. sale of Molson's Canadian ale and Canadian beer. Mol-
son is the largest independent brewery in Canada and the 12th largest in North America. Canadian advertising for Molson continues to be handled by Cockfield-Brown & Co., Montreal, and MacLaren Adv, Co., Toronto.

• Gwaltney Inc., Smithfield, Va., meat packing firm, has appointed Liller, Neal, Battle & Lindsey, Richmond, as advertising agency.

• Fels & Co., Philadelphia, soap and detergent manufacturer, has named S. E. Zubrow Inc., that city, as advertis-
ing agency for all consumer products.

carpet manufacturer, has appointed

Commercials in production...

Listings include new commercials be-
ing made for national or large region-
al radio or television campaigns. Ap-
ppearing in sequence are names of ad-
vertiser, product, number, length and type of commercial, production man-
ger, agency with its account executive and production manager.

Johnny Mann Inc., 13107 Ventura Blvd., Studio City, Calif.

Earl Shorris and Bob Pritkin, agency producers.

Vann Prazag Productions Inc., 1500 Broadway, New York City.
Raymond Scott Enterprises Inc., 140 W. 57th St., New York City.
This here Valley is Heaven on Earth!

HAVE you ever been to Fargo, on business or to hunt them squawk-voiced pheasants?

If you haven’t, you’ve no idea about how rich we live. The Encyclopaedia Britannica says that the Red River Valley, with its deep, alluvial soil, is one of the richest areas anywhere. Look up “Red River Valley” and see for yourself.

That’s doubtless why WDAY Radio is one of the nation’s most fabulous producers for radio advertisers — often outranking big clear-channel stations. If you’ve never heard the full story from PGW, you ain’t hardly never heard nothing yet. Get it!

WDAY
5000 WATTS • 970 KILOCYCLES • NBC
FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
Y&R tv commercial check underway in 12 markets

Young & Rubicam now has access to a round-the-clock check on every client commercial run on all tv stations in 12 major markets, and in several months, in the top 75 markets.

The advertising agency became the first to sign a contract with Broadcast Advertisers Reports, according to a BAR announcement today (Monday). The contract covers a two-year period and is retroactive to Jan. 1, 1963. Auditing and checking for Y&R already have been underway, BAR said.

BAR independently audits proof-of-performance 24 hours-a-day, every day of the year. In addition to reports on Y&R clients, competitive product track records will be available for the agency’s checking. The monitoring will provide a check on product protection and over-commercialization as well as audit the performance.

BAR now monitors 48 stations in 12 markets but will be adding 18-20 stations in 5 to 6 markets each month, and by the end of this year will be up to 236 tv stations in 75 markets in which BAR estimates about 85% of all tv money is spent.

It was reported that other agencies soon will follow Y&R and sign for the monitoring service.

In effect, the BAR service will permit Y&R to review each station’s affidavits for every client spot that is run on all stations in the markets covered. The 12 markets which immediately come under the checking process are Atlanta, Baltimore, Boston, New York, Los Angeles, Chicago, Philadelphia, Detroit, Minneapolis, Washington, Pittsburgh, and San Francisco.

THE MEDIA

NAB nearly set on Chicago agenda

Pre-registrations for the 41st annual NAB convention at the Conrad-Hilton Hotel in Chicago March 31-April 3 are running 10-15% ahead of last year's, giving promise of a record attendance.

Already registered for Chicago at the middle of last week were 1,586 broadcasters, compared to 1,436 at the same time a year ago according to William L. Walker, assistant treasurer who is handling registrations. Pre-registration rolls close March 18, with those signing up early getting a reduced rate and preferred treatment in hotel rooms and banquet-luncheon tickets.

Highest official registered attendance at any NAB convention was the 3,101 who came to Washington in 1961. This mark is expected to fall in Chicago in three weeks.

Schroeder of WOOD Grand Rapids, Mich. They also are chairman of the NAB TV and Radio Boards, respectively.

Wanted: ‘qualified’ man

The President of the U. S. has given official notice that the broadcasting industry would like to have a “qualified broadcaster” appointed to the next vacancy on the FCC.

Joseph Goodfellow, vice president and general manager of WRCAM-FM-TV Washington, and chairman of the NAB’s conference of state association presidents, which adopted a resolution urging the President to name a broadcaster (BROADCASTING, March 4), delivered the document to the White House last week. Copies of the resolution also have been sent to each state association.

Unanimously adopted at the conference 12 days ago, it was introduced by Mel Burke of WTPF Charleston, president of the West Virginia Broadcasters Assn.

$13.5 million billing reported by ABC-TV

The ABC-TV sales department closed contracts last month for $13.5 million in second and third quarter business. A sales report issued last week showed most of the total coming from second quarter customers.

Nighttime billings by 26 advertisers accounted for $10,750,000, the highest buyers being Procter & Gamble and Bristol-Myers, each with over $1 million worth of time. Falling within the $500,000 to $1 million range for nighttime orders were Sinclair Oil, Polaroid, Remington, Schiltz, Noxzema, and Derby Foods. Clairol, Sterling Drug, General Mills, Dodge, Contac, Kaiser, Polk-Miller, Beecham Products, Chasebrough-Pond’s, Leh & Fink and Plough Inc., placed orders for between $250,000 and $500,000.

Daytime orders of about $2 million were consummated during February.

NAB nearly set on Chicago agenda

RECORD ATTENDANCE, NEW HIGH IN EXHIBITS EXPECTED AT CONVENTION

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But the other 10% can make an important difference to you! At MGM Telestudios, all of that 10% is filled with the latest TV equipment from RCA. Take the six new TR-22 video tape recorders, soon to be installed. These fully transistorized, "new generation" instruments will record the highest quality pictures ever seen on TV screens. The TR-22 stands alone; so advanced in design, performance and stability that it is years ahead of any other video tape recorder. The TR-22 was created by RCA as a companion to the revolutionary TK-60 TV camera, the only 800-line* camera in the industry. Together they bring a completely new standard of artistic capability to video tape recording. Only at MGM Telestudios will you find this prime combination available for your commercial production.

*measure of resolving power

THE ANATOMY OF PRIMACY... PART III.
This is one of a series of major announcements from MGM Telestudios.
Today, tape, more than ever before, is TV's prime production tool. For more information, call Bob Fierman, Sales Manager, LO 3-1122

BROADCASTING, March 11, 1963
Side meetings scheduled for NAB convention

Not to be outdone by an expected record attendance at the NAB convention in Chicago March 31-April 3, the customary round of meetings of affiliated groups in the Conrad Hilton and nearby hotels also will be the largest ever this year. Some three-dozen extra-curricular sessions already are scheduled.

As in the past, the Assn. for Professional Broadcasting Engineers will hold the first such meeting at 2:30 p.m., Friday, March 29, in Room 9 (third floor) of the Hilton. Other meetings scheduled to date through the NAB (all in the Hilton unless designated otherwise):

Saturday, March 30—
9 a.m.-4 p.m. Assn. for Professional Broadcasting Education board meeting, Room 9 (third floor).
9:30 p.m. National Assn. of Fm Broadcasters, Waldorf Room.
10 a.m. QXR Network, meeting and luncheon, Rooms 18, 19 (4th floor).
2 p.m. Assn. of Maximum Service Telecasters, technical committee meeting, Sheraton Blackstone.
2 p.m. National Assn. of Fm Broadcasters, Waldorf Room.
3 p.m. ABC-TV affiliates, International Ballroom.
5:30 p.m. ABC Reception, International Ballroom.
6:30 p.m. Assn. of Maximum Service Telecasters, board meeting, Sheraton Blackstone.
7:30 p.m. ABC-TV affiliates banquet, Grand Ballroom.

Sunday, March 31—
8:30 a.m. Assn. of Maximum Service Telecasters, breakfast, Bel Air Room.
9 a.m. Institute for Broadcast Financial Management, board meeting, Sheraton Blackstone.
9:30 a.m. National Assn. of Fm Broadcasters, Waldorf Room.
9:30 a.m. Assn. of Maximum Service Telecasters, Beverly Room.
9:30 a.m. Assn. for Professional Broadcasting Education, Upper Tower.
10 a.m. Daytime Broadcasters Assn., Willford C Room.
10:30 a.m. Broadcast Music Inc., board meeting and luncheon, Parlors 25, 26 (5th floor).
11 a.m. ABC Radio Network affiliates meeting and luncheon, Willford A and B Rooms.
12:30 p.m. CBS-TV affiliates board luncheon, Room 12 (4th floor).
1 p.m. Assn. of Maximum Service Telecasters, board meeting, Bel Air Room.
2:30 p.m. NAB Radio Code Review Board, Room 19 (4th floor).
2:30 p.m. National Assn. of Tv Program Directors, Willford C Room.
4 p.m. Assn. for Competitive TV, Room 14 (4th floor).
4 p.m. Clear Channel Broadcasting Service, Room 18 (4th floor).
5 p.m. Assn. for Professional Broadcasting Education, reception, Beverly Room.
6 p.m. CBS-TV affiliates reception and banquet, Ambassador West Hotel.
6:30 p.m. NBC Radio and TV affiliates reception and banquet, International Ballroom.

Monday, April 1—
7:30 a.m. Assn. on Broadcasting Standards Inc., breakfast, Room 14 (4th floor).
8 a.m. Tv Stations Inc., breakfast, Mayfair Room, Sheraton Blackstone.
8:30 a.m. NAB Broadcast Engineering Conference Committee breakfast, Room 10 (3rd floor).

Tuesday, April 2—
2:30 p.m. NAB Tv Code Review Board, Room 18 (4th floor).
7:30 p.m. Broadcast Pioneers banquet, Grand Ballroom.

Wednesday, April 3—
5 p.m. NAB Radio Board of Directors, Room 18 (4th floor).
5 p.m. NAB Tv Board of Directors, Room 19 (4th floor).

topic of another panel featuring telecasters from markets of 100,000 population or less.

An extra tv session has been added on Sunday afternoon and will feature discussion on current topics of interest, including cost control, automation, local programming and promotion, personnel problems and community antenna tv systems.

The annual closed session labor clinic will be held Wednesday April 3.

Radio, Too—Radio assemblies will be held on Tuesday and Wednesday mornings concurrent with the tv sessions. The Tuesday meeting will feature a report on radio month promotions, an RAB presentation by its new president, Ed Bunker, and "Radio, the Lively Corpse" by Mitch Leigh, president of Music Makers Inc., New York.

On Wednesday, Station Representatives Assn. will display its annual sales presentation through its president, Ed Codel, and Larry Webb, executive director. Robert Mason of WMRN Marion, Ohio, chairman of the All-Industry Radio Music Licensing Committee, also will give his report.

Three panel discussions—"Enhancing the Station Profile," "Stereo—One Year Later," and "Fm Forum"—will highlight the program for Sunday's Fm Day. Ben Strouse of WWCD Washington, chairman of the NAB Fm Committee, will give his report at the beginning of the session.

The annual NAB Engineering Conference will run concurrently with the regular convention agenda, with separate meetings and luncheons each day. Luncheon speakers are Edward E. David Jr. of Bell Telephone Labs (Monday), Sidney Metzger of RCA (Tuesday) and Simon Ramo of Thompson Ramo Wooldridge Inc. (Wednesday).

Gow. Collins will open the engineering conference and the NAB's 1963 Engineering Achievement Award will be presented to Dr. George R. Town, dean of engineering at Iowa State U.

Hoffa's right to sue NBC upheld by court

Teamsters Union President James R. Hoffa's right to sue NBC for $2.5 million in Michigan has been upheld by U. S. District Judge Theodore Levin in Detroit.

The ruling supports Mr. Hoffa's contention that the suit, filed May 24, 1960, on Walter Gross of NBC's Detroit office, was sufficient. NBC had argued that the service on Mr. Gross, manager of television sales in Detroit, was not grounds for trial in Michigan.

In his suit Mr. Hoffa charged NBC, Robert Kennedy and Jack Paar had conspired to "ridicule, degrade, defame and humiliate him" (Broadcasting, May 30, 1960). The suit followed four appearances by Mr. Kennedy on the network, three on the Paar program and one on Meet the Press.

A companion suit against Messrs. Paar and Kennedy was dismissed by Judge Levin in 1960 (Broadcasting, Aug. 29, 1960) because they had been improperly served outside Michigan where the suit was instituted.

NBC said last week it still plans to run a segment on Mr. Hoffa on David Brinkley's Journal in April.

Denver pay tv accepting service applications

The Macfadden Teleglobe Pay-Tv system in Denver is now accepting applications for service, Gerald A. Bartell, president, announced last week.

Mr. Bartell said he was heartened by the initial response to newspaper advertisements over a week's period in the Denver area. He said 1,903 coupons and numerous telephone calls were received from Denver residents, seeking a pay tv brochure.

The Denver pay tv project is scheduled to begin in early May, using the facilities of KTVR (TV) Denver (ch. 2) (Broadcasting, Jan. 28).

Pulse issues latest tv audience profile

The Pulse Inc. is distributing to its subscribers its sixth edition of "TV Audience Profiles," which emphasizes demographic information on current network tv programs.

Called "Book I," the report breaks down the U. S. audience for each pro-
A new approach to religious programming on television, and the first presentation of its kind in America, is being telecast each Saturday at 5:00 PM on WMAR-TV. Titled "FAITH TO FAITH"—A DIALOGUE—the program features a Protestant minister and a Roman Catholic priest in a comparison of their respective faiths. It is not a religious debate but rather an effort toward helping both the Protestant and the Roman Catholic viewer better understand how his Christian neighbor believes and worships.

"FAITH TO FAITH"—A DIALOGUE is especially timely—because of current movements toward Christian Unity on both sides of the historic division in the Christian Church.

"FAITH TO FAITH"—A DIALOGUE is another First for Baltimore's First TV station—WMAR-TV . . . part of the dynamic concept of public service programming that has always been a feature on Channel 2.

No Wonder—In Maryland Most People Watch

WMAR-TV®

Channel 2—Sunpapers Television—Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.
gram in terms of audience composition (children, teen-age, male, 18-39, and 40 plus) and female (18-39 and 40 plus); size of family (1-2 members, 3-4 members and 5 or more); annual income (under $4,000, $4,000-$7,499 and $7,500 and up); education of household head (less than high school, high school graduate, some college or better); occupation of household head (professional, executive, managerial, official, technical, sales, clerical, craftsman, foreman, laborer); family cycle (with children under 6; children, 6-17; no children under 18); occupation status of housewife (employed, stay-at-home).

The study is based on cross-country interviewing during November 1962. It shows that 49 million U.S. families, accounting for 174,832,000 individuals, were in the TV audience at that time.

WGAL Tv Inc. takes over Arizona tv properties

Formal transfer of ch. 7 KOAT-TV Albuquerque, and ch. 4 KVOA-TV Tucson, (both Arizona) became effective last week with the arrival in Tucson of Clair R. McCollough, president of WGAL Television Inc., which had acquired the properties for $3,250,000. Contracts transferring the stations were signed in Washington on March 1 by Mr. McCollough and Clinton D. Mckinlon, former California congressman and president of Alvarado Television Co., the seller.

Mr. McCollough, who is also president of the parent Steinman Stations and chairman of the joint board of the NAB, said prior to his departure that new properties would be operated through resident managers. He said he would make frequent trips to the stations from his headquarters at WGAL-AM-FM-TV Lancaster, Pa.

changing hands

Announced • The following sales of station interests were reported last week subject to FCC approval:

- KFH-AM-FM Wichita, Kan.: Sold by Wichita Eagle and Beacon to Preston P. Reynolds Jr. and Walter W. Ahlschlager Jr. for over $1 million. The nine-story KFH Building in Wichita is included. Purchasers are Dallas businessmen engaged in constructing Wichita Plaza skyscraper building in Wichita; they also are in banking and real estate. They plan to move the KFH stations into the new building. KFH, founded in 1922, operates on 1330 kc with 5 kw fulltime. KFH-FM, which began in 1948, is on 100.3 mc with 11 kw.

- KBIG and KBIQ (FM) Avalon (Los Angeles), Calif.: 40% interest sold by John Poole to Kevin Sweeney, former president of Radio Advertising Bureau, for $300,000 for stock plus variables. Mr. Sweeney is slated to become president of John Poole Broadcasting Co. and is moving to California. He has one 17 time owned 32% of KFOX Long Beach, Calif., and 40% of KANS Independence, Mo. KBIG operates on 740 kc with 10 kw fulltime. KBIQ is on 104.3 mc with 106 kw.

- KMYC-AM-FM Marysville, Calif.: Sold by Carroll Hansen and Jack Sterling to William T. Stubblefield for $210,000. Mr. Stubblefield owns KTOB Petaluma, Calif. Messrs. Hansen and Sterling bought the station in 1959. Mr. Hansen is a former CBS Radio program director; Mr. Sterling, WCBS New York personality. KMYC is on 1410 kc with 5 kw daytime and 1 kw nighttime. KMYC-FM operates on 99.9 mc with 4.9 kw.

Approved • The following transfers of station interests were among those approved by the FCC last week (for other commission activities see For The Record, page 92).

- KXOA-AM-FM Sacramento, Calif.: Sold by Riley Gibson and associates to Producers Inc. for $500,000. Producers Inc., which is jointly owned by Ferris E. Taylor and family and Polaris Corp., owns WTVV (TV) Evansville, Ind.; KXGO-TV Fargo, KNOX- TV Grand Forks and KCND-TV Pembina, all North Dakota, and WKYW Louisville, Ky. The Milwaukee-based Polaris Corp, is a diversified company having interests in construction, warehousing, advertising agency, real estate. KXOA operates on 1470 kc with 5 kw daytime and 1 kw nighttime. KXOA-FM is on 107.9 mc with 12.5 kw. Commissioner Robert T. Bartley did not participate.

- KMO Tacoma, Wash.: Sold by J. Archie Morton and Dana J. Hunter to Edward A. Wheeler for $254,500. Mr. Wheeler owns WEAW-AM-FM Evans ton, Ill. KMO is on 1560 kc with 5 kw fulltime.

- WDDE-AM-FM Hamden, Conn.: Sold by Aldo deDominicis and Vincent deLaurentis to Stuart M. Cadan and Richard S. Green for $200,000 and agreement not to compete. Mr. Cadan was with sellers when they founded WHNC-TV New Haven, WDDE is a 1 kw daytimer on 1220 kc. WDDEFM, under construction, is on 101.3 mc with 20 kw.

City councilman acquitted

A St. Petersburg, Fla., city councilman, accused of attempting to bribe a fellow-councilman to agree to the sale of the city-owned WSUN-AM-TV

blackburn & company, inc.

radio • tv • catv • newspaper brokers
negotiations • financing • appraisals

washington, d.c.

james w. blackburn
jack v. harvey
joseph m. siltrick
rca building
federal 3-9270

chicago

h. w. cassill
william b. ryan
hub jackson
333 n. michigan ave.
chicago, illinois
financial 6-6460

atlanta

clifford b. marshall
stanley whitaker
john g. williams
gerard f. huyre
1102 healy bldg.
jackson 5-1576

beverly hills

collin m. selph
c. bennett laram
bank of america, bldg.
9475 wilshire blvd.
beverly hills, calif.
crestview 4-8151

Daytimer on fine low frequency in rich market. A great opportunity for a knowledgeable operator with some operating capital. Easy terms after 29% downpayment.

Power station with excellent history of earnings and prestige in medium market. 29% down with long terms on balance.

Regional daytimer, unusually fine real estate and equipment, has been highly profitable. A quality station in every respect. 29% down to financially sound buyer.

midwest

$150,000

south

$250,000

east

$165,000

outstanding values in radio-tv properties
KIOA downtown headquarters burn

A pre-dawn fire destroyed the downtown office building that housed KIOA Des Moines and eight other companies and civic organizations. KIOA maintained service by switching operations to its outlying transmitter location. Preliminary estimate of damages to the quarter-block building was in excess of $250,000. Remnants of KIOA signs can be seen at left and right center of photo as fireman fought the blaze in the 14-degrees-below-zero temperature that gripped the area.

there, has been acquitted.

A circuit court jury of six men voted to acquit Jack E. Burklew after deliberating nine hours.

Mr. Burklew was accused of offering $17,500 to Vice Mayor Eli S. Jenkins to vote in favor of selling the broadcast properties (Broadcasting, Jan. 7).

Mr. Burklew still faces a city council public hearing on charges of unethical conduct in office.

KFOG(FM) begins stereocasts

The Kaiser Broadcasting Div. of Kaiser Industries began stereo fm broadcasts on KFOG (FM) San Francisco (formerly KBAY [FM]) on March 1. KFOG, Kaiser's first station in continental U. S., features popular music and informational programming geared to the Bay Area.

Kaiser Broadcasting Div. owns KHVH-AM-TV Honolulu and KHJK (TV) Hilo, and has been granted construction permits for uhf stations in San Francisco (ch. 44), Corona (ch. 52) and Detroit (ch. 50) (Broadcasting, Jan. 7).

KTVH(TV) tall tower completed

KTVH (TV) Hutchinson-Wichita, Kan., has begun operation with a new 1,504 ft. tower, said by the ch. 12 station to be the tallest structure in Kansas.

The CBS affiliate started building the tower when the FCC granted permission last September. Over 250 tons of steel and 1,000 tons of concrete were used in the construction. Formal dedication ceremonies of the new KTVH (TV) tower will be held March 14.

CBS Radio acquires three new affiliates


KFGT, which went on the air in October 1962, operating on 930 kc with 1 kw daytime, has been an independent. WLAQ, which broadcasts on 1410 kc with 1 kw, was formerly an affiliate of ABC Radio. KUJ, operating on 1420 kc with 5 kw, had not been a network affiliate in recent years.

KDKA refuses to honor embargo on news session

Calling it “discrimination against radio and television stations,” KDKA-AM-FM-TV Pittsburgh refused to honor a 5½ hour embargo of a gubernatorial news conference last Wednesday.

The news conference held at 1 p.m. by Pennsylvania Gov. William Scranton was not to be released until 6:30 p.m., but the stations quoted from the news conference as soon as the facts were made available in mid-afternoon.

According to KDKA, the governor's aides had refused to give any reason why the conference should not be reported earlier than the embargo hour.
KOAT-TV moves to new home

KOAT-TV Albuquerque has moved its studio into a new $250,000 building three times as large as its old home.

Although the move took nearly three days, only a few hours of fringe time were lost in the shuffle, the station reported. The control center was moved to the transmitter site and live shows were originated from KOAT-TV's remote unit during two days of the transition period.

KOAT-TV was sold by Alvarado TV Inc. to WGAL Inc. (Steinman Stations) last January (Broadcasting, Jan. 28; also see page 46).

Court turns down Justice Dept. motion

U. S. Dept. of Justice's motion for a summary judgment in a government antitrust suit filed against CBS was turned down March 4 in a federal court in New York. It's expected that the suit now will come to trial, though no date has been set.

In handing down the decision, Judge Edward Weinfeld in effect found that the network's Incentive Compensation Plan does not show on its surface any alleged tie-ins.

The government filed its antitrust suit on April 12 in New York at the U. S. District Court, charging that CBS-TV's new plan then in effect only 11 months virtually forces affiliates to take all of CBS's afternoon and evening feeds, thus barring stations from carrying the programs of syndicators and spot buyers.

CBS denied antitrust violations and said the plan would not force affiliates to carry its programs, nor would it deny to other networks or independent program suppliers the most desirable time periods on stations affiliated with it (Broadcasting, April 16, 1962). The motion for a summary judgment was filed last December.

Media reports...

New Jersey network • The New Jersey Broadcasters Assn, last week inaugurated an NJBA Radio Network with the first broadcast of a weekly series of state-wide weather programs. Stations in the network include WOSJ-FM Pleasantville, WSNJ-FM Bridgeton, WTOA (FM) Trenton and WJRS-FM Newark. Francis Matrangola, general manager of WCMC Wildwood, is chairman of the network, and developed it in cooperation with the New Jersey Office of Civil Defense.

New format • WAIT Chicago has changed its format to what it terms "environmental sound." It calls for 12 minutes of music in every quarter-hour followed by a "cluster" of three 1-minute commercials.

Full-time stereo • WPFW (FM) Providence, R. I., has commenced fulltime stereo broadcasting. The station, which operates 7 a.m.-12 midnight, has had partial FM stereo operation since Dec. 17, 1961. WPFW (FM) is on 95.5 mc with 20 kw.

New arrival • The replacement transmitter for WBIQ (TV) (educational ch. 10) Birmingham, Ala., arrived according to Raymond Harlibert, general manager of the Alabama Educational Television Commission. WAPI-TV Birmingham is sharing the cost of the replacement unit and WBRC-TV Birmingham is expanding the rear of its transmitter building to house the new WBIQ transmitter where it will be operated in rent-free space courtesy of Taft Broadcasting Co. The new transmitter will operate on full authorized power of 316 kw visual, 158 kw aural.
The Great CHESAPEAKE BAY BRIDGE-TUNNEL Opening Next Jan.

It links Tidewater Virginia with New York and Miami on the fastest, most direct and profitable North-South route in America. This new bridge-tunnel will give Eastern industry new and broader access to America's markets through the world's greatest harbor (Hampton Roads).

Tidewater is already one of the fastest growing markets in the U.S. What a place to put a new-business dollar—right now. TideWTAR is a better way to spell it, and the best way to sell it.

WTAR TELEVISION & RADIO CBS AFFILIATES FOR NORFOLK-NEWPORT NEWS, VIRGINIA

Represented by Edward Petry & Co., Inc. The Original Station Representative.
ASCAP members get government support
JUSTICE DEPT. SUPPORTS CREDIT SYSTEM CHANGES

ASCAP members who are campaigning for a change in the organization’s system of paying songwriters have won assistance from the Dept. of Justice.

The government, in comments filed Feb. 20 with New York federal Judge John E. McGeehan, court-appointed master on the ASCAP consent decree, agreed with one of the three requests made by the writers for changes in the credit system used by ASCAP to determine payments to members. It opposed a second proposal and was neutral on a third.

The writers, 132 strong and including such famed musicians as Leonard Bernstein, last January asked for modification of the credit plan for background music on tv, including such music in movies used on tv.

In its comments to Judge McGeehan, the government agreed that the "qualifying works" concept should be abolished. It opposed, however, the idea that all background music should be treated on a par with feature music. It took no position on the third objective; that all credits, whether for feature or background music be based on duration of performance.

Under present ASCAP rules, a "qualifying work" is music that is used as background or theme but which had attained a given number of "feature" performances before its use as background or theme. It receives more credits than ordinary background music compositions. Members of ASCAP receive royalties for their works on a "credit" system.

The government points out that 14% of ASCAP’s total distribution goes to “qualifying” theme songs and background music. Yet, it adds, the duration of these performances is “clearly minimal” compared to background music and theme music which are treated on a duration basis or on a straight performance basis.

In practice, the Justice Dept. comments, the concept of “qualifying works” seems to be “an open invitation to program ‘rigging’.”

Judge McGeehan will recommend action on the membership petition to federal Judge Sylvester J. Ryan in New York sometime in the next few months. Judge Ryan for several years has presided over all negotiations for changes in the consent decree under which ASCAP operates.

Film sales . . .


Checkmate (MCA Tvs): Sold to WHAL-TV Baltimore; WFTV (TV) Orlando; WMTV (TV) Madison; WHBF-TV Rock Island; KRGV-TV Weslaco, Tex.; KVOS-TV Tulsa and WNCT (TV) Greenville, N. C. Now in 75 markets.

Leave It To The Girls (United Artists Tvs): Sold to KHS-TV Chico, Calif.; WBRE-TV Wilkes-Barre, Pa.;

It’s the 30th anniversary of ‘Fireside Chats’

On the eve of the 30th anniversary of the first “Fireside Chat,” the man who first used that term—CBS’ Robert Trout—recalled: “It certainly set a precedent for informality of the President at the time. But I doubt Mr. Roosevelt would have dreamed of being as informal as President Kennedy.”

Mr. Trout, veteran Washington newsmen who was first CBS capital correspondent, laughed when he recalled the circumstances surrounding the origin of the term.

“I was only 23-years-old at the time, so to add a bit of quick maturity, I said I was 28 and grew my mustache. It was a standing joke thereafter that when my birthday came along I took off a year instead of adding one,” he said.

The term “fireside chat” came into existence quite casually, he explained. “We at the station (Washington’s WJZ, which later became CBS affiliate WTOP) were told to prepare two types of introductions for the President—a regular formal one, and the other a more folksy type. We submitted both to the White House, and Mr. Roosevelt approved the folksy one, which just happened to include the ‘fireside chat’ term.” Mr. Trout drew the assignment of introducing the President in his first chat” March 12, 1933.

“But at the time, we had no idea there’d be any more than one such talk,” he grinned. “If I’d known how popular the term would become, maybe I’d have quit right then while I was ahead.”

There were serious implications to the talk, Mr. Trout recalled, which went beyond the immediate effect of that first talk.

“The first ‘Fireside Chat’ was a success,” said Mr. Trout. “Mr. Roosevelt spoke to the nation on a Sunday night before he was to end the moratorium on banks the next Monday morning. He asked the people not to make a run on the banks when they re-opened, and they didn’t.”

“But looking back on the talk with the advantage of 30 years’ perspective, I can see it as a pivotal point in the broadcast industry. It was the beginning of a trend of presidential exposure and informal-
Hong Kong

Sales curves...and ratings rise from the east. 26 top rated hours from the top quality studios of *Twentieth Century Fox TV., Inc.*

444 West 56th Street, New York 19, New York—Columbus 5-3320

"HONG KONG" Stars Rod Taylor as Glenn Evans And Features Guest Stars Such As... Joan Caulfield • Anne Francis • Mary Murphy • Felicia Farr • Herbert Marshall • Dina Merrill • Gia Scala • Suzanne Pleshette • Rhonda Fleming • Coleen Gray • Patricia Barry • Harry Townes • France Nuyen • Burt Brinckerhoff • Pat Crowley • Beverly Garland • Julie London • Inger Stevens
TvQ’s top ten for February by age

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Total Audience</th>
<th>6-11</th>
<th>12-17</th>
<th>18-34</th>
<th>35-49</th>
<th>50-64</th>
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<tbody>
<tr>
<td>1</td>
<td>Beverly Hillbillies (CBS)</td>
<td>55</td>
<td>85</td>
<td>66</td>
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<td>Red Skelton Hour (CBS)</td>
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<td>Bonanza (NBC)</td>
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<td>Disney World of Color (NBC)</td>
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<td>Saturday Night Movies (NBC)</td>
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<td>Andy Griffith (CBS)</td>
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<td>Doctor Kildare (NBC)</td>
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<td>Ben Casey (ABC)</td>
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<td>Gallant Men (ABC)</td>
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<td>Combat (ABC)</td>
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<td>Gunsmoke (CBS)</td>
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<td>Wide Country (NBC)</td>
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*Percentage of viewers familiar with a show who consider it "one of my favorites."


Columbia Post-'48s (Screen Gems): Sold to KIFI-TV Idaho Falls; WAVE-TV Louisville; WFIE-TV Evansville, Ind., and WATE-TV Knoxville, Tenn. Now sold in 124 markets.


73 Columbus Pictures Features (Screen Gems): Sold to KOGO-TV San Diego; KGO-TV San Francisco; KTNT-TV Tacoma, Wash.; WBKN-TV Youngstown, Ohio; WJAR-TV Providence, R. I.; WWL-TV New Orleans; WHO-TV Des Moines; WLOS-TV Asheville, N. C.; WEEK-TV Peoria, Ill.; KARD-TV Wichita, Kan.; WOKR-TV Rochester, N. Y.; WDU-A TV Scranton, Pa.; KOVR-TV Stockton, Calif.; KMB-C-TV Kansas City; WLBW-TV Miami; KLYD-TV Bakersfield, Calif., and KMIJ-TV Fresno, Calif. Now in 17 markets.


Kelly series distribution to begin at convention

A new series of 39 half-hour children's tv programs, The Emmett Kelly Show, will be released for U. S. distribution at the Television Film Exhibit convention in Chicago (March 30-April 3) and for Canadian distribution at the Canadian Assn. of Broadcasters convention in Toronto in May, Donald Klauber, vice president and national sales manager of Seven Arts Assoc. Corp., announced last week.

The program spotlights the famed clown in circus routines and as host to cartoons in each episode. The series was produced for Seven Arts by Eric Albertson, with Mr. Klauber as executive producer; Harvey Chertok as associate producer and Mende Brown as director.

Theatre tv network to have 100 outlets

Within the next 12 months, a National Teletheatre Network of 100 theatres in as many communities throughout the nation will be entertaining audiences with "top Broadway shows, special Hollywood productions, major sporting events and other unique attractions," with a combined nightly box office revenue of about $500,000, National General Corp. President Eugene V. Klein said Thursday (March 7).

Addressing a luncheon meeting of the Los Angeles Society of Security Analysts, Mr. Klein said that plans call for equipping 100 U. S. motion picture theatres with special tv projection receivers developed by General Electric Corp., for which NGC has the exclusive distribution rights (Broadcasting, March 4). About 20 of these theatres will be NGC houses, he said, with the other 80 franchised to use the GE equipment on a lease basis from NGC, which will retain ownership of the apparatus. Target date for completion of these installations is March 1964, he said.

The NTN programming will be on a 365-day-a-year basis, Mr. Klein stated, "with profit-pulling events scheduled morning, afternoon and evening. In the normally dead time of morning, for example, our theatres will be open to introduce a manufacturer's new line or an industry's trade show. In the afternoon, doctors may swarm to our theatres to watch Paul Dudley White perform a delicate heart operation in the high fidelity color so important to medical technique and at night an outstanding Broadway show, concert or sporting event will draw the crowds back again."

National General has already committed itself for an expenditure of $7.5 million for GE's Telaria tv projection receiving equipment, Mr. Klein reported. This will be installed in theatres in communities ranging in size from major metropolitan areas to cities of 150,000 population or perhaps even smaller communities, he said. He predicted that before long the NTN houses would discard feature motion picture exhibition entirely in favor of bringing the public live entertainment in full color via leased lines.

Pressed for details, Mr. Klein said that a Broadway theatrical production might run for three weeks with six evening performances and two matinees a week. The seventh night might be devoted to cultural programming, an opera, a concert, a ballet or a Shakespearean drama.

Although GE's telaria tv reception equipment will be installed in a NGC theatre in Los Angeles in time for a demonstration there within 90 days and probably sooner, Mr. Klein stressed that no commercial operation should be expected until the spring of 1964. "There is a tremendous amount of experimentation to be done before we put this new entertainment medium before the public." Asked about union problems, he said that there will be some, of course, but "I'm sure we'll be able to solve them satisfactorily."

The $500,000 figure for an evening's revenue was arrived at by estimating an average of 2,000 seats per theatre, or a total of 200,000 seats in the 100-theatre network with an average price of $2.50 a seat (ranging from $3.50 or more for a big city theatre to perhaps $1 or $1.50 in a smaller community).

Purcell acquires firm for production of spots

Purcell Productions Inc., New York, announced March 1 that it had acquired Inter Continental Broadcast Media, New York, from Franklin Broadcasting Corp.

ICBM will serve as a subsidiary of Purcell, providing radio and tv stations with varied services for promoting local sales, including the production of jingles for local advertisers and program features and creation of merchandising aids.

Broadcasting, March 11, 1963
“Adventures in Paradise”

Viewers find the lure of the islands most irresistible. 91 irresistible hours from the top quality studios of Twentieth Century Fox TV, Inc.

444 West 56th Street, New York 19, New York—Columbus 5-3320

"ADVENTURES IN PARADISE" Stars Gardner McKay as Adam Troy And Features Guest Stars Such As... Patricia Medina, Julie London, Ricardo Montalban, Dan Duryea, Gloria Vanderbilt, Vince Edwards, Eva Gabor, Anne Francis, Kim Hunter, Vincent Price, Yvonne De Carlo, Juliet Prowse, Agnes Moorehead, France Nuyen, Jan Sterling, Raymond Massey, Glynis Johns, Rita Moreno, Tuesday Weld, Margaret O'Brien, Betsy Von Furstenburg, Viveca Lindfors, Herbert Marshall
Hal Roach Studios gets new name

Landmark Studios, new name for the former Hal Roach Studios in Culver City, Calif., is being remodeled at a cost of more than $250,-
000 to provide facilities for the production of tv and theatrical films. Annunciation of the renovation program was made jointly by Max-
well J. Fenmore and George Ponty, who purchased the property last De-
cember at a court auction with a high bid of $1,326,000. Property in-
cludes seven sound stages, ranging from 5,000 to 34,000 square feet, to provide 105,000 square feet of staging area, and about 50 other
buildings of cutting rooms, projection rooms, special effects quarters, shops, storehouses and offices. Park-
ing accommodations for 300 ears are on the premises for tenants and studio personnel.

Annual program exchange

to start April 13

The five CBS owned tv stations begin their fifth annual Public Affairs Pro-
gram Exchange April 13, according to Craig Lawrence, vice president, CBS Television Stations Div. Each station will contribute 20 programs produced for local use.

The series are The American Musical Theatre, WCBS-TV New York; Com-
munism: Myth vs. Reality; KNXT (TV) Los Angeles; Friendship Show, WBBM-
TV Chicago; Space: The New Ocean, WCAU-TV Philadelphia, and Story
Shop, KMOL-TV St. Louis.

The exchange series will be seen on all five stations beginning April 13 in New York and Los Angeles, April 20 in Chicago and Philadelphia and April 27 in St. Louis.

ABC Radio gets rights
to Liston-Patterson bout

ABC Radio has purchased broadcast rights of the heavyweight championship
fight in Miami between champion Sonny Liston and challenger Floyd Patterson
Wed., April 10 (10 p.m., EST).

It will be the network’s fifth con-
secutive exclusive broadcast of heavy-
weight title bouts which included the
three Patterson-Ingemar Johansson
fights and the first Liston-Patterson bout.

The purchase price was not disclosed, but a network spokesman did say it was
considerably less than the amount paid for rights to the first fight “because of apprehension resulting from that one.”

The first fight ended in a one-round
knockout victory for Liston.

No sponsor has been signed for the
broadcast as yet.

There will be no home television of
the fight. Closed-circuit theatre TV
will be produced by SportsVision Inc.

Official sells ‘Marilyn’
in 11 countries

Official Films’ half-hour documentary program, Marilyn Monroe, has been
sold in 11 foreign countries several weeks in advance of its U. S. presenta-
tion on ABC-TV on March 24, Sey-
mour Reed, Official president, an-
nounced last week.

Mr. Reed noted that these sales have accounted for more than one half of
the production costs of the special, and said several more overseas contracts are in negotiation. The U. S. showing will be
sponsored by Whitehall Labs. Div.,
American Home Products Corp.,
through Win. Esty Co. (BROADCASTING,
Feb. 25).

The Official sales were made to the
BBC; the Australian Broadcasting Com-
mision; Documentary Programs Inc,
for a German-language version in West
Germany, Austria, Switzerland and
Luxembourg; Radiotelevisione Italiana;
Oy-Mainos, a tv station in Finland; a
Lebanese tv organization, and Tele

Organizacion Americana of Buenos
Aires for a Spanish-dubbed presenta-
tion in Argentina and Uruguay. Sub-
titles will be used in Italy, Finland and
Lebanon.

Sports Network to cover
NCAA basketball tourney

Sports Network Inc. has announced it is arranging a group of regional telecasts and one national telecast for coverage of the National Collegiate Athletic Assn. basketball tournament which begins on March 9 and ends on March 23.

All games through the semi-finals on
March 22 will be telecast on a regional basis, according to Richard Bailey, SNI president, while the final contest on March 23 will be telecast nationally.

He said there will be no regional black-
out if the games are sold out in advance
at the playing site.

A total of 20 games are expected to
be telecast. SNI was in the process last
week of arranging station lineups to
carry the coverage.

Survey shows tv viewers
prefer entertainment

A survey of 1,885 households in the Greater Milwaukee area has shown
viewers look to television primarily for entertainment and information, but not
education. The survey, the second
within three years, was taken in con-
junction with the annual Milwaukee
Journal Consumer Analysis by WTMJ-
TV.

According to George Comte, gener-
al manager of WTMJ-AM-FM-TV,
“the results from both surveys prove
once more, we believe, that despite
criticism from a few circles, our in-
dustry is providing the service our viewers want and which they, themselves, feel they need.”

Program notes ...

'87' to syndication • NBC Films Inc.,
New York, last week announced it will syndicate its 87th Precinct series. The
30-one-hour episodes were telecast on
NBC-TV during the 1961-62 season.

Consolidation • Walter Reade-Sterling
Inc. has consolidated the Los Angeles
offices of its two subsidiaries, Conti-
nental Distributing Div. and Sterling
Television Div. New headquarters for
both divisions is at 8933 Sunset Blvd.

Segment features newsmakers • Per-
cos Close-up, a new member of the
CBS Radio Dimension series will be
aired daily (Mon.-Fri., 3:30-3:35 p.m.
EST) by Mike Wallace. Mr. Wallace,
recently appointed correspondent at
CBS News, New York (WEEK’S HEAD-
LINERS, March 4) will use essay and

54 (PROGRAMMING)
Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great, Great.

Ureal

Century

30*—count them—30 great feature films from the top quality studios of Twentieth Century Fox Film, Corp.

444 West 56th Street, New York 19, New York—Columbus 5-3320

interview formats, presenting personalities currently in the news.

Scharry plans tv series • Scharry Productions, New York, headed by writer-producer-director Dore Schary, announced plans last week to produce a ten-week, half-hour drama series of programs based on H. G. Wells' Outline of History book. Mr. Schary is in negotiations with the tv networks on the projected series. It will be filmed in part on locations in France, Italy and Spain. The Outline of History project marks Mr. Schary's debut as a television series producer.

TFE's 18th • Embassy Pictures Corp. has joined Television Film Exhibit—1963, a project under which leading tv film distributors will display their programs and promotional material at the Pick-Congress Hotel in Chicago on March 30-April 3 during the time of the NAB convention. Embassy is the 18th distributor organization participating in TFE—1963.

Andy goes daytime • CBS-TV has completed a long-range agreement with Mayberry Productions to present daytime rebroadcasts of The Andy Griffith Show starting late in 1964. The nighttime series, now in its third season on CBS-TV, Mondays, 9:30-10 p.m., is not affected by the daytime deal. In negotiations for the Monday-Friday daytime reruns, Mayberry was represented by William Morris Agency.

New production • The Terrace Boys Div. of CBS Films Inc. has begun production, for the third year, of its Deputy Dawg series. The new series, which will be available in color as well as black-and-white, is being offered for sale immediately. The syndicated series is currently sold to more than 150 television stations.

SG's fellow named • Screen Gems reports that James D. Wotring, a 23-year-old graduate student at the U. of California at Los Angeles, is the fourth recipient of the $1,500 SG Annual Fellowship. He will spend five months at Screen Gems' Hollywood studio as an apprentice, applying his fellowship grant toward his master's degree thesis.

New TAC service • Television Affiliates Corp. is adding a new programming service to present subscribers, consisting of tv programs ranging from nine to 12 minutes in length on various community-oriented topics, including child guidance, personal and traffic safety, crime prevention and public health. Titled "Community Special Programming," the segments are being made available initially at no additional cost, according to Robert Weisberg, TAC vice president.

Desilu goes live • Five-a-week game show, You Don't Say, produced by Desilu, has been sold to NBC-TV, which will start it April 1 in the Monday-Friday, 3:30-4 p.m. time slot. This program, which has been tested on KTLA (TV) Los Angeles, is a live daytime game show and marks the entry of Desilu into live network program production. Ralph Andrews and Bill Yagemann, who head Desilu's live programming division, will produce the series, to be telecast in color from the network's studios in Burbank, Calif.

Tv pilot • Sam Marx is planning a new tv series to be based on the motion picture, "Damon and Pythias." Pilot script has been completed by Steve Rich. Guy Williams, who starred in the movie, may also play the same role in the tv series.

Bookies revisited • "Biography of a Booze Joint," first telecast in November 1961, will be rebroadcast on CBS-TV March 20 (7:30-8:30 p.m. EST). The special, which is documented with films of an actual bookie shop in Boston, is one of the CBS Reports series.

Varsity Show competition opens • BMI has announced the opening of the third annual Varsity Show Competition. It offers $1,000 to the composer and lyricist of the best college musical comedy or revue presented in the U. S. and Canada during the 1962-63 academic year. Rules for the competition, which closes June 15, are available from Robert B. Sour, BMI, 589 Fifth Ave., New York 17. Winners will be announced about Oct. 15.

New WBMB series • WBMB Chicago has started a new live drama series featuring local writing and acting talent in cooperation with Chicago Board of Rabbis. The 13-week series deals with brotherhood themes and is aired 11:05-11:30 p.m. on Wednesdays.

Two foreign circuses • The Moscow State Circus and the Blackpool Tower Circus of England will be offered for U. S. presentation for the first time as three-one-hour specials. Distributor is Independent Television Corp.

French accent • Seven Arts Assoc. Corp. is placing En France, a series of 26 half-hour adult French lessons starring Dawn Addams into tv syndication during the Television Film Exhibit—'63 convention in Chicago March 30-April 3. The series was produced in Paris by Time Inc. in association with the Librairie Hachette of Paris, and deals with the language, the people and geographical features of France.

Hackett on WNEW • Comic Buddy Hackett has signed with WNEW New York to do a weekly one-hour conversation and music show to be heard Sundays (6-7 p.m.). The show is called The Other Side of Buddy Hackett and reportedly will reveal interests of the comedian beyond the limits of the entertainment world.

Farming interview programs • Farm News Report, a monthly series of four 4½-minute radio interviews with agriculture experts, will be made available at no cost to radio stations in the U. S. Produced by Massey-Ferguson Co., the series is available from Empire Broadcasting Corp., 480 Lexington Ave., New York 17.

Capital cut • NBC newsmen Chet Huntley has made a record of humorous comments by public figures including President Kennedy, Adlai Stevenson and Sen. Goldwater, among others. The disc, titled "Chet Huntley Presents the Best of Washington Humor," has been purchased by Cameo-Parkway Records, Philadelphia, through Artists Agency Corp., New York.

Total news • WUPI (FM) Lynn, Mass., plans a new format of "total" information and wide news coverage, according to station owner Harvey Sheldon, who calls the new programming "Radio Free Boston." WUPI (FM), an MBS station on 105.3 mc, counts on "public sponsorship and support" to back its format.

New series • Alfred Davidson Associates, whose radio series, The World of Fashion, is syndicated to 42 radio stations, is preparing to introduce a tv version planned as a 10-minute program to be broadcast as a five-days-a-week strip. Walter Reade-Sterling Inc. will handle the distribution of the new...
bus stop

Climb aboard this powerful vehicle television. 25 powerful hours from the top quality studios of Twentieth Century Fox TV., Inc.

444 West 56th Street, New York 19, New York-COLUMBUS 5-3320

"BUS STOP" Stars Marilyn Maxwell as Grace Sherwood and Rhodes Reason as Will Mayberry And Features Guest Stars Such As...

Tuesday Weld • Joseph Cotton • Steve Cochran • Dean Stockwell • James Whitmore • Nina Foch • Lew Ayres • Lloyd Nolan • Keenan Wynn • Coleen Gray • Richard Conte • Earl Holliman • Wendell Corey • Diana Lynn • Cliff Robertson • Gary Merrill
INTERNATIONAL

AROUND THE WORLD WITH TELEVISION

Tv stations increase 29% in year, receivers up 21%

Overseas television last year made considerable advances, maintaining a hefty lead over Communist-bloc countries and introducing seven new countries and territories to tv, according to the U. S. Information Agency's annual report on the foreign developments of the medium.

The USIA figures—which exclude U. S., Canadian and armed forces stations abroad—showed an increase in overseas tv stations from 2,047 to 2,641, an advance of over 29%, and a burgeoning of receivers from 53,760,000 to 65,502,000, up more than 21%. Of the 2,641 overseas stations, only 549 are in Communist countries, the U.S. Information Agency said. Red countries gained 168 stations last year, and their sets at year's end totalled 11,310,000.

The seven countries and territories which started tv service last year are Gibraltar and Malta in Europe, Trinidad-Tobago in the Caribbean, Kenya and Morocco in Africa, Indonesia and Formosa in the Far East.

Japan was the site of television's most spectacular growth, adding 4,151,100 new sets for a total of 12,837,100, placing Japan second only to the U. S. in number of receivers.

"Overseas Television Developments in 1962," the name of the USIA report, also lists activity abroad in etv, the launching of space communications satellites Telstar and Relay and other significant events.

BBC transmitters to be partially American made

Eitel-McCullough Inc., electronic products development firm in San Carlos, Calif., is indirectly benefitting from BBC orders, totalling $3.5 million, for 24 new uhf tv transmitters.

BBC has placed orders for 12 transmitters each from Marconi Wireless Telegraph Co. Ltd., and Pye TVT Ltd., two English firms, both of which manufacture transmitters requiring klstron tubes, and both of which use Eimac klstrons exclusively.

The new tv stations are for BBC's new 625-line uhf service which will eventually cover most of Great Britain.

Gillette buys 'Fight' on 2 Japanese stations

The Gillette Co. has signed for 26-week sponsorship of Fight of the Week on two Japanese stations, both ABC International television affiliates. The unusually large foreign buy was made at an estimated cost of $96,000.

The two stations, NFT (TV) Tokyo and MBS (TV) Osaka, have also obtained telecast rights of the 1963 World Series. Gillette's agency in Japan is McCann-Erickson-Hakuhodo.

ABC International, which made the Fight sales, is a subsidiary of AB-PT.

Y&R acquires Italian agency

Young & Rubicam Inc. has bought controlling interest in an Italian advertising agency, Itamco, in Milan. The new firm, which will be known as Young & Rubicam-Itamco Spa., will be headed by Francis E. Gearon, senior vice president and director of Y&R's international division, who has been named president of the Milan agency, and Sumner J. Winebaum, managing director of the branch.

Mr. Winebaum was formerly head of the Y&R corporate office in Milan, which the agency opened last November. The two offices will be consolidated in the near future.

Among Itamco's clients are Procter & Gamble Italia Spa., and Kimberly-Clark Ltd.

Screen Gems forms international division

Screen Gems Inc., New York, has organized an International Broadcast Div., according to Jerome Hyams, executive vice president and general manager of the tv production firm.

For the immediate future, the international unit will concentrate its activity in Latin America. Boris Frank, formerly of the Bartell Broadcast Group. has been named manager, Latin America.

The international unit will function as consultant and/or representative of Latin American tv stations. The first station to sign with IBD is HIN-TV Santo Domingo, Dominican Republic.

Closed circuit studio to open

Cockfield, Brown & Co. Ltd., Toronto, reportedly will become Canada's first advertising agency to operate a closed-circuit television studio with telecine chain when CB ch. 3 goes into operation early this spring.

D. R. McBride, agency president, said that the c-c operation at the agency's Toronto headquarters will enable presentation material—16mm film, 35mm slides, or "live"—to be transmitted from the fifth floor studio to executive offices on the seventh floor, the main floor conference room, and other areas which may be included in the circuit.

"The Wasp Woman," "Beast From Haunted Cave" and "The Last Woman on Earth."

Show goes to school • Sterling Educational Films, New York, has entered into agreement with NBC-TV to market self-contained 16mm instructional segments from the network's Exploring series directly to schools and film libraries in United States and Canada. Sterling is an affiliate of the Walter Reade-Sterling group.

'T-Day' available

D-Day, a David Wolper production first aired as a du Pont special, will be presented over tv stations in at least seven European countries on June 6, 19 years to the day after the actual event.

The documentary will be televised over stations in England, Holland, Belgium, Sweden, Spain, Denmark and Italy. Arrangement were made by MCA-TV, which handles all Wolper tv specials overseas. MCA is seeking the addition of other stations in other European countries.

tv series, to be produced and filmed at 20th Century-Fox Television starting later this month.

Lessons for senior • WBNS-TV Columbus, Ohio, has acquired CBS Films' Assignment Foreign Legion series. Dubbed in Spanish, the 13-week show will be telecast starting March 25 (7-7:30 a.m., Mon.-Fri.) as a conversational Spanish course. According to the station, time normally allotted to commercials in the series will be given to a professor of Romance languages who will comment on each program.

Two stations join TAC • WKBN-TV Youngstown, Ohio, and KVAL-TV Eugene, Ore., have become affiliates of Television Affiliates Corp., New York.

New science fiction features • Allied Artists Tv Corp. has added 12 features to its Science Fiction group for television distribution. The package, called "12 Exploits," contains such titles as
Follow the Sun

Your most pallid time period takes on a vigorous new look. 30 vigorous hours from the top quality studios of Twentieth Century Fox TV., Inc.

“FOLLOW THE SUN” Stars Barry Coe as Ben Gregory, Brett Halsey as Paul Templin, Gigi Perreau as Kathy Richards, and Gary Lockwood as Erick Jason; And Features Guest Stars Such As... Keenan Wynn • Inger Stevens • Everett Sloane • Tuesday Weld • Charlie Ruggles • Dennis O’Keefe • Yvonne de Carlo • Julie London • Martha Scott • William Bendix • Jayne Mansfield • David Janssen • Celeste Holm • Rhonda Fleming • Keith Andes • Wally Cox • Jim Backus • Cesar Romero • Laraine Day • Gene Nelson
FINANCIAL REPORTS

CROSLEY, AVCO, SET NEW RECORDS

Sales rose 28% over those of previous year

Crosley Broadcasting Corp. had its best operating results in history, it was reported last week in the annual report of the Avco Corp.

Avco reported net earnings in 1962 of $20,040, 265 ($1.83 a share), highest in the company's history. In 1961, net income was $12,982,052 ($1.24 a share). The 1962 figure includes non-recurring capital gain of $1,249,989 (11 cents a share) from the sale of Crosley-owned WLWA (TV) Atlanta, Ga., to WIBC Indianapolis for $3.3 million. This was part of the arrangement whereby WIBC withdrew its application for the Indianapolis channel.

Crosley received the grant for Indianapolis in 1957, but this was reversed in 1961 in favor of WIBC after the U.S. Court of Appeals remanded the case to the FCC because Commissioner T. A. M. Craven voted for Crosley without having heard oral argument. In the interim, the personnel of the commission changed.

Consolidated sales in 1962 were $414,280,128, up 28% from 1961's $323,142,012.

Crosley stations are WLW and WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, all Ohio, and WLWI (TV) Indianapolis.

Radio-tv property keeps Boston paper in black ink

Television operations put the Boston Herald-Traveler Corp. in the black last year, Robert P. Talmadge, treasurer of the publishing company reported last week. The company publishes the Boston Herald and Traveler and owns WHDH-AM-TV Boston.

The Herald-Traveler company reported a consolidated net income in 1962 of $1,572,577 ($3.32 a share), on total net revenues of $34,822,277. This compares with 1961's net income of $1,657,658 ($3.68 a share) on total net revenues of $34,709,976.

Broadcasting accounted for $9,481,247 of the net revenues in 1962; in 1961 broadcasting was $8,988,583. Newspaper revenues last year amounted to $17,066,651 from advertising and $8,274,379 from circulation; in 1961 these figures were $17,346,682 and $8,371,711.

WHDH Inc. showed an improvement for the year "largely as a result of television," Mr. Talmadge said in his report to stockholders. Newspaper revenues and operating results were down, he said. In January, the Herald-Traveler paid a 5% stock dividend to shareholders, increasing outstanding shares to 23,620.

Columbia Pictures net falls below '61 figure

Columbia Pictures Corp., New York, last week reported net income for six months ended Dec. 30, 1962 fell to $871,000 (46 cents a share) from $1,637,000 (98 cents a share) in corresponding period of previous year. The company noted earnings were reduced by a provision for full federal taxes. In the previous year, net income benefited from a tax-loss carry forward. Gross earnings for the six-month period in 1962 amounted to $1,767,000 against $1,890,000 in like period of 1961.

Columbia Pictures owns 89% of Screen Gems Inc. which owns KCPX-AM-FM-TV Salt Lake City and WAPA-TV San Juan and WOLE-TV Aguadilla, both Puerto Rico.

Time Inc. revenue at all-time high

Time Inc. last week reported for 1962 the highest revenues and the third highest net income in the company's 40-year history. Revenues from sales rose to $326,039,000 in 1962 from a 1961 figure of $309,237,000.

Net income for 1962 was $10,190,000 ($4.76 a share), representing the company's highest earnings since 1957 and a 14% gain over 1961 when a net income of $8,971,000 ($4.23 a share) was reported.


The company also announced expansion of its broadcast activities into Latin America. Time-Life acquired PROARTEL, in Buenos Aires, a television program production company, in association with Goar Mestre, CBS and local Argentine interests. The company also joined Mr. Mestre, a former Cuban broadcaster, and CBS as an associate in PANTEL, a television production company in Lima, Peru.

Stockholding changes listed by SEC

Changes in stockholdings of officers and/or directors of companies listed on stock exchanges were reported last week by the Securities & Exchange Commission. In its February report, SEC lists the following broadcast transactions:

Leonard H. Goldenson, American Broadcasting - Paramount Theatres, sold 5,000 common, bought two (2) shares, resulting in final holdings of 60,727; John P. McGrath, Capital Cities Broadcasting Corp., sold 315, with 39,351 remaining; as custodian he holds 1,500.

Also David B. Bartell, Macfadden-Bartell bought 2,600 common, contributed 5,000 common to corporation for retirement, left with 323,507; Gerald A. Bartell, bought 2,000, contributed 6,250, remaining 322,379; Lee B. Bartell, bought 2,400, contributed 5,000, remaining 322,011; Marvin Bartell, bought 700, contributed 3,125, remaining 116,142.

Also Mark Evans, Metromedia, bought 500 common for total of 10,450; Benedict Gimbel Jr., sold 2,000, leaving 15,000; Lawrence H. Rogers II, Tait Broadcasting Co., sold 2,000 common, leaving 3,423. Norman E. Bennett, Crowell-Collier, acquired 1,237 common through option (exercised July 15, 1962), giving him total of 1,523; Summer Blossom sold 500, leaving 4,258; Wilson D. Cole, acquired 100 through option, giving him total of 18,722.

Collins Radio net, sales show increase

Collins Radio Co., broadcast equipment manufacturer, reported a net income of $1,716,718 (77 cents a share) on net sales of $111,211,292 for the first six months of its fiscal year ended Feb. 1.

This compares to the same 1962 period's net income of $1,041,265 (47¢ a share) on net sales of $93,805,154.

Backlog of orders as of Feb. 1 totaled $251 million, compared to $191 million as of Jan. 31. Commercial and foreign government orders amounted to $50 million of the backlog as of Feb. 1.
Why Should This Picture... Cost Twice As Much As This One?

Obviously it shouldn't. Yet most TV stations are still paying twice as much as necessary to transmit news broadcasts, panel shows, live audience shows, live spots... in fact about 80 per cent of all studio work. Significant new technological advances in Vidicons now make it possible for you to put quality pictures on the air in these scenes at ½ the price.

A lot of people are still nursing the idea (once true) that a Vidicon Camera won't give good picture quality. Take a close look at the two pictures here. One is EMI Vidicon quality; the other is Image Orthicon quality. Can you tell the difference? Well, the viewers can't either.

Contact Electra Megadyne, Inc. for the full story on how you can save money using Vidicon Cameras in your studio.

Gencom Division
Electra Megadyne Inc.
1750 N. Vine St., Los Angeles 28, California  Phone: 213-462-4909

Suppliers of television equipment manufactured by

EMI
EMI Electronics Ltd
Hayes, Middlesex, England
Trouble ahead for rating services

HINTS INDICATE COMMITTEE NOT TELLING ALL FIRST WEEK

Much of the evidence was still missing last week, but carefully plotted questions by the House Subcommittee on Communications gave strong promise it intends to prove that broadcast rating services are not what they have been claiming to be.

One member, Rep. William L. Springer (R-Ill.), put it this way: "Evidence comes very close to indicating . . . fraud."

Other subcommittee members, particularly Chairman Oren Harris (D-Ark.), repeatedly dropped hints and asked questions which indicated that they know considerably more than they are telling.

Would federally-enforced uniform standards for rating services help, they asked witnesses from the NAB, the major radio and television networks and other broadcasters.

Subcommittee members registered disbelief when witnesses claimed that ratings are just one of many factors that determine programming.

Congressmen found it hard to understand why three aggressive competitors—ABC-TV, CBS-TV and NBC-TV—all rely on the same company—A. C. Nielsen Co. of Chicago—to provide their audience measurements.

If fraud or other improprieties exist in the rating business, disclosure will come early this week when representatives of several rating services testify.

Broadcasters found themselves on different sides of several fences as the questioning advanced.

Gov. Collins, for example, was the only broadcaster witness who, when pressed, said he would go along with federal regulation of rating services, if no other solution would work. Other broadcasters firmly opposed extension of federal regulation.

Gov. Collins and NBC-TV witnesses maintained that ratings were only one of many factors which networks consider in retaining or killing programs and in setting rates for affiliates. But CBS-TV and ABC-TV took another view, after considerable prodding by questioners, that they did think that ratings were the primary factor in such matters.

Network witnesses were asked why no network has bothered to check Nielsen's figures.

Raising a possible antitrust issue, questioners asked why Nielsen had no competition, at least on a national rating basis.

No network witness questioned Nielsen's honesty.

A Louisville broadcaster who has been critical of rating methods and practices for many years, suggested disclaimers, now printed on their pocket pieces by firms which signed consent orders with the Federal Trade Commission, should be labeled with a skull and crossbones.

Expected on the stand today (Monday) are Robert E. West, president, Robert S. Conlan Assoc. Inc., of Kansas City, and Allan V. Jay, manager, Videodex Inc., New York.

The hearings began Tuesday (March 5) in a room jammed with upper-echelon executives of the broadcasting and ratings firm. Two staff investigators, Rex Sparger and Bob Richardson, crossed the nation for 18 months to collect material for the hearings. (BROADCASTING, March 4).

More Regulation? Just as advertised, NAB President LeRoy Collins was the lead-off witness. The former Florida governor called for reform in ratings. In answer to a question, he said that if it takes federal regulation to assure that all rating services and broadcasters operate under the same standards in compiling and using results, then "I personally wouldn't look with disfavor on government licensing" of the services.

He said that he had given "no thought" to possible government regulation, but that "we would certainly like to try the free system" before the government moves in.

Gov. Collins said that his concern about ratings has shifted toward questioning their quality and accuracy—from a 1961 feeling that broadcasting is slave to the services. He said the first project of the NAB's new research department is a study of the accuracy of audience ratings.

This study has not begun as yet, the subcommittee was told by Melvin A. Goldberg, NAB vice president for research, who appeared with NAB's Gov. Collins.

Like the networks, the NAB president maintained that ratings are only one of many factors involved in "the program decision making process. When he first came into broadcasting as NAB president in January 1961, Gov. Collins said that he seriously questioned the need for any audience measuring efforts but now agrees they are necessary.

"I am still convinced that reform is needed," he said. "I am just as convinced that rating data and conclusions drawn therefrom should be more accurate and more reliable. They should be developed through methodologies and procedures affording greater assurance of freedom from error than is now the case."

In the necessary reform, the central question should be if present rating reports deserve acceptance as reasonably accurate projections of the true broadcast audience, he said. "While
the rating services are wholly independent of NAB and the individual broadcaster, we are deeply concerned with the quality of their work for the prime reason that what they do undergirds and greatly influences the quality of ours," he said.

The Questions • Asked about his February 1961 speech to the NAB board (Broadcasting, Feb. 25) in which he said he did not quarrel with the accuracy of ratings, Gov. Collins said he since has received many complaints from broadcasters and has recognized the need for basic research into the accuracy of ratings. The broadcaster, he said, should have an effective check on whether published surveys measure what they purport to measure.

Rep. Springer asked if legislation requiring the networks to divide allotted amounts of prime time to specified categories is desirable. "No sir," Gov. Collins replied. "Under our system there should be more flexibility and freedom afforded the broadcaster than that would allow." He said such legislation would destroy free broadcasting.

Rep. Donald Brotzman (R-Colo.) wanted to know if the NAB has received any complaints that individual surveys were rigged. Gov. Collins replied that "no doubt" some "fly-by-night" surveys have not been what they claimed to be but that this was only a relatively small part of the total picture. "As far as I know, such dishonest operators are now out of the business," he said.

In answer to another question, the NAB president said that he did not recall any broadcaster charging that he had been "coerced" into subscribing to a service but that many feel "compelled" to buy. He said that he had never heard of any service telling potential client that "if you don't subscribe your rating will be lower." Such tactics are "definitely not practiced by the major firms," he said. "There is no basis to accuse reputable services of being corrupt."

Ratings Crucial • CBS-TV President James T. Aubrey Jr. refused to say ratings are television's lifeblood, but agreed with his questioners that ratings are crucial factors in programming decisions and in determining affiliate rates. However, Mr. Aubrey said, the most significant factor in programming is the "broadcast judgment of network executives."

Asked by Rep. Harris if CBS-TV relied on ratings because no other method was known to the company, Mr. Aubrey said ratings were relied on because they are a "proven method." That is, said Rep. Harris, picking up the witness's sentence, "proven in so far as your advertisers rely on it, and the advertisers are your sole measure of support."

Earlier Mr. Aubrey had stated, "Since our sole financial support comes from payments by advertisers, we cannot afford to ignore the tools they use in determining their purchases of programming and time."

"Ratings are useful only as estimates," Mr. Aubrey said, and "we recognize their shortcomings" as they depart from an ideal—providing audience response and indicating "what people would like to see that is not available."

Should be Accurate • Rep. Harris asked James M. Seward, CBS Radio executive vice president, whether ratings are accepted "without any method to check on their accuracy." "We know their techniques," Mr. Seward replied, and CBS's research department indicates the rating results should be accurate if those methods are followed.

Mr. Seward told the subcommittee several times that ratings are just one of several important elements in network decisions, but they "are of assistance in the three crucial areas of radio network operations: affiliations, sales and programming."

Radio's problem with ratings, Mr. Seward said, is a lack of a comprehensive measurement of portable and auto radio listening. Important advances have been made, he said, but they are "far from adequate to meet today's radio needs."

ABC Heard • Testifying for ABC-TV on Tuesday (March 5) were Thomas W. Moore, vice president in charge, and Julius Barnathan, vice president and general manager.

Mr. Moore told the subcommittee that ratings are the most important determining factor in fixing rates the network charges national advertisers for buys on affiliates. Ratings are probably the major factor in commercial television programs, Mr. Moore said.

Asked if ABC-TV had ever asked Nielsen to put out its too 30 market reports in a pocket piece similar to that used in NTV, Mr. Barnathan said the network had, but the rating firm refused, saying such a service might lead to a "confusion" of local and national aids.

ABC-TV subscribes to the bi-monthly NTV and uses it primarily to determine audience composition "as a check against the other system," Mr. Moore said.

One of Many • While making a

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**What the networks spent on ratings in 1962**

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<th></th>
<th>ABC-TV</th>
<th>ABC Radio</th>
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<th>NBC Radio</th>
<th>MBS</th>
<th>Total</th>
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<tr>
<td>ARB</td>
<td>$31,300</td>
<td>$36,700</td>
<td>$271,100</td>
<td>$171,348</td>
<td>$285,000</td>
<td>$175,000</td>
<td>$105,000</td>
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<td>Nielsen</td>
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<td>2,272</td>
<td>100</td>
<td>1,714</td>
<td>3,000</td>
<td>2,200</td>
<td>3,000</td>
<td>12,286</td>
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<tr>
<td>Pulse</td>
<td>65,000</td>
<td>18,245</td>
<td>1,500</td>
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<td>Sindlinger</td>
<td>126,117</td>
<td>307,900</td>
<td>173,137</td>
<td>342,500</td>
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<tr>
<td>Total</td>
<td>$348,154</td>
<td>$1,267,117</td>
<td>$307,900</td>
<td>$173,137</td>
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*BROADCASTING, March 11, 1963* 63
strong defense of Nielsen, NBC-TV witnesses stuck with the contention that ratings are only one of many factors considered in programming decisions. Mort Werner, NBC vice president for programs, read a 22-page prepared statement and he was flanked by Senior Executive Vice President David Adams and Research Director Thomas Coffin.

Mr. Werner said that rating results are not usable in raw form but must be analyzed and evaluated by NBC staff specialists who "have learned how to take into account the strengths and weaknesses of the various types of estimates." In the general entertainment field, he said, NBC would not be serving the public by retaining a program consistently rejected by viewers.

If ratings were the only criteria, however, "we would not go for a variety of program forms but would concentrate on the narrow range of the most popular forms and program them back-to-back throughout an evening," Mr. Werner stressed.

In answer to a question, Mr. Coffin said Nielsen is considered the best measurement service for its purposes because Nielsen provides the most detail, uses meters which are more accurate than other methods, and maintains a continuing panel of the same homes for measurement purposes. He said that letters from the public have very little impact on the fate of individual programs.

 Asked by Rep. Springer what NBC's reaction would be if the subcommittee shows that Nielsen reports do not do what they claim, Mr. Werner replied: "I would personally be very concerned and our research department would be working overtime to decide what to do." When asked about the possibility of regulation of the rating services, he said Nielsen is a very responsible company and that "we are not concerned about its reliability." Regulation is unnecessary, he said, because Nielsen can work out its own problems if any exist.

Rep. Springer quizzed the NBC executives closely on what factors other than ratings go into program decisions and Rep. Brozman asked if the network is satisfied with the service provided by Nielsen. Mr. Coffin replied that Nielsen "in particular" is reasonably satisfactory on national surveys but that local ratings leave "a great deal to be desired."

Mr. Coffin said that NBC is not concerned that Nielsen has not enlarged its TV national sample of 1,100 homes since the 1940's because the size is not a major problem. He admitted that it would be possible to rig a Nielsen national survey by controlling just a few Nielsen homes but thought this is not likely to happen because the firm takes extraordinary precautions against disclosure of its sample homes.

Rep. Harris cited what he termed examples of "gross inequity" and "injustice" in specific surveys and said he wondered why NBC supported Nielsen so vigorously. It is "amazing to me," he said, that all three highly competitive networks rely so heavily on the same company for ratings.

Sales Aid Only • NBC Radio uses ratings almost exclusively as a sales aid, William K. McDaniel, executive vice president of the radio network told the subcommittee. Ratings are not used in connection with programming since it consists mainly (80%) of news, information and public affairs programs, he said.

Ratings are important in sales because advertisers must have some measure of the size and characteristics of the NBC Radio audience they can reach with their sales messages, he said. NBC uses the Nielsen Radio Index as its basic service, Mr. McDaniel said, providing the network with cumulative audience estimates of an advertiser's campaign and how many times the average tuning home hears his messages.

Since Nielsen uses the same sample for its TV and radio measurements, the firm's surveys also provide information as to how network radio can be used to supplement TV advertising, he said.

NBC Radio also subscribes to all local Pulse reports but this information is used by the network only to answer specific questions on particular markets,
ENTERTAINMENT...what is it?

It's the grip of real suspense...a belly laugh...a tear...a feeling of elation...a moment of despair. Countless elements go into the manufacture of every form of entertainment. And since audience preferences are as changeable as the wind, it's an endless task.

It must be realized, too, that tastes vary widely. At WFGA-TV, we accept the challenge of determining these preferences and coupling them with the exercise of good taste. As we view it, it's part of the broadcaster's responsibility to entertain as well as inform. Our viewers like our programs...our advertisers like the results!
Surrounded by critics, Nielsen expands radio ratings

Radio rating surveys—under attack from the networks, individual stations, advertising agencies and Congress—are going to be substantially expanded by the A. C. Nielsen Co., Chicago.

Nielsen plans for major increases in the size of the sample and measurement of out-of-home listening in the Nielsen Station Index (local radio) surveys were disclosed by the firm in a letter to station subscribers dated March 1.

Subscribers received the letters last week as the House Subcommittee on Investigations was beginning hearings on a major investigation of ratings services and one which promises to have far-reaching effects (see page 62). In its letter, signed by Nielsen Vice President John K. Churchill, the largest broadcast rating firm said that it has recognized for some time the increasing need for major changes in the NSI measurements.

Consequently, Nielsen is beginning, effective today (March 11), an interim service and hopes to start selling commercially the expanded ratings in 8-12 months. A rising chorus of protests has been heard against the alleged lack of radio measurement surveys (Broadcasting, Jan. 21, Jan. 14). ABC Radio canceled Nielsen’s radio reports late last summer on the grounds radio is being “short-changed” and purchased Sindlinger & Co. reports (Broadcasting, Sept. 17, 1962).

Mr. Churchill said the expanded research and reporting is necessary to “reflect trends in radio itself and to maintain Nielsen’s standards of accuracy and statistical significance.”

Primary Needs • The primary needs, he said, are (1) inclusion of more of the sources of radio listening such as personal portables, auto radios, fm and (2) larger samples to help delineate the real differences among the audiences of individual stations.

Nielsen research of its own research, Mr. Churchill said, definitely points to the continued use of permanent-type samples where family records of a week or more of listening are kept. With the increased complexity of respondent reporting on many different sets in the same household, he said that Nielsen is concerned for both the accuracy and completeness of data from all sets. This will require careful supervision to assure full reporting, Nielsen said in announcing the development of “miniaturized meters” for attachment to individual receivers.

Sample sizes 4 to 5 times the present size will be required, the Churchill letter said, in pointing out the new service will be “costly.”

For all NSI measurements beginning today or after, Nielsen plans to continue its present surveys on an interim basis “in any market with sufficient client support” with this difference from past surveys: all published data will be confined to cumulative audience (for period of survey) and the per broadcast data basic report (average number of persons in station audience per quarter hour) will be discontinued.

Subscribers may discontinue the interim plan without penalty at any time, Nielsen said. The interim service will be withdrawn when the new expanded service is ready.

Most Nielsen subscribers contacted last week said they had not had time to study the proposal and that they were too busy to comment. It was pointed out, however, that the audience ratings per quarter hours, which are being discontinued in the interim plan, provided the primary measurements used by time-buyers in purchasing stations.

NBC Radio President William K. McDaniel, who has been highly critical of Nielsen radio measurements, said that he did not receive a copy of the letter but that the proposal is the first definitive, positive move made in many years to measure radio’s invisible audience and that reform is vitally needed.

he said, “There are various other services providing some sort of radio rating data, but they are so inadequate for our purposes that we do not subscribe to them,” Mr. McDaniel told the congressmen.

‘Active’ FTC • FTC Chairman Paul Rand Dixon praised his Trade Commission’s policing of rating services in a prepared statement but under the questions of the congressmen was hard put to defend the agency. Mr. Dixon spoke of what had been accomplished through consent decrees early this year with Nielsen, Pulse and ARB but Chairman Harris thought the timing of the decrees was “unusual,” “most significant” and “rather interesting.”

The Arkansas Democrat pointed out that the FTC issued the consent decrees only after it was public knowledge that the subcommittee planned comprehensive hearings on ratings—and this after Congress had been trying to get the FTC to do something since 1958.

Rep. Springer noted published criticisms of the consent decrees (Broadcasting, Feb. 25) and asked how they differed from recommendations made in the Madow report. Chairman Dixon agreed there was a “great deal of similarity” between the decrees and the Madow recommendations. However, he pointed out the FTC interviewed 450 persons in its investigation of 2½ years, made specific charges against the three services and used specific language not in the Madow report.

“The Madow report only makes recommendations while the consent decrees prohibit fraud,” Mr. Dixon said. Prior to signing the decrees (Broadcasting, Jan. 7), the three services could claim that such-and-such was true when it wasn’t, he said.

Chairman Dixon said many times that the decrees require Nielsen, Pulse and RAB to state that their ratings are no better than “guesses or estimates.” Asked specifically about a Nielsen press release on the decrees and noting that the compliance period is now underway, he said: “If he (Nielsen) doesn’t change his ways, it will cost him $5,000 for each day he violates’ the terms of the order. The FTC will watch very closely what Nielsen is presently doing, he said.

Before the consent decrees were signed, the ratings were accepted as gospel, he said. “I don’t think they will be accepted as gospel anymore.”

Rep. Moss said that he did not evidence any “backsliders” in the testimony of the networks, “I think this religion (of depending on the ratings) is well implanted,” he said.

Weaver’s Views • Sylvester (Pat) Weaver, board chairman of McCann-Erickson International and former NBC-TV president, said that the ratings are inaccurate but necessary to advertising and broadcasting. In the last 10 years, there has been a growing acceptance of ratings “particularly Nielsen with its small sample” despite the inaccuracies, he said.

The industry has talked itself into believing that ratings are more reliable than is actually the case, Mr. Weaver said. And, absolute reliance on ratings generates a never-never land, “just one step removed from the entrails of a chicken,” he said.

Individuals rarely do what they say they do and seldom watch what they say they watch, Mr. Weaver said he learned early in the game. Therefore, he said he has been guided in program decisions by trying to ignore what people

66 (GOVERNMENT)

Broadcasting, March 11, 1963
NEW POWER

KTVH COVERAGE
with new 1,503-foot Transmitting Tower:

* 53 Counties
  more than half of the state’s 105 counties.
* 1,182,600 Persons
  over 43% more than next ranking competitor.
* 368,080 Households.
* 327,070 TV Homes
  37% more than any other Central Kansas TV station.
* $2,162,507,000 Consumer Spendable Income.

*KTVH IS KANSAS TELEVISION

NEW TOWER*

Primed with pioneering initiative, confidence, and determination, KTVH provides the best available viewing pleasure for the majority of Kansans — the most effective market exposure and response for advertisers. TO SELL KANSAS...

BUY KTVH!

KTVH
HUTCHINSON / WICHITA

WITH TALL TOWER POWER!
Mr. Weaver

Mr. Sholis

Mr. Hurleigh

ple say and finding out what they actually do.

The pressure of ratings causes TV to disregard the occasional viewer and an important part of the audience (60%). He said, is composed of a group with a "blank-eyed, moronic stare of seven hours of continuous viewing."

Congress has come up with a solution 10 years late in the all-channel receiver legislation, Mr. Weaver said. Increased competition and additional TV networks will solve all the problems, including ratings, he predicted.

In answer to a question, he said that "spot buying is rating buying, nothing else."

Blames Ratings * Peter Tewksbury, producer of It's a Man's World, on NBC-TV, one of the first shows to die in the 1962-63 season, blamed the show's death on low ratings and lack of a publicity budget sufficient to build them up.

"The entire television industry is completely controlled by the Nielsen ratings," Mr. Tewksbury said. This season's top-rated show, The Beverly Hillbillies (CBS-TV), benefited from a major pre-season publicity buildup, Mr. Tewksbury said. "That show was a hit before anybody ever saw it."

Stations can "hypo" their ratings, Mr. Tewksbury said, by increasing their publicity during rating periods. This is not a true reflection of the audience and gives a false impression to advertisers, he said.

His own program could have stayed on the air if it had earned about five additional rating points, the producer said.

Numbers produced by ratings are "widely promoted and sorely missed," said Victor A. Sholis, vice president and director of WHAS Inc., licensee of WHAS-AM-TV Louisville.

Mr. Sholis recalled he told a network affiliates convention in 1952 that "selling by ratings ... is just plain stupid." "With ratings being run up the flagpole and virtually everyone saluting, it would certainly be appropriate for this committee to determine the validity of what is flying up there," he said.

Rating services have produced "more small type disclaimers" since the signing of consent orders this year with the FTC (Broadcasting, Jan. 7). Mr. Sholis said. Reading one disclaimer from a Pulse report, he said, "It simply tells the buyer he is getting numbers for which no one will claim reliability or authenticity."

Rep. Moss told the witness that despite disclaimers, there was nothing in the consent decrees which would indicate a slide rule may not be used with rating figures.

A more prominent display of the disclaimers is called for, Mr. Sholis said, "perhaps a skull and crossbones on the top."

Wodlinger Heard * The manager of a new interim TV operation in Michigan told the subcommittee neither ARB nor Nielsen would change its definition of the Grand Rapids-Kalamazoo metropolitan market to include neighboring Muskegon, which is served by his new station and two competitors.

The three stations serve all three cities, said Mark L. Wodlinger, vice president and general manager of WZZM-TV Grand Rapids, and the result is that WZZM-TV is unable to compete with two established area stations, WOOD-TV Grand Rapids and WKZO-TV Kalamazoo, which he said forcefully opposes a redefinition.

Nielsen and ARB said WZZM-TV's competitors placed considerable pressure on them and urged no redefinition he said.

If the facts the Michigan witness presented are true, said Rep. John E. Moss (D-Calif.), then it seems almost like a restraint of trade, or unfair competition.

Rep. Harris told Mr. Wodlinger the broadcaster was complaining that the rating firms hold out their services to anyone in broadcasting or a related business, and purport themselves as being fair. You, Rep. Harris told the witness, contend they are not fair.

Mr. Wodlinger said he planned to bring the affair to the attention of the Federal Trade Commission this week.

Rep. Harris said he was amazed that broadcasters, "with so many hundreds of millions of dollars involved, just sit back and allow the rating services" to be so influential.

Perhaps, Mr. Wodlinger said, since all broadcasters are regulated, the two companies which control the radio and television business "ought to be under similar control."

Looking into Nielsen and ARB procedures, Mr. Wodlinger said he was allowed to see Nielsen diaries after some difficulty and found they are kept by two categories of people. "A great number" are kept by elderly, 65-75-80-year-old viewers, and by large families, he said. "Handwriting and comments indicated that in families with a large number of children it appeared that the children were the ones who kept these diaries," he said.

Mr. Wodlinger said he did not find similar characteristics in diary-keeping by ARB respondents. Unlike Nielsen, ARB gave him immediate and complete access to its diaries, he reported.

Disenchantment * Robert R. Pauley, president of ABC Radio, described ABC's disenchantment with Nielsen's radio surveys.

The network abandoned Nielsen for Sindringer Co. after comparisons of Nielsen local station and national surveys showed the sum of the parts was greater than the whole, Mr. Pauley said. Pocket pieces provided by Nielsen said the local surveys (NSI) were "completely compatible" with national counts (NR1), Mr. Pauley said.

Nielsen cancelled ABC from its "in-
Maintenance for Collins FM transmitters

Collins' performance record of less down time than any other make of transmitter is a fact we can demonstrate. So, what maintenance amounts to is mostly regular dusting... with a good dust cloth. Keeps your Collins FM transmitter clean. And gleaming, as befits modern station decor. Of course, you don't have to dust (although we recommend it). In which case, your Collins FM transmitter will just stand there, dustily transmitting a clean, strong signal. Makes for great reception... happy listeners. And you know what that means to advertisers? Get complete information on Collins' complete line of FM transmitters. They're available in models from 250 to 20,000 watts (5 kw shown above). Call your Collins Broadcast Sales Engineer today. COLLINS RADIO COMPANY • Cedar Rapids, Iowa • Dallas, Texas • Los Angeles, California • New York, New York • International, Dallas

Want more on real reliability? See Collins at the NAB Show!
Tarzian stays ahead in SOLID STATE SWITCHERS

Tarzian's new "C" model, fully solid state Vertical Interval Switcher, incorporates all the desirable features of the highly successful VIS-88 plus recent engineering refinements adding even greater performance.

This switcher does more—in less space—than any other available. All the advantages of transistorized switching are yours in a compact, low-cost package.

See the new Tarzian Solid State Switcher at NAB—Space 17E

Broadcast Equipment Division
SARKES TARZIAN, INC.
Bloomington, Indiana

home" service after the network refused to subscribe to its new "transistor-plus" service, Mr. Pauley said.

Since ABC is no longer listed in Nielsen reports on network radio, Rex Sparger, staff investigator, wanted to know if the move cost ABC any business. American Express purchased CBS Radio on the basis of Nielsen, Mr. Pauley said. ABC was told it was "out of the running" for the account without Nielsen ratings even though the network submitted availabilities.

After an earlier dissatisfaction with Nielsen in 1958 ABC quit the service for a while. Wade Adv., of Chicago, told the network not to apply for a Miles Labs. campaign without Nielsen figures, Mr. Pauley said. Procter & Gamble also told ABC it needed Nielsen figures, he said.

Other questioning, apparently preparation for future witnesses from rating services, developed testimony from Mr. Pauley that in two situations where ABC-owned radio stations can be heard in nearby markets served by an affiliate, the affiliate does not carry several network programs (KABC Los Angeles and KGB San Diego, both in California; and WLS Chicago and WISN-AM-FM Milwaukee).

ABC's major quarrel with Nielsen developed from local and national rating results, Mr. Pauley said.

Utilizing a slide projector, he illustrated half a dozen examples on this order: NSI reported in 1961 that an ABC news program with Alex Drier reached 371,000 homes on 218 ABC stations. However, Nielsen's local reports of 17 ABC stations showed the same program reached 368,206 homes. The 17 stations were included in the original 218.

It was expected Nielsen would present its side as the hearing proceeds.

R. Peters Straus, president, WMCA New York, said in a prepared statement that ratings must be viewed in perspective. "We also urge upon our agen-

$1.11 an hour STAFFS YOUR STATION with IGM SIMPLIFICATION

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder. "The Sound of Money," IGM SIMPLIFICATION, P. O. Box 943, Bellingham, Washington.
Home Delivery

PROVIDENCE

A one million home market...three states...one billion consumer dollars. A WJAR-TV market...100% reach...full market coverage. And speaking of homes, WJAR-TV doesn't miss many.

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<tr>
<th>ARB — NOV./ DEC. '62</th>
<th>WJAR-TV AVERAGE TOTAL HOMES PER 1/4 HOUR</th>
<th>% MORE THAN STATION &quot;B&quot;</th>
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<tr>
<td>TOP TWENTY PROGRAMS</td>
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<tr>
<td>1. DR. KILORE (WJAR-TV)</td>
<td>169,600</td>
<td>318.7</td>
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<td>2. CHEYENNE (WJAR-TV)</td>
<td>150,600</td>
<td>127.8</td>
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<td>3. BONANZA (WJAR-TV)</td>
<td>147,500</td>
<td>292.2</td>
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<td>4. DEATH VALLEY DAYS (WJAR-TV)*</td>
<td>137,200</td>
<td>446.6</td>
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<tr>
<td>5. HAZEL (WJAR-TV)</td>
<td>136,600</td>
<td>199.5</td>
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<tr>
<td>6. VIRGINIAN (WJAR-TV)</td>
<td>135,100</td>
<td>132.5</td>
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<td>7. BEN CASEY (STATION B)</td>
<td>130,000</td>
<td>168.0</td>
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<td>8. GALLANT MEN (WJAR-TV)</td>
<td>120,800</td>
<td>63.0</td>
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<td>9. COMBAT (STATION B)</td>
<td>118,900</td>
<td>57.4</td>
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<td>10. MATTY’S FUNNIES (STATION B)</td>
<td>113,400</td>
<td>66.4</td>
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<td>11. JOEY BISHOP (WJAR-TV)</td>
<td>116,500</td>
<td>68.1</td>
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<td>12. CAR 54, WHERE ARE YOU? (WJAR-TV)</td>
<td>110,800</td>
<td>16.3</td>
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<td>13. DISNEY’S WORLD OF COLOR (WJAR-TV)</td>
<td>110,500</td>
<td>265.8</td>
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<td>14. REO SKELETON (STATION B)</td>
<td>107,700</td>
<td>15.4</td>
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<td>15. SAT. NIGHT AT THE MOVIES (WJAR-TV)</td>
<td>106,800</td>
<td>33.3</td>
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<td>16. PRICE IS RIGHT (WJAR-TV)</td>
<td>106,800</td>
<td>33.3</td>
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<td>17. RIPCORD (WJAR-TV)*</td>
<td>106,600</td>
<td>33.3</td>
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<td>18. SAM BENEFICIT (WJAR-TV)</td>
<td>106,600</td>
<td>33.3</td>
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<td>19. SUPERCAR (STATION B)</td>
<td>106,600</td>
<td>33.3</td>
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<tr>
<td>20. DICK POWELL (WJAR-TV)</td>
<td>106,600</td>
<td>33.3</td>
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*Average Homes per 1/4 Hr.

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<tr>
<th>NIELSEN STATION INDEX — DEC. ’62 / JAN. ’63</th>
<th>WJAR-TV AVERAGE TOTAL HOMES PER 1/4 HOUR</th>
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<td>TOP TWENTY PROGRAMS</td>
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<tr>
<td>1. BONANZA (WJAR-TV)</td>
<td>148,400</td>
<td>173.8</td>
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<td>2. DISNEY’S WORLD OF COLOR (WJAR-TV)</td>
<td>131,400</td>
<td>171.4</td>
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<td>3. DR. KILORE (WJAR-TV)</td>
<td>131,100</td>
<td>44.9</td>
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<tr>
<td>4. INTERNATIONAL SHOWTIME (WJAR-TV)</td>
<td>122,500</td>
<td>77.5</td>
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<td>5. DEATH VALLEY DAYS (WJAR-TV)</td>
<td>119,300</td>
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<td>6. SAT. NIGHT AT THE MOVIES (WJAR-TV)</td>
<td>119,300</td>
<td>41.3</td>
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<td>7. HAZEL (WJAR-TV)</td>
<td>118,800</td>
<td>29.4</td>
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<td>8. JACK PAAR SHOW (WJAR-TV)</td>
<td>116,800</td>
<td>84.8</td>
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<td>9. JOEY BISHOP SHOW (WJAR-TV)</td>
<td>116,100</td>
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<td>10. CAR 54, WHERE ARE YOU? (WJAR-TV)</td>
<td>115,900</td>
<td>89.6</td>
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<tr>
<td>11. SING ALONG WITH MITCH (WJAR-TV)</td>
<td>115,800</td>
<td>37.2</td>
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<tr>
<td>12. MON. NIGHT AT THE MOVIES (WJAR-TV)</td>
<td>114,200</td>
<td>21.1</td>
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<tr>
<td>13. BEN CASEY (STATION B)</td>
<td>110,700</td>
<td>110.7</td>
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<td>14. ENSIGN O'TOOLE (WJAR-TV)</td>
<td>110,300</td>
<td>10.3</td>
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<tr>
<td>15. PRICE IS RIGHT (WJAR-TV)</td>
<td>109,400</td>
<td>62.6</td>
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<tr>
<td>16. MANHUNT (WJAR-TV)</td>
<td>109,400</td>
<td>62.6</td>
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<tr>
<td>17. YOGI BEAR (STATION B)</td>
<td>107,600</td>
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<td>18. RIPCORD (WJAR-TV)</td>
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<td>19. LAW &amp; MR. JONES (WJAR-TV)</td>
<td>106,000</td>
<td>27.0</td>
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<tr>
<td>20. HUCKLEBERRY HOUND (STATION B)</td>
<td>106,000</td>
<td>27.0</td>
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NBC — REPRESENTED BY EDWARD PETRY & COMPANY, INCORPORATED. OUTLET COMPANY STATIONS IN PROVIDENCE — WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND — WJAR RADIO IN ITS 41ST YEAR
Sec. 315: suspension likely in ’64

HOUSE GROUP SHOWS LITTLE INTEREST IN OUTRIGHT REPEAL OF LAW

Members of the House Communications Subcommittee indicated last week they will probably establish equal time ground rules for next year’s presidential and vice presidential races similar to the temporary suspension of 1960.

But the subcommittee showed little interest in approving proposals by heads of two networks and the NAB who urged abolition of Sec. 315 of the Communications Act, the political broadcasting provision. An “exhaustive study” of Sec. 315, is, however, being considered by subcommittee, said Rep. Walter Rogers (D-Tex.), chairman.

FCC Chairman Newton N. Minow, who faced stiff questioning about the agency’s interpretations and enforcement of the Act as it applies to political broadcasts, told the subcommittee that setting an equal time was up to Congress.

Commerce Committee Chairman Oren Harris (D-Ark.), author of the suspension plan, told Mr. Minow the subcommittee ought to look into criteria which the commission has established for consideration of license renewals. The renewal situation, Rep. Harris said, "is a very, very serious problem" (see page 80).

Commissioner Frederick W. Ford proposed a conference of broadcasters, congressmen and the FCC which would draw upon the agency’s experience in administering the Act and work out practical guidelines for political broadcasting which licensees could follow in the future.

Chairman Rogers said the hearings, which recessed Wednesday (March 6), might resume to hear representatives of the Democratic and Republican parties and Lar Daly, of Chicago, a perennial candidate (see box).

Abolish Sec. 315 • CBS President Frank Stanton made a strong appeal for repeal of the whole political broadcasting law. He pointed out that the 1960 suspension of the law in its application to presidential and vice presidential races had been voted as a test of the broadcasters’ ability to present political intelligence without the restrictions of Sec. 315, and he said the test had proved their ability. A similar suspension in 1964 would prove nothing more than had already been proved. Dr. Stanton appealed for complete elimination of the section.

Dr. Stanton’s proposal drew sharp questioning. One point that troubled the congressmen was that repeal of Sec. 315 would eliminate the present prohibition against the censoring of candidates’ speeches by broadcasters.

Wasn’t Dr. Stanton “asking me to submit as a candidate,” inquired Rep. John E. Moss (D-Calif.), “to what you have for so long fought—prior restraint?”

Dr. Stanton said the broadcaster would need editorial control over the utterances of candidates, both because of his responsibility as a journalist and because the repeal of Sec. 315 would remove the immunity now granted broadcasters against liability for libel damages arising from the utterances of candidates made under Sec. 315. Dr. Stanton said he thought the congressmen could count on broadcasters to be fair.

“We know all men are not fair,” Rep. Moss said. What public interest would be served by placing the broadcaster in a position of judging what a candidate would say, he asked.

“I make my case, sir, in the name of the people,” the CBS president said.

“At any more responsible to the people than I am?” Rep. Moss asked.

Dr. Stanton paused, then said, “I think I am.”

Rep. J. Arthur Younger (R-Calif.) told Dr. Stanton he was “disturbed at your testimony.” Rep. Younger and other subcommittee members criticized the term “debates” used to describe joint appearances of Senator Kennedy and Vice President Nixon in 1960, the first year a temporary suspension of Sec. 315 was attempted.

Support for Suspension • Robert W. Sarnoff, NBC board chairman, said NBC supported the proposal for another suspension of Sec. 315 for presidential and vice presidential candidates in 1964, but he said the long-range hope of the network was for repeal of the section. The 1960 test proved, he said, that broadcasters acted responsibly in the presentation of campaigns for the nation’s two highest elective positions.

“There is no basis for believing that individual stations would not be similarly fair” as they were to national candi-

CBS President Frank Stanton (left) and NBC Chairman Robert W. Sarnoff, meet prior to testifying before the House subcommittee on changes in equal time requirements for political candidates. Both men urged complete repeal of Sec. 315.

Rep. Walter E. Rogers (D-Tex.) (right), new chairman of the House Communications Subcommittee, is shown with Rep. John E. Moss (D-Calif.), ranking Democrat, in a light moment during the two-day hearing on proposed changes in Sec. 315.
NBC finances study for best format for '64 'Great Debates'

NBC has made a grant to the American Political Science Assn., for a study to determine the best format for television debates between the presidential candidates in 1964. Robert W. Sarnoff, NBC board chairman, told the 26th meeting of the Chicago World Trade Conference on March 5.

Mr. Sarnoff made no mention of the amount of the grant, and an NBC spokesman later said the company did not want to specify it.

The study will be conducted by a seven-man committee of specialists in political science and communications, appointed by the association and headed by its president, Dr. Carl J. Friedrich, Eaton Professor of the Science of Politics at Harvard. Mr. Sarnoff told the conference that the political group, starting at this early date, will be able to present its findings well in advance of the 1964 presidential campaign. He added: "I am confident that its proposals will be a major contribution to our democratic process."

He voiced the hope that before the 1964 election campaign begins, Congress would act on the equal time provision of the Communications Act, which, he said, is a "straight-jacket" on political coverage.

Mr. Sarnoff noted his March 4 appearance before a Congressional Committee hearing during which he urged elimination of the equal time clause (see story, p. 72). He took this position, he said, in support of a congressional resolution that would suspend the equal time provision with respect to presidential and vice presidential candidates in 1964.

In another portion of his speech, Mr. Sarnoff called for free access by television to coverage of events, so that the medium can serve as "the eyes and ears of all the people." He contended that the right to witness public business "should not be confined only to those whom the hearing room will hold, when tv can bring the public business to everyone."

He also discussed television's role in the economy, pointing out that advertising is a primary stimulant for increasing consumption of goods and services. He claimed that tv, among all forms of advertising, has "unique capabilities that power the American economy."

dates) in covering local or state candidates."

Broadcasters would "gain no profit advantage" from removal of Sec. 315; rather, enlarged news coverage made possible by removal may send their costs up, Mr. Sarnoff said.

NAB President LeRoy Collins asked the subcommittee to suspend Sec. 315 entirely for 1964 to provide a proper test of broadcaster responsibility.

In an extended colloquy with Rep. Moss, a sharp critic of Sec. 315 repeal, Gov. Collins said the Californian's views must be colored by an extreme experience with an unfair or "shyster" broadcaster. There are fringe operators in every profession, the NAB spokesman said; but all broadcasters should not be judged by the irresponsibility of a few.

Rep. Harris said he didn't think broadcasters had "explored all avenues" open to them for covering political campaigns, even without suspension of Sec. 315. A group of 1959 amendments to the Communications Act freed bona fide newscasts, documentaries and interviews from equal time requirements, he added.

A statement from ABC President Leonard H. Goldenson, who did not testify in person, said the network supported the Harris resolution and opposed abolition of Sec. 315.

The U. S. Chamber of Commerce followed the NBC and CBS position favoring the Harris resolution in 1964, "pending repeal" of Sec. 315.

The Opposition • Sidney Zagri, legislative counsel of the Teamsters Union, said the union opposed repeal of Sec. 315, "even one slice at a time." Fearing a suppression of minority views, Mr. Zagri said prohibitive costs of television time, coupled with an expected lack of free time from the networks for minority candidates, would tend to black out presentation of differing political views and block the educative function of minority parties.

As an alternative to a suspension or elimination of Sec. 315 he suggested all candidates might be brought together for discussion in a format similar to a David Suskind Open End program.

"I seldom agree with your organization, but I must say I go down the line with you on this," Rep. Younger told Mr. Zagri.

Eric Hass, presidential candidate of

Amendment introduced

A bill to amend the California election code by the addition of a section defining "legally qualified candidates" for the purpose of administering the provisions of Sec. 315 of the Communications Act has been introduced into the state legislature by State Sen. Hugh Burns and State Assemblyman Jess Unruh. The amendment states, in part: "No person shall be considered a legally qualified candidate for any office or party nominee for a particular office unless he has filed a declaration of candidacy or declaration of acceptance of nomination with the proper official for the particular election or primary or is entitled to have his name placed on a general election ballot by reason of having been nominated at a primary election."

the Socialist Labor Party in 1952, 1956 and 1960, said advocates of Sec. 315 abolition argue that if its shackles were removed, broadcasters would operate "impartially and fairly during political campaigns," as they did in 1960.

"Maturity, 'sincerity,' 'sense of responsibility,' good intentions or whatever," Mr. Hass said, "do not justify or warrant the repeal of a statutory admonition to those entrusted with administering affairs in the public interest not to violate that trust or interfere with, or attempt to abrogate, the hard-won rights and freedoms of the people."

Similar logic would have to be followed in the study of the Bill of Rights because "those who hold office and administer the affairs of state have proved that they are mature and have demonstrated a 'sense of responsibility,'" Mr. Hass argued.

ACLU Alternative • Lawrence Speiser, Washington director of the American Civil Liberties Union, said that the group suggested an alteration of Sec. 315 in place of repeal. Substituting "equitable" for "equal" would give the law flexibility, Mr. Speiser said.

The ACLU also advocated a statutory requirement that some minimum free time be provided by the networks to all legally qualified candidates for President and Vice President.

Harmonic interference

FCC received petition from KBTV (TV) Denver, to deny application of KIMM Broadcasting Co. for a new fm station on 95.5 mc with 35 kw in that city. KBTV told the commission that the second harmonic of the proposed
Ownership investigation to hear Minow first

The House Antitrust and Monopoly Subcommittee will hear FCC Chairman Newton N. Minow Wednesday (March 13) as the opening witness in a study of the concentration of ownership in new media.

Chairman Minow has often commented on the decrease in competition among newspapers, and has cited a reduction of divergent voices in arguing that broadcasters must shoulder greater responsibility in providing forums for discussion of public issues and in expressing their views through editorializing.

The hearings are planned to run three days a week for four weeks, according to a schedule of witnesses released Thursday (March 7).

Following the FCC chairman will be a succession of newspaper publishers, some with broadcast holdings, advertising agency executives, union leaders, professors of journalism and critics of mass media. Among other government witnesses will be Lee Loevinger, assistant attorney general of the Justice Department antitrust division, and Paul Rand Dixon, chairman of the Federal Trade Commission.

Rep. Emanuel Celler (D-N.Y.), chairman of the parent Judiciary Committee, will preside at the subcommittee hearings.

Broadcasting. Rep. Celler has said, is expected to play only an incidental role in the proceedings (Broadcasting, Feb. 11, Jan. 28).

PAPE TV ACCUSED OF SEEKING PAYOFFS

Hearing ordered on revocation of stations' licenses

Pape Television Co., licensee of WALA-AM-TV Mobile, Ala., was accused last week of having demanded "large sums of money" to refrain from editorial attacks on a large architectural and engineering firm that had been engaged by the city of Mobile.

Pape TV was also alleged to have told a candidate for sheriff of Mobile County last May that unless he used WALA-TV exclusively for his political broadcasts, Pape didn't work for his defeat through "certain political forces indebted" to it. Part of the payment allegedly sought by the company, if the candidate used the station and was elected, was his promise to refrain from enforcing the law inside the city of Mobile.

These are among the allegations cited by the FCC in ordering Pape TV to show cause why the licenses of WALA-AM-TV should not be revoked. A hearing will be held in Mobile at a date to be announced.

The company, which is owned by one of the pioneers of broadcasting, W. O. Pape, has denied all allegations against it.

The commission said a hearing is needed to determine whether the company attempted to use WALA-TV improperly "for personal monetary gain" and whether it had violated the FCC's policy on editorializing and the political broadcasting section of the Communications Act.

Involuntary Transfer • The show-cause order added that the question of involuntary relinquishment of control by the licensee without the commission's consent would also be considered. Mr. Pape suffered a stroke in 1955, and since then the show-cause order said, hasn't been able to participate in the operations of the stations. Mr. Pape established WALA in 1930 and the TV station in 1953.

Pape Television last month applied for voluntary transfer of control of the two stations from Mr. Pape to a voting trust consisting of his wife, Delphine G. and his brother, Frank. The commission said this application will be held up pending a determination as to the qualifications of the licensee, including W. O. Pape's ability to enter voluntarily into such an agreement.

Pape TV's counsel, Harry G. Sells, flatly denied the extortion charge, calling it "defamatory." He also asserted that the station has complied with the commission's policy on editorializing and said there has been no transfer of control of the licensee.

In a letter to the commission denying the allegations point by point, Pape TV said most of the information given the commission in its investigation "is not competent and will not withstand cross-examination."

The architectural and engineering firm from which Pape Television allegedly demanded money is Palmer & Baker Engineering Inc., described by a commission official as an "internationally known" concern, with headquarters in Mobile.

According to the show-cause order, WALA-TV last April editorialized against the firm in connection with its work of drawing plans for, and supervising the construction of, a municipal auditorium in Mobile.

Money 'Demanded.' • The order said that "an officer and director of the licensee" (who was not further identified) subsequently demanded "large sums of money" from the firm, in return for which, he allegedly said, Pape Television would support the firm against public criticism, discontinue its own editorial attacks, and "deliver to the architectural firm the key vote" of one of the city's three commissioners in any dispute involving the construction contract "or the awarding of any future city contracts."

The order also said that after the firm's "alleged refusal" to pay the sums, WALA-TV "again editorialized in manner hostile" to the firm during the weekend of June 2 and 3.

The order said that during its series of broadcasts concerning the controversy over the auditorium contract, the licensee apparently didn't fulfill its obligations to present all sides of the issue or play "a conscious and positive role in bringing about a balanced presentation of opposing viewpoints," in accordance with the commission's editorializing policy.

The commission did not identify the candidate for sheriff allegedly approached by representatives of Pape TV. But it said that "an officer and director [and] an employee" of the broadcasting company told the candidate that unless he stopped using a rival tv station and restricted his political broadcasts to WALA-TV, "certain political forces indebted to the licensee would be influenced ... to help defeat him."

Lower Rates Offered. • The order also said that the candidate was allegedly told that, if he used WALA-TV exclusively, "charges for his political time would be considerably less than the station's published rates or the payment would be taken care of through
"Attila" was ranked No. 1 in its time period (7:30-9:00 P.M.) on WOR-TV's "The Big Preview." On Friday, February 23rd, "Attila" achieved a 24.7 average quarter hour rating according to the Nielsen Station Index. It had 31.5% share of audience in the New York Metropolitan Area.

This is the second of the thirty-three motion pictures purchased by WOR-TV, Channel 9 from Embassy Pictures. The first, "Hercules," smashed all opposition in racking up the all-time rating high on WOR-TV.

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manipulation of licensee's financial records."

The order reported the allegation that, "In repayment for WALA-TV's assistance to him in his campaign for election as sheriff he was, if elected, to refrain from enforcing the law in the City of Mobile and restrict his enforcement activities to those parts of Mobile County outside the city."

The order doesn't indicate what the candidate's response to the alleged proposal was, or whether he was elected.

**Vhf drop-ins appear to be doomed**

**FCC INSTRUCTS STAFF TO PREPARE ORDER DENYING THEM**

The FCC's controversial vhf drop-in proposal is all but dead.

The commission, by a 4-3 vote, instructed the staff last week to prepare an order denying the short-spaced vhf drop-ins that have been proposed as a means of providing a third vhf network outlet in seven two-station markets.

Chairman Newton N. Minow and Commissioners Robert E. Lee, Robert T. Bartley and E. William Henry constituted the majority which indicated it felt uhf television should be given the opportunity of providing the needed service.

The markets that would be denied the third vhf channel are Johnstown, Pa. (ch. 8), Baton Rouge, La. (ch. 11); Dayton, Ohio (ch. 11); Jacksonville, Fla. (ch. 10); Birmingham, Ala. (ch. 3); Knoxville, Tenn. (ch. 8) and Charleston, N. C. (ch. 6).

In a related action, however, the commission voted 5-0 to instruct the staff to prepare an order looking to the reassignment of ch. 5 at Enid, Okla., to Oklahoma City, at short-spacing. The order would also modify the license of KOKO-TV, now operating on ch. 5, to specify Oklahoma City. Commissioner Lee abstained from voting on this proposal.

**Commission's Own Proposal** - An announcement of the commission action gave no reason for the majority's preliminary decision to abandon the drop-in proposal the commission itself advanced 19 months ago as a means of improving service in the eight markets (Broadcasting, July 31, 1961).

Those favoring it have held that the drop-ins are needed to meet an urgent demand for service. But the main argument against the proposal has been that it would hinder the ability of uhf television to develop. This argument was given added weight last year when Congress passed the all-channel-receiver act, which has the purpose of fostering the development of uhf tv.

If the order denying the drop-ins is approved, the major loser will be ABC.

Other allegations involve the campaign for Mobile City Commissioner last September. The order said WALA-TV's charges for political broadcasts appear to have been higher—by as much as 50% in some cases—than for other purposes, in violation of the political broadcasting section of the Communications Act.

The licensees are also alleged to have given preference to one candidate and subjected his opponent "to prejudice or disadvantage through differences in facilities and services provided (i.e., one candidate speaking into a dead microphone)."

The show-cause order said Mr. Pape, an officer and director of the firm as well as 100% owner of the voting stock, has been unable to take part in the operation of the stations "for at least one year" because of his illness. This indicates, the order added, that an involuntary relinquishment of control of the licensee has occurred without the commission's consent.

**Recommend renewal for Schafitz stations**

FCC Hearing Examiner Chester F. Naumowicz Jr. recommended last week that the commission renew the licenses of broadcaster Sanford Schafitz for WWIZ Lorain, Ohio, and WFAZ Farrell, Pa. At the same time Examiner Naumowicz decided against granting a hearing to cover the construction permit of WXTV (TV) Youngstown, Ohio, which Mr. Schafitz jointly owns with Guy W. Gully.

The commission's Broadcast Bureau had previously proposed that the licenses for WWIZ and WFAZ not be renewed. The bureau, charging Mr. Schafitz with unauthorized transfer of control of WWIZ to the Lorain Journal (Broadcasting, Jan. 28), said that neither Mr. Schafitz, Harry Horvitz, president of the Journal, nor the Journal himself, has the character qualification to be a broadcast licensee.

The examiner concluded, however, that WWIZ Inc., if viewed in a vacuum, might appear to have a corporate structure aimed at giving the Journal control, but if considered "in actual practice [the corporate structure] indicates that effective authority remained with Mr. Schafitz."

Examiner Naumowicz further concluded that the negotiations leading up the agreement between Mr. Schafitz and the Journal were not planned to transfer control of the station prior to FCC approval, and that the Journal has not
Puzzle:
Where Does the Milk Train Stop Now?

When Dorothy Jones, WMAL-TV typist, arrived at 11:30 one Monday morning, Ted McDowell, (Manager of WMAL-TV News and Public Affairs) her usually amiable boss, asked for an explanation.

“Well,” said Dorothy, “I went home for the weekend* and I missed the express train coming back, so I had to take the old milk train. An hour after we left the station at home I heard this noise and the train slowed down. We got to Washington two hours late. The conductor told me a thingumajig had blown off and we were only going 3/5 of the normal speed. He also said that if the accident had happened 50 miles farther down the line we would have arrived 40 minutes sooner.”

“That would still have made you an hour and 20 minutes late,” snapped McDowell, whose own stack was about to blow. “Next time, walk.” “Oh, I couldn’t do that,” gasped Dorothy, “I’m a Republican.”

How far is it from Dorothy’s home station to Washington? Figure it out and earn an appropriate award.

*For a more profitable way to spend your weekends (and your clients’ money) we suggest WMAL-TV’s 3 weekend bowling shows which deliver a combined audience of 392,000 avid souls who buy when they don’t bowl. Check Harrington, Righter & Parsons, Inc. for availabilities.

Puzzle adaptation courtesy Dover Publications, New York 14, N.Y.
Send answers to: Puzzle #75, WMAL-TV, Washington 8, D.C.
Justice Dept. tells Supreme Court that FCC has super powers

As far as the Dept. of Justice is concerned, the federal government has not only preempted broadcasting against state or municipal controls, but the FCC has super powers to regulate programming.

The views of the government, including some of the strongest language yet on the FCC's power over programming, were contained in a “friend of the court” brief filed by the Solicitor General of the United States with the U. S. Supreme Court in a case involving a New Mexico law and two radio stations in that state.

Argument is scheduled to be heard the week of March 25.

At the behest of the New Mexico Board of Examiners in Optometry, a state court enjoined KHOB and KWEW, both in Hobbs, N. M., and the local newspaper, from carrying advertisements of a Gaines County (Texas) optometrist. New Mexico law prohibits mention of prices and discounts by optometrists. The Texas optometrist is just over the state line. The New Mexico Supreme Court affirmed the lower court's injunction. KHOB and the weekly Hobbs Independent asked the U. S. Supreme Court to review these decisions.

Aside from the question of whether a state can regulate broadcasting by requiring it to follow a state law, a subsidiary question is whether a state can force conformity to the regulations through advertising which is conveyed outside the state by means of radio or newspaper circulation.

The Justice Dept. brief focuses only on the question of whether a radio station can be made to follow a purely state law.

Not only has the Communications Act precluded direct regulation of broadcasting by the states, the Justice brief says, but the FCC has been given “extensive authority to regulate programs and advertising material in the public interest.”

Practice and Law - In its list of particulars to bolster this contention, the Solicitor General lists various actions of the FCC and court decisions, including:

- Comparison of past and present programming at renewal time.
- Requirement that applicants specify program policies in applications.
- Requirement that stations keep program records.
- Reference to comment in the Supreme Court's 1942 network decision where former Justice Frankfurter said that the FCC may take into account the “composition of the traffic.”

Commission actions in denying applications because prospective broadcasters were found to have accepted “bait and switch” advertising and FCC's findings that this indicates failure to abide by the responsibilities of the license to operate in the public interest.

- Notices by the FCC to licensees warning against accepting deceptive advertising, birth control products, or engaging in double billing procedures.

- Ruling by the FCC and the courts on the broadcasting of medical advice and the advertising of quack medicines.

- Warning by the commission on the advertising of alcoholic beverages if contrary to local law.

And, above all the government says, there is the FCC's program policy statement issued in 1960 which justifies the commission's interest in programming.

The government brief concludes: “In summary, the Federal Communications Act gives the commission broad powers over radio broadcasting generally. More particularly, the Act gives the commission authority to regulate programming, including advertising to the extent compatible with this country's tradition of free expression in order to determine whether it is consistent with the public interest. . .”

The Justice brief was signed by Archibald Cox, solicitor general; Lee Loevinger, assistant attorney general in charge of antitrust division; Bruce J. Tarris, assistant general counsel; and Lionel Kestenbaum and Morton M. Maneker, attorneys.

On the brief for the FCC were Max D. Paglin, general counsel; Daniel R. Ohybama, associate general counsel, and Ruth V. Reel, attorney.

The Supreme Court granted review last November.

Businessmen protest sale of KGLC to newspaper

A group of more than 15 local businessmen of Miami, Okla., asked the FCC last week to deny the application of Miami Broadcasting Co., for an assignment of license of KGLC, that city, to Miami Newspapers Inc. (Miami News Record).

The commission also was asked to waive its rule requiring that opposition to an application before the commission be filed within 30 days. The petitioners said that they were not familiar with commission procedures, which delayed them.

The Miami businessmen said that if sale of the station is granted, all media would be in one ownership.

The petitioners said that within hours after the sale of KGLC had been arranged, C. C. Woodson, publisher of the News Record, allegedly called the KGLC station manager and told him to raise the advertising rates by 50%. The station manager informed Mr. Woodson that he would have to wait for FCC approval, the petition said.

FCC grants ABS request

The FCC last week granted a petition of the Assn. on Broadcasting Standards Inc. and extended the dates for filing comments and replies on the commission's proposal to allow daytime stations to go on the air at sunrise or 6 a.m., whichever is earliest (Broadcasting, Feb. 25).

The FCC extended the time to file comments from March 15 to May 1. Deadline for replies was changed from April 1 to May 16.
The company she keeps

Forty of the fifty largest U.S. corporations have a Charlotte address. Not because of her beauty. But because Charlotte is one of the largest commercial and distribution centers in the Southeast.

Charlotte ranks 5th in the wholesale distribution of chemicals...8th in per family retail sales. There are more people within a 75-mile radius of Charlotte than in a corresponding radius around Atlanta, Indianapolis, Kansas City or Minneapolis.

The largest businesses in America are in Charlotte to reach these people. You can reach them through WBT Radio Charlotte.

For over 40 years, WBT has had the largest adult audience for the 37-county basic area; the audience that receives and spends most of the Charlotte area's $2,612,784,000 worth of spending money.*

Join the company that Charlotte keeps—through WBT, the station of responsible programming, outstanding service, finer entertainment.

WBT RADIO CHARLOTTE Jefferson Standard Broadcasting Company
Represented nationally by John Blair & Company.

*SOURCE: SURVEY OF BUYING POWER
Access to House hearings is doubtful

RULES COMMITTEE NOT ENTHUSIASTIC ABOUT RADIO-TV COVERAGE

Broadcaster efforts to open the doors of House committee hearings to cameras and microphones were given the full support of a powerful congressman during a Rules Committee hearing held last week.

Nonetheless, opposition by several senior members of the committee cooled chances that the unit, which controls the flow of legislation to the House floor, would give the House a chance to vote on an access resolution offered by Rep. Oren Harris (D-Ark.) (BROADCASTING, March 4).

Rep. Howard W. Smith (D-Va.), chairman of the Rules Committee, said he noted a "lack of enthusiasm" among committee members for the broadcast proposal. The chairman did not say when the committee would vote whether the resolution should go before the House, but he indicated it may not be in the near future.

A congressman who favors lifting the access ban said after the hearing it seemed to him the resolution was "in trouble." He told a broadcast executive who sat through the session that the broadcaster ought to "get your friends to work" on the Rules Committee members—and fast.

Testifying to the rules unit on his own proposal Rep. Harris said Tuesday (March 5), "I believe that something ought to be done. I believe the time is coming when it ought to be done. I believe when it is done it should be done under the right kind of rules and procedures."

Neither an advocate nor opponent of broadcast coverage of committees in the past, Rep. Harris said he had explored the subject just recently and decided to offer an access proposal after accepting a "challenge" to discuss it with Rep. George Meader (R-Mich.), a long-time supporter of broadcast access, who per- sided the Arkansas Democrat to join his side.

Harris Safeguards • Rep. Harris pointed out that provisions in his resolu- tion are intended to safeguard witnesses, who could not be compelled to testify before either cameras or microphones, and to prevent commercializa- tion of hearing broadcasts. Such broad- casts, Rep. Harris said, would be fully public service (without either commer- cial or any other form of sponsorship) except if used within bona fide news- casts or documentaries as spelled out in 1959 amendments to the Communica- tions Act.

Doubts about the wisdom of permitting live or recorded broadcasts were expressed by members who feared that portions of hearings might be used out of context to show one side favorably (or another in a poor light), or to dis- tort the intent of speakers.

Rep. Clarence Brown (R-Ohio), most vocal objector to the resolution, asked if broadcasters would be required to show hearings in their entirety, or, he asked, would they be able to "pick and choose?"

Broadcast newsmen would be allowed to report hearings and summarize pro- ceedings just as they do other news, Rep. Harris replied.

"So you don't get a very good idea of what goes on at committee meetings," retorted Rep. Brown.

Questioned several times about the views of Speaker John W. McCormack (D-Mass.), on access, Rep. Harris said, "I think it's sufficient to say I discussed this with the speaker several times before introducing it."

Speaker Would Agree • The Speaker indicated Monday (Mar. 4) that he would not go on the record—either the speaker or leadership position—on the resolution, but he said he would be highly favorable if the House were to pass such a measure.

Former Speaker Sam Rayburn, Speaker McCormack's predecessor, consist- ently ruled against broadcasts of com- mittee meetings, and Rep. McCormack has followed his precedent to date (BROADCASTING, Jan. 22, 1962).

Rep. Richard Bolling (D-Mo.), who would favor a change from the present ban, asked Reps. Harris and Meader for their position on including broad- casts of House floor proceedings. "You give people a peek at creatures of the House [the committees], but not the parent body," he said.

Both pro-access congressmen said

Harris unhappy with FCC renewal ‘hammer’

Chairman Oren Harris (D-Ark.) of the House Commerce Committee does not like the "real hammer" the FCC is wielding over broadcasters in threats of what might happen at license renewal time.

He so informed FCC Chairman Newton N. Minow last week in dis- cussing this "very, very serious prob- lem" and told the commission that it is "going pretty far" in floating ex- press language in the Communica- tions Act.

The question arose during FCC testimony on Rep. Harris' own resolu- tion to suspend the equal time pro- visions of the Communications Act for the 1964 presidential and vice presidential campaigns (see page 72). Rep. Harris brought up an FCC letter to WLBT (TV) Jackson, Miss., questioning that station's decision not to sell any political time during the 1962 Democratic congressional pri- mary.

He pointed out the FCC gets its authority only from the Communi- cations Act, which states that no station is required to sell any political time. "How can you, in the adminis- tration of the act, overlook this lan- guage . . ." Chairman Harris asked Chairman Minow.

The FCC leader replied that, while prohibited from ordering WLBT to sell time, it could question whether the station had operated in the pub- lic interest in refusing to do so. If the station disagreed with the FCC dictum, it could have gone to court, Chairman Minow said in repeating a phrase he often uses.

Chairman Harris, however, pointed out that the FCC's letter told WLBT that "if you don't [sell] time, we are going to consider that in connection with your renewal." He said the station would have to be prepared to defend its license if it did not comply (WLBT did sell 30 minutes of time to the Negro minister who opposed Rep. John Bell Williams [D-Miss.] for the Democratic nomination after getting the FCC's letter [BROADCAST- ING, April 30, 1962]).

"We [Congress] ought to look into the question as to not only this [pol- itical case] but many other things that the commission takes into con- sideration with the renewal because this question of holding a real ham- mer over the head of somebody, when they know it is held there, seems to me a very, very serious problem," Rep. Harris said.
they opposed extending access to the floor.

The Radio Television News Directors Assn. and the Radio-Tv Correspondents Assn. (a group of accredited Washington broadcast newsmen) wired the Rules Committee their support of the Harris resolution and pledged coverage of committee would "not impair the dignity or decorum of committee proceedings."

**FCC invites comments on reallocation requests**

The FCC last week invited comments on four proposals for channel changes and reservations, three for noncommercial educational use and one for commercial.

The Twin City Area Educational TV Corp. asked the commission to reserve ch. 17 in Minneapolis-St. Paul, presently commercial, for noncommercial educational use. The petitioner presently operates KTCA-TV on ch. 2 in the Twin Cities.

The Kentucky Authority for Educational TV requested allocation of ch. 33 to Hazard, and deletion of ch. 19 in that city. The authority feels that WLEX-TV on ch. 18 in Lexington would cause interference to a ch. 19 operation (Broadcasting, Dec. 16, 1962).

Western Washington State College, Bellingham, Wash., plans to construct an etv station and requested the reservation of ch. 18, which is presently commercial, in Bellingham.

WKY-AM-TV Evansville, Ind., asked that ch. 25 be assigned to Evansville for commercial use.

**Revoke WVAL permit WJON asks commission**

WJON St. Cloud, Minn., requested last week that the FCC revoke the construction permit for WVAL Sauk Rapids because of alleged unauthorized transfer of control and economic injury to WJON.

WJON noted that in February and November 1962 the station had telegraphed the commission concerning the alleged transfer of 50% of WVAL owned by Carl A. Nierengarten (other 50% was held by Herbert M. Hoppe). According to WJON, Mr. Nierengarten told WJON General Manager A. E. Dahl that he was no longer responsible for his share of financing the proposed WVAL, because he no longer held his 50% interest.

The original agreement for financing WVAL was that Messrs. Nierengarten and Hoppe would put up $20,000. According to WJON no money was ever deposited to the partnership account. WJON said that 10 days after the original agreement was drawn up a new agreement was made, but apparently was never filed with the commission.

**Stanton calls for equal news access**

**CRITICIZES 'SECOND CLASS' STATUS OF RADIO-TV**

Dr. Frank Stanton, president of CBS, on March 5 called on legislators, courts and regulatory bodies to stop treating broadcasters as "second class" denizens of the Fourth Estate.

In an address to the New York State Broadcasters Assn.'s annual dinner in Albany, Dr. Stanton specifically urged suspension of the "equal time" restrictions of Sec. 315 of the Communications Act (see story on page 72), abolition of the "philosophy of Canon 35," and amendment to N.Y. State Sec. 52 of the Civil Rights Law, also treating radio-tv coverage rights.

"We can all do our part," he said, "by working to banish Canon 35, which certainly does not represent the will of the people; by urging Congress to throw out the tattered, outdated Sec. 315; and by opening legislative procedures to the widest scrutiny of the public."

Canon 35 of the Judicial Ethics of the American Bar Assn., bans microphones and cameras from courtrooms. It has spread in its application, Dr. Stanton said, to proceedings of Federal regulatory agencies, resulting in a "further erosion of the right of the people to know."

Sec. 52, "a blanket prohibition on broadcasting and picture-taking of proceedings of bodies having the power of subpoena," according to Dr. Stanton, was amended in 1962, but "entangled the broadcaster in an almost impossible web of required consents and permissions."

**New York Bill** To loosen the "legal knots binding broadcasters" in New York State, Dr. Stanton urged passage of a bill (Al 4198) now under consideration in the Committee on Judiciary of the New York Assembly. "This bill," he said, "would amend Sec. 52 of the Civil Rights Law by allowing broadcast coverage of the testimony of witnesses, whether under subpoena or not, and eliminating the requirement of consent on the part of the witness."

Dr. Stanton cited a growth rate of almost 200% in radio stations within New York State since World War II (from 70 stations to 207) and an increase in tv stations from 2 to 24 over the same period as evidence of the "continuing trend from print to broadcasting." Over the same period, he stated, the number of daily newspapers declined from 102 to 88.

"Yet today we are short-changing ourselves in failing to use electronic communications to the fullest in keeping the essential flow of information and feedback of opinion going," he said.

"We have not only been standing still in this regard, but we have been going in reverse. I speak particularly of the narrowing rather than the widening of the avenues of access to information."

At the meeting, the New York broadcasters elected officers and board members who will serve for one year, New officers are Merle L. Galusha, WGY Schenectady, president, and R. Peter Straus, WMCA New York, vice president. Re-elected were Elliot Stewart, WIBX Utica, secretary, and John B. Lynch, WWSC Glenns Falls, treasurer.

Herb Mendelsohn of WKBW Buffalo was elected to the board of directors.

**FCC asked to reconsider N.C. translator grants**

The FCC last week was asked to reconsider its grant of Atlantic Telecasting Corp. applications for new vhf translators in Fayetteville and Jacksonville, both North Carolina.

WTVD (TV) Durham (ch. 11) asked that the commission rehear the application for Atlantic's translator on ch. 6 in Fayetteville, which will carry the signal of WECT (TV) Wilmington (ch. 6). WTVD said that the WECT translator will duplicate WTVD's programming to Fayetteville which lies within its Grade B contour. WTVD pointed out that this would be in violation of the FCC's conditioned grant to Atlantic that its translator not duplicate WTVD.

Another petition against Atlantic was filed by WNBE-TV New Bern (ch. 12), opposing the grant of a new translator on ch. 12 in Jacksonville. WNBE-TV said that Jacksonville is within its Grade A contour and that the co-channel translator would interfere with reception of the station.

**Florida etv group seeks ch. 22 outlet in Tampa**

The Florida Educational TV Commission requested last week that the FCC reallocate and reserve for non-commercial educational use ch. 22 to Tampa and delete it from Lakeland. It also asked that ch. 70 be assigned to Lakeland.

The etv group said it plans a station to serve the Tampa-St. Petersburg area, and already has $475,000 allotted for that purpose.

The etv commission also plans to ask for four more uhf, but did not indicate where the channels would be requested. It already operates five vhf and one uhf etv stations.
TARIFF HUBBUB OVER TAPE VS. FILM

Should running time or footage be basis of charge?

A television tariff tizzy, involving import duties on video tape brought in from abroad, is underway in Washington and a first step is scheduled for March 20.

At issue is the apparent unfairness of the duty charged for tv tape compared with that paid on 16mm film.

Both tv tape and 16mm film are required to pay duty of 0.9 cents for each linear foot.

But, for the same program, tape requires more than twice the footage used in 16mm.

For a 15-minute program, it is estimated that from 500 to 600 ft. of 16mm film is required; the same program on video tape runs from 1,100 to 1,200 ft.

At the present import schedule, importers of tv tape must pay more than film importers pay—for the same program length.

A move is underway to persuade the U. S. Tariff Commission to change the rules to require customs duties to be paid on running time rather than on footage.

One of those leading the campaign is Benito Gaguine, a Washington attorney acting for his client, Spanish International Network. SIN owns Spanish-language uhf stations KMEX-TV Los Angeles and KWEX-TV San Antonio.

It relies heavily on programs produced in Mexico City by Teleprogramas de Mexico and imports about 50 hours of such programming weekly. This comes to 11.7 million feet of video tape yearly. If these programs were brought in on 16mm film, they would require 5.6 million feet a year.

This difference, 6.1 million feet annually, means that SIN is paying a $61,000 yearly penalty because it is using tv tape instead of 16mm film.

There are, it is acknowledged, few stations hit so heavily by this discrimination. Even the television networks do not consider this differential onerous. NBC figures it imports only about 72,000 ft. of video tape annually for news alone, costing about $720 in duties. The only other program where imported tape plays a significant part, NBC pointed out, is its International Showtime show (Fri., 7:30-8:30 p.m.).

The network calculates that import duties for segments of this program run about $160 a year.

CBS estimates that it brought in 555,000 ft. of tv tape, mainly news, last year from abroad. The import charge was something over $5,500 for the year.

Tape Allies • Mr. Gaguine’s campaign, which he began in behalf of his client a year ago, has already borne some fruit. He has enlisted the support of Ampex and RCA, both manufacturers of tv tape recorders, and of Minnesota Mining & Manufacturing Co., maker of tv tape.

His activities have also pushed a government agency into a move to set its regulations in order. Originally, it seems, the Customs Bureau insisted that video tapes be charged on an ad valorem (value) basis. But the formula to determine value became so complicated that in 1959 and again in 1961 NBC persuaded Customs officials in New York and Los Angeles to place video tape in the same category as motion picture film.

This Customs Bureau practice, however, never had the formal sanction of the Tariff Commission. Several weeks ago, the staff of the Tariff Commission submitted a recommendation to superiors to officially place video tape in the same import schedule as motion picture film. This presents tv tape users with the opportunity to make their case for a running time duty rather than a footage tariff. Deadline for comments is March 20.

There is some hope that this may be accomplished: some years ago color feature films for motion picture exhibition came into the country in three separate films. They were then made into a single negative for exhibition. The motion picture industry objected to the heavy duty impost, and in 1960 the Tariff Commission ruled that color movies would be charged on the basis of one film, not three.

The FCC last week...

• Designated for oral argument the application by WDUL, TV-Corvallis, Ore., for additional time to construct WHYZ-TV (ch. 10) Duluth, Minn. Commission wishes to determine if WDUL has the character qualifications to be a licensee.

• Denied a petition by WHDH Inc., WHDH-TV (ch. 5) Boston, to reconsider its Dec. 19, 1962 order which established a definite date for the filing of competing applications for ch. 5 with WHDH-TV’s application for renewal of license (Broadcasting, Feb. 4). Same petition asked that any applications filed before Jan. 24 not be considered mutually exclusive with WHDH-TV’s.

• Denied petition by WYNR Chicago to file comments in commission’s investigatory proceedings against the station (Broadcasting, Jan. 28). Further issues to determine if contests and other promotions had caused damage or threatened to damage public and private property, caused harassment through telephone calls, disturbed one or more public schools, and generally showed a lack of “reasonable care or prudence” in the promotions and contests it aired.

• Granted WAJM Inc. temporary authority to operate WAJM (FM) Montgomery, Ala., under former license of The Advertiser Co. which was relinquished March 6. Authority is for period of March 7 to June 7. Commission also waived fm freeze and accepted WAJM Inc.’s application to construct a new station on 103.3 mc, and waived rule allowing the filing of competing applications if WAJM’s is filed by April 15.

• By its Review Board enlarged hearing issues on application by Geoffrey A. Lapping for a new am station in Blythe, Calif., to determine if Mr. Lapping had used devious means to obtain confidential information about KYOR in that city. KYOR had charged that he conspired with Robert W. Presley, who was hired by KYOR, to obtain the information. The commission also wants to know if Mr. Lapping sent misleading letters, requesting applications, to area businessmen and if Mr. Lapping has the necessary character qualifications to be a licensee.

New bills introduced

The following legislation affecting broadcasting has been introduced in Congress. Proposals which duplicate earlier bills and resolutions are so noted:

Amend daylight hours: H.R. 4474, Reps. George E. Shipley (D-NJ), Arch A. Moore Jr. (R-Wa.), to amend the Communications Act to permit daylight stations to operate at least from 6 a.m. to 6 p.m.

Special authorization: S. 1005, Sen. Warren G. Magnuson (D-Wash.), to permit the FCC to grant a special 60-day authorization for non-broadcast operation in cases where applications for regular operation are pending.

Reciprocal agreement: S. 920, Sen. Barry Goldwater (R-Ariz.), and others: for FCC to issue authorizations for alien amateur radio operators to operate in U. S., possessions and Puerto Rico, if Americans are accorded similar authorizations from the aliens’ governments.

in Congress

BROADCASTING, March 11, 1963
Who helps you put superior spots before your sponsors' eyes?

Better local spots mean more money for you. And now you can produce them with your VTR. It's possible with the Ampex Electronic Editor operating with Ampex Inter-Sync. The Electronic Editor allows you to assemble, insert, add effects or make changes electronically until you get just what you want to see—all without cutting an inch of tape. Add a Special Effects Generator and you have every conceivable transitional effect at finger-tip control. There's no need for specially trained film crews. Your own staff can handle every job. Another Ampex accessory for better programming: Amtec—an automatic time element compensator that gives you geometrically perfect pictures. For more information write the only company providing recorders, tapes and memory devices for every application: Ampex Corporation, 934 Charter Street, Redwood City, California. Sales, service throughout the world.
Four Star’s big promotional push

NETWORK-CALIBRE SPOTS FOR OFF-NETWORK SHOWS

Four Star Distribution Corp. has started an unusual “network-calibre” promotional support for its off-network shows.

The company, now syndicating five off-network series, has begun the shipment of specially-made trailers for each episode of the 145-episode Zane Grey Theater. The series is in 41 markets, and Four Star says it is prepared to serve them all. In time, servicing will be expanded to cover other Four Star off-network television properties.

Four Star now distributes off-network shows Target: The Corruptors, Stagecoach West, The Detectives and The Law and Mr. Jones.

Initial estimates are that Four Star’s promotional endeavor will cost the company $22,000-plus on the basis of trailer material prepared (prints, shipping, etc.) for the Zane Grey series in 50 markets. This cost does not include other promotional expenses such as those incurred in kits (Four Star is going so far as to offer color art in limited quantities).

As markets are added, the process expanded to other series and stations step up their on-the-air use of the trailers or promos, the cost to Four Star will soar. This eventuality, according to the company, has a long-run return, the promotion seen as audience builders and a spur to future sale of its series in the markets involved.

Four Star executives explain that the usual trailer tagged to each program episode is made available to stations. This tag runs about a minute. But in addition, Four Star has specially-edited additional excerpts on a per-episode basis. These are in the 10-second, 20-second and one-minute lengths. (The firm also has meshed its plans by providing stills, synopses and storylines on a per-episode basis.)

Carrier crew gets tv preview

Approximately 1,500 men aboard the USS Lake Champlain saw “The Story of a Carrier Pilot,” one of the half-hour episodes of the David L. Wolper-United Artists Television series, The Story of..., prior to its release to tv stations.

The episode was shown originally to Navy officials headquartered in New York. When Captain Andrew L. Burgess, commanding officer of the Champlain, learned of the film while cruising in the North Atlantic, he cabled New York that he and his crew wanted to see it. UA TV complied and arranged the screening.

WCBS-TV uses record to promote late movies

As part of a special promotion commemorating the 12th anniversary of WCBS-TV New York’s The Late Show, the stations has issued a long-playing record album featuring Columbia Records’ artists performing a collection of 12 songs from motion pictures presented on the program. The album will be offered as a premium to the public for $1, starting today (March 11). In addition, the record album has been sent to approximately 1,000 agency buyers throughout the country, asking them to identify the motion pictures from which the album music was selected. Winners will be entitled to various prizes. The station also held an anniversary cocktail party for agency media supervisors and timebuyers at the Waldorf-Astoria Hotel in New York.

Audience on the move

A report from the Southern California Broadcasters Assn. shows one reason why traffic time is premium time in Southern California. As of Dec. 31, 1962, there were 4,091,000 radio-equipped passenger cars in the 10 Southern California counties. This was a gain of 9% in 1962. At the same time, automobiles equipped with radios in the metropolitan Los Angeles area rose 8% to 2,983,000.

The figures are from the end-of-the-year auto census of the California motor vehicles department. Dealers reported that 90% of new cars sold are radio equipped and 85% of used cars traded in have radios.

KLIF's trading stamps

KLIF Dallas has replaced cash and merchandise prizes in promotion contests with its own specially designed brand of trading stamps—KLIF Deejay Trading Stamps. More than 100 premiums are redeemable for the stamps, ranging from a monaural record album for 110 stamps to an air conditioner which goes for 7,400 stamps.

Each of KLIF’s six air personalities is pictured on his own stamp. During their broadcast periods the personalities offer listeners a given number of stamps for the correct answer to a “question of the hour.”
TAKE ADVANTAGE OF NEW FCC RULING ON REQUIRED READINGS WITH A LOW-COST MODULAR SYSTEM

AUTOLOG features the lowest cost modular system with four to nine channels available for local or remote use. Why spend extra money on an elaborate system when AUTOLOG maintains legally and technically correct logs?

Ready for delivery.

YOU HAVE SEEN AUTOLOG IN ACTION

☐ First demonstrated at 1962 NAB Show, Chicago, Ill., April, 1962
☐ Florida Association of Broadcasters, Tampa, Fla., June, 1962
☐ IRE Annual Broadcast Symposium, Washington, D.C., Sept., 1962
☐ Seven NAB Regional Conferences Oct.-Nov., 1962

Please send me AUTOLOG information for my station.
Transmitter Make and Model ____________________________
Present Remote Control Make and Model ____________________________
Number of Towers ______ Frequency Monitor Make ____________________________
Name ____________________________ Title ____________________________
Station ____________________________ Address ____________________________
City ____________________________ State ____________________________
Richard C. Anderson and M. David Keil elected vp's of Young & Rubicam and account supervisors in agency's Chicago office. William B. White, associate director in merchandising at Y&R's New York office, elected vp-account supervisor. Mr. Anderson, who has been director of media relations and planning in Chicago office for past two years, will continue in that capacity. He formerly served as associate media director in both Chicago and New York offices and has been with Y&R for 11 years. Mr. Keil, an account executive at Y&R for past three years, previously served as brand manager in grocery products division of Armour & Co. Mr. White joined Y&R in 1954 from M&R DIetetic Labs where he was national field sales manager.

Jacob A. Evans, vp, central division of Television Bureau of Advertising, named Detroit representative for TvB. Mr. Evans succeeds Guy Cunningham, who was recently appointed TvB creative director. Prior to joining TvB in 1961, Mr. Evans was managing editor of American Weekly. He served for eight years with NBC where he directed advertising, promotion and sales development department of TV and radio networks and NBC Spot Sales.

Frank Menner, formerly with Ogilvy, Benson & Mather, joins Street & Finney, New York, as vp and director of media planning.


Richard L. Burkman, assistant account executive at Ketchum, MacLeod & Grove, Pittsburgh, joins National Union Insurance Cos., that city, as advertising manager.

Richard Hammett joins Reeves Adv., Minneapolis, as account supervisor. He formerly was research director of Young & Rubicam, Chicago, and before that with Leo Burnett Co.

Sol E. Zubrow, board chairman of S. E. Zubrow Co., Philadelphia marketing and advertising agency, appointed assistant to president for marketing of Fels & Co., soap and detergent manufacturer, that city. Mr. Zubrow will direct Fels' marketing and sales activities for all consumer products and be responsible for introduction of new products. William Drutt, vp and director of client services for S. E. Zubrow Co., elected president. Mr. Drutt, with Zubrow since 1957, is former vp and general manager of Chunk-E-Nut Products Co.

Alfred L. Goldman, vp in charge of copy at Benton & Bowles, New York, elected senior vp in charge of copy. Mr. Goldman joined agency in 1959 as associate creative director. He was appointed to board of directors in February 1962 and elected vp in charge of copy in April.

Fred Isserman Jr., executive on Enden Dandruff Treatment Shampoo account at Edward H. Weiss & Co., Chicago, based advertising agency, elected vp and supervisor of agency's Helene Curtis account. Mr. Isserman, who joined Weiss 2 1/2 years ago, is former project supervisor for Leo Shapiro & Assoc., Chicago market research firm, and at one time served as brand manager for Toni Co.

George Olsen, former assistant to vp-corporate relations and advertising of General Telephone & Electronics Corp., New York, joins Colgate-Palmolive, that city, as manager-publ. relations. Mr. Olsen will be responsible for supervision and coordination of public relations for toilet articles division. Edwin C. Loeser, intermediate accountant in treasurer's office of Colgate-Palmolive, appointed supervisor of media schedules. In his new post, Mr. Loeser will supervise program contracts and other business relative to broadcasting. He will also administer TV network billing, estimates and performance records.

Bill Smallman, formerly with Leo Burnett Co., Chicago, joins Foote, Cone & Belding, that city, as copy supervisor assigned to portions of B. F. Goodrich and S. C. Johnson & Sons accounts.

Janet S. Cuhel, assistant advertising manager of Mattel Inc., Hawthorne, Calif., toymaker, promoted to sales promotion administrator.

F. Stanley Newbery Jr., account supervisor at Cunningham & Walsh, New York, elected vp. Mr. Newbery joined C&W in 1959. Previously, he served as account supervisor with McCann-Erickson and vp and director of research for Ruthrauff & Ryan, New York.

Dorothy Shahinian, former associate media director at Fuller & Smith & Ross, New York, joins Kudner Agency, that city, as administrative assistant to media director.
Mr. WAQE-AM-FM Carle
ager 1953
Z. S. zngw
leaving Jack Breen, C, hour
ers well
of Honolulu.
re-entered Hawaii
general
of motion &
er
R. Carman,
KLUB Salt Lake City and
Donald Thomas, KRLC Lewiston,
Idaho (District 10). There were
ies for metropolitan representa-
in the election in three MBS dis-
. Ballots for run-off elections in
these areas have been sent to
members.
Non-metropolitan representatives
elected in the three districts are
E. Z. Jones, WBBB Burlington,
N. C. (District 3); Mike Layman,
WSFC Somerset, Ky. (District 5),
and Keith Munger, KCKO Tulare,
Calif. (District 11).

MBS Affiliates Advisory Committee for 1963

The Mutual Affiliates Advisory Committee has announced its newly
elected representatives for 1963. They are, metropolitan and non-
metropolitan members respectively for each area, Mowry Lowe, WLKW
Providence and Jack Burgess, WOSC Oswego, N. Y. (District 1);
Henry Rau, WOL Washington, D. C. and Victor Diehm, WAZL Hazelton,
Pa. (District 2); Carter Peterson, WBYG Savannah, Ga. and Jess
Swicegood, WDIG Dothan, Ala. (District 4); Mig Figi, WAUX Mil-
waukee and George Frechette, WFHR Wisconsin Rapids, Wis.
(District 6); Lewis Heilbroner, WJqs Jackson, Miss. and Sam An-
derson, KFAA Helena, Ark. (District 7); Ralph McElroy, KWVL
Waterloo, Iowa and Ed Breen, KVFD Fort Dodge (District 8).
Also, Durward Tucker, WRR Dallas and Richman Levin, KTFE Luf-
tin, Tex. (District 9), and Frank
Carman, KLUB Salt Lake City and
Donald Thomas, KRLC Lewiston,
Idaho (District 10). There were
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and Keith Munger, KCKO Tulare,
Calif. (District 11).

Announcing...

THE APPOINTMENT OF
Gill-Perna, inc.

as exclusive NATIONAL REPRESENTATIVE for
KBEA and KBZY-FM

IN THE AIR EVERYWHERE OVER GREATER KANSAS CITY

PROGRAMMING
THE WORLD'S MOST BEAUTIFUL MUSIC
24 HOURS A DAY*

Basic ABC Affiliate

*AM Full-Time planned for April 1st.
Government people attend film reception

A film reception given last Monday (March 4) by Sens. Warren Magnuson and Henry Jackson (both D-Wash.) was attended by persons from Washington State and government personnel, who work in Washington, D. C. The picture "Washington State—Land of Contrasts" was filmed and narrated by Mark Evans, vice president of Metromedia Inc. Above (1 to r) FCC Chairman Newton N. Minow, Mr. Evans, Sen. Magnuson and USIA Director Edward R. Murrow.

that city, as manager. Previously, Mr. Monroe was client service executive with A. C. Nielsen Co., San Francisco.

Gene Upright, sports director of WIS-TV Columbia, S. C., since 1957, named manager of Video Corp. of Ocala, Fla. Company is community antenna system owned by Broadcasting Co. of the South, parent corporation of WIS-TV.

David E. Hanberg and James A. Badgley join KMCS (FM) Seattle, Wash., as sales manager and merchandising manager, respectively.

Arthur A. Eaton, senior account executive at KDIA Oakland, Calif., assumes added duties of pr director.


Edgar G. Shelton Jr., Washington communications attorney, is president and board chairman of company.

Bruce Schneider, account executive at KMOX-AM-FM St. Louis, joins sales staff of KSDK-TV, that city.

Mary Halstead appointed director of sales service for KPLR-TV St. Louis. Howard A. Rader and James W. Hoeffler join station’s local sales staff.

Vernon G. Tucker, former field engineer for Telemet Co. and previously chief engineer at KLYD-AM-TV Bakersfield, Calif., joins KTTV (TV) Los Angeles as assistant chief engineer.

Charles Velona, sales traffic manager in local sales department of KTTV, named assistant account executive.

Samuel M. Sharkey Jr., editor of news and night news editor of NBC News in New York, appointed to new position of managing director of news for KING-AM-FM-TV Seattle, Wash. He will assume his new duties in mid-March. With King Broadcasting Co., Mr. Sharkey will direct combined radio-news department responsible for all news, documentaries and editorials presented by stations. He joined KING in 1955.

Nicholas D. Newton, account executive at WTMF (FM) Lake Success, N. Y., joins sales staff of WPAT-AM-FM Paterson, N. J.

Roger Ailes, associate director of Mike Douglas Show on KYW-TV Cleveland, promoted to staff producer-director, and Jim Kenney, film-re-editer, named film supervisor. Other KYW-TV promotions: Don Stuart, national sales coordinator, to sales representative; John Dingenthal, radio national sales coordinator, to Mr. Stuart's former post; Bob Fields, technical director on Mike Douglas Show, to station engineering operating supervisor; and Richard T. Monroe Jr., technical operations, to facilities supervisor.

LeRoy Collins, NAB president, appointed to governing body of National Commission on Community Health Services, independent, nonprofit agency that works with local communities to evaluate existing health services and facilities, and to develop programs that will provide for current and future needs. Mr. Collins is only commissioner to be selected thus far from communications industry.


Bill Hillinick, head of his own pr firm in Los Angeles and San Francisco, joins western division of ABC Radio network as manager of research, sales development and promotion. Previously, Mr. Hillinick was pr director of Richard N. Melzer Adv. in San Francisco and with program promotion department of Young & Rubicam, Hollywood.

Dale Mahurin, former general manager of KVLC Little Rock, Ark., appointed commercial manager of KALO, that city. Jim Gaines named program director; David Arnold, news director.

Dr. Mary Ann Cusack, staff member of U. of Michigan, Ann Arbor, named special assistant to LeRoy Collins, NAB president. She will work on research and special projects. John Perry, who formerly held post, continues as consultant to Mr. Collins. Dr. Cusack holds degrees from Manhattanville College and Columbia U., both New York, and Wayne State U., Detroit, and is considered authority on broadcast editorializing, having written her doctoral dissertation on “Editorializing in Broadcasting.” She was first woman in U. S. to receive Ph.D. in radio and tv. In addition to her academic experience, Dr. Cusack served during 1952 as member of New York Times staff and was member of Detroit and Chicago bureaus of UPI in 1953-54.

Meryl Weber named public information director of KXOK St. Louis.

Michael Nozilo, employed at WISN-TV Milwaukee for six years as staff director, appointed to newly created post of coordinator of public services.

Larry Coffel, floor director, promoted to fulltime staff director.

George Woodyard, for past 10 years advertising and promotion director of Greater All-American Supermarket chain, with headquarters in Downey, Calif., joins KTLA (TV) Los Angeles as merchandising director. Walker Edmondson, whose TV career began in 1949 at KTLA, rejoins station as writer-star of The Walker Edmondson Show, which made its debut last Monday as Monday-Friday, 3-4 p.m. program.

Glenn C. Lewis, formerly with WSLS Roanoke, Va., joins announcing staff of WDBJ-AM-FM, that city.

Don Lasswell, air personality with WHB Kansas City, resigns to devote full time to private investments in Sacramento, Calif.

Rena Johnson, who has spent 39 years in Detroit advertising and broadcast business—past 24 years with CBS—retired Feb. 28. For past 10 years Mrs. Johnson has been office manager for four sales divisions of CBS which are headquartered in Fisher Bldg. in Detroit.

Mary Neal appointed publicity director of WTRF-TV Wheeling, W. Va.

PROGRAMMING

Peck Prior, veteran advertising agency and TV film executive, resigns as vp and general manager of Don Fedderson Commercial Production to become president of VPI Inc. of California, newly formed company for production of TV commercials. VPI Inc. of California was formed by Mr. Prior and George Tompkins, president of parent VPI Inc. of New York, national TV commercial producing organization, and is presently headquartered at Producers Studio in Hollywood. Mr. Prior, who previously was associated with McCann-Erickson, Young & Rubicam, and Campbell-Ewald, formed commercial division of Fedderson company in 1961.

Schuyler G. Chapin, director of masterworks artists and repertoire at
Columbia Records, New York, elected vp for creative services. Leonard Burkat, former music administrator of Boston Symphony Orchestra and administrator of Berkshire Music Center, joins Columbia to succeed Mr. Chapin.

James L. O'Connor joins RKO General Phonevision Div., Hartford, Conn., as vp and general manager. He succeeds Charles O. Wood, who moves to headquarters staff of RKO General, New York. Mr. O'Connor will be responsible for operation of subscription tv project in Hartford. He practiced law in New York prior to joining RKO General. Previously, he was vp in charge of east coast laboratories for Pathe Laboratories.

Arthur Zeiger, assistant director of business affairs at MGM-TV, appointed director of business affairs. He succeeds Jason Rabinovitz, who was elected treasurer of MGM Inc. (Broadcasting, March 4). Mr. Zeiger joined MGM-TV in December 1960. He has also served as assistant to president of broadcast management doing personal management for tv personalities. Mr. Zeiger was with ABC-TV from 1957-1959 in business affairs department and was assistant general counsel of National Telefilm Assoc. during previous year.

Patrick McGowan, tv manager of Modern Talking Picture Service, appointed manager of company's San Francisco branch office. Mr. McGowan was formerly associated with KPIX (TV) San Francisco.

Alvin Sussman, executive vp and director of sales for Universal Entertainment Corp., joins WBC Program Sales, syndication subsidiary of Westinghouse Broadcasting Co., New York, as vp and general manager. He replaces Mike Roberts, who resigned. Prior to joining Universal, Mr. Sussman had served as eastern sales manager for Associated Artists Productions and program buyer for Crosley Broadcasting Corp.


(Smiling) Jack Smith will be master of ceremonies of Your Name’s the Game, which returns to KTTV (TV) Los Angeles today (March 11) as Monday-Friday, 12:30-1 p.m. program. Both Mr. Smith and his assistant, Sandy Balson, were on program when it ran on KTTV in 1962. George Brewer directs game show, which is produced by Jack Evans for Ross & Seideman.

Lester Cooper, former supervising producer and head writer for Mike Wallace’s PM series, joined United States Productions, New York, as producer-writer.

Dick Wesson, recently signed to writer-producer-director contract by Filmyways TV Productions, will produce Paul Henning’s new comedy series starring Bea Benaderet, to start on CBS-TV in fall. Paul Henning will serve as executive producer for this new series, while continuing as producer-writer of The Beverly Hillbillies.

Sandy Dornish, former executive secretary at KMPC Los Angeles and previously with Frank Cooper Agency and Capitol Records, joins Heller-Ferguson Inc., Hollywood producer of station promos and radio-tv commercials, to handle production coordination and office administration.

Tom McNaghten, formerly with Secretary of Air Force information office, Hollywood, joins ABC-TV’s Queen for a Day show as press-publicity manager.

INTERNATIONAL

Lucien Parizeau elected president of Canadian Adv. Agency Ltd., Montreal, succeeding L. E. Schofield, who has retired after 37 years with agency.

Richard St. John appointed manager of newly established Vancouver, B. C., office of Goodis, Goldberg & Soren Ltd., Toronto-based advertising agency.

Arthur Robson, representative of Canadian Broadcasting Corp. tv news in New board members

Ten new directors have been elected to board of Academy of Television Arts & Sciences Foundation. New members are:

- Louis F. Edelman, independent producer; Sydney H. Eiges, vp for public information, NBC; Betty Furness, president of New York chapter of the academy;
- John Guedel, head of John Guedel Productions; Irv Kupcinet, columnist for Chicago Sun-Times; Donald H. McGann, president of Westinghouse Broadcasting Co.; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Tom Sarnoff, vp, NBC; Jack Wrather, president of Wrather Corp.; and Jane Wyatt, tv and motion picture star.
3 CBC-TV employes killed

Three Toronto Canadian Broadcasting Corp. television men were killed when their airplane crashed 70 miles southwest of Calgary, Alta., on Feb. 26, while they were taking film of wildlife from the air for Camera Canada program. Killed were producer Norman Caton, 40; cameraman Leonard MacDonald, 34, and engineer Charles Reigler, 33. They were flying in twin-engined Apache plane filming herd of elk when plane hit treetop and crashed into hillside in heavily forested country. Their filmed program on wildlife and story of their crash is to be shown on CBC network on May 27, according to Thom Benson, executive producer of Camera Canada.

Harry D. Kiernan, former director of operations for Radcom-Westrex Div., Litton Industries, appointed director of finance. Gene B. Rollins, who has been personnel director, named director of industrial relations for Radcom-Westrex, which manufactures radio communication equipment and facsimile transmitters and recorders. Thomas H. M. Elwell, former head of optical, movie and sound recording labs for U.S. Industries' government programs division, appointed New York regional sales manager for Westrex recording systems department of Litton Industries.

John O'Leary named production supervisor of National Transistor, subsidiary of International Telephone & Telegraph Corp., Lawrence, Mass. Prior to joining firm, Mr. O'Leary was senior quality assurance engineer for Raytheon and supervisor of quality control for CBS Electronics.

Robert H. Westmoreland, chief of visual production for U.S. Information Agency, position to which he was named after his retirement in 1961 as chief of pictorial branch of U.S. Marine Corps, appointed Bell & Howell/Cannon technical consultant. In this newly created position, Mr. Westmoreland will work primarily with professional photographers, conducting training sessions on use of equipment in Bell & Howell/Canon 35mm line.

DEATHS

Patsy Cline, 30; Hawkshaw Hawkins, 43, and Concho Copas, 49, all stars of Grand Ole Opry were killed last Tuesday (March 5) when their light plane crashed near Camden, Tenn. Trio was returning to Nashville from benefit performance in Kansas City, Kan. Also killed was pilot Randy Hughes, 35. Mr. Hughes was Miss Cline's manager and son-in-law of Mr. Copas.

Marian Clark, radio-television writer, died Feb. 26 after short illness. Miss Clark joined KNX Los Angeles in 1943, first woman member of station's news department, and worked there for duration of World War II. In recent years she had been writing scripts for Gunsmoke and other TV shows.

Dorothy J. Durbin, first program director of WOWO Fort Wayne, Ind. (from 1925 to 1936), died Feb. 26 while enroute to Lutheran Hospital, that city. Following her service at WOWO, Mrs. Durbin established Durbin Booking Agency and operated business until her retirement in 1961.


A. J. Collins, formerly with Canadian Broadcasting Corp., appointed western Canadian radio-television director of Foster Adv. Ltd., Vancouver, B. C.

Ian Howard, of Needham, Louis & Brody, Toronto, joins CKNW New Westminster, B. C., as local sales representative.

Jack Sayers named retail sales manager of CJCA Edmonton, Alta.

Joel Aldred, president of Fifeshire Productions Ltd., Toronto, and Canadian tv personality, nominated as Progressive-Conservative candidate for St. Paul's Riding, Toronto, in April 8 Canadian federal election.

ALLIED FIELDS

John C. Lackner, vp of Canadian Audits & Surveys Ltd., Toronto, elected vp and general manager.

Sheldon Newman, former research director of Esquire Inc., joins Home Testing Institute, New York, as assistant to president.

EQUIPMENT & ENGINEERING

Warren E. Hendrickson, assistant treasurer of RCA treasury administration, elected staff vp for banking and credit administration. Mr. Hendrickson joined RCA in 1942 as administrative assistant in Camden, N. J.

Forrest H. Gehke, former marketing manager of Sylvania microwave device division, named market planning manager for microwave tubes of RCA electron tube division at Harrison, N. J.
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Feb. 28
through March 6 and based on filings,
authorizations and other actions of the
FCC during that period.

This department includes data on
new stations, changes in existing sta-
tions, ownership changes, hearing cases,
rules and standards changes, routine
roundup of other commission activity.

Abbreviations: DA—directional antena,
CP—construction permit, ERR—effective ra-
diated power, VHF—very-high frequency,
UHF—ultra-high frequency, aural—au-
aral, vis., visual, kw—kilowatts, watts—
me-megacycles. D-day, N—night, LS—local
subset, mod.—modification, trans-
mitter, unl.—unlimited hours, kc—
cycles. SCA—subsidiary communications
authorization, SSA—special service authori-
ization, SH—special temporary authoriza-
tion, SH—specified hours, — educational.
Announced.

New tv station

ACTION BY FCC

Hurley, Wis.—Alvin E. O’Konski. Granted
a permit for new tv on Ch. 12 (220-210 mc).
ERF, effective radiated power 1,600 vis., 1,027
aur. Ant. height above average terrain 423 ft., above
above ground 217 ft. Estimated construction cost $131,163;
first year operating cost $100,000; revenue $125,
Q. P. address House Office Building, Washington, D. C. Studio and
trans. location both Hurley. Geographic coordinates 46°
26' 30" N.; Lat. 90° 11' 25" W. Local
legal counsel for Mr. and Mrs. O’Konski: Washington, D. C.,
D. C., consulting engineer Crews & Strat-
berger, that city. Rep. O’Konski (R-Wis.)
is from Tenth Congressional District, and
is former owner of several radio sta-
tions. Action March 1.

Existing am stations

ACTION BY FCC

Commission gives notice that Jan. 10
initial decision which looked toward grant-
ing application of Washington Best
Co. to increase daytime power of WJDW-Wash-
ington, Pa., from 250 w to 1 kw, continued
operation on 1,450 kc with 250 w-N;
conditions, became effective March 1 pursuant
to Sec. 1.133 of rules. Action March 5.

APPLICATION

WJBA, Marion, O.—Increase daytime
power of transmitters of WHNY-AM.

Ownership changes

APPLICATIONS

KNOX-AM-FM Sacramento, Calif.—Grant-
certificates of authorizations to American
Radio Corporation, Cal-Val Radio Inc., from John E.
Kearney (13.6%), Bills R. Johnson (21.6%),
Douglas E. Anderson & George A. McCon-
nell (each 18.3%), Howard J. Hama (10.2%) and
A. L. Gale (5%) to Producers Inc.

KBCX-TV San Bernardino, Calif.—Seeking
assignment of license to Clinton W. Valentine
& Associates Inc., of San Bernardino, Calif., parent
company of licensee. No financial considera-

APPLICATION

KCHU (TV) San Bernardino, Calif.—Seeking
assignment of license from Richard E. Borden,
Robert H. Dole and Melvin Samuelson, to
KCHU (TV) Inc. Agreement of transfer.

APPLICATION

WBNH-TV New Britain, Conn.—Seeks
assignment of license to Continental
Telephone Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WBNH-TV.
Action March 4.

APPLICATION

KWMR-TV Manchester, N. H.—Seeks
assignment of license from Continental
Telephone Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WBNH-TV.
Action March 4.

APPLICATION

WKZK, Bridgeport, Conn.—Seeks
assignment of license from Continental
Telephone Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WKZK-TV.
Action March 4.

APPLICATION

WVCC-D, Danvers—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WVCC.
Action March 4.

APPLICATION

WAPN, Cleveland—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WAPN.
Action March 4.

APPLICATION

Walcum, Mass.—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of Walcum.
Action March 4.

APPLICATION

WKJU, Joliet—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WKJU.
Action March 4.

APPLICATION

WBKM, Bridgewater, Mass.—Seeks assign-
ment of license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WBKM.
Action March 4.

APPLICATION

KIPR, Green Bay—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of KIPR.
Action March 4.

APPLICATION

WVTV-L, Northfield—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WVTV-L.
Action March 4.

APPLICATION

WQRT, Flushing—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WQRT.
Action March 4.

APPLICATION

WQTS, St. Louis—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WQTS.
Action March 4.

APPLICATION

WQTV, Washington, D. C.—Seeks assign-
ment of license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WQTV.
Action March 4.

APPLICATION

WDBQ, Barre, Mass.—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WDBQ.
Action March 4.

APPLICATION

WKBQ, Troy—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WKBQ.
Action March 4.

APPLICATION

WJQH, Columbus—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WJQH.
Action March 4.

APPLICATION

WRRR, Tarentum, Pa.—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WRRR.
Action March 4.

APPLICATION

WZRO, New Bedford—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WZRO.
Action March 4.

APPLICATION

WQTR, Yonkers—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WQTR.
Action March 4.

APPLICATION

WQVQ, Bellingham—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WQVQ.
Action March 4.

APPLICATION

WQTV, Lancaster—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WQTV.
Action March 4.

APPLICATION

WQTV, Pocatello—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WQTV.
Action March 4.

APPLICATION

WQTV, Fairmont—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WQTV.
Action March 4.

APPLICATION

WQTV, Easton—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WQTV.
Action March 4.

APPLICATION

WKTLX, Youngstown—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WKTLX.
Action March 4.

APPLICATION

WQTV, Glendale—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WQTV.
Action March 4.

APPLICATION

WQTV, Anchorage—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WQTV.
Action March 4.

APPLICATION

WQTV, Glendale—Seeks assignment of
license from Continental Telephone
Properties Inc., 50% stockholder in
Connecticut TV Inc., licensee of WQTV.
Action March 4.


Jimmie handle In kw, Huff is associate to operations of WWIZ, to help in handling Revere, Inc., contract to mailing and all arrangements for new coverage of WWIZ, not to be allowed to make lease or change of ownership in WWIZ, new ownership to be filed by March 15. Ann. March 6.


WWIZ Columbus, Pa.—Seeks assignment of WWIZ, to John D. & Annette Huffman (45% as joint tenants), d/o d/o radio Columbia Inc., to Jimmie Lee Putreese (as to 5% each of Millard, W., & Robert B. Putreese (each 13%), W. T. Merchant Jr. & Samuel J. Merchant, d/o d/o radio Tri-Cities Bestg. Cons. Consideration $27,500, and assumption of debt. Hear. March 4.


ACS-BS on WCMR, Inc., to Steve D., as lessee, for extension on application. Ann. March 4.


Waterbury, Conn., and substitution of ch. 20 for WCTB, Inc., to file applications for authorization of WATR-TV, that city, to operate on ch. 38 in lieu of ch. 53, Commission to consider on applications filed by March 11, in which hearings to be commenced on March 21, to consider new applications for ch. 38 in Waterbury, action March 6.

By order, commission granted joint request by Veterans Bestg., Inc. on behalf of WZAP, Inc., to file applications for new walnut station, and extended to May 7 time to file exceptions to initial decision in Syracuse, N. Y., tv ch. proceeding in Docs. 14857 et al. Action Feb. 28.

Routine round up

APPEALS

By memorandum opinion & order in consolidated proceeding of applications of Clinch Mountain Bestg., Inc. and Douglas County Bestg., Co. for new am stations in Autell and Douglasville, respectively, both Georgia, denied by Board on March 1, to file applications for new am in Tallahassee, Fla. Action March 6.

By order, commission granted joint request by Veterans Bestg., Inc. on behalf of WZAP, Inc., to file applications for new walnut station, and extended to May 7 time to file exceptions to initial decision in Syracuse, N. Y., tv ch. proceeding in Docs. 14857 et al. Action Feb. 28.

By memorandum opinion & order in consolidated proceeding on applications of New Columbia Bestg., Inc. and Timpson Bestg., Inc., to file exceptions to initial decision in proceeding on application for new ch. 53 for new am in Huntsville, Ala. Hear. March 1.

By decision, Board Members Berke- meier, F. A., & O’Dell, B. W., in O’Dell, B. W., initial decision and denied application of WTWY, Inc., to change facilities of WTVY, Inc., to file exceptions to initial decision in proceeding on application for new ch. 53 for new am in Macon, Ga. Action March 5.

By memorandum opinion & order in proceeding on applications for new am stations in Alabama, action March 5, to file exceptions to initial decision in proceeding on application for new ch. 13 for new station in Huntsville, Ala. Action March 6.

By decision, Board Members Berke- meier, O’Dell, A., and F. A., in O’Dell, B. W., initial decision and denied application of WTWY, Inc., to change facilities of WTVY, Inc., to file exceptions to initial decision in proceeding on application for new ch. 53 for new am in Macon, Ga. Action March 5.

By order, commission granted joint request by Veterans Bestg., Inc. on behalf of WZAP, Inc., to file applications for new walnut station, and extended to May 7 time to file exceptions to initial decision in Syracuse, N. Y., tv ch. proceeding in Docs. 14857 et al. Action Feb. 28.

By memorandum opinion & order in proceeding on applications for new am stations in Alabama, action March 5, to file exceptions to initial decision in proceeding on application for new ch. 13 for new station in Huntsville, Ala. Action March 6.

By order, commission granted joint request by Veterans Bestg., Inc. on behalf of WZAP, Inc., to file applications for new walnut station, and extended to May 7 time to file exceptions to initial decision in Syracuse, N. Y., tv ch. proceeding in Docs. 14857 et al. Action Feb. 28.

By Chief Hearing Examiner James D. Cunningham

On own motion, continued March 4 further hearing to March 11 in proceeding on application of Stan S. & Charlotte G. Vasilatos, Inc., to file formalized hearing record, to file am or to file responses to objections in accordance with Order 1112, which order will be filed by March 11, and the Board will consider the application at its next regular meeting. Action Feb. 28.

By Hearing Examiner MILLARD F. FRENCH

By grant petitions by Broadcaster Bureau and AMCR, Inc., to file papers and briefs on am applications for new ch. 13 and ch. 53, respectively, in proceeding on application for new ch. 13 for new station in New York, N. Y. Action March 4.

By memorandum opinion & order in proceeding on applications for new am stations in Kansas, to file exceptions to initial decision in proceeding on application of Kanzas Bestg., Inc., (KANZ), to file exceptions to initial decision in proceeding on application for new ch. 28 for new am in February, 1963. Action March 6.

By memorandum opinion & order in proceeding on applications for new am stations in Kansas, to file exceptions to initial decision in proceeding on application of Kansas Bestg., Inc., to file exceptions to initial decision in proceeding on application for new ch. 28 for new am in February, 1963. Action March 6.

By order, commission granted joint request by Veterans Bestg., Inc. on behalf of WZAP, Inc., to file applications for new walnut station, and extended to May 7 time to file exceptions to initial decision in Syracuse, N. Y., tv ch. proceeding in Docs. 14857 et al. Action Feb. 28.

By memorandum opinion & order in proceeding on applications for new am stations in Kansas, to file exceptions to initial decision in proceeding on application of Kansas Bestg., Inc., to file exceptions to initial decision in proceeding on application for new ch. 28 for new am in February, 1963. Action March 6.

By memorandum opinion & order in proceeding on applications for new am stations in Kansas, to file exceptions to initial decision in proceeding on application of Kansas Bestg., Inc., to file exceptions to initial decision in proceeding on application for new ch. 28 for new am in February, 1963. Action March 6.

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By memorandum opinion & order in proceeding on applications for new am stations in Kansas, to file exceptions to initial decision in proceeding on application of Kansas Bestg., Inc., to file exceptions to initial decision in proceeding on application for new ch. 28 for new am in February, 1963. Action March 6.

By memorandum opinion & order in proceeding on applications for new am stations in Kansas, to file exceptions to initial decision in proceeding on application of Kansas Bestg., Inc., to file exceptions to initial decision in proceeding on application for new ch. 28 for new am in February, 1963. Action March 6.
application, continued March 19 hearing to April 12, at time and place heretofore specified. Action Feb. 28.

By Hearing Examiner Walther W. Guenther

• Granted petition by Bay Shore Bestg., Co. for leave to amend its application for new tv station in Kings Beach, Calif., to supply more current information as to financial aspects of its application and make certain changes in applicant's staffing proposal. Action March 4.

• Granted request by Desert Bestg., Inc. and extended time from March 1 to March 11 for filing proposed findings of fact and conclusions of law, and on own motion extended time from March 1 to March 11 for notification of parties if any corrections to transcript are desired, from March 8 to March 18 for notification by parties whether filing of reply findings is desired, and from March 15 to March 25 for filing of reply findings, if desired, in proceeding on Desert's applications for additional time to amend its application for NFT-FM Lancaster, Calif., and for assignment of cp to Manuel Martinez. Action Feb. 27.

By Hearing Examiner Annie Neal Hunting

• In proceeding on applications of Newton Bestg., Co. and Transcript Press Inc. for new antennas, Newton and Descham, both Massachusetts, respectively, in Docs. 13067-8, dismissed Newton's motion to quash or limit pleadings thereon. W. F. Courter, secretary, Naumowicz, Forman. Action Feb. 28.

• In proceeding before the Rochester Area Educational TV Assn. Inc. for leave to amend its application to show change in its Board of Directors, a quasi-judicial proceeding, (2) by Flower City TV Corp. for leave to amend its application to reflect election of different secretary and assistant secretary, and (3) by Mag. 9, Inc. for leave to allow amendment and (3) motion by Citizens TV Corp. requesting that record be reopened for purpose of taking official notice of certain facts concerning Lawrence P. Corning, to show that it is not fit and proper for the issue of a tv license, and closed record in Rochester, N. Y., tv ch. 13 proceeding. Action Feb. 26.

By Hearing Examiner David I. Kraushaar

• By memorandum opinion & order (1) denied petition by Broadcast Bureau to close record in proceeding on applications of Salem Bestg. Co. (WJBD), Salem, Ill., and Leader Bestg. Co., Edwardsville, Ill., and (2) required Bureau to produce expert engineering evidence within scope of areas of inquiry. Action Feb. 28.

By Hearing Examiner Jay A. Kyle

• By memorandum opinion & order in proceeding on applications of Garo W. Ray and associated parties, Edwardsville, Calif., to supply new tv station applications in Seymour and Bridgeport, both Mass. Connection respectively, in Docs. 14629-30, ordered that burden of proof with respect to issue added and issue No. 4 amended by Review Board be placed upon Ray, and that he will furnish hearing examiners in the future any exhibits he intends to offer in support of added issue and amended issue No. 4 on or before April 5, and further ordered that upon resumption of proceedings, the first order of business will be direct case and cross examination on added issue and amended issue 4, to be followed by rebuttal testimony, if heretofore agreed. Action March 4.

• Granted petition by Redding-Chico TV Inc. and extended from March 5 to March 8 time to file opposition to petition by Northern California Educational TV Assn., Inc. for leave to amend its application in Redding, Calif. tv ch. 3 proceeding in Docs. 14626-7; Northern would operate noncommercially. Action Feb. 28.

• Rescheduled April 15 hearing for April 29 in consolidated am proceeding on applications of Calbio Beers, Seven Hills, Ohio, et al., in Docs. 14973-5. Action Feb. 28.


By Hearing Examiner Forrest L. McInerney

• Upon request by applicant, continued certain procedural dates and continued April 8 hearing to May 13 in proceeding on application by McInerney for new am station in Rockdale, Tex. Action March 4.

By Hearing Examiner Chester F. Naumowicz Jr.

• Scheduled hearing conference for March 1 in proceeding on applications of Edina Corp., Edina, Minn., and Bloomington, both Minnesota, respectively, in Docs. 14728-9. Action Feb. 28.

By Hearing Examiner Herbert Sharman

• Pursuant to agreements reached at March 1 prehearing conference in proceeding on application of Beacon Advertising Inc. for new am in Dangerfield, Tex., scheduled certain procedural dates, hearing for introduction and receipt of written comments, May 31; further hearing on motion to reconsider comment, April 11, and further hearing for cross-examination of witnesses, et al. for April 28—depositions to be filed at least one week before date. Action March 1.

• Granted motion by J. Lee Friedman and further extended certain procedural dates, and continued April 3 hearing to April 17 in proceeding on his application and North Atlantic Broadcasting Co. for new stations in North Atlanta, Ga. Action Feb. 28.

• Granted petition by Mid-Cities Bestg. Corp., and further extended from Feb. 28 to March 4 time to file initial; proposed findings of fact and conclusions of law, upon which prediction is being made, at March 17, in proceeding on its application and that of La Fiesta Bestg. Corp. of tv stations in Lubbock, Tex. Action Feb. 26.

By Hearing Examiner Elizabeth C. Smith

• In proceeding on application of Melody Music Inc. for renewal of license of WGMA Hollywood, Fla., (1) denied applicant's motion to correct transcript of hearing, and (2) granted applicant's motion to strike reply by applicant to opposition to motion to correct transcript. Action March 1.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of March 5

K90CF, K11CJ, K13CI Leavenworth, Wash.

—Granted cps to replace expired permits for new vhf tv station, in ant. system for K13CI.

K00DP, K10EB, K10HD Scipio and Holden, Utah—Waived Sec. 1233(b) of rules and granted cps to replace expired permits for new vhf tv translator stations.

K13AN Roundup, Mont.—Granted cp to replace expired permits for new vhf tv translator station, specify primary station as KOUL-AM, etc., 5 Billings, Mont. type translator, and make changes in ant. system.

K12DP Meeteece, Wise.—Granted cp to replace expired permits for new vhf tv translator station, specify location and type translator, and make changes in ant. system.

K11CD Zuni Pueblo, N. M.—Granted application for new vhf tv translator station, specify primary station as KOGTV, etc., 3 Billings, Mont. type translator, and make changes in ant. system.

K12DG, K10DW Spearfish, S. D.—Granted cps to replace expired permits for new vhf tv translator station, specify location and type translator, and make changes in ant. system.

K11BO, K13BG Belle Fourche, S. D.—Granted cps to change type translator, for new tv translator station, in ant. system.

K17AY Nashua, Mont.—Granted cp to change type translator, and make changes in ant. system for uhf tv translator station.

K11AT, K07BR Gunnison, Colo.—Granted cp to change type translator, and make new tv translator stations, specify primary station as KGIN, etc., 4 Gunnison Valley Rural Area, Colo., in principal community and make changes in ant. system.

K115O K02CN Denver, Colo.—Granted cp to include Mt. Shasta, Calif., in principal community and make changes in ant. system.

K02CN Dunsmuir, Calif.—Granted mod. of cp to include Mt. Shasta, Calif., in principal community and make changes in ant. system for uhf tv translator station.

W72AA, W77AA Iron Mountain, Mich.—Granted cp to change type translator, and make changes in ant. system for W72AA, uhf tv translator station.

—Followings were granted extensions of completion dates as shown: K04CO, North Orange, Calif., to Oct. 1, 1963. 

K10DY Rangely, Colo.—Granted cp to replace expired permit to make changes in ant. system for K04CO, Northwest Montana, Alas. to Sep. 5; WLPM Suffolk, Va., to Aug. 20, 1963; WOKM New York, N. Y., to Aug. 20, 1963; K57AO Astoria, Ore., to May 3; WREL Lexington, Va., to April 13; KCEC Tucson, Ariz., to June 2. 

Actions of March 4

KN1K-FM Anchorage, Alaska—Granted cp to change type station, and ERP to 3 kw; and Licensed for use ofኤ_sec.

WSOL Tampa, Fla.—Licensed license covering use of aux. station, at old tv trans., using D-A-D.

KACK-FM Riverside, Calif.—Granted cp to replace expired permit to make changes in ant. system and make changes in ant. system.

K10DY Rangely, Colo.—Granted cp to replace expired permit for new vhf tv translator station, specify location and make changes in ant. system.

K09FR Zuni Pueblo, N. M.—Granted cp to renew expired permit for new vhf tv translator station, specify frequency as ch. 9, and make changes in ant. system.

W72AA, W77AA Roundup, Mont.—Granted to replace expired permit for new vhf tv translator station, specify location and make changes in ant. system.

K58AV Zapata, Tex.—Granted mod. of cp to include frequency of new vhf tv translator station.

—Licensed for licenses for following stations: KALP Mesa, Ariz., and specify main studio location and remote control point; KBGO Waco, Tex., and specify type, frequency and studio location.

—Following stations were granted exten-
### SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 6

<table>
<thead>
<tr>
<th>Lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
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<td>121</td>
<td>467</td>
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<td>1,066</td>
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<td>130</td>
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<tr>
<td>516</td>
<td>80</td>
<td>82</td>
<td>112</td>
</tr>
</tbody>
</table>

**TOTAL APPLICATIONS**

- Commercial: 486
- Non-commercial: 47

- Total: 533

### OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, March 6

<table>
<thead>
<tr>
<th>License</th>
<th>VHF</th>
<th>UHF</th>
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</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>94</td>
<td>94</td>
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<tr>
<td>Non-commercial</td>
<td>21</td>
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</table>

**TOTAL TV**

- 156

### COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31

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<tr>
<th>AM</th>
<th>FM</th>
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<td>3</td>
<td>8</td>
</tr>
<tr>
<td>365</td>
<td>119</td>
<td>51</td>
</tr>
</tbody>
</table>

License deleted

- 1

Cps deleted

- 1

Includes 3 stations operating on unresolved channels.

### Actions of March 1

- **KDBE Esponola, N.M.**—Granted license.
- **KDHM Hillsboro, Tex.**—Granted license covering changes in ant., height, ant. system and change in ant.-trans. and studio location.
- **WAQE-FM Baltimore, Md.**—Granted license covering changes in ant., height, ant. system and change in ant.-trans. and studio location.
- **WBAY-FM Green Bay, Wis.**—Granted license covering increase in ERP and ant. height and changes in ant. system.
- **KATV San Luis Obispo, Calif.**—Granted license covering use of old main trans. as aux. trans. at main trans. site, with remote control operation.
- **WAAA Winston-Salem, N.C.**—Granted license covering changes in ant.-trans. and studio locations, ant. system and ground system.
- **WJAI Adrian, Mich.**—Granted license covering change in ant.-trans. location, and changes in ant. and ground systems.
- **KDFC (FM) San Francisco, Calif.**—Granted cp to move ant. site 400 ft. east of present site (same description).
- **KCFM (FM) St. Louis, Mo.**—Granted cp to increase ERP to 100 kw, ant. height to 400 ft. and make changes in transmitting equipment.
- **KPRM (FM) San Jose, Calif.**—Granted cp to replace expired permit to change ant.-trans. location, install new trans. and new ant., change ERP and ant. height, and make changes in ant. system and studio location.
- **K60CW, K100K, K126C Malett, Wash.**—Granted cps to replace expired permits for new vhf tv translator stations, specify principal community as Wakefield and Jackass Hole Area, Wash., trans. location as Malott, Wash., and make changes in ant. system.
- **W60NE-TV North Vernon, Ind.**—Granted license covering change of cp to increase ERP to 3 kw, change trans. type and ant. type.
- **W97VE-FM Westchester, N.Y.**—Granted license covering change of cp to change type transmission line.
- **W97WE-FM Jacksonville, Fla.**—Granted license covering installation of new tv trans. and change in ant. system and studio location.
- **W50NE-FM Isabela, P. R.**—Granted license covering installation of new vhf tv translator stations.
- **W87Z-FM Pole Pole, N. Y.**—Granted license covering change in daytime power and installation of new trans. and change in ant. system.
- **W97WE-FM Marshalltown, Iowa.**—Granted license covering installation of new tv trans. and change in ant. system.
- **K50HB-FM Bismarck, N.D.**—Granted license covering change of station to new tv trans. and make changes in ant. system.
- **K60NE-FM St. Louis, Mo.**—Granted license covering change of station to new tv trans. and make changes in ant. system.
- **K50FF-FM Las Vegas, Nev.**—Granted license covering change of station to new tv trans. and make changes in ant. system.

### Actions of Feb. 27

- **K60NE-FM Los Angeles, Calif.**—Granted license covering change of station to new tv trans. and make changes in ant. system.

### License coverages and ERP increases

- **W97WE-FM Jacksonville, Fla.**—Granted license covering installation of new tv trans. and make changes in ant. system.

### License coverages and changes

- **KW4B, K905Z, Keyes, Sturgis area and U. S. Bureau of Mines Plant, Ohio.**—Granted license covering change of station to new tv trans. and make changes in ant. system.

### License coverages and changes

- **KICIC Ennis, Mont.**—Granted license covering change of station to new tv trans. and make changes in ant. system.

### License coverages and changes

- **K60NE-FM Las Vegas, Nev.**—Granted license covering change of station to new tv trans. and make changes in ant. system.

### License coverages and changes

- **K60NE-FM Las Vegas, Nev.**—Granted license covering change of station to new tv trans. and make changes in ant. system.
cp to change type trns, principal community to include Graft, Oklaraco and Enid, all licensed 6 and 10 vhf tv co, and make changes in ant. system for vhf tv station transmitters.

KOCW Marshalltown, Iowa—Granted mod. of cp to change trns, location and make changes in ant. system for vhf tv station transmitters.

WMLF Pineville, Ky.—Granted authority to modify cp of primary designations to include Brea, Cal., and make changes in ant. system for vhf tv station transmitters.

KOCW Marshalltown, Iowa—Granted mod. of cp to change trns, location and make changes in ant. system for vhf tv station transmitters.

AMENDED

...By order, commission amended Sec. 1,126(b) of broadcast rules pertaining to local notice requirements in situations involving agreements between parties for amendment or dismissal, or failure to prosecute applications, to conform with requirement that notices be published in newspapers of general circulation in community, publication is required in weekly newspaper of general circulation in community. Action March 6.

PETITIONS FOR RULEMAKING FILED

Tampa Bay TV Co., Tampa, Fla.—Requests institution of rulemaking proceeding so as to assign uhf ch. 32 to Tampa-St. Petersburg, Fla., Received Feb. 20.

WITA San Juan, & WRJS San German, both Puerto Rico—Request institution of rulemaking proceeding looking toward the allocation of following uhf tv channels: 27 to San Juan, 33 to Ponce, 30 to Mayaguez, all Puerto Rico. Received Feb. 21.

Elmer Nolte, Baltimore, Md.—Requests institution of rulemaking proceeding so as to modify table of assignments as follows: add ch. 18 to Baltimore, add ch. 7 to Hagerstown, Md., and delete 33-4 from Harrisburg and add it to Reading, Pa., Received Feb. 21.

Pete Odden, Inc., Santa Monica, Calif.—Requests institution of rulemaking proceeding so as to allocate uhf ch. 63 to Santa Monica, Received Feb. 26.

Board of Regents of U. of State of New York—Request institution of rulemaking proceeding to provide additional uhf tv channels reserved for non-commercial educa- tion in all counties of the state. Add ch. 66 to Amsterdam: delete 52, add 52; Gloversville: add 79; Batavia: add 79; Boonville-Lowville: add 56; Dunkirk: delete 46, add 47; Giens Farms: 30 to 39; Hempstead; add 55; Hornell: 56 to 96; Jamestown: 58 to 58; Massena: 14 to 14; Ogdensburg: 24 to 24; Olean: 54 to 54; Greenville: add 42; Patcho- gue-Riverhead: add 75; Plattsburg: 28 to 29; Poughkeepsie: 28; 63 to 63; 83; Saranac Lake-Placid: 18 to 18; Watertown: add 70, Received Feb. 27.

"Here's how the NEW Rotolite
SAVES OUR TRAFFIC DEPARTMENT
TIME & MONEY!"

Mr. Charles Castle
WARN, Ft. Pierce, Fla.

"Typing daily logs was taking too much time in our traffic department. It took us 5 hours to complete the following day's log. We wanted to switch to the more efficient Diaz method of reproducing our logs, but felt that the equipment was too expensive. Then we discovered that the Rotolite Whiteprinter cost us only $129.30. Complete. Now we type our daily logs in 5 minutes a day on rugged, transparent Rotolites. Any num- ber of copies can be run off quickly and easily. From week to week only the daily logs need be typed. Changes need not be erased and retyped on the master—and so the masters are kept current easier than by any other method we've ever heard about. Now it re- sires approximately 40 minutes for both A.M. and P.M."

This is what Mr. Charles Castle, General Manager of Station WARN in Ft. Pierce, Fla., has to say about Rotolite—the modern traffic system for Radio and Television stations. Send today for details.

Rotolite Sales Corp.
SALES CORP.
Stirling, New Jersey

ANNOUNCING

KK-3

Please send complete details about your low- cost Rotolite system for radio stations.

Name
Company
Address
City
Zone State

BROADCASTING, March 11, 1963

97
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—$2.00 minimum • HELP WANTED 25¢ per word—$2.00 minimum.
- DISPLAY ads $20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGEN-
   CY ads advertising requir display 12¢ per word.$
- All other classifications 20 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. Broadcasters expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Immediate opening for general manager of southern station located in small market.
Ideal for man that is at present a manager or commercial manager on his way up. Ideal living conditions for family. Box C-76, BROADCASTING.

Working manager needed for southeastern single owner radio market station. Must be capable and willing to handle most sales and operate efficiently and profitably with small staff. Must be friendly with civic and community interest, Drifters, drunks, seat warmers need not apply. Good, solid hard working man can earn good money and security. Abstain owner-
ship preferred. Box C-141, BROADCASTING.

Local sales manager, 1000 w-medium. $21 in market. Salary, commission, plus car. Maybe you've been second manager and want to live up. Wonderful recreation area, too. Station covers 1,000,000 people. Box C-146, BROADCASTING.

Vice president of radio. This is newly created position because of multiple owner's decision to separate radio and tv. Stations. Unusually excellent opportunity for man with sales and administrative experience. Write full details. Box C-106, BROADCASTING.

Opening for selling sales manager in fm-stereo radio. We will be more than liberal with the right person, however, you must be a commission type salesman with an understanding of soft sell. Order takers should not apply, as you will not last long. Air tight organization. Good sales and administrative experience. If your voice warrants. Contact: M. W. Ozier, 2424 W. Skyline Drive, Champaign, Illinois.

Sales

Wanted immediately; a sales-producer manager for small New Jersey am station. A single station growing market. Must be sta-
ble, responsible, and willing to work hard and grow with us. Box 307B, BROADCASTING.

Wanted: top-notch salesmen for top north-west station with top power, good reputa-
tion but low local sales. No floaters, promoters only. hard selling aggressive workers interested in area and results! Advance against commission. Replies con-
fidential. Box C-88, BROADCASTING.

Sales manager. Immediate opening. Salary, commission, list of established accounts. Address Ellis Atteberry, Radio, RKO, P.O. Box 574, Fort Collins, Colorado.

MADISON, Wisconsin offers outstanding sales opportunity with one rated station. We’ll also pay biggest guarantee, biggest commissions to seasoned salesman. WSM.

Media salesman to take over advertising de-
partments of newspaper and radio station. Guaranteed income. Will be paid on gross business of both. Owner has other interests and needs top first man capable of earning $7,000 to $10,000 per year. E. H. Whitehead, Box 316, Rusk, Texas.

Classified Ads

Help Wanted—(Cont’d)

Announcers

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sounding day-
timer, $113 weekly. Box 319B, BROADCASTING.

Aggressive 300 watt west Texas radio sta-
tion always interested in able and ambitious announcers and newscasters, first class tick-
et required for newsman. Interested? Write Box C-9, BROADCASTING.

Wanted: Bright talented vacation replace-
ment, preferably with York, CBS affiliate. Able to fill all posts from news to music. Pleasant work, pleasant company. Approximate May 15th thru September 10th. Send tape, photo, resume immediately. Box C-18, BROADCASTING.

Experienced announcer with first phone for personality work on music station. No. 1 in four station market. Box C-86, BROADCASTING.

Wanted: mature, versatile radio an-
ouncer. Must be good with news. Only experienced men will be considered. WCEN AM-FM, Mt. Pleasant, Michigan.

Announcer copywriter able to handle board. Adult good music station on Florida east coast. Send resume and background. Box C-89, BROADCASTING.

If you are an announcer with an eye to-
ward news, sports, and special events write today. Must be aggressive. Box C-77, BROADCASTING.


Work in exciting mid Manhattan New York and broadcast to the world! Opening for only one accomplished announcer. Emphasis on news and entertainment program. Must be mature, hard worker, interested in news and sales. First class work at own expense. Contact soonest. Box C-90, BROADCASTING.

Southwestern Pennsylvania independent. Im-
mediate need for announcer with first phone. No maintenance, state expense and salary required in first letter. Box C-60, BROADCASTING.

First phone operator with experience on maintenance and announcing. Resume. Box C-96, BROADCASTING.

Morning man. Bright commercial sound.
Five thousand midwest daytime. Immediate opening. Box C-133, BROADCASTING.

Wanted: World's funniest morning man. Great opportunity in terrific midwest mar-
et. Air check, tape, photo and background. Box C-139, BROADCASTING.

Experienced newsmen for expanding news department. Contact Operation Manager, Box 180, Salina, Kansas.

First phone announcer, 3 years minimum experience. Good music, local news format, insurance, and vacations, new equipment. Starting salary depends on experience room to go up. Contact Jim Jee, KHMO, Hannibal, Missouri.

Help Wanted—(Cont’d)

Announcers

First class announcer with first class license. Send all information first letter. WDEC, Americus, Georgia.

Announcer for music-news operation. Better than average salary, permanent position. Ray Doss, WAIN, Columbus, Kentucky.

Top flight morning personality for new In-
dianapolis AM-FM clear channel WZIO airing in April. Send tape (airtape), resume, and salary requirements. Send your application to 42nd Board of Trade Building, Indianapolis 4, Indiana.


Leading suburban New York am station needs experienced announcer. Step up to a good operation. Send tape, resume, WLNA. Peekskill.

Approximately four months summer replace-
ment utility announcer needed. Must be experienced. Apply: Gerry Grainger, Pro-
gram Director, WWCA, Gary, Ind.

Negro gospel. (The nation's highest rated Negro group has immediate opening for an experienced gospel man. Must be excellent board operator, have good voice. Send com-
plete resume, late photograph and tape to: Executive Vice President, McLendon Broadcast Company, Suite 906, Milner Bldg., Jackson, Mississippi.

Like to swing way out? Are you a real musical talent? Have the ability to do the most fantastic vocals and act? Apply #7 to midnight sunburn? If young and fast, fast... the Zoo needs you! Use the grape vini and signal the Zoo at 583-2727. WZOO, Spartan-
burg, S. C. Nothing covers Dixie like the Zoo!

New station going on air. Need complete staff by April 15th. Send tape, resume, salary requirements to William Shaw, 618 North Detroit Street, Kenton, Ohio.

D.J.'s, saying it right can mean the differ-
cence between success and failure. Brighten up your shows with clever, intelligent record intros by top writers. Interchangeable record intros for girl, boy, group vocals and instrumen-
tals. $300 intros-$500. Send check or money order to: Broadcast Intros, 975 N. 35th, Milwaukee 8, Wisconsin.

Announcer-engineer with first class ticket many fringe benifits in regional fulltime station. Advance within expanding multiple station organization. Send data sheet, and audition to WALM, Albion, Michigan.


BROADCASTING, March 11, 1963
Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced all around broadcaster in medium market modified top 50 Pennsylvania station part of expanding group in Great Lakes area. Family man with good references willing to relocate in beautiful community near several large metropolitan areas. Send audition, resume, photo, and recent earnings to Box C-155, BROADCASTING.

1st phone man for Ohio station. Good chance for man interested in adult opera- tion. Very good pay to right man. Growth opportunity. Send tape and details. Box C-147, BROADCASTING.

Immediate opening for experienced mature, announcer with top station in market. Write phone WASA, Harve de Grace, Maryland. 301-939-0600.

Rand Broadcasting company auditioning new talent. Strong air personalities with flair for showmanship and in depth musical knowledge. Required: Popular music format with urban sophistication. Send complete details, including tape and resume; first reply no phone calls, please. No tapes can be accepted. Mr. Rex Rand, President, Rand Broadcasting Company, 340 Biscayne Blvd., Miami 3, Florida.

Announcer with 1st class ticket. Daytimer 50 miles from New York City. Good salary, steady, WBWN, Beacon, New York.

Technical

Engineer-announcer wanted for small Alas- Ska station. No ticket required. Will consider experienced, but not absolutely necessary. Box C-37, BROADCASTING.

Broadcast engineers midwest tv station first class phone required will train. Apply in confidence. Box C-63, BROADCASTING.

Chief engineer-southern New York state. Am experience-good salary. Box C-89, BROADCASTING.

Immediate openings chief engineer-an- nouncer. Contact Wes Ninemire, KFPA Radio, Amarillo, Texas.

5 kw daytime has immediate opening for qualified chief engineer. Position includes modest announcing shift. Top salary in re- gion, with advances and fringe benefits. Send photo, tape and resume to Al Clark, KWKY, Winner, South Dakota.

Have immediate opening for chief engineer for 1 kw am non-director daytime, and 3 kw fm. Write or phone WASA, Harve de Grace, Maryland. 301-939-0800.

Needed a production minded staff engineer with some broadcast experience. First class ticket required. An outstanding opportunity for a young man who wants a position in a prestige operation located lakeshore New York City area. Box C-111, BROADCASTING.

Chief engineer-announcer position open with aggressive small market station. Good oppor- tunity, salary open, write or call immediately. Bresee, RKN, Trenton, Mis- souri.

Television transmitter maintenance. First time professional. Also experienced radio engineer wanting to learn tv. Con- tact L. F. Howard, Chief Engineer, WPIE TV, Evansville, Indiana.

Help Wanted—(Cont'd)

Technical

Leading 5 kw night-time directional station has opening for alert young transmitter engineer thorough knowledge versed all phases AM/ FM operation and maintenance. Ex- cellent opportunity for successful applicant to learn and advance. Young Engineer under overall technical director after rea- sonable training period. Good ambitions and equipment at transmitter available if desired. WSAV Radio and Television, Savannah, Georgia.

Production—Programming, Others

Opportunity for ambitious news man to gather, write and air news in authoritative manner. Prestige single market central Ohio station. Excellent facilities. Send resume and tape, Box C-41, BROADCASTING.

Newsmen for major market. Negro pro- grammed station. Send tape, photo, resume to Box C-63, BROADCASTING.

Need experienced man for international radio operation in Washington. Qualifica- tions: some overseas background, facility in Spanish and/or French desirable, some technical knowledge, plus basic ability to write and produce own show. Washington- New York area presently preferred. Salary commensurate with experience, ability. Box C-107, BROADCASTING.

Male or female continuity director needed immediately for midwestern market fringe station. Traffic experience desirable but not mandatory. Full details to Box C-150, BROADCASTING.

Immediate opening for serious minded news editor. Minimum two years broadcast ex- perience required. Good qualifications, in- surance and retirement plans. WHBY, Appleton, Wisconsin famous for Lawrence College. Mutual affiliate, fulltime in busi- ness for 40 years. Send picture, tape, and particulars to Radio Station, WHBY, 600 South Lawe St., Appleton, Wisconsin.

Experienced copy writer for new Indianapolis station. Planning, writing, editing, in radio. Opportunity to grow. Write for details. Box C-164, BROADCASTING.

All around, experienced helper required at WDSM-FM, Meriden, Conn.

Situations Wanted—Management

Presently general manager, small “metrow market” radio. Extensive background sales, promotion, and programming. Last nine years general manager and/or sales manager in highly competitive markets. Has owner- ship background. First phone, college, 33, family man. Fine financial and business references. 12 years radio, all formats. Present earnings, $12,000. Box C-42, BROADCAST- ING.

General manager, 36, experienced in top stations in all major cities. Great opportunity in the country. Prefer east. Box C-104, BROADCASTING.

Outstanding sales manager seeks investment-management opportunity in radio. Springs, Box C-105, BROAD- CASTING.

Attention Florida-southern states. General manager strong on local and regional sales. Proven record management of small market stations. Good announcer, sober, reliable, salaried positions in major city. Box C-140, BROADCASTING.

Owners. Available immediately, mature manager experienced all phases. Proven record, references. Box C-140, BROADCASTING.

Situation Wanted—Sales

Twelve years experience in one of Amer- ica’s most competitive markets seeks posi- tion from national sales to general man- ager. College graduate in field of Radio- Television. Can offer superior record of per- formance and references. Box C-36, BROADCASTING.

Sale-announcer. Currently billing $9-10,000 monthly. Wants move from metro market to small town market. 11 years experience all phases. No screeners, please. Box C-56, BROADCASTING.

Mature, man experienced radio sales, other advertising wanted. Write immediately in west. Box C-92, BROADCASTING.

Announcers

Sportscaster seeks return to baseball, an- nounced big time with Pullman sports experience. “Name” references furnished. Box 190B, BROADCASTING.

Negro showman personality. $85. Will travel. Decom- ing in St. Louis, San Francisco, Box 295B, BROADCASTING.

College student desires summer work. Ex- perience in TV & FM. Presently working in easy in sun. Pop. Prefer midwest or south. Complete information. Box 2085, BROADCASTING.

Country disc jockey, desires fulltime air work. Experienced. Employed. Box 303B, BROADCASTING.

South Carolina, North Carolina, Georgia. Adult, morning showman . . . first phone. 13 years experience all phases.11 at present. 5 kw. Young, married, veteran. Looking for permanent position leading to management. $150 minimum. Box C-25, BROADCASTING.

Announcer seeks position in east. Married. Box C-29, BROADCASTING.

Baseball announcer, seven years minor league experience big play by pullman sports news, sales. Box C-43, BROADCASTING.

Showman first phone, veteran, will travel, anywhere, good on news. Box C-66, BROADCASTING.

Good morning sound from a good morning man. Tremendous audience acceptance, al- ways number one with tasteful approach. It’s almost a pleasure to get up . . . almost. Box C-73, BROADCASTING.

Tom Stanton 1st phone no maintenance one year experience, can type. Box C-74, BROADCASTING.

Mature announcer desires stable position. 5 years commercial experience. Strong on news. Married. Salary desired $80-$100 per week. Box C-78, BROADCASTING.

17 years experience. Earning top salary in present market. Tight board. Program, production, music and sports director. Now news director. Left management to other guy. Have references, will travel. South west, west. Box C-79, BROADCASTING.

Experienced announcer 6 months tight board. Single prefer Michigan, Indiana, Ohio. All offers considered. Box C-80, BROADCASTING.

Seeking employment in Long Island, New York City area. Dependable, Smooth de- livery. Pleasant personality. Available im- mediately. Box C-81, BROADCASTING.

Experienced announcer, d.j. Have second studying for first. Available weekends, N.Y. State and vicinity. Box C-88, BROADCASTING.
Situations Wanted—(Cont’d)

Announcers

Announcer with limited broadcasting experience. Cheerful style, with a great ambition to be thrown into positions of greater responsibility. Offers play by play sportscasting. Box C-94, BROADCASTING.

Experienced d.j. announcer ready to work for any bright young station in eastern market. 4 years on the air including Boston. Excellent in production. Box C-98, BROADCASTING.

Mature quality announcer, presently employed at leading prestige station in top ten market. 10 years experience; 5 years experience at New York stations. Excellent producer. Box C-102, BROADCASTING.

First cutter among radio announcers. Will relocate anywhere. Currently employed as public address announcer. Has worked all over the world. Box C-103, BROADCASTING.

Well experienced in radio and television. Very good voice. Nice looking, single, sober, available now. Box C-114, BROADCASTING.

First experience with radio or television. Torch singer. The type for any all night radio show. Box C-116, BROADCASTING.

ANNOUNCER

A fast, smooth, funny pro wants to settle with major market (format organization with solid reputation, unless a comparable market). Will spend time and spend good money for entertainment on the air. My ad is all spent. I know you need me, if you’ll spend it. Can do TV too, if you have it. Might program smaller market headquarters for right situation. Young. No problems. Box C-113, BROADCASTING.

Sports caster, experienced, basketball, baseball, football. Former assistant coach, received college BROADCASTING.


Attention top 40 outlets. Experienced first phone d.j. currently employed in major market. No problems. Available reasonably soon. Box C-117, BROADCASTING.

Announcer, disc-jockey, sportscaster, young, experienced, and available. Excellent production skills and good sound. Box C-118, BROADCASTING.

Announcer-program director. 27, married. 8 years experience. Award, winning newsman, referring station is in Virginia. References excellent. Box C-125, BROADCASTING.

Middle of the road jockey can help your station as program or production manager. Experience all phases of programming Box C-123, BROADCASTING.

Announcer, excellent news, 8 years experience, available. Box C-124, BROADCASTING.

Modern format station that is looking for an experienced, mature announcer/d.j. Ist phone. Box C-124, BROADCASTING.

Asthma forces move from wet to dry. Two decades in radio, presently employed. If climate dry, air pure let me send tape. Box C-125, BROADCASTING.

D.J., swimming, experienced, young, cheerful, reliable, former radio engineer. Good impact radio. Box C-127, BROADCASTING.

D.J./announcer. Adult programming experience. Now employed. Seeks growth opportunities. Box C-128, BROADCASTING.

Good music, announcer, experienced. Relaxed warm style, desire matching location. Box C-130, BROADCASTING.

San Francisco located top 40 jock, $30 and expenses. Box C-132, BROADCASTING.

Hire both of us and you’ll have an experienced 1st phone announcer/maintenance, sportsman, time sales with plenty of know how, gather, write, announce, heavy on local sales. Box C-134, BROADCASTING.

Situations Wanted—(Cont’d)

Announcers’


Major markets only. Top rated morning show market 2 million. Currently production manager, 33, married, children, let phone. Resume, tape, creative, personable, witty, responsible, charming, intelligent, slightly money minded, alright humble. Box C-137, BROADCASTING.

I have a first phone, a college degree and some announcing experience. I’d like more. Let’s talk. Box C-138, BROADCASTING.

Well experienced in radio and television. Very good voice. Nice looking, single, sober, available now. Box C-141, BROADCASTING.

This experienced top 40 d.j. newcomer with smooth and friendly delivery plus good production skills and experience. Might be an answer to your problem. Box C-152, BROADCASTING.

Announcer first phone available immediately. Musical background opera and classics. Prefer west coast. Box C-153, BROADCASTING.

Combo man, Top notch experienced jock with first phone is available immediately. Telephone 813-888-1274.

14 years experience. Tops in d.j. news, phone or write Sly Sergi, Tilden, 6-1623, Beaver Falls, Pennsylvania.

Announcer, experienced, young, industrious, married. Box on d.j. shows available. Authorized news, Robin Burns, 3609 House Court, Chicago, Ill. 3-6207.

Experienced 1st phone announcer. Available immediately, can do any music format. Phone 202-1186, or write 1462 Terni Avenue, San Jose, California.

Perennial all-night man formerly with Miami's number one station. Top 40 or jazz. Tape, photo, resume, reference available. Mitch Price, 7001 Maryknoll, Bethesda, Maryland. Em 5-2394.

Experienced announcer. Good, mature, resonant voice. Sales, first class license, if required. Box C-161, Maple Street, Ashland, Ohio. Phone 4-3826.

Experienced announcer available for position in small to medium market, prefers New England area, but will relocate anywhere. $75,60 minimum. Roy Chevers, KSTV, Box 162, Stephenville, Texas.

Technical

First phone, available immediately. 12 years electronic experience. Box C-36, BROADCASTING.

Engineer wants to relocate in east. First phone, am & fm. Box C-29, BROADCASTING.

First phone-am combo, tv experience. Seeks NYC area. Box C-47, BROADCASTING.

Chief engineer, 12 years of responsible engineering management including planning and construction of vhf facilities. Excellent industry references. Available at NAB for interview. Box C-52, BROADCASTING.

First phone, no experience, single, 32, graduate Grantham School, Kansas City. Available immediately. J. Bridgewater, 11124 E. Freer, Temple City, California. Tel: Gilbert 8-4548.

Situations Wanted—(Cont’d)

Technical

Experienced first phone studio engineer desires position in midwest. Available immediately. Box C-139, BROADCASTING.

Two years experience radio operating engineer. Seeks opening for same. Box C-142, BROADCASTING.

Chiefe-program engineer-director-announcer. Experiences, references furnished. Let's talk. Box C-143, BROADCASTING.

1st phone, 12 years experience in radio-tv repair. Willing to start immediately for minimum. Diamond, new. Box C-144, BROADCASTING.


Production Programming, Others

News director-5 kw, medium market, wants to join local news operation, with equipment and staff. Young, married, with experience. References furnished. Will consider radio-television, combo, salary and location open. Box C-70, BROADCASTING.

Public service director, air personality at medium market, willing to relocate for program directorship in smaller market. Has worked, best references, single, married, will settle. Box C-71, BROADCASTING.

Modern format d.j., strong news, top production, experienced d.j., is seeking permanent position with aggressive station. C-122, BROADCASTING.

I can offer you solid experience as p.d., or production manager, with sports, good sales, plus 1st phone for stable format or middle of the road operation. Call d.j. 211, 520-2271.

Newsman. Looking for opportunity with station that wants to make a name in news. Must be mutual affiliate that really believes in the future. If you're a go-getter, you will find a place who can find and air the news first; one who's as much at ease with congressmen as desk sargent, contact at once. If you are air news just because you must, don't reply. C-97, BROADCASTING.

FM program director, ready for major market. Creative, proven ability. Prefer group operation. MA degree plus 6 years experience, am-fm-tv. Box C-121, BROADCASTING.

News my forte, 5 years experience, 24 years, single, draft exempt, dependable. Desire position in or near large urban area in progressive news dept. Box C-84, BROADCASTING.

TELEVISION

Help Wanted—Announcers

TV booth announcer, mature, authoritative, personable, tv experience not required. Top station in Iowa market. Send picture, complete details, manager, Box C-120, BROADCASTING.

Chiefe technican for educational videotape production center expanding into probable station operation. Supervisory experience and background in all phases of maintenance necessary. Box 2285, BROADCASTING.

Strong vhf CBS affiliate in mid-south has immediate opening in production. Send picture, experience in studio maintenance and operation. Must be aggressive, dependable and have a 1st phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Box C-82, BROADCASTING.
Help Wanted—(Cont’d)

Situations

**Technical**

Supervisory engineer for small tv station in midwest; knowledge of uhf desirable. Box C-101, BROADCASTING.

Transmitter engineer. First ticket required. Station experience preferred. Contact L. B. Hieatt, Engineer, WFD-TV, Evansville, Indiana.

Qualified technical personnel for largest mobile trailer operation in nation. Immediate openings for videotape and video technicians and managers. Requirements: Lighting technicians, master control technicians, camera technicians, mobile unit and supervisory personnel. Send resume and salary requirements to: Mr. Cliff Paul, Teleprompter, Sands Office Center, Huntsville, Alabama.

**Production—Programming, Others**

Dominant CBS VHF station in midwest needs news reporter-photographer able to shoot roll film in grain as well as dark for news. Send resume photo, films to Box 290B, BROADCASTING.

Number one station in 5 million home midwest market has opening for top newscaster to host midday news. There’s plenty of news and plenty of work. If you’re used to a 40 hour week we are not for you. If you love news send resume photo and film or tape to Box 280B, BROADCASTING.

Need creative producer-director to handle important evening television news and recording schedule. Must have good ideas and be able to handle creative crew with skill. Excellent potential in 12 year VHF dominant CBS station In 750,000 home midwest market. Send resume, photo, and samples of your work to Box 290B, BROADCASTING.

Operation manager. To supervise directors, floor crew, traffic, continuity, art. Help create good live commercial programs at KBFF-A. All medium size midwest market. Must be solid announcer, also Box C-69, BROADCASTING.

Sports director for WSBT-AM, FM, TV, respected leader in the area. Experienced play by play, interviews, regular sports shows. Prefer Indiana sports background though experience in neighboring states will be considered. Salary plus talent and many extra benefits. Send tape and photo to Personnel Director, South Bend Tribune, South Bend 26, Indiana.

**TELEVISION**

Situations Wanted—Announcers

Sportscaster. Wants on camera sports job in major league or live wire sports area. Radio play by play of college football, basketball, baseball, track. Also wants to do any of all sports. Will go in as number 2 man in major market. Working radio at present. Prefer sunshine, 7 years experience, family. Audio tape, rol, resume, references, on request. Enclose $1.00. Box C-307, BROADCASTING.

Presently employed young staff announcer. Four years in radio looking for television. Married, one child. Draft exempt. Desire permanency. Box C-84, BROADCASTING.

Situations Wanted—Announcers

Mature combination tv news announcer—reporter, Will Rogers type disc jockey. Mature, firm, kindly, appealing to audience above teen-age tastes. Can function as public relations and engineering department. Have had plenty of critical sales experience, and first phone since 1935. Active ham. Expert board operator, skilled with 16mm movie camera. Deep in political philosophy, can do editorials and sensitive interviews with political background. Ideally suited for role in religious community. Minimum salary $1,000 per month, non contract required. Any city out of present mid south location. Prefer east or west coast, or north northwest. No tapes, no film clips, no photos. Personal interviews and auditions only, at my expense. This ad will run for four insertions, one month, but will take first really substantial offer. I will phone you, Box C-194, BROADCASTING.

**Technical**

First phone, available immediately, 12 years experience electronic box C-38, BROADCASTING.

First class license, no experience. Television technical position only. Box C-100, BROADCASTING.

Technician genuinely interested in his work years to work for television station in deep south. Friends in area with diversified experience. Box C-114, BROADCASTING.

**Production—Programming, Others**

Top producer-director, major market, now interested in program manager-assistant program manager, smaller market. Box 180B, BROADCASTING.

Copywriter with imagination, college degree, experience, imagination, challenge. Prefer promotion. Box C-87, BROADCASTING.

Broadcast journalist seeks news directorship or editorial post in top radio-television news department, emphasis on responsible reporting. Prefer Midwest or southwest. Seven years with 50 kw station, five years teaching and administration, BA, MA in journalism. Available in summer. Family, minimum $5000. Box C-131, BROADCASTING.

Experienced TV news editor. Network and station experience. College graduate, veteran, married, Young and willing to locate anywhere with opportunity. Please write Box C-136, BROADCASTING.

**For Sale—(Cont’d)**

**Equipment**

PT2-A and PT6-P Magnecord deck and 3 channel amplifier. Also, 1960 Magnecord deck and amplifier. Both rack mounting and in good operating condition. Will sell to highest bidder. WAKL, Macomb, Illinois.

For sale: 250 watt GE transmitter, $800; two Jaffa transformers, $250 each; C-106 Magnecord tape recorder, $300; good condition. Box C-73, BROADCASTING.

1 RCA power-max, perfect condition $200. 1 Symette peak, perfect condition, $200. Both pieces used one year. Box C-28, BROADCASTING.


Gates, one am modulation monitor MO-260, one am frequency monitor MO-260, both presently operating. Good condition. WROA, Gulfport, Mississippi. Phone 663-7133.

Videlipe tape cartridges. Best prices, same lay shipment. Old cartridges reconditioned. $10 for complete Sparta equipment without Sparta Electronics Corporation, 4560 Freeport Blvd, Sacramento 22, California.

1m, fm, tv equipment including transmitters, orthicons, icoscopes, audio, monitor, PVMs. Electrodif, 446 Columbus Ave., N.Y.C.

**Wanted to Buy**

**Equipment**

New uhf studio transmitter equipment, antenna, adaptable to channel 37. Repairable equipment acceptable. Box C-106, BROADCASTING.

Wanted FT 231 GE Synchrolite tubes for 100m tv projectors. Write Chief Engineer, EQTV, Fort Dodge, Iowa.

**For Sale**

**Equipment**

Kinelscope recorder GPV, model PA203, including; console on casters, recorder deck, Ace 35mm camera with mounting, H. V. condenser unit, power interlock, deflection unit, sync, exciter, monitor control and power supplies, $7,400.00. V. C. Kemmer, 1525 52nd St, N. Y. 19, N. Y.

3 kw RCA fm transmitter and 2 bay antenna complete with 100 feet of 3/8 inch transmission line in downtown city located in southeast. Write Box C-95, BROADCASTING.

For sale or lease, Schaefer 2100 system (current model) complete; terms negotiable. Box C-105, BROADCASTING.
INSTRUCTIONS


Help Wanted—Sales

San Diego's "first" station is expanding! Seeking bright, happy dj. If you do voices or have a gimmick, send 'em along; but not a must... Experienced newsmen needed also. Air mail tape, photo and resume to:

Dick Drury, P. D.
KGB Radio
San Diego, California

Help Wanted—Management

Top flight program director-operations manager with experience in all phases of operation needed now for growing vtf network. Department is small so must be able to double in brass. as well as delegate, follow up, train personnel, control and supervise program department with strong emphasis on creative production for local sales as well as expansion of network.

Regardless of your position in radio or television, if you have considered changing from your present position to a better opportunity we would like to hear from you. Because of expansion in radio and television, we will have future openings in traffic, sales, continuity and art. If you are versatile and have experience in any phase of broadcasting we would like to hear from you. Good salary, excellent working conditions and fringe benefits. Give complete information in first letter with samples of work where applicable.

Box C-54, BROADCASTING

TELEVISION Help Wanted—Management

Openings

Six Salesmen
Radio, Television and/or
Ad Agency Experience
A Necessity
High caliber men, free to travel, with
accredited earnings to $15,000 yearly.
Travel and entertainment allowance,
plus commissions.
Call Main Office, HA 6-9266, Boston,
Mass., or New York City Office, EL 5-
4911, for appointment. Interviews will
be held in accessible area.
"Call only if you are a salesman"
COMMERCIAL PRODUCERS, INC.
405 Park Square Building
Boston, Massachusetts

WANTED!!
Major Eastern station looking for
strong adult air personality who
knows modern music and produc-
tion, and how to develop and
hold audience, Salary open.
Rush tape and resume to
Box C-60, BROADCASTING

Help Wanted—(Cont'd)

Announcers

CALIFORNIA CALLING
San Diego's "first" station is expand-
ing! Seeking bright, happy dj. If you do voices or have a gimmick, send 'em along; but not a must... Experienced newsmen needed also. Air mail tape, photo and resume to:

Dick Drury, P. D.
KGB Radio
San Diego, California

Technical

Broadcast Equipment Manu-
facturer has important positions
open in:

Field Service Department:
Requires broadcast engineer with
experience in AM, FM and TV broad-
cast equipment installation and serv-
ing. Previous managerial position in
broadcast equipment servicing desired.

Product Line: Requires knowledge of
AM, FM and stereo broadcast
equipment and should have thorough
knowledge of audio systems.

Send complete resume today.

Box C-60, BROADCASTING.
RADIO

Situations Wanted—Management

MODERN RADIO PROGRAMMER SEeks LONG-TIME RELATIONSHIP WITH LONG-TIME OWNERSHIP STATION
If you’re in the radio business and dedicated to it for not only monetary reasons . . . if you realize that audience needs must be answered intelligently and vibrantly in this modern society. If you believe in ratings . . . if you’re not prejudiced about music . . . if you believe in Leadership and wholesome competition . . . I would like to hear from you.

COLORFUL RADIO MARKET SHEETS AND COVERAGE MAPS
Address Radio Dept. on your letterhead for FREE information and samples.
EVEREDY ADVERTISING

1817 Broadway • Nashville 4, Tenn.

INSTRUCTIONS

RADIO-TV ANNOUNCING COURSES
ENGINEER & 1st FONE COURSES
Active Placement Service. Attention Managers: A few Outstanding Announcers now available for radio-tv.
KEEGAN TECHNICAL INSTITUTE
“Since 1947”
207 Madison, Memphis, Tenn.

WANTED TO BUY

Stations

SOUTHWEST LOW FREQUENCY 1 KW
In the black in the growing southwest, 94,000 to qualified operators. Less for Cash.

MISSISSIPPI DAYTIMER
Single market, population 6,500, good retail sales. Grossing around $30,000, needs management & local ownership. Good equipment in new building and transmitter. Priced $40,000 with terms. Box 255B, BROADCASTING.

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.

Announcers

WIDELY-KNOWN TV

Executive looking for greater growth and challenge. Currently responsible for all sales and network relations at highly successful station. Personal production extremely high. Respected in national field. Knowledgeable in promotion and programming. Creative, loyal, energetic, enthusiastic. 18 years broadcast experience with 2 employers, Age 45. Require $20,000. Excellent references. Desire position as manager or sales manager leading to general management. Available for interview at NAB Convention.

Box C-147, BROADCASTING

Production—Programming, Others

BUY OF YOUR LIFETIME

Top programming executive desires change with a challenge. Major and minor TWENTY YEAR MARKET experience in RADIO & TELEVISION. Best references — Married, Children, College education. For full particulars write:

Box C-151, BROADCASTING

MISCELLANEOUS

AD LIBS!
A new monthly publication of Clean Lines for DJ’s Comics & Speakers. Sample sheet on request. Two to four pages monthly.

Write:
2510 Queens Chapel Road,
Apt. 304, Hyattsville, Maryland
or Phone: 301-864-9151

CHICAGO DUEBILLS
and other cities, plus resorts. Save on business/pleasure trips. Hotels, motels will exchange accommodations for advertising. Your cost 1/2. Contact:
Stand up and be counted in the fight against Communism

You, as a private citizen, can hit Communism where it hurts!

WHERE? Communism’s weak spot! Eastern Europe—
In Eastern Europe 80,000,000 once free men and women still bravely resist Communist domination. Here, Communism is on the defensive. Here, many Russian divisions are tied down. This is where Communism is under greatest pressure. You can help keep this pressure on.

HOW? By supporting Radio Free Europe—Every day Radio Free Europe’s 28 powerful transmitters broadcast news of the Free World, religious services, the plain truth to the brave people of Poland, Czechoslovakia, Hungary, Bulgaria and Romania. Armed with this truth, they represent a major obstacle to the Communist threat of world conquest. Eighty percent of them listen to Radio Free Europe despite Communist jamming. It is their strongest link with the future.

R.F.E. is a working weapon
Radio Free Europe is one of the Free World’s major offensive weapons in the Cold War against Communism and Soviet aggression. But it needs money now to continue its work. As a privately supported, non-profit organization, Radio Free Europe depends on individual contributions from private citizens. Your help is needed. What’s it worth to you to hit Communism where it hurts? Ten dollars? Five dollars? Give whatever you can...

Radio Free Europe Fund
The American People’s Counter-Voice to Communism
P. O. BOX 1963, MT. VERNON, N.Y.

Published as a public service in cooperation with The Advertising Council

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BROADCASTING, March 11, 1963
OUR RESPECTS to Merle Hicks Tucker

Civic affairs foremost in his schedule

Merle Hicks Tucker is a man who: won the duPont and Peabody Awards for public service in the same year; lost a mayoralty election when his opponent would not accept free time on his station; toured Europe in 1930 with the Cowboy Band; was director of the New Mexico Tourist Bureau; is owner-president of KGAK Gallup, N. M.; is 1963 president of Kiwanis International; and believes broadcasters have invited much of their own trouble from the Federal Communications Commission.

An outspoken critic of the welfare, socialist state, Mr. Tucker will deliver the keynote address at the New Mexico Broadcasters Assn. annual convention in Albuquerque next month. It's a date he has managed to squeeze in around his work for and with the Navajo Indians and his cross-country tours as Kiwanis president.

A 32-year veteran of broadcasting, Mr. Tucker got his start in radio with WBAP in his native Fort Worth, Texas. A music major at Hardin-Simmons U., Abilene, he had been offered a job as a staff musician with WBAP but turned it down in favor of the other side of radio.

Office Boy - Starting as an office boy he became a junior announcer and then moved on to the Cincinnati-Louisville area for four years. He returned to Texas and did a special series on the old Southwest Network in 1935. Three years as radio director for the Texas Centennial and Fort Worth Centennial followed.

Mr. Tucker got his first taste of station management at KSAL Salina, Kan. In 1940 he became general manager of KROD El Paso and stayed there until March 1942, when he left to take up permanent residence in New Mexico.

Two years with KOB Albuquerque were followed by Mr. Tucker's affiliation with Albert E. Buck and Frank C. Rand Jr. in forming the Rio Grande Broadcasting Co. The trio built four stations—KOAT Albuquerque, KTRC Santa Fe, KRSN Los Alamos and KGAK Gallup.

When the company was sold, Mr. Tucker and his wife retained control of KGAK, under the name Thunderbird Broadcasting Co.

Service To Navajos - Starting in 1950 he formulated the station's policy of local news emphasis, editorials and public service, particularly aimed at the Navajo Indians.

While the Tuckers worked with the Navajos in educational and health programs, KGAK began Navajo language programming. It was this programming which led to the public service awards in 1955, as the first radio station to broadcast regularly to American Indians in their own language.

Mr. Tucker believes strongly in radio managers assuming individual responsibility of leadership in the community; public service, local news production with real news men, not those who rip and read. He does not believe that editorializing should be handled indiscriminately; it should be done by either experienced editorial writers, men with former newspaper experience and "certainly someone who is responsible in the corporate setup."

Offer Turned Down - When Mr. Tucker ran for mayor of Gallup he did everything possible to get his opponent to use free time on KGAK—even to offering his own time, the ex-candidate says. But the offer was never accepted and Mr. Tucker wound up the loser by 300 votes.

The moral? Mr. Tucker says he doesn't honestly know what it could be. At least, he says, he complied with FCC rules and honestly believed his opponent should have used the station.

Born April 12, 1911, the 51-year-old broadcaster has been active in civic and state affairs serving as director of the New Mexico Tourist Bureau, two years as director of the state Dept. of Development, president of the Gallup Chamber of Commerce, general chairman and president of the Albuquerque Community Chest and as special consultant to former Commissioner of Indian Affairs Glenn Emmons during the Eisenhower administration.

Highly active in Kiwanis affairs for 21 years, Mr. Tucker was one of the originators in 1954 of Farm-City Week, a program that was officially recognized by President Eisenhower.

In addition to his civic and social duties, Mr. Tucker served two years on the NAB's Am Committee and one year on its Legislative Committee.

A proponent of individualism, Mr. Tucker feels that broadcasters have a greater responsibility than many of them have assumed. He feels that the FCC has gone beyond the original intent of the law, but is perhaps doing no more than other departments of the federal government—moving toward the welfare, socialist state.

Straight In The Eye - Mr. Tucker says that the final responsibility rests squarely on the shoulders of each broadcaster to stop this trend, to stand up "so you can look the FCC straight in the eye, with a clean conscience when the time comes."

Mr. Tucker married Mida Watts Harris of Louisville 31 years ago. They have a son Merle Jr. (Buck), 12, a student at St. John's Military School, Salina, Kan.; a married daughter, Mary George, 26, and one granddaughter.

Mr. Tucker's belief in the future of radio and television is unlimited. The media, he thinks, can be the greatest influence in American life for good and he takes issue with broadcasters who enter the field to "make a fast dollar."

If we had broadcasters, Mr. Tucker says, "who looked at it as a sacred profession and realized that they were given a real responsibility when they accepted a license, they wouldn't have to worry about making money. Somehow or other that will take care of itself if a broadcaster will do a job."

On a virtual leave of absence this year to visit all 50 states and Canada for Kiwanis and to attend the many broadcasting meetings around the country, Mr. Tucker has managed to squeeze in a day or two at the station.

After a month on the road, he returned to KGAK for three days in February before leaving for the Broadcast Pioneers Banquet in New York, the annual conference of Service Club Leaders in St. Louis and more Kiwanis activities.

However, there is one date Mr. Tucker intends to make: as the regular announcer for the Inter-Tribal Indian Ceremonies of Gallup in August.

For Mr. Tucker, no other event takes precedence on his busy schedule.
EDITORIALS

Time to turn to the public

LATELY things have not been going well for broadcasters in their striving for journalistic freedom.

Last week members of Congress reacted with hostility to proposals that would liberalize the political broadcasting law and open House committee hearings to radio and television coverage.

A month ago the American Bar Assn. reconvened its Canon 35 which denies radio and television access to most of the courtrooms of the nation.

For the past two years the FCC has been exerting tighter and tighter control over the journalism operations of radio and television through the invocation of its “fairness doctrine” and other means of second-guessing editorial judgments of broadcast licensees.

If anything, broadcast journalists have been losing ground. It is evident that now tactics must be devised if broadcasters are to make significant headway on their troubled journey toward acceptance as journalists equal to the press.

Up to now broadcasters have sought admittance to legislative halls and courts through direct appeals to legislators and court officers. They have resisted incursions of the FCC individually and with scant effectiveness. These tactics have failed. Their continued use gives little promise of anything but continued failure.

The conclusion is now inescapable: The case for broadcast freedom must be taken to the public. It will get nowhere as long as the public is unaware of what is going on. It will get nowhere until the public is made to realize that the public’s elected representatives and the keepers of its courts, assisted by political appointees, are conspiring to deprive the public of the clear, full view of government operations that only television and radio can present.

Broadcast journalism must be used to advance broadcast journalism’s cause.

The station that is barred from covering a trial that is of intense local interest ought to do a broadcast explaining why it is unable to provide radio or television coverage.

The network that is barred from a House committee hearing of national interest ought not to cringe at the notion of telling its audience why it has been locked out.

Let broadcasters go to the public with the persuasive instruments at their command, and the public will soon go to the aid of the broadcasters. If legislators or lawyers object, so much the better. Let their views be aired. The logic in the situation is not on their side.

More than meets the eye

MOST broadcasters know that they are in jeopardy because of the way the FCC is running their lives. Yet most broadcasters equivocate when it comes to taking the only affirmative action open to them—an expression from Congress in the form of new communications legislation that will bar censorship of programs and the domination by government.

The FCC has passed the stage of subtlety. Since it is encountering no organized resistance, it moves blithely along, arrogating more and more power. And its legal staff continues to contrive devious ways of buttressing its supposed authority. The staff is now using the Solicitor General of the United States in a bid to get the Supreme Court to write down its power grab.

The Solicitor General interceded in a rather innocuous case involving two radio stations in Hobbs, N. M., and a weekly newspaper which had been enjoined from carrying advertisements of a Gaines County, Texas, optometrist, just across the state line. The injunctions had been issued because of a state law prohibiting mention of prices and discounts by optometrists.

Because interstate commerce was involved, the Solicitor General intervened. Broadcasting is interstate commerce and the Communications Act thus precludes direct regulation of broadcasting by the states.

So far, so good. But the Solicitor General then argued that the FCC has been given “extensive authority to regulate programs and advertising material in the public interest.” This was gratuitous. It wasn’t needed to justify the FCC’s jurisdiction over interstate commerce.

This line of argument was contributed by FCC attorneys. It is customary for agencies of government to collaborate with the Solicitor General in specialized areas and, indeed, the names of the FCC attorneys were on the brief.

Among the citations calculated to prove the FCC’s powers over programming, the brief enumerated the license and license renewal requirements, and the July 1960 program policy statement which was accepted, practically in default, by those who should have spoken out against it.

The FCC’s strategy, however, was to elicit from the Supreme Court an affirmative expression of the FCC’s right to control programs. Cited in the brief was the 1943 opinion of the Supreme Court upholding the FCC in the network-monopoly case wherein Associate Justice Felix Frankfurter, in what the lawyers call dicta, said the law, as he construed it, placed upon the FCC the burden of determining the “composition of that traffic” and not merely the task of serving as a “traffic officer.” The FCC has quoted this language, not the substance of the opinion, as giving it carte blanche over programming.

It is obvious that the FCC lawyers are trying to get further affirmation of program control by smuggling it into a Supreme Court decision in the New Mexico case.

The NAB convention will convene in Chicago in three weeks. The FCC again will sit as a panel. It is important that the licensees get the answer. This is no time to stand on ceremony or to pull punches.

Unless the FCC repudiates its own lawyers, the answer will be automatic. In that event, the answer of the NAB should be an all-out drive for the legislation proposed by the authors of the monographs of the Federal Communications Bar Assn. (Broadcasting, Jan. 28) to which the NAB, thus far, has given only lip service.

"Nothing wrong with your set, lady. It's all those detergent commercials so close together!"

—Sid Hix

Drawn for Broadcasting by Sid Hix

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Broadcasting, March 11, 1963
The Mark of the Newest in TV Tape Recorders

In the TR-22, RCA presents a "New Generation" of TV Tape Recorders... fully transistorized. It gives you new ease of operation, new space-saving economy and new reliability. The TR-22's are already in operation in the USA, Canada, and Europe... assuring superior picture quality.

RCA The Most Trusted Name in Television
“87th PRECINCT”

Report: Program under surveillance for a full year, while on network television. Each episode taut and dramatic. Stories of detectives at work, brought to life by an outstanding cast. Audience Evidence: Sizeable. Loyal. In markets like Boston, Miami, Cincinnati, San Diego, Tucson—87TH PRECINCT took first place against high-powered opposition. That's why first-rank advertisers like Bulova, Ford, Gillette, Procter & Gamble, Warner-Lambert sparked national sales drives with 87TH. Current Status: Available to stations as first-run syndicated series—30 dramatic hours to arrest market troubles. Reports show viewers and sponsors on alert for 87TH PRECINCT. Action called for. Stake out your area through...
'63-'64 tv schedule offers bright promise in advertisers' eyes.......................... 27

How the Ohio River links a vast industrial area—A SPECIAL MARKET STUDY.... 75

Tempo of ratings hearings steps up; Nielsen, Pulse to get their innings.......... 44

Local live programming not only criterion for renewal, FCC reminds staff ....... 42

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Flexibility is one of many reasons why Spot Television is the largest growth medium in Advertising today. Frequency of sales message can be matched to markets. Timing can be keyed to short or long sales drives. Testing is efficient and economical. These quality stations offer the best of Spot Television in their markets.

KOB-TV .... Albuquerque 
WSB-TV .... Atlanta 
KERO-TV .... Bakersfield 
WBAL-TV .... Baltimore 
WGR-TV .... Buffalo 
WGN-TV .... Chicago 
WFAA-TV .... Dallas 
KDAL-TV .... Duluth-Superior 
WNEM-TV .... Flint-Bay City 
KPRC-TV .... Houston 
WDAF-TV .... Kansas City 
KARK-TV .... Little Rock 
KCOI .... Los Angeles 
WISN-TV .... Milwaukee 
KSTP-TV .... Minneapolis-St. Paul 
WSM-TV .... Nashville

WVNE .... New Orleans 
WTAR-TV .... Norfolk-Newport News
KWTV .... Oklahoma City 
KMTV .... Omaha 
KPTV .... Portland, Ore. 
WJAR-TV .... Providence 
WTVD .... Raleigh-Durham 
WROC-TV .... Rochester 
KCRJ-TV .... Sacramento 
KUTV .... Salt Lake City 
WOAI-TV .... San Antonio 
KFBM-TV .... San Diego 
WNEP-TV .... Scranton-Wilkes Barre 
KREM-TV .... Spokane 
WTHI-TV .... Terre Haute 
KVOO-TV .... Tulsa
WGN, a pioneer in Mid-America
Recipient of the 1962 Mike Award

Congratulates and
salutes the White Columns
on Peachtree

WSB,
a pioneer in Dixie

...for distinguished contribution to the art
of broadcasting and in recognition of:
dedicated adherence to quality, integrity and
responsibility in programming and management.

RECIPENT OF THE BROADCAST
PIONEERS 1963 MIKE AWARD

Join the Broadcast Pioneers; wear your emblem with pride
If you lived in San Francisco...

...you'd be sold on KRON-TV
From 9:00 a.m. to Midnight, Monday thru Sunday, according to the January, 1963, ARB Television Market Report, KRLD-TV delivers 52% more Metro Share of Audience than Station B, 58.3% more than Station C, and 171.4% more than Station D.

And the margin of leadership in Total Homes Reached per average quarter-hour is even more spectacular — 62.6% more than B, 89.4% more than C, and 255.7% more than D.

Place your ad dollars on the consistent winner. See your ADVERTISING TIME SALES representative for availabilities on Channel 4.

KRLD-TV
 THE DALLAS TIMES HERALD STATIONS
 Channel 4, Dallas-Ft. Worth
 MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

represented nationally by Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

Clyde W. Rembert, President

BROADCASTING, March 18, 1963
Drop-in reverberations

FCC's 4-3 vote against sub-standard spaced drop-ins in seven two-station uhf markets continued to be lively topic last week (BROADCASTING, March 11). Supporters, including ABC, which stood to add affiliates in markets, plus prospective applicants, couldn't understand how FCC Chairman Newton N. Minow was persuaded to vote against his own plan, thus supplying one-vote margin of defeat. Mr. Minow previously had espoused plan whereby there would be automatic transition of drop-in outlets to uhf. Argument that swung him was that drop-ins would delay or even torpedo all-out move for development of uhf, evidenced by all-channel set legislation and government-industry uhf committee organized last week with the blessing of President Kennedy.

In some quarters, reaction to Minow vote was strong enough to question propriety of his voting at all in light of his recent resignation which he has neither denied nor confirmed. There's no certainty, of course, that his successor, whoever he may be, would have voted differently but notion is that Mr. Minow should have disqualified himself in matter involving precedent.

Where are you?

It's toss-up whether Car 54, now in second season on NBC-TV, will find new berth on CBS-TV in 1963-64. Decision was close Friday. If show is accepted, plans are to place it in Wednesdays, 8:30 p.m. period, where CBS-TV now has penciled in Real McCoys for next fall. Program will not be renewed by Procter & Gamble and is being replaced by Grindl in its current period Sundays on NBC-TV.

Alberto-Culver to radio?

Within next week or so, Alberto-Culver may decide to venture significant test of radio in several markets. Radio research plan awaits final okay at top. A-C now spends virtually all its $30 million-plus ad budget in tv. Firm tried to test radio once before during introduction of VO5 shampoo, but test was sacrificed when sudden change in total marketing strategy resulted in big tv blitz in radio research area.

Traffic with the enemy

At least some television network executives are getting wrought up about some of their stars appearing in ads for products they oppose. A-C now spends virtually all its $30 million-plus ad budget in tv. Firm tried to test radio once before during introduction of VO5 shampoo, but test was sacrificed when sudden change in total marketing strategy resulted in big tv blitz in radio research area.

Quotas going up?

U.S. distributors of programs abroad may look forward to brighter days in exporting shows to United Kingdom, still most lucrative foreign market in terms of money but limited by 14% quota on product coming in from outside Britain. Memo quietly being circulated by tv division of Motion Picture Export Assn. of America reports on efforts of two leading British program contractors—Associated Rediffusion and Associated Television Ltd.—to raise quota on tv imports. Associated Rediffusion and ATV are seeking union support for this move, hoping labor will exert pressure on postmaster general to raise quota to 20% or to some "realistic" figure. If move is successful in UK, MPEAA looks for more favorable trading position in other parts of world.

Background to Associated Rediffusion and ATV moves to raise quotas in UK is this: Program contractors produce and sell their own programs but also buy U.S. programs for use on tv in UK. With coming of second BBC-TV network in summer of 1964 and another commercial network in England, program contractors realize they are not geared to produce this volume of programs and look to more imports from America.

S.F. or Miami?

Although Democrats say selection of 1964 convention site is still wide open, insiders expect it to be contest between Miami Beach and San Francisco. Miami Beach has offered $600,000 to party, exclusive of "fringe benefits" but San Francisco told site committee last week it would top that figure (originally San Francisco bid $350,000). What disposition of Republcans will be isn't indicated, but networks would prefer conventions in same city because of expense factor.

Rating ratings

If statistics fly fast—or loose—when two major rating firms take stand in House investigation next week (see page 44), investigators will have top statistician in their corner. Dr. Herbert Arkin, professor of statistics at City College of New York and consultant to Price Waterhouse & Co. accounting firm, joined subcommittee staff last week. Dr. Arkin has never worked with ratings, he said, because they "are so dubious, tenious and contradictory that I've kept away from it." Not enough money is spent to do proper sampling in most broadcast measurements, he has said.

House investigation of rating services hasn't ceased just because hearings are underway. Investigators have been flying around country at night, questioning witnesses on record during day. Surge of information is being wired, phoned and brought to subcommittee by broadcasters encouraged by hearing to step forward. Frustrating portion of complaints are invalid, checking has shown, but some new material is being geared up. Notably silent, sources say, are advertising agencies.

Catv countdown

Catv operators, who have been contacted by officials of National Community Television Assn., are said to be virtually unanimous in support of minimal legislation that would establish federal jurisdiction over catv systems, opposed to state or local regulations. Of several hundred operators contacted, it's reported fewer than dozen opposed proposal, now being whipped into form by NCTA attorneys with collaboration of attorneys in office of FCC Chairman Newton N. Minow (BROADCASTING, Feb. 18).
WE'VE GOT A WAY WITH WOMEN

and it "brings home the groceries" for WJBK-TV advertisers

Channel 2 rings the bell with the gals who make the cash register ring... the big-buying 18 to 35 year olds with the ever-hungry young families to feed. That's what makes Detroit's No. 1 station the No. 1 choice of food advertisers. The big name brands and the big local chains get immediate, traceable results or Channel 2. You can, too! Call your STS man.

WJBK-TV
CBS IN DETROIT

MILWAUKEE  CLEVELAND  ATLANTA  DETROIT  TOLEDO  NEW YORK
WEH-TV  WJW-TV  WAGA-TV  WJBK-TV  WSPD-TV  WHN
MIAMI  CLEVELAND  LOS ANGELES  DETROIT  TOLEDO  PHILADELPHIA
WGES  WJW  KCBS  WJBK  WSPD  WJBG

STORER TELEVISION SALES, INC.
Representatives for all Storer television stations.
WEEK IN BRIEF

Agencymen view the new season's tv programs and see originality and innovations. The consensus is that ABC is the most daring in a break with the past and if successful may be expected to pull to front. See...

BIG BUYERS LIKE NEW LOOK... 27

Congressional committee questions basics of two rating services, hints less than proper field work in surveys made for clients. Harris group to hear Nielsen and Pulse this week in a continuation of the probe. See...

NIELSEN, PULSE NEXT UP... 44

Lorillard's heavy use of network television helps boost sales to over half-a-billion dollars for best year. Cramer tells financial experts the company beamed over 50 million tv commercials into homes during one week. See...

SALES PROVE AD IMPACT... 34

Staff gets word from FCC commissioners: Don't hold up licenses if the only question is the amount of local live programming in prime time. Licenses renewed for 70 Far West stations in a major policy decision. See...

FCC REINS-IN STAFF... 42

An on-the-scene examination of this naturally blessed region, showing how water, minerals, human ingenuity and rivers have been blended into one of the world's great markets, teeming with big industries. See...

RIVER LINKS INDUSTRIAL AREA... 75

Florida Citrus Commission votes to terminate long-time association with Benton & Bowles; will seek new agency among Ted Bates, Lennen & Newell and Campbell-Ewalt. The account involves $5 million. See...

FLORIDA CITRUS DROPS B&B... 38

FCC ready to welcome newspapers in broadcasting if they apply for uhf television, Minow tells Celler committee at news concentration hearings. Group delves into cross ownership between newspapers and stations. See...

NEUWPAPERS WELCOME IN UHF... 62

Broadcasters and manufacturers gather in Washington to determine how best to put uhf across. Meeting throws suggestions out to ease expense of uhf operations, insure programming, meet technical headaches. See...

ORGANIZATION SESSION HELD... 119

Film producers faced with choice of how to pay writers' residuals—current practice of sliding scale based on original payment or flat 4% of gross after first run. The flat fee is mandatory after coming season. See...

HOW TO PAY RESIDUALS... 68

Few journalistic forays into the economy of West Virginia include an examination of its industrial progress. Mostly the accounts of conditions in the state focus with pity on small mountainous communities. See...

WEST VIRGINIA'S TWO SIDES... 92

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the announcer is 17...

...the crew is too. They're part of the Junior Achievement group of high school students who write, produce, direct, star in and sell their own programs on KMTV. These programs are a Junior Achievement first for Omaha. They are typical of the imaginative local presentations which help make KMTV first choice with viewers and advertisers.

Achievements of all KMTV programs are listed in the current ARB.* For example, ARB's Spot Buying Guide shows KMTV has more top-rated availabilities than the other Omaha stations combined.

For greater achievements in Omaha, see Petry about KMTV!

*Jan. '63
RATINGS HURT FREE ENTERPRISE?

Harris sees this result if Congress does not act

Friday testimony before House Special Subcommittee on Investigations put new light on ratings investigation, according to Subcommittee Chairman Oren Harris (D-Ark.).

Broadcast ratings don't have to be "a phony and a fraud to the public," Rep. Harris said after hearing Albert E. Sindlinger, president of Sindlinger \\& Co., Philadelphia. But, pleased chairman said, Congress would be jeopardizing free enterprise system if it permits industry to continue present "use" made of ratings without regard to accuracy.

Subcommittee begins third week of rating hearings today (Monday) with list of media, advertiser and performer witnesses (see page 44, 50), to be followed by the Pulse Inc. and A. C. Nielsen Co.

Without specifically criticizing other audience survey firms, Mr. Sindlinger said that his company over several years of research had determined that none of their methods give accurate results. He said Sindlinger has tried them all and uses telephone recall as the most effective. Sindlinger was the first to develop an instantaneous measurement—in 1948 with Radox, he said.

This consisted of permanent sample of 642 homes in Philadelphia, he said, but method was dropped after Nielsen representative learned location of sample homes from telephone company. He charged that permanent sample results could be rigged by locating and controlling homes involved. Also, Mr. Sindlinger said, permanent sample through use of diaries or Audimeters does not survey typical audience because respondents become "biased cooperators."

Two Clients • Sindlinger has 95 full-time employees and 380 field interviewers who take samples seven days a week and are closely supervised by home office, he said. Most of firm's surveys are taken for non-broadcasting clients with only 8% of revenue from radio- tv, he said. DuPont is only tv subscriber, paying firm $4,000 weekly for measurements of DuPont Show of the Week, and ABC Radio, which canceled Nielsen last summer, is only radio client, Mr. Sindlinger said. Firm does not make local measurements for stations.

Major fault lies with use made of ratings, he said. All five subcommittee members present praised Sindlinger presentation, which included 74-page appendix and 24 charts.

Rep. Harris told Mr. Sindlinger his testimony was "quite an indictment of the industry" but showed hope that broadcast ratings did not have to be "a phony and a fraud on the public."

Mr. Sindlinger told Rep. Paul Rogers (D-Fla.) that he would not object to federal licensing and uniform standards for rating services.

Ed Hynes, president of Trendex Inc., said his "relatively small" firm reports local radio listening and some national tv viewing through its telephone coincidental surveys but is not responsible for subscriber use in advertising.

Citing media ads in trade publications, subcommittee maintained that error variations in Trendex ratings showed many ad claims are unfounded in fact. There are "many uses" for which his reports should not be projected, Mr. Hynes said. Rep. John E. Moss (D-Calif.) described as "the most tortuous type of abuse the manner in which these are utilized."

Dr. Herbert Arkin, statistical consultant to subcommittee, criticized some common procedures used in telephone surveys and said some results could be off as much as plus or minus 30%.

Cox gets Senate approval to replace Craven on FCC

Kenneth A. Cox, FCC Broadcast Bureau chief, was confirmed as commissioner by Senate Friday. Action took place in executive calendar session. There were no objections.

Earlier in week, Senate Commerce Committee approved Mr. Cox's nomination, with only dissent by Sen. Strom Thurmond (D-S.C.) (see page 64). Mr. Cox plans to take oath sometime this week.

He succeeds T. A. M. Craven for remainder of Mr. Craven's current term, and June 30, and for full calendar term beginning July 1. Mr. Craven reached mandatory retirement age of 70 last January.

FCC names tv outlets which win renewals

FCC on Friday released list of stations whose licenses were ordered renewed in action in which commission instructed staff to ignore "6 to 11 p.m." question of local live programming in prime time (see story page 42). List includes 64 stations, but officials indicated others might be added this week. They include:

- Arizona—KJVA (TV) Yuma, KTVF (TV), KOLD-TV Tucson.
- Idaho—KLBN (TV) Kuna; KTVB (TV) Kuna.
- Idaho—KBLL (TV) Twin Falls.
- Texas—KTVH (TV) Amarillo; KZTV (TV) Waco.
- Texas—KTVB (TV) Lubbock; KTVH (TV) Killeen.
- Texas—KTVH (TV) Waco; KXAS (TV) Dallas.
- Texas—KXAS (TV) Dallas; KTXA (TV) Dallas.
- Utah—KUTV (TV) Salt Lake City.
- Utah—KSTG (TV) Salt Lake City.
- Utah—KTVW (TV) St. George; KTVX (TV) St. George.
- Utah—KSL (TV) Salt Lake City.
- New Mexico—KOB-TV Albuquerque.

Metromedia adds KLAC in $4.5 million deal

Purchase of KLAC Los Angeles by Metromedia Inc. for about $4.5 million is being announced jointly today (March 18) by Mortimer W. Hall, president of Hall Broadcasting Co., owner of station, and John W. Kluge, chairman-president of Metromedia. The deal is subject to FCC approval.

Metromedia recently bought KTTV (TV) Los Angeles for $10.4 million, subject to FCC approval (Broadcasting, Jan. 2). Metromedia, through its Metropolitan Broadcasting Div., also owns...
WEEK'S HEADLINERS

Charles C. Bevis Jr., assistant executive director of Assn. of Maximum Service Telecasters, Washington, D. C., appointed executive director of Assn. on Broadcasting Standards, newly formed group of over 50 standard broadcast stations. Mr. Bevis will assume his new position immediately at association's headquarters at 1741 DeSales St. in Washington. With over 25 years in broadcasting, Mr. Bevis is well known as radio and tv station manager. He was associated with NBC for 23 years, serving in various station and staff executive positions. Previous NBC assignments include general manager of stations: KOA Denver; WNBK (TV) (now KYW-TV) Cleveland; and WBUF (TV) (uhf outlet since relinquished by NBC) Buffalo. N. Y. He also served as general executive on staff of Charles R. Denny, who was at that time executive vp in charge of NBC-owned stations, Spot Sales, radio network and international divisions.

Edward A. Grey, senior vp in charge of media operations at Ted Bates & Co., New York, joins McCann-Erickson, effective April 1, as senior vp in charge of tv programming and media for New York office. Mr. Grey, who began his advertising career in 1936, held various media department posts at Newell-Emmett Adv., Albert Frank-Guenther Law, and former Biow Co. before joining Bates in January 1955 as media group supervisor. Later that year he was elected vp and associate media director, and in 1958, was elevated to senior vp and member of board of directors.

William R. Baker Jr., honorary chairman of Benton & Bowles New York, elected board chairman of The Advertising Council at organization's 19th Washington conference last week (see story, page 32). He succeeds Leo Burnett, chairman of Leo Burnett Co., Chicago, who remains on council board.

Michael H. Dann, vp, network programs New York, CBS-TV, appointed vp-program, replacing Hubbell Robinson, who resigns as senior vp-programs. Oscar Katz, vp network programs at CBS-TV from 1959-1962 and vp-daytime programs since July 1962, named to new post of CBS-TV vp-program administration. Mr. Katz's appointment announced by Mr. Dann after resignation of Alan D. Courtney as vp-network programs, position he held since July 1962. Mr. Robinson's resignation is as second of network's top program executive in past four years (see story, page 29).

For other personnel changes of the week see FATES & FORTUNES

and operates WNEW-AM-TV New York, KMBC-AM-TV Kansas City, WTTG (TV) Washington, WHK Cleveland, WIP Philadelphia, KOVR (TV) Stockton, Calif., and WTVF (TV) Decatur and WTVH (TV) Peoria, both Illinois. Howard E. Stark was broker.

Greater Boston loses again in ch. 5 fight

FCC last Friday denied request by Greater Boston TV Corp. that commission reconsider its grant to WHDH-TV Boston of four-month license to operate ch. 5 (BROADCASTING, Oct. 1, 1962).

Commission has granted until March 26 for filing of applications in competition with WHDH-TV's renewal application (AT DEADLINE, Feb. 4). Greater Boston was unsuccessful applicant for ch. 5 in original 1957 hearing.

Print loss is tv's gain, House counsel testifies

Major national advertisers raised their spending on tv by 8% over a five-year period, while they reduced newspaper buying by 5%. This information was placed in record of House news concentration hearing (see page 62) by Stuart Johnson, counsel for committee, at Friday session during re-examination of Stanford Smith, general counsel of American Newspaper Publishers Assn.

Johnson said 49 of top 100 national advertisers, responding to committee questionnaire (BROADCASTING, Jan. 28), indicated that in 1957 they put 39.78% of their money in tv and ran this up to 47.4% in 1961. During same period spending in newspapers went down from 23% to 18.08%.

DuPont awards to Smith, WFMT(FM) and KVOA-TV

WFMT (FM) Chicago, KVOA-TV Tucson, Ariz., and Howard K. Smith, ABC news commentator, were announced today (Monday) as winners of Alfred I. duPont radio & tv awards for 1962.

Awards will be presented at banquet in Washington, D. C., next Monday (March 25). Dean Gilbert Seldes of Annenberg School of Communications, U. of Pennsylvania, will be principal speaker.

NL&B executives gather 150 strong in Chicago

Some 150 top executives of Needham, Louis & Brborby, Chicago, and key officials of agency's New York, Hollywood and Toronto offices gathered at Chicago's Pick-Congress Hotel Friday-Saturday for first major reorientation-updating session to be held by agency in its history.

Fall broadcast plans also were previewed. Chicago offices were closed Friday. NL&B's tv-radio billings are about $24 million, over half of total handled by agency.

MBS announces three for affiliates board

Roger Beane, WSSV Petersburg, Va. (District 3); Gene Trace, WBBW Youngstown, Ohio (District 5); and Sherwood R. Gordon, KSDO San Diego (District 11) have won special run-off election for Mutual Affiliates Advisory Committee.

Contests in three districts had originally been tied. Mutual notified stations of vote Friday (March 15).

Results in other districts were announced last week.

SAG seeks 6% of gross for movies on pay tv

Proposal that actors employed in theatrical movies released to pay tv be given 6% of worldwide gross (less distribution expenses not to exceed 40%) will be made by Screen Actors Guild in negotiations to start March 25, SAG said yesterday (March 17).

Guild will also ask for advance of 75% to be paid at time of first release of any movie to pay tv. Present contract calls for producer to pay SAG 6% of world gross from use of theatrical pictures on free tv, less 40% distribution costs, but without advance payment.

Japanese color for $295

Japanese-made 16-inch color tv set is to be introduced in U.S. next fall to sell at $295 by Majestic Electronics Inc., Los Angeles. Made by Toshiba, set already is on market in Japan.
These shipping orders—they're getting longer and longer. So I calls up the Traffic Manager and says, "Look, old buddy, what goes with the shipping sheets?" He tells me that ever since the ratings came out, stations are ordering up these Warner Bros. TV shows like they was the only ones around. "No wonder," he says. "Maverick's right up there among the top ten off-network shows in markets like Los Angeles, Sacramento, Baltimore, Dallas-Fort Worth, Tampa, Indianapolis and others. Shows like Surfside 6, The Roaring 20's and Bourbon Street Beat are reaching more homes in many markets than network competition—in prime time yet." Then he gives me the back-buster. It's gonna be even worse when the March ratings show what that western strip—Maverick, Bronco, and Sugarfoot—does. Brother... do I hate ratings!

WARNER BROS. TELEVISION DIVISION
666 Fifth Avenue, New York 19, N.Y. Circle 6-1000

MAVERICK • SURFside 6 • SUGARFOOT • THE ROARING 20'S • BRONCO • BOURBON STREET BEAT • LAWMAN
a whopping 69% increase in three years

WTVV's total homes reached from 6 P.M. to 10 P.M. has increased steadily each year as shown in the following figures taken from the year-end ARB Reports.

25,500 in 1962
20,000 in 1961
17,800 in 1960
15,100 in 1959

WTVV operates on Channel 4 at full power from Alabama's tallest tower, 1549 feet above sea level.

WTVV serves nearly 200,000 homes in three states with the best CBS, ABC and local programming.

add up the facts about WTVY

DOThAN, ALA.
then call:

THE MEEKER CO., National Reps, SOUTH-EASTERN REPRESENTATIVES, Southern Rep; or F. E. BUSBY at 205 SY 2-3195.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

MARCH

*March 18—Western States Advertising Agencies Assn. dinner meeting, Sheraton-West Hotel, Los Angeles. Bob Klein and Alan Barzman, principals of Klein/Barz- man, commercial production firm, will speak. Ted Neole Jr. is program chairman. Marvin Cants, WSSA president, will preside.

*March 18—Extended deadline for comments in FCC inquiry into the objectionable loudness of commercial announcements and commercial continuity over om. fm and tv stations.

*March 18—Reply comments to FCC's proposed fm allocations table.

*March 18—Special hearing on import duties on video tape (see story, this issue) U. S. Tariff Commission, 9th & F Sts., N. W., Washington, D. C.

*March 19—Hollywood Ad Club luncheon meeting on color tv at NBC color studio in Burbank, Calif. Jack M. Williams, RCA Sales Corp. vp for advertising and sales promotion, will discuss color tv. Luncheon will be followed by a tour of the color studios. Door prize is a color tv set.

March 20—National Educational Television and Radio Center, spring meeting of program managers and station managers of affiliated non-commercial educational television stations. Park Sheraton Hotel, New York.


*March 22—Massachusetts AP Broadcasters Assn. meeting, Boston.

March 22-25—Spring convention of Arkansas Broadcasters Assn., Sam Peck Hotel, Little Rock. Speakers will be Blair Vedder, vice president and media director of Needham, Louis & Brotroy and Roy Moore, special agent, FBI's Little Rock office.

March 22-23—Arkansas AP Broadcasters Assn. meeting, Little Rock.

*March 23-24—Annual convention of the Intercollegiate Broadcasting System, Gould Student Center on the campus of New York University in the Bronx, New York City. Fred Ruef, vice president in charge of station administration, CBS Radio, will talk on "Seven Secrets of Success—Characteristics of a No. 1 Station." This convention follows the IRTS conference, March 21-22.

*March 25—Hollywood Ad Club Shirtsleeves session on "Creative Media Selling," 12 noon to 2:30 p.m., Hollywood Roosevelt. Emil Reisman, advertising manager, Gallenkamp Shoe Stores, chairman; Rick Rusk, associate producer, NBC Relaxacisor; David Blair, Bullock's department store; Robert Forestal of McNaughten, Laub, Forestal and Jeff Rogers of Honig-Cooper & Harrington will report on successful advertising ideas contributed by media salesmen. Jack O'Mara, TyB western manager, will preside.

March 25-28—Institute of Electrical & Electronics Engineers, international convention, New York Coliseum and Waldorf-Astoria Hotel.

March 26—Final date for the filing of applications for ch. 5 In Boston. Applications will compete comparatively with present W Về-4, TV.

March 26—Board of Broadcast Governors hearing, Ottawa.

March 27—Eleventh annual Management Conference of U. of Chicago, McCormick Place, Chicago. The one-day conference is sponsored by the Graduate School of Business and the university's Executive Program Club. Charles G. Mortimer, chairman of Columbia's School of Business, will speak at the evening conference banquet on "Developing a Climate Conductive to a Growth Economy."

*March 29—The Chicago chapter of Sigma Delta Chi (The Headline Club) dinner meeting, 6:30 p.m. (cocktails 5:30), Sheraton-Chicago Hotel. Walter Salinger, White House news secretary, will speak on managed news and other press-government friction.

March 29—Advertising Women of New York Foundation, World's Fair Ball, Grand Ballroom, Waldorf-Astoria Hotel, New York City. Cocktail service, 6:30 p.m.; dinner, 7:30 p.m.; dancing to Lester Lanin's orchestra from 8:30 p.m. to 2:00 a.m.


March 29-30—Spring conference of Sixth District (Illinois, Indiana and Michigan) of Advertising Federation of America, Sheraton-Chicago Hotel, organized by Chicago Federation Advertising Club, extends welcome to broadcasters. Speakers include AFA Board chairman Leonard Head, National Cash Register Co. and AFA's new president, Mark F. Cooper. Celebrity reception is scheduled March 29, 6-8 p.m., at Mid-America Club.

March 29-30—National Assn. of Educational Broadcasters Regional II conference, Tampa, Fla. "TV-Turned on to St. Petersburg" (educational ch. 3) is host station for conference and its general manager, LeRoy Lastinger, is conference chairman. Among the speakers are William Harley, NAEB president, and Richard Hull, of Ohio State U., NAEB board chairman.

*March 31—Board of directors meeting, Institute of Broadcasting Financial Management, 9 a.m., Blackstone Hotel, Chicago.

March 31—Assn. of Maximum Service Telecasters annual membership meeting, Conrad Hilton Hotel, Chicago.

*March 31—Annual meeting of the Assn. of Professional Broadcasting Education, Chicago. Dick Mendenhall, editorial director of WSB-AM-TV Atlanta, Ga., and Charles McDougal, head of radio-tv sequence at the University of Georgia's School of Journalism, will speak.

March 31-April 3—Annual NAB convention, Conrad Hilton Hotel, Chicago.

APRIL

April 1—Deadline for petitions to FCC for reconsideration of its new rates for leased, private telegraphic services and establish-
"I get your signal, baby..."

"Shhh! People are watching!"

More people are always watching WJXT. With a striking lead of 307% more homes outside the metro area and 27% more homes inside Jacksonville itself... with 46 out of the top 50 breaks... WJXT is the only efficient way to reach the total North Florida/South Georgia regional market.

Source: Nov. 1962 NSI, Mon-Sun., 9 A.M. to Midnight
BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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EDITOR AND PUBLISHER
Sol Taishoff

Editorial

Vice President and Executive Editor
Edwin H. James

EDITORIAL DIRECTOR (New York)
Rufus Crater

MANAGING EDITOR
Art King

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ASSISTANT PUBLISHER
Lawrence B. Taishoff

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Publications and Circulation

DIRECTOR OF PUBLICATIONS
John P. Cosgrove

CIRCULATION MANAGER: Frank N. Gentile; CIRCULATION ASSISTANT: David Cusick, Edith Liu, Burgess Hess, German Rojas, Eugene Sheskin.

Bureaus

New York: 44 Madison Ave., Zone 22, Plaza 3-8334.

DIRECTOR OF BUREAUS
Rufus Crater; BUREAU NEWS MANAGER: David W. Berlyn; ASSOCIATE EDITOR: Rocco Famighetti; STAFF WRITERS: John Gardiner, Diane Habert, Larry Littman, ASSISTANT: Frances Bonovitch.

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Chicago: 360 N. Michigan Ave., Zone 1.

Senior Editor: Lawrence Christopher; MIDWEST SALES MANAGER: Warren W. Middleton; ASSISTANT: Barbara L. Frank.


Senior Editor: Bruce Robertson; WEST SALES MANAGER: Bill Merritt.

TORONTO: 11 Burton Road, Zone 10, Hudson 5-2694. CORRESPONDENT: James Montagnes.

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* Reg. U. S. Patent Office

Copyright 1963: Broadcasting Publications Inc.

BROADCASTING, March 18, 1963
You’d expect to pay a nickel for such a nail

This tempered-steel nail will penetrate poured concrete.

1. It is shown three times actual size to clarify the details.

2. Notice the lengthwise fluting on the shaft: it prevents splitting, whether you are driving into concrete or wood.

3. The fluting gives the nail a screw-like grip. It won’t pull out.

4. The head will not split off. See how it is shaped to countersink itself on the final blow of the hammer.

5. Good as it is, you can buy a pound of these nails for 49¢. There are approximately 100 in a pound.

MORAL:
There is no such thing as a dull product. Only dull approaches to interesting products. What’s your problem?
“MIDDLE OF THE NIGHT”...
Kim Novak and Frederic March head an inspired cast in this intense drama that prize-winning author Paddy Chayefsky fashioned from his own Broadway success. It's another of the 73 great box-office hits, newly released for television, that have been added to the roster of the COLUMBIA POST-48's.


The COLUMBIA POST-48's are distributed exclusively by SCREEN GEMS, INC.
LEADS IN PROGRESS

WIBC's Jim Shelton and Easy Gwynn are seen before a photo of the nearly completed Northwest High School where they'll soon originate programs in WIBC's 13-year-old series of broadcasts from area high schools. Northwest is but one of 10 new schools opening in metropolitan Indianapolis this year. Nineteen more will receive major additions.

Expanding education in Indianapolis is just one of the many signs of solid growth. New commercial, industrial and government buildings are evident in all sections of the county. Apartment, home and shopping center construction abounds. This growth reflects a healthy, diversified economy with $30,000 gainfully employed.

LEADS IN AUDIENCE

WIBC long has dominated the radio scene in Indianapolis and Indiana. Thirty-eight daily newscasts, consistent editorials, music and personalities with widest popular appeal are combined in programming that has earned for WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.*

  Pulse Metropolitan Area Survey, October, 1962.
  Pulse 46-County Area Survey, October, 1962.

2835 N. Illinois Street
Indianapolis 8, Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN

50,000 WATTS WIBC 1070 KC

The Friendly Voice of Indiana

workshop on international advertising. Hotel Plaza, New York.

April 18-20—Twentieth annual Alpha Epsilon Rho convention, Hotel President, Kansas City, Mo. Delegation of students of broadcasting from 32 universities.

April 18-21—Annual spring convention of Mississippi Broadcasters Assn., Broadwater Beach Hotel, Biloxi, Golf tournament on 18th. First business session at 1 p.m. on the 19th.

April 19—Michigan AP Broadcasters Assn. meeting, Lansing.

April 19-20—Annual convention of New Mexico Broadcasters Assn., Alvarado Hotel, Albuquerque. NAB President LeRoy Collins will be principal speaker.

*April 20—Seventh annual convention of the UPI Broadcasters Assn. of Connecticut, Yankee Silversmith Inn, Wallingford, Conn.


April 21-25—Ninety-third convention of Society of Motion Picture & Television Engineers, Traymore Hotel, Atlantic City.

*April 22-23—Conference on broadcasting and mental health, under joint sponsorship of National Assn. of Broadcasters and National Assn. for Mental Health, U. S. Hotel Thayer, West Point, N. Y. The conference will open with a luncheon at the Harvard Club in New York City on April 22 and from there will move to West Point by chartered bus. Conference co-chairmen are LeRoy Collins, NAB president, and Dr. William C. Menninger of the Menninger Foundation.

April 25-27—Annual convention of Fourth District of Advertising Federation of America, Cherry Plaza Hotel, Orlando, Fla. Speakers include: Ralston H. Collins, RCA, New York; Mark Cooper, AFA president; Whit Hobbs, BBDO, New York; Margo Sherman, McCann-Erickson, New York; Hobart Franks, Atlanta Journal and Constitution; Thomas Moore, ABC-TV, New York.


April 26—Pennsylvania AP Broadcasters meeting in Pittsburgh.

April 26—15th anniversary ball of Bedside Network of Veterans Hospital Radio & TV Guild, Plaza Hotel, New York.

OPEN MIKE

K&E's justifiable crowing

EDITOR: We're proud to have produced the world's best radio commercial (Broadcasting, March 4). One copy of this issue just doesn't seem to be enough to go around. Please send two additional copies for our files.—Alice M. Liddell, media director, Kenyon & Eckhardt, Boston.

(The radio spot for Hood Banana Split ice cream, K&E client, was judged the best radio spot in the Hollywood Advertising Club's International Broadcasting Awards.)

Honors to salesmen

EDITOR: Our friends in the insurance business can show us a thing or two about honoring their salesmen. I refer specifically to the "Million Dollar Round Table."

Has it ever been suggested to you
Baseball's great center fielder, S. F. Giant Willie Mays, displays his ease and grace in robbing another batter of a sure hit. San Francisco Examiner photographs by Charlie Doherty.

**SPORTS...**

Live and direct. That's what sports fans in the San Francisco-Oakland market expect (and receive) from KTVU. And sports is what they watch in growing numbers. Over 1,250,000 viewers per average minute watched the Giants-Dodgers games on KTVU last September. Northern California's top sports events are seen on KTVU—Seals Ice Hockey, Warriors NBA Basketball, the Bing Crosby Golf Tournament, College Basketball, Wrestling and Roller Derby—all are live and direct on KTVU. Just another reason why KTVU is the nation's LEADING independent television station.

The Nation's LEADING Independent TV Station

KTVU

CHANNEL 2

SAN FRANCISCO • OAKLAND

Represented Nationally by H. R. Television, Inc.
that perhaps Broadcasting Magazine could have a "25-Year Radio Round Table," with strict membership requirements?

I'm only 39, [but] I have been in radio continuously for 23 years and I'm proud of the time sales made in that period.

How about helping us get more class in the wonderful radio business.—Walter H. Stamper, commercial manager, WAPO Chattanooga, Tenn.

Back to Oct. 15, 1931

EDITOR: ... I would like to apprise your readers of the fact that our institution is pressing forward in the accumulation of materials dealing with the broadcasting industry. We are particularly desirous of obtaining for our collection a complete file of your magazine. And the assistance that either you or your readers can give will be warmly appreciated and of enormous use in the years ahead.—Arthur Knight, curator, Hollywood Museum, 8833 Sunset Blvd., Los Angeles 69.

(Except for a few bound volumes that are a permanent part of our library, there are no extra complete files for the 25½ years we've been publishing. However, we pass along the request in the hope that some of your readers may be able to help Mr. Knight).

What's so funny?

EDITOR: With regard to your March 4 story on the NAB's annual conference of state association presidents, the picture captions infer that these distinguished gentlemen and their invited guests were discussing our problems and matters pertaining to broadcasting.

By the facial expressions in the pictures, I deduce that some pretty good jokes and stories were told at the conference, in addition, of course, to the transaction of business matters.—George Weiss, president, WBBQ-AM-FM Augusta, Ga.

Dissents on Belden report

EDITOR: Eagle Pass, Tex., is one of the Mexican-American markets described in your Feb. 28 issue. How the [Belden] report can take such a little sampling and get any information whatsoever on the listening and buying habits of the Mexican-American people is beyond me. A sampling of Los Angeles and San Antonio gives no indication of the people along the Mexican border where the [Spanish-speaking] population runs as high as 70%. We have been operating border stations for ten years and living and dealing with these people very closely. We think they are the finest, most loyal listeners that any radio station could have.

The survey showing 83% of the homes having radios and 87% of the homes having television is absolutely absurd. Also, we find that our local advertisers prefer English to Spanish advertising by a 60-40 ratio.—E. J. Harpole, general manager, KEPA Eagle Pass, Tex.

Provides all the answers

EDITOR: I want to congratulate you on the professional job that has been done in compiling such a wealth of referable data in the 1963 Yearbook.

Our broadcast people keep this Yearbook on top of their desk for quick and handy reference to answer the myriad of questions that arise on a most frequent basis.

Because of its wide editorial scope it is constantly referred to in answering such questions as station ownership, NAB codes, ownership transfers, audience composition, etc.

If I could suggest one area of improvement, it would be in the area of added technical details which you handle so professionally.—Marion Harper Jr., president, Interpub Inc., New York.

Another for radio drama

EDITOR: I have to express 100% agreement with John Stolz (Open Mike, March 4) that radio drama is not out of place if properly programmed. For a long, long time I have felt the same way. Drama could serve a definite purpose in today's radio.

There must be a number of masters stacked in dusty recording rooms. I know the writers are available and the actors are ready and willing to help revive a part of broadcasting that has been missing too long.

Sponsors are receptive to the idea of radio drama. The question is: are the broadcasters ready to leave what has become the beaten path and program something different.—Ken Bichl, president, Cleveland local, American Federation of Television & Radio Artists.

Straightening the record

EDITOR: In your March 4 CHANGING HANDS, there are several mistakes. KAVE-AM-TV was sold to John Dema. The majority stockholder is Mrs. Edward Talbott since Edward Talbott passed away Jan. 19. And the stockholders of KAVE-AM-TV have no interest in KMOD-TV, which is a Trigg-Vaughn station.—Tom Wiseheart, vice president & general manager, KAVE-AM-TV Carlsbad, N.M.

(The references to Mr. Talbott as chief stockholder as well as the inclusion of KMOD-TV in the item were picked up from an erroneous release from the broker.)
A circle of admiring faces. Indicative of the very special way children (and their approving mothers) think of Jerry Haynes. He’s WFAA-TV’s “Mr. Peppermint,” now in his third year of making big sponsors and little viewers happy. He’s one more reason why WFAA-TV is closest to the Dallas, Ft. Worth market.
Television packs power into personal salesmanship

“Believability” may have become an overworked word in these skeptical times in the intensely competitive world of advertising and marketing.

But we at Norge have never been more convinced of the selling power of a personality who possesses this elusive trait and can communicate it to television viewers. This conclusion comes from our experience as a participating sponsor of Lunch With Ernie, the ABC-TV noontime program which stars Tennessee Ernie Ford.

The results have been extremely gratifying not only to us but also to Norge dealers and distributors throughout the country. They prove once again that effective selling is still very personal, very individual—one speaking to just one other, though the listener may be multiplied millions of times through the magic of our newest medium.

Ad Battleground • In the appliance industry consumer confidence in the quality and performance of the product is absolutely essential. It is no easy task to convey this quality of reliability to a viewer who is bombarded with competing claims throughout the day.

Norge has been a broadcast advertiser for many years, going back to the early days of radio. The use of the broadcast media is an important part of our overall marketing planning.

The appliance industry generally has been a heavy user of both radio and television, particularly at the local level. Norge is no exception. A substantial percentage of our marketing dollar goes into the broadcast media where Norge now spends more than $1 million a year, including cooperative money.

Until the fall of 1962 Norge for several years had confined its television activity on behalf of our appliance line to spot schedules. These were productive. But we also were aware of the benefits of association with a program on a continuing basis where this continuity enhances our product story.

This opportunity came several months ago with the Ernie Ford Show as it was then called. At that time the program was seen in most markets from 11:30 a.m. to noon. It seemed to us that both the time period and the format were made-to-order for us to reach our prospect, the homemaker, in an excellent atmosphere.

Personal Touch • Even more important, however, was the personality who was to be the star of the program. Norge then had only recently offered a two-year parts and service warranty through our dealers as evidence of our faith in the quality and reliability of our automatic washers. We felt that we had to be associated with a performer whose own reputation would authenticate the story that we wanted to tell.

Perhaps more than any other personality, we believe, Tennessee Ernie Ford not only met but exceeded this qualification. In making our decision we took into consideration Mr. Ford’s integrity in his approach, not only to the program but also to the products to be advertised on that program. We knew that a part of his standard procedure is to use and analyze the products himself to test product claims before accepting commercial assignments. We considered, too, Mr. Ford’s previous association with quality products of other well-known and respected manufacturers.

We became a participating sponsor for an initial 13-week period in the fall and renewed our sponsorship this February for another 13-week period through May in 173 markets. Our participation in the program and Mr. Ford’s own unique way of presenting Norge appliance commercials have been most important, we believe, in helping to produce the sales gains which we have enjoyed.

Selling Climate • Now called Lunch With Ernie and in the 12:12-13:00 p.m. period, the program has steadily built a loyal audience. The free-and-easy format and Mr. Ford’s relaxed handling of audience and guests, we think, provides an atmosphere that increases the viewer’s receptivity to our commercials.

While some advertisers would prefer their commercials delivered “as is,” Norge prefers that Mr. Ford handle our commercials in his own refreshing way. For example, we certainly don’t object to his saying “sloshing around in there” in place of “agitation” when he describes automatic washer features. We also have benefited from occasional sketches that Mr. Ford has built around our products, sometimes just preceding our scheduled commercial for an automatic washer or dryer.

Mr. Ford’s obvious enthusiasm for the products has had a marked effect on the enthusiasm of our dealers and on all of us as well. Many of our distributors and dealers have purchased tie-in spots in local station availabilities to get extra impact from the national program in their own communities.

We also have prepared program-related ad mats for use as drop-ins in local newspaper advertising and have provided dealers with tie-in window banners and other in-store materials. We strive to obtain the fullest merchandising profit possible.

At Norge we also have called attention to our participation in this program through an extensive trade advertising schedule. Although our ads do not quote Mr. Ford or imply his personal endorsement of our appliances, they do employ his vernacular to emphasize how effectively he is selling Norge products on behalf of our dealers.

Dealer Response • Norge distributors and dealers are enthusiastic about our association with the show. Mr. Ford has made kinescopes for use at distributor-dealer meetings and his “appearance” via such film was a highlight of a recent Norge dealer trip to Spain. These filmed chats with the distributors and dealers employ the same friendly approach that is so effective with the viewers of the program.

Our participation in Lunch With Ernie currently is emphasizing our matching “Touch ‘n’ Wash” washer and “Touch ‘n’ Dry” automatic dryer. These two new laundry appliances feature simplified controls as contrasted to a multiplicity of buttons. During the next few weeks Norge refrigerators will be the subject of our commercials. And we know they’ll move, too. They can’t miss with the power that TV packs into personal selling.

James D. (Dan) Dougherty is vice president in charge of domestic appliance sales for the Norge Div. of Borg-Warner Corp., Chicago. He directs the national sale of Norge home appliances through 87 independent distributors and 10,000 retailers. He joined Norge in 1954 and has been national refrigerator sales manager, field sales manager and district sales manager for Montana, Oregon and Washington. Before joining Norge he was with F. B. Connelly Co. of Oregon, Portland.
Why buy St. Louis?

DIVERSIFICATION ... the most highly-diversified major market in the nation ... delivering consistent, stable purchasing power!

WAGES ... a steadily-employed labor force, earning wages 22% higher than the national average ... more sales potential for you!

GROWTH ... 2,126,000 sales prospects in the metropolitan area alone—a 45% increase since 1930 ... new, growing families with new, growing needs!

BUYING POWER ... $4,748,209,000 in net effective buying income ... a 67% increase in ten years!

DYNAMIC DEVELOPMENT ... the largest, most dynamic urban-redevelopment plan in the nation ... a rebirth of civic energy that has won the attention of the nation!

PENETRATION ... the nation's easiest major market to penetrate, through the "Voice of St. Louis," each week reaching 77% of the homes in this thriving market ... the greatest percentage of penetration delivered by any radio station in America's top ten markets!

PROGRESS ... is St. Louis!

KMOX RADIO

A CBS Owned radio station
Represented nationally by CBS Radio Spot Sales

* cumulative Pulse 1962
WHAT DO YOU LOOK FOR WHEN YOU BUY RADIO AND TV?

MANAGEMENT? PERSONNEL? EXPERIENCE? COMMUNITY SERVICE?
TALENT? PROGRAMMING? COMMUNITY ACCEPTANCE? COVERAGE?
FACILITIES? RESPONSIBILITY? MARKET SIZE? REACH 'N' RATINGS?

YOU GET EVERY ONE OF THESE ATTRIBUTES...AND MORE...FROM EACH OF THE GREAT STORER STATIONS!

IMPORTANT STATIONS IN IMPORTANT MARKETS

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STORER
BROADCASTING COMPANY

BROADCASTING, March 18, 1963
FAVORITE THROUGHOUT MARYLAND JOHNS HOPKINS HOSPITAL, BALTIMORE
WBAL-RADIO 1090 BALTIMORE MARYLAND'S ONLY 50,000 WATT STATION
NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
March 18, 1963, Vol. 64, No. 11

BIG BUYERS LIKE '63-'64'S LOOK

Agencies think pilots promise many program innovations

ABC-TV's daring reshuffle of line-up causes most comment

NBC-TV keeps tested formats; CBS-TV has advantage of strength

Agency executives entrusted with the investment of close to half a billion dollars a year in network television think the 1963-64 season's schedule may be the most exciting in years.

Based on pilot films they've seen and scripts they've read, they feel that, taken as a whole, the network's program blueprints for next fall promise a rare degree of originality and innovation.

This consensus emerged clearly, although by no means unanimously, from an informal survey conducted by Broadcasting among top programming and media executives at leading advertising agencies. These agencies placed more than $480 million in billings for time and talent on the three networks last year.

Record Buying • The judgments these executives expressed, however alike or dissimilar in details, are the same judgments on which, for the most part, they are now and for several weeks have been buying into the new schedules at an unparalleled rate (Broadcasting, Feb. 25, et seq).

The patterns of their spending testify to their enthusiasm for the programs they have bought or optioned—and their lack of it for those they have abandoned or refused. In the survey, however, they gave their views on the whole spectrum of network prime-time programming—including specific new shows that struck them as unusually promising or unusually drab—whether they were involved in the buying or not.

They also gave their opinions on how the 1963-64 schedule changes will affect the networks themselves, with this consensus:

• Next season should be a critical one for ABC-TV, which of the three networks will be programming the greatest number of new prime-time shows.
• CBS-TV should once again dominate the three networks in the nighttime, although a few agency programmers felt that its lead may be cut.
• NBC-TV was seen as banking heavily on tested formats, with little "new excitement" going into its schedule through the new series now being planned. NBC seemed to out-rank ABC for second spot, however, some authorities thought this race would be a toss-up.

ABC-TV was credited almost universally by agency men with attempting the most daring moves, deviating markedly from its previous pattern of westerns and action-adventure. The network was at a critical point, executives felt, and sharp breaks from its previous strategy may be urgently needed.

CBS-TV was regarded as programming from strength, having approximately five and one-half weekly hours to replace and, agency men concurred, if wisely elected to substitute with a balanced diet of name personalities, historical drama and situation comedy. They believed that CBS-TV's overall balance and programming strength have been preserved.

There was less agreement on the soundness of NBC-TV's moves. Rated this season somewhere between CBS-TV's resounding success and ABC-TV's generally "poor" showing, NBC-TV has not, in the view of many agency programming directors, planned enough different moves to alter its competitive position significantly next season.

Waiting Game • NBC-TV, some warned, has only delayed a decision on what to program on two important nights as a result of planning motion pictures on both Saturday and Monday nights. Other critics of the network's plans saw a proven pattern of anthologies (such as that used in the past for Dick Powell Theater) becoming the norm at NBC-TV—for example, the anthologies that will back the Bob Hope and Perry Como programs, as well as fill the new Richard Boone hour.

But NBC-TV's supporters contended it has other strengths going for it: name talent, some musical-variety formats carried over and strong station lineups, all of which appeal to advertisers (for example, the Chrysler Corp. sponsorship next season of the Bob Hope hour).

Most of the respondents cautioned that prognosis is a risky business. Privately, many confided that they hoped that ABC-TV particularly has hit upon a workable programming formula, pointing out that stiffer competition is needed to upgrade tv programming as a whole and build confidence among advertisers. Several officials noted that in times of a "seller's market" (in which one network is in the driver's seat), programming tends to suffer and the medium as a whole is depressed.

Top Program Picks • New programs regarded by several agency men as "good," "excellent" or of possible "hit caliber" were My Favorite Martian on CBS-TV; Arrest and Trial and Jamie McPheeters on ABC-TV and Mr. Novak on NBC-TV.

New shows also receiving favorable mentions were Greatest Show on Earth and Stand By on ABC-TV; Grindll on NBC-TV and the Adventures historical drama series on CBS-TV.

Among newcomers that were considered doubtful or uncertain because of time period or for format were East Side, West Side on CBS-TV; the Richard Boone-Odets anthology series; the Robert Taylor series; and The Lieutenant on NBC-TV, and The Breaking Point on ABC-TV.

There were wide variations of opin-

SPECIAL REPORT
The Ohio River Valley
begins page 75
ion toward most of the new shows, but four new variety entries—the Danny Kaye and Judy Garland shows on CBS, and the Jerry Lewis and Sid Caesar-Edie Adams programs on ABC-TV—received almost unanimous approval. The belief was strong that these personalities are all sufficiently skilled to come through with hit shows, but...

It was also clearly felt that all three will need strong material, week in and week out. In the case of Miss Garland, most agency men questioned said they had serious reservations about her health and temperament being geared to a one-hour show each week.

The consensus was that Bob Hope on NBC-TV and Phil Silvers on CBS-TV would do well. There was less confidence that the Como Kraft Theatre would prove as successful as the weekly Como series in the past.

Several executives commented that they expected CBS-TV to receive its most rugged competition on Monday and Friday nights, but to remain on top on other evenings.

**ABC-TV Promising**  
In the agency executives’ reactions, ABC-TV stood out unquestionably as the network with the most promise for the biggest gains—if Success with its new lineup or a substantial portion of it would get ABC off and running, in their opinion. But they also were cautious, some going so far as to suggest that enthusiasm for ABC’s plans consists partly of hope that the network will do well, in order to preserve and strengthen three-network competition.

Richard A. R. Pinkham, senior vice president in charge of media and programs at Ted Bates & Co., said his agency was placing its money on the network (CBS-TV) that it expects to “pick up the marbles” next season. Bates has moved an estimated $20 million of Amoco-Home Products billings from ABC-TV to CBS-TV and is placing still more on CBS.

George Polk, BBDO vice president in charge of program planning, mentioned ABC-TV as the innovating, exciting network for next season but warned that the approach to advertisers is one that will get them “slow dollars.” He described the ABC-TV approach to new shows as one that is selling hope and expectation (through pilots) as compared to CBS-TV’s offer of name value and programming in the Judy Garland Show and Danny Kaye Show.

**Often-Mentioned Programs**  
Here are some of the new ABC-TV programs mentioned most often as holding high promise and giving an innovating and sometimes “daring” look to the ABC schedule for 1963-64:

*Greatest Show on Earth,* which will be hour-long and in color. It banks on the showmanship and background of

**Fitting in the pieces**

ABC-TV last week continued to show itself as the least "set" network in its programming plans for the next season.

Topping the news of shifts and revamps was the report that *Voice of Firestone,* now in its first season as a return series on Sunday at 10 to 10:30, will be dropped from the prime-time ABC-TV schedule in the fall. The network appeared to be giving a new quiz show, 100 Grand, the first big-money quiz since the rigging revelations in 1959, the nod for the time period.

Other "talked about" changes at ABC-TV: *Anus Burke* in at 8:30-9:30 on Friday and *77 Sunset Strip* in 7:30-8 that same night, giving that show one another season (reportedly 20 new episodes are involved in the arrangement with Warner Bros.): *Please Standby* headed for a 7:30-8:30 berth on Monday, and *Farmer’s Daughter* (half sold to Clairlo) into the Friday, 9:30 period.

Sid Caesar and Edie Adams each will star in a series of half-hour programs that will alternate in the Thursdays 10-10:30 period on ABC-TV, returning the 10:30-11 p.m. period to station time. Consolidated Cigar Corp. (Dutch Master Cigars), through Papert, Koenig & Lois, will sponsor Sid Caesar, and Consolidated, for Murriel cigars, has signed through Lennen & Newell for the Adams show.

ABC-TV made firm a new series that will star Robert Taylor in dramas based on the activities of the U. S. Dept. of Health, Education & Welfare, for Thursday, 7:30-8:30. Also on ABC-TV, Kraft Foods made final its place in the Thursday, 10-11 p.m. slot on the schedule. *Joey Bishop* stays on Saturday at 8:30-9 p.m. and *Jack Paar* remains in the Friday, 10-11 period. Both shows were to be shifted before Kraft’s deal had been set. The Kraft hour will be filled by seven Perry Como specials and a new hour mystery-suspense drama series (Closed Circuit, March 4). *Espionage* moves into the Wednesday 9-10 period vacated by Kraft.

ABC-TV also claims *The Virginian* and—Dr. Kildare sold out for the next season and The Eleventh Hour and The Richard Boone Show receiving substantial orders.

the circus (mostly shooting on location in various locales to fit the storyline of a circus on the move).

**The Fugitive,** an hour show based on the adventures of a man hunted for killing his wife—a murder the audience knows he did not commit. Agency programmers believe this could be a bold and interesting show with good possibilities. They see it as a “difficult premise” with danger of becoming “overly complicated,” but the pilot was impressive, suggesting high ratings.

*Please Standby,* based on science fiction (as in the old Lights Out programs). It could be a “big hit or a big bomb,” according to one programmer, but Lee Rich, senior vice president in charge of programming and media at Benton & Bowles, thought it “good and well done and different.” Mr. Rich predicted—as did several other agency executives—that ABC-TV has a good opportunity to become the “no. 2 network.”

ABC-TV additionally has Jerry Lewis slated for two hours on Saturdays, 9:30-11:30 p.m., an unusual move and one that agency officials find difficult to assess because of the length of the program and the mid-to-late-evening time it will occupy.

A totally new concept is employed in *Arrest and Trial,* each 45 minutes in length and scheduled for back-to-back presentation on Sunday evenings. The shows, by Revue Productions, can be viewed as a “package”—the first program deals with a man’s arrest, the second with his trial (Perry Mason style—but viewing one is not dependent on also seeing the other, since the storyline of each is self-contained.

**Burnett picks up P&G’s Lilt, Pert from Grey**

Leo Burnett Co., Chicago, has been appointed agency for Procter & Gamble products Lilt (home permanent) and Pert (shampoo) in a switch from Grey Adv., New York, effective as of June 8.


**Ovalline drops Tatham-Laird**

Ovalline Food Products Div. of Wander Co., Chicago, notified Tatham-Laird there last week that in 90 days Ovalline’s $1.8 million budget, spent virtually all in television, will go to another agency. Tatham-Laird has had the account since 1954. Ovalline officials said the advertiser has invited several agencies to make presentations which are to be completed this week.
Hubbell Robinson resigned as CBS-TV programming chief last week and Michael H. Dann was appointed to take over his responsibilities.

Mr. Robinson quit his chief program post (senior vice president-programs) over the March 8 weekend. James T. Aubrey Jr., CBS-TV president, on March 11 announced a replacement: Mr. Dann, who had joined the network in the spring of 1958 as vice president, network programs—New York.

Second Trip • Mr. Robinson had left CBS-TV once before—in 1959, when he resigned as executive vice president, programming to enter independent TV program production. The post went to Oscar Katz, who had been in charge of daytime programs.

When Mr. Robinson returned to the top program job in March 1962, Mr. Katz resumed his daytime responsibilities. Last week Mr. Dann, who had replaced below Mr. Katz when the latter was CBS-TV's No. 1 programmer, announced Oscar Katz's promotion to the No. 2 spot as vice president, program administration.

Out of the second-in-command position went Alan D. Courtney, who was vice-president-network programs. Mr. Courtney's resignation followed Mr. Robinson's. The two men had been associated when Mr. Courtney was a vice president at MCA TV and MCA acted as a sales agent for Mr. Robinson's production firm, which was responsible for "Thirler and 87th Precinct" on NBC-TV. Mr. Courtney joined CBS-TV last summer, a few months after Mr. Robinson had rejoined.

Mr. Dann's broadcasting background extends from a post in the NBC publicity department to successively higher jobs in programming at NBC-TV and later at CBS-TV. At CBS-TV, he has made the New York origination flavor more evident than has been the case at the two other TV networks.

Mr. Dann served at NBC a total of nine years, his top executive posts there including director of the program department and vice president in charge of program sales.

Mr. Robinson, when asked about his second resignation from CBS, said only that there was a difference over policy and that he was going to take a vacation. An unconfirmed report said Mr. Robinson may again produce network TV programs.

Mr. Katz entered programming from the CBS research department, which he joined in 1938. From August 1956 to 1959, and again from July 1962 until this month, he served as CBS-TV's vice-president-daytime programs.

Mr. Robinson's first CBS association was marked by some of TV's first advances in program entertainment. At that time Mr. Robinson drew attention for bold program innovations such as the 90-minute "Playhouse 90" drama series.

Agency appointments...

* Ghirardelli Chocolate Co., San Francisco, has appointed Fletcher Richards, Calkins & Holden, that city.

* New England Confectionery Co., Cambridge, Mass. (Candy Cupboard and Page & Shaw chocolates and Necco candies), has appointed Wilson, Haight & Welch Inc., Hartford.


* W. F. Young Inc., Springfield, Mass., makers of Absorbine and Absorbine Jr. Liniment, has appointed Ted Gottshelf Assoc., New York, as its new advertising agency. The Young account, which bills a reported $2 million annually (about half in broadcast), has been a J. Walter Thompson client since 1936.

* Care, new liquid bleach product from Texize Chemical Co., Greenville, S. C., has appointed Venet Adv., Union, N. J., as its advertising agency. An introductory campaign, with $100,000 in billings, will begin in May on radio and TV in the New York area.

Business briefly...

Xerox Corp., Rochester, N. Y., has bought full sponsorship of two NBC-TV public affairs programs—"James Riddle Hoffa and His Teamsters" (Mon., April 1, 10:11 p.m., EST), and "A Visit to the Kremlin" (Tues., May 21, 9:30-10:30 p.m.). In addition, Xerox will co-sponsor, with Upjohn Co., "An Encyclopedia of Communism" (Wed., April 10, 7:30-9 p.m.). Agency: Papert, Koenig, Lois Inc., New York.

Hartford Insurance Group, Hartford, Conn., has bought NBC-TV's "Baseball Preview," Fri., April 5 (9:30-10 p.m. EST). Hartford is also buying participations in NBC-TV's Saturday and Sunday "Baseball Game of the Week." Agency: McCann-Marschalk Inc., New York.

Buick Div. of General Motors Corp., through McCann-Erickson Inc., will sponsor a two-hour live telecast of the Portland (Ore.) Rose Festival parade on Saturday morning, June 15, on a special 11-station Pacific Northwest TV hookup. KGTV-TV Portland, KVAL-TV Eugene, KIMA-TV Yakima, KBS-TV Medford, KEPR-TV Pasco, KOTI (TV) Klamath Falls, KLEW-TV Lewiston-Clarkston, KPIC (TV) Roseburg, KCBY-TV Coos Bay.

Rep appointments...


* KTVI (TV) St. Louis: H-R Television Inc., New York, as national sales representative.

* WTAG LaGrange, Ill.; WYZE Atlanta; WLW Nashville; WGMA Ft. Lauderdale, and WJMY-TV Allen Park-Detroit; Vic Plano Assoc., New York, as national representative.

* WINN Louisville, Ky.: George Hollingbery Co. as representative.

* KCBD-TV Lubbock, Tex.: Blair Tel-
Toiletries, toilet goods—leading TV network buyers

Advertisers of toiletries and toilet goods placed the most in gross time billings of all advertiser product categories on the television networks last year.

These advertisers, according to Television Bureau of Advertising figures reported today (March 18), were responsible for nearly $148 million, an increase of over 21% ($121.6 million in 1961). Food and food products advertisers came in as a close second by registering more than $133.6 million, a 4.2% gain over the $128.2 million-level set in 1961.

A total of $798,808,138 in gross time billings on the networks had been reported for 1962, an increase of 12.2% over the previous year (Broadcasting, March 4).

Also released by TVB were leading network advertisers and top brands in the fourth quarter of 1962.

Other product classes which had substantial gains in 1962: insurance advertisers billing more than $15.7 million, up 40.5%; advertisers of confectionery and soft drinks at over $24.1 million, a 29.6% gain, and sporting goods and toy advertisers billing more than $10.2 million, a 78.2% increase.

In the fourth quarter, Procter & Gamble Co. had a gross time billing of over $12.1 million, and Anacin led the brands with nearly $3.4 million in gross billing.

ESTIMATED GROSS TIME EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION
Source: TVB/LNA-BAR

<table>
<thead>
<tr>
<th></th>
<th>1961</th>
<th>1962</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; farming</td>
<td>$1,821,084</td>
<td>$1,281,960</td>
<td>-28.2%</td>
</tr>
<tr>
<td>Apparel, footwear &amp; accessories</td>
<td>9,629,553</td>
<td>5,744,443</td>
<td>-38.9%</td>
</tr>
<tr>
<td>Automotive, automotive access. &amp; equipment</td>
<td>48,199,253</td>
<td>52,205,183</td>
<td>+ 8.3%</td>
</tr>
<tr>
<td>Beer, wine</td>
<td>6,291,143</td>
<td>6,766,826</td>
<td>+ 7.8%</td>
</tr>
<tr>
<td>Building materials, equipment &amp; fixtures</td>
<td>4,665,961</td>
<td>5,514,835</td>
<td>+ 17.7%</td>
</tr>
<tr>
<td>Confectionary &amp; soft drinks</td>
<td>18,683,940</td>
<td>21,477,111</td>
<td>+ 15.0%</td>
</tr>
<tr>
<td>Consumer services</td>
<td>5,853,749</td>
<td>5,969,917</td>
<td>+ 2.1%</td>
</tr>
<tr>
<td>Drugs &amp; remedies</td>
<td>86,171,869</td>
<td>105,377,854</td>
<td>+ 22.7%</td>
</tr>
<tr>
<td>Entertainment &amp; amusement</td>
<td>1,193,575</td>
<td>860,893</td>
<td>-28.3%</td>
</tr>
<tr>
<td>Food &amp; food products</td>
<td>128,275,430</td>
<td>133,884,430</td>
<td>+ 4.4%</td>
</tr>
<tr>
<td>Freight, industrial &amp; agricultural development</td>
<td>270,010</td>
<td>76,600</td>
<td>-72.2%</td>
</tr>
<tr>
<td>Gasoline, lubrants &amp; other fuels</td>
<td>18,616,658</td>
<td>17,289,134</td>
<td>-7.6%</td>
</tr>
<tr>
<td>Horticulture</td>
<td>179,857</td>
<td>304,325</td>
<td>+74.4%</td>
</tr>
<tr>
<td>Household equipment &amp; supplies</td>
<td>27,199,547</td>
<td>33,554,928</td>
<td>+ 25.5%</td>
</tr>
<tr>
<td>Household furnishings</td>
<td>3,966,813</td>
<td>3,545,823</td>
<td>-10.3%</td>
</tr>
<tr>
<td>Industrial materials</td>
<td>19,834,857</td>
<td>19,773,350</td>
<td>-0.3%</td>
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<tr>
<td>Insurance</td>
<td>11,204,099</td>
<td>15,746,737</td>
<td>+39.4%</td>
</tr>
<tr>
<td>Jewelry, optical goods &amp; cameras</td>
<td>13,798,783</td>
<td>12,922,268</td>
<td>-6.4%</td>
</tr>
<tr>
<td>Office equipment, stationery &amp; writing supplies</td>
<td>4,050,970</td>
<td>3,761,541</td>
<td>-6.2%</td>
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<tr>
<td>Political</td>
<td>9,688</td>
<td>9,688</td>
<td>0.0%</td>
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<tr>
<td>Publishing &amp; media</td>
<td>1,609,537</td>
<td>1,001,646</td>
<td>-38.0%</td>
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<tr>
<td>Radio, tv sets, phonos-musical instr., access.</td>
<td>2,776,821</td>
<td>3,380,020</td>
<td>+21.5%</td>
</tr>
<tr>
<td>Retail &amp; direct by mail</td>
<td>145,164</td>
<td>157,848</td>
<td>+8.8%</td>
</tr>
<tr>
<td>Smoking materials</td>
<td>48,613,015</td>
<td>88,681,018</td>
<td>+83.2%</td>
</tr>
<tr>
<td>Soaps, cleansers &amp; polishes</td>
<td>76,622,011</td>
<td>83,755,866</td>
<td>+9.2%</td>
</tr>
<tr>
<td>Sporting goods &amp; toys</td>
<td>5,743,959</td>
<td>10,233,749</td>
<td>+77.8%</td>
</tr>
<tr>
<td>Toiletries &amp; toilet goods</td>
<td>121,686,728</td>
<td>147,910,938</td>
<td>+21.6%</td>
</tr>
<tr>
<td>Travel hotels &amp; resorts</td>
<td>465,299</td>
<td>1,088,709</td>
<td>+134.0%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>8,635,732</td>
<td>9,998,776</td>
<td>+14.3%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$712,128,148</td>
<td>$798,808,138</td>
<td>+11.8%</td>
</tr>
</tbody>
</table>

Computer fault causes error in ARB report

The American Research Bureau last week said a fault in computer procedures caused an error in tabulations of ARB’s “family size” data contained in supplementary demographic reports covering the period of Nov. 7, 1962, to Dec. 4, 1962. The reports were sent to clients two weeks ago.

ARB said that within 24 hours of the discovery, clients were notified and requested not to use the particular data in question.

The research firm said it had established the error to be in computer procedures rather than in actual computer calculations and that it had taken “immediate” steps to “re-orient” procedures to protect against a recurrence.

Other demographic data contained in the reports are reliable and usable, ARB noted, and do not affect local market reports. The supplement was issued for all markets. Jack L. Gross, manager of agency services for ARB in New York, said the “difficulty was encountered in only a very small portion of the total data distributed to ARB clients.”

ESTIMATED EXPENDITURES OF TOP 25 NETWORK COMPANY ADVERTISERS
Source: TVB/LNA-BAR

Fourth Quarter 1962

1. Procter & Gamble $12,176,151
2. American Home Products 9,866,051
3. Bristol-Myers 6,013,029
4. General Motors 7,360,446
5. R. J. Reynolds 5,316,448
6. Lever Bros. 5,694,771
7. Colgate-Palmolive 5,077,843
8. General Foods 5,026,677
9. Ford Motor 4,603,580
10. Gillette 4,296,393
11. Alberto-Culver 4,191,174
12. Philip Morris 3,929,307
13. P. Lorillard 3,726,691
14. Liggett & Myers 3,145,481
15. General Mills 3,105,152
16. American Tobacco 3,063,131
17. Brown & Williamson 2,919,685
18. Sterling Drug 2,890,791
19. J. B. Williams 2,650,856
20. Kellogg 2,589,824
21. Chrysler 2,547,714
22. Warner-Lambert 2,507,277
23. Miles Labs 2,431,088
24. Block Drug 2,305,183
25. Richardson-Merrell 2,289,875

TOP 25 NETWORK BRAND ADVERTISERS

1. Amacin tablets $3,395,199
2. Salem cigarettes 3,031,306
3. Chevrolet passenger cars 2,812,267
4. Winston cigarettes 2,122,421
5. Bufferin 2,112,137
6. L&M Filter Tips 1,899,199
7. Dristan tablets 1,666,674
8. Ford passenger cars 1,655,368
9. Polaroid Land camera 1,538,644
10. Crest tooth paste 1,537,021
11. Pall Mall cigarettes 1,443,223
12. Colgate dental cream 1,420,549
13. Excedrin tablets 1,402,183
14. Kent cigarettes 1,286,287
15. Alka Seltzer 1,234,194
16. Marlboro cigarettes 1,234,194
17. Campbell soups 1,222,245
18. Chesterfield cigarettes 1,201,291
19. Contac 1,101,297
20. Camel cigarettes 1,101,297
21. Tide 1,069,156
22. Goodyear car tires 1,064,659
23. Pillsbury chilled products 1,027,052
24. Prudential Insurance Co. 1,022,115
25. Oldsmobile passenger cars 1,007,665
How to hold 'em past the news!

We might have titled this: how to increase your audience five minutes at a time. It isn't quite as catchy but it does sum up the strategy of our featurized programming.

What we have done is to program short topical features throughout the day. Coming before, after, and around the scheduled news, these timely features keep listeners the way we want 'em — interested.

With the exception of funny-men Bob and Ray, all talent is home grown.

When you have people on your staff like Julie Benell (Woman's Editor) or Murray Cox (Farm Director), you don't need anyone else.

Hormel recently added another chapter to Julie's success story by giving her a deluxe high-priced ham to sell. You'd have to hear a sample tape to appreciate the impact she added to sales and distribution. Suffice it to say, Hormel has happily increased her exposure about 30%.

Another tape we'd like you to hear proves that farm news can interest a large urban as well as rural audience. At least when it's handled by Murray Cox. His candid comments on the U.S.D.A. . . . his explanation of fluctuating livestock prices . . . his interest in farm youth . . . make him a much listened-to personality.

Characteristic of all regularly scheduled segments: business news, weather, sports, entertainment, travel, etc. is the way they're put together by WFAA's staff. We persist in the theory that we're talking to mature, intelligent adults. Whether it's food for thought or tonight's dinner, we accent fact, not fancy.

In this way we can currently bill ourselves (rather modestly) in the local area as the station with “news more people quote.” When you come right down to it, can you think of a better framework for your product?

WFAA 820

WFAA-AM-FM-TV
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.
$40 million in public service time

RADIO-TV MAKE BIG CONTRIBUTION TO AD COUNCIL

Radio and television media and advertisers contributed well over $40 million in free time last year to government-sponsored public service campaigns, according to an analysis of figures compiled by the Advertising Council. Members of the council met March 13-14 in Washington with President Kennedy, Vice President Lyndon Johnson and other administration officials.

The council has served as clearing house for government use of media on a public service basis since early in World War II. The two original campaigns, started in 1942, were devoted to U. S. Savings Bonds and the Smokey the Bear forest fire-prevention campaign. Among government agencies participating in donated media facilities are the Departments of State, Defense, Commerce, Treasury, Agriculture and Health, Education & Welfare, Public Health Service, Census Bureau, Peace Corps and the President's Council on Youth Fitness.

On behalf of private groups, broadcasters have donated time for traffic safety, higher education, mental health, Radio Free Europe and religion.

Last week's conference heard first-hand reports from government leaders who participated in question-answer sessions devoted to issues of the day and to national problems which might be alleviated by public-interest advertising campaigns.

At a meeting last Tuesday (March 12) of the council's directors, William R. Baker Jr., honorary chairman of Benton & Bowles, New York, was elected chairman of the board of the Advertising Council. He succeeds Leo Burnett, chairman, Leo Burnett Co., Chicago, who remains on the council board.

Albert L. Cole, general business manager of Reader's Digest, and George H. Gribbin, board chairman of Young & Rubicam, were elected vice chairmen. Edwin W. Ebel, vice president of General Foods Corp., was re-elected to a vice chairmanship.

Theodore S. Repplier was re-elected president of The Advertising Council.

Rayette Inc. plans radio-tv campaign

Rayette Inc., St. Paul, Minn., will spend an estimated $1.3 million in radio and television this year. The plan for radio-tv spending, which will place Rayette in broadcasting for the first time on this scale, comes with the appointment of a new advertising agency, Taplinger, Gladney Co., New York.

George Barrie, president of Rayette, a cosmetic firm, announced the appointment last week. The former agency was Milco Inc., Miami, Fla.

Advertising emphasis is planned first for two Rayette lines now in the retail market. The products are Acqua Net and Trol. Others will be budgeted as the advertising program progresses. Print advertising as well as radio-tv is planned in the campaign.

Rayette, it was learned last week, will enter radio and television through spot purchases, and may soon enter network tv. First radio use will open by April 5 as a "lead-in" announcement to capture product news and excitement and then tv a few weeks later for demonstration and sell.

Rayette at present is planning on long-term usage of spot radio, perhaps as long as 52 weeks. The spot thrust in tv will encompass some 26 to 39 weeks.

The company entered the retail market early last year with Acqua Net hair spray, which is already a leading retail sales item. Rayette formerly manufactured and distributed supplies and equipment for professional beauticians and for barbers.

Taplinger, Gladney is a new agency in business over the past five months. It now bills at a more than $3 million annual rate, and has Lucien Piccard watches, Du Vince fine men's jewelry, and Balenciaga perfumes, among other accounts. Rayette has been billing an estimated $1.5 million.

Hecht's biggest pitch

The biggest television advertising campaign in its history will be started Wednesday (March 20) by the Hecht Co., Washington, D. C., exclusively on WTOP-TV, in that city.

The promotion, which marks the department store's 67th anniversary, will use 170—10, 20 and 60-second spots over a 10-day period. Hecht's will also sponsor The Steve Allen Show in its entirety March 22, and plans to use video-taped spots on the show featuring Mr. Allen and WTOP-TV personalities.

Henry J. Kaufman Assoc., Washington, is the agency handling the campaign.

RCA Sales spending record amount in '63

A record-high advertising and sales promotion campaign is planned by RCA Sales Corp. for the first half of 1963, according to J. M. Williams, vice president of advertising and sales promotion.

Special television and radio commercials featuring portable merchandise have been developed for RCA Victor distributors and their dealers. RCA has also prepared radio advertising featuring a sales message for its "space age" sealed circuitry.

In addition, Mr. Williams said, RCA is spending "substantially" more money in its print advertising for color tv than it did in the first half of last year.

New radio-tv rep firm announced in New York

A new radio and television representation firm, Roger O'Connor Inc., has been formed in New York by two former officials of the Bolling Co. Principals are Roger O'Connor, who was vice president of tv sales, and Gary Eckard, formerly director of research and promotion at Bolling.

Mr. O'Connor's career in broadcasting, which covers 20 years, began with media buying at William Esty Co. and includes stints with ABC and CBS network sales. Before he joined Bolling, he was associated with The Katz Agency in tv sales.

Mr. Eckard was vice president of Charles Harriman Smith Assoc., broadcast research consultants, before joining Bolling.

Offices of the new firm are at 270 Park Ave. Phone: TN 7-9595.

Johnson back with Red

Johnson's wax has announced renewal for the tenth year, of its contract with Red Skelton. The star is set for next fall on CBS-TV in the Tuesday 8-9 p.m. spot through Foote, Cone & Belding, Chicago.

32 (BROADCAST ADVERTISING)
"Charlotte's WSOC-TV... big reason for instant success of Diet Rite Cola"—Jim Calder, Royal Crown

With a prodigious appetite for good things to drink, eat, wear and enjoy, metro Charlotte racks up the highest retail sales per family in the Southeast. Slim budget or stout, you can expect and get huskier response and cooperation from Charlotte's WSOC-TV. Let us or your H-R man show you how this great area station of the nation is your right diet for right now in the Carolinas.

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
Sales prove Lorillard's ad effectiveness

TOBACCO FIRM SETS NEW RECORDS THROUGHOUT YEAR

"By the only yardstick that matters—sales—our advertising is effective," Morgan J. Cramer, president of P. Lorillard Co., told the Boston Security Analysts Society last week.

"In terms of sales, 1962 was the most successful year in our long history," said Mr. Cramer. "For the first time, we broke the half-billion dollar barrier with $516 million, and unit sales increased some 5½% over 1961."

According to Mr. Cramer, Lorillard-sponsored shows beamed more than 50 million commercial messages into 42 million of the nation's 50 million television homes, during a given week in the fourth quarter of last year. Corresponding sales, he said, for the last half of the year, staged a rally after a temporary lull during the first two quarters of the year. "Sales in each of our four fiscal quarters," he pointed out, however, "set new peaks for those particular periods."

Lorillard products, he said "are receiving wider distribution and broader display than ever before," noting that the company uses "all major media with the heaviest emphasis on network television."

From what Mr. Cramer described as "low man on tobacco's totem pole" in 1946, Lorillard has grown to a position as third largest tobacco company in the nation, largely on the impetus of its filter brand cigarette, Kent. "The filter cigarette has come from out of nowhere to command 56% of today's market," Mr. Cramer pointed out. He predicted that the filter area would eventually command 75% of the market.

A campaign to introduce a non-filter, extra-long brand, York, last year "cut significantly into our earnings," according to Mr. Cramer, and support of the product "will certainly not approach 1962 levels. It will receive national advertising exposure, via television, but our heaviest ammunition will be brought to bear in selected major markets where its reception has been outstanding."

RAB's David looks for better radio research

Better radio research is inevitable, and as it develops there will be "a tremendous growth in the buying of radio time," Miles David, RAB administrative vice president, told the Cincinnati Advertising Club last Tuesday.

He reaffirmed RAB's plan to be "in the forefront of the movement toward research that will give a more accurate—bigger—picture of radio's real reach" (Broadcasting, Feb. 18).

"What we essentially plan to do," he said, "is to invest the necessary money, for the industry, to develop better measurement—measurement which advertisers and agencies can endorse and believe in. You will be hearing a great deal more about this project in weeks and months to come."

"The first and most important thing you as an advertiser can do about radio measurement today is to recognize that what we in radio have been expressing for many years is true—that radio measurements have failed to keep pace with our medium," he said. "Second, and this may seem paradoxical, you should recognize that, with all of their inadequacies, the measurements available in radio are useful as buying tools."

"Radio's tools are, in fact, a lot more useful than the tools other media furnish you. There is the painful paradox. We furnish far more research than printed media."

Mr. David cited A. C. Nielsen Co.'s decision to expand its radio surveys (Broadcasting, March 11) as "acknowledgement, 10 years after the fact, that...radio has been under-measured all along."

He cautioned buyers, however, that "it would be very wrong if you came away from this talk, and from your reading about the hearings [on rating services] in Washington, with an attitude of complete disenchantment with broadcast research." The radio sales trend will be up, he said, and radio users should examine their "franchises" to see whether they ought not to take "more advantage of the fabulous media buy that radio represents at today's prices."

Budweiser to showcase rival media presentations

Budweiser's annual spring meeting with station representatives to discuss media and merchandising plans for its annual "Pick-a-Pair" promotion will be held in Miami April 15-18 and will feature a new event this year—a joint session devoted to competitive "pitches" from Radio Advertising Bureau, Television Bureau of Advertising, Magazine Advertising Bureau and Outdoor Advertising Inc., with each medium listening to the others.

Newspapers will not be represented because so little newspaper space is purchased in the "Pick-a-Pair" campaign where most of the $2.5 million consumer advertising budget goes to radio-tv. June and July will be "Pick-a-Pair" months again this year, it was announced last week by Budweiser's agency, D'Arcy Adv., St. Louis. Over 500 radio-tv stations will be used.

Budweiser's drive this year will be its sixth consecutive campaign. It is considered the biggest single drive of its type in marketing circles. William Bien, marketing vice president of Anheuser-Busch, said that "when 'Pick-a-Pair' first hit the street six years ago, Budweiser sales totaled 13 million 6-packs during the promotion. Last year we hit 22 million in the same period."

Budweiser reported that the 1962 "Pick-a-Pair" drive included 2.5 billion listener exposures on radio and 840 million viewer impressions in tv.

E.L. Bruce to North Adv.

North Adv., Chicago, has been appointed to handle household products division of E. L. Bruce Co., manufacturers. Account, a radio-tv user formerly was handled by Christiansen Adv., Chicago, bills $1 million annually.

Mogul criticizes commercial 'copy' cats

Emil Mogul, president, Mogul, Williams & Saylor agency, last week berated "copy" cats in broadcast commercial production. He told an advertising club gathering at Westport, Conn., that "one successful tv or radio campaign can create a trend faster than Bobby Kennedy can start a fad."

"One fairly creative piece of advertising begets a bargain basement—full of cut-rate imitators," he said, "each just enough different from the others to merit a creative badge for the responsible agency."

Mr. Mogul noted a tendency of the advertising community to confuse the "original thinker" with the "creative talent." The copywriters and art directors receive the praise and awards in the evolution of a commercial he noted, but the innovators are neglected. He suggested agencies put a higher premium on the men who originate new advertising techniques and who conceive ad campaign strategies.

The MW&S president also criticized some specific broadcast commercial practices, notably "misplaced and misguided humor." He said a humorous commercial placed in a serious program context or representing the wrong product can have a negative effect.
You might think Ward Dorrell's nickname "Doc" is short for Ph.D. You'd be wrong.

When he came to us eleven years ago to build our research department—the first ever created by a station representative, our salesmen humorously dubbed him "the witchdoctor." In affection and esteem, the abbreviation followed soon after and has remained.

Doc's ability to analyze research data and come up with fresh, new answers has given that ordinary breed of "doctors" pause to think.

When it comes to upsetting popular myths and deflating comfortable fallacies, he can be formidable and usually makes history.

He pioneered when he showed that slavishly buying by the numbers can be as misleading as a gypsy tea leaf reading. He proved that statistical variations—depending on the size of the sample—if not grossly inaccurate, are usually insignificant. And a fact of life! He has since helped educate agency and advertising people by holding seminars throughout the country that numbers are a guide—not a straitjacket!

One of the biggest problems faced by a television advertiser is watching hundreds of thousands of dollars go down the drain, because of misplanning and miscalculation. Doc developed Blair's TMP—Test Market Plan—that enabled advertisers to go into a market with a limited amount of money and hone their marketing, merchandising and advertising approach to a razor-edge.

The phenomenal success of TMP is testified to by the large number of advertisers who continue to exploit it on Blair-represented stations.

All this wouldn't amount to much if the light of Doc's research were hidden under a bushel. It isn't. Our salesmen know every fact and facet the instant new rating data is available. We're mighty proud of the fact they're the best research-equipped salesmen in the business.

Doc, of course, does not work alone. He is surrounded by a staff of statistical wizards "second to none." His team of research experts are forever striving to give the Blair-represented stations as well as advertisers and agencies the very best in scientific methods for the measurement of a market and the effectiveness of the broadcast media. It is this kind of research that helps the advertiser to measure product impact in the market.

This means when you put your commercial on a Blair-represented station, you get the most accurate and valid picture of your coverage, the deepest penetration of your market for the dollars you spend. We stake our reputation on it. If it's Blair it's the best!
WRC-TV brings Greater Washington more hours of community-service programming than any other station in the area. Hours zeroed-in on the local life of the nation's capital, and of the people who live and work there.

Week after week, WRC-TV's Dimension Four focuses on local problems—ranging from juvenile crime to the overcrowded skies above National Airport. When the dangerous impurity of Potomac waters became apparent, WRC-TV alerted the community with a special series, Our Beautiful Potomac. Prime network time was preempted to present a first-hand report on modern treatment of mental illness, as cameras went into St. Elizabeths Hospital, in There but for the Grace of God.

Two series created by WRC-TV have become weekly favorites: It's Academic features the city's brightest teen-agers in quick-thinking competition, and A Moment With....., offers illuminating conversations with leading national and world figures. WRC-TV's Traffic
as much a part of Washington as the Washington Monument

Court recently won the year's International Association of Chiefs of Police Award for its instructive re-enactments of actual court cases.

WRC-TV centers creative purpose on local issues and events, to reveal their full scope and import in dramatic terms. Like the Washington Monument, WRC-TV is an integral part of the Washington scene. This kind of community-station link is distinctive to the programming of all NBC stations.
Florida Citrus to Change Agencies

3 agencies being considered to replace Benton & Bowles

The Florida Citrus Commission voted Wednesday (March 13) to terminate its long-time association with Benton & Bowles on April 1, and decided to discuss the future of its orange account with three other agencies who made a pitch for the business more than a year ago in presentations invited by the commission.

The decision to change agencies came on an 8-4 vote at a meeting of the state agency in Lakeland. The agency is charged with promotion of Florida’s principal agricultural industry.

Agencies to be considered for the account are Ted Bates, New York; Lennen & Newell, New York, and Campbell-Ewald of Detroit. Campbell-Ewald was retained last spring to take over the grapefruit promotion when the commission decided to split the account.

Benton & Bowles has twice held the citrus commission account for a total of 13 years in the period since the commission was organized in 1935.

The orange advertising budget for the fiscal year which began July 1 was almost $5 million, but the devastating December freeze cut this down to approximately $2.2 million, which has gone into consumer advertising. In addition, B&B handled a special coupon promotion for orange juice concentrate last fall. The processor put up $3.5 million for the program, of which about $1.1 million was used by the agency in the consumer media, with most of the other funds being set aside for coupon redemptions.

Campbell-Ewald, with a much smaller budget for grapefruit and specialty fruits, also sustained a drastic budget cut as the result of the freeze.

Kodel tv campaign doubles ‘awareness’

Eastman Chemical Products Inc. reports that an intensive fall tv spot advertising campaign on behalf of Kodel polyester fiber "almost doubled consumer awareness of the product."

According to Jack Benoze, a vice president of the company’s agency, Doherty, Clifford, Steers & Shenfield, a spot check in four of the 35 markets in which the campaign was carried indicated that "our consumer awareness rose from 11% to almost 22%.”

In an interview last week, Mr. Benoze said the figures came from a telephone survey conducted in four of the 35 markets prior to the campaign, followed by a similar campaign after the six-week campaign closed.

The 35 markets chosen involved over 50 stations, and covered an estimated 70% of the nation’s television homes. The campaign will be repeated this spring for at least six weeks, beginning March 17. Kodel fiber appears in a variety of consumer products, including men’s, women’s and children’s apparel.

Swezey asks for support, not rug-pulling

Advertisers were asked last week to support the NAB radio and tv codes and not “cut the ground out from under us by attempting to engineer the consent of our subscribing stations to broadcast material which fails to meet code requirements.”

Speaking before the fourth annual Southeastern Marketing Conference of the American Marketing Assn. in Atlanta, NAB Code Authority Director Robert D. Swezey said a major problem in code compliance is caused by “repeated attempts of certain advertisers” to get non-acceptable copy broadcast.
MOVERS AND
SHAPERS OF A DYNAMIC CITY: SAN DIEGO

San Diego is a city that’s moving fast and growing big. Men such as these pictured help provide the steam. Their effect goes beyond their outlined activities, quickens the pulse of San Diego as it seeks and claims a special place in the West. San Diego is California’s second largest county in population. Keeping pace — and setting its own — within this dynamic marketplace is San Diego’s leading medium. The one that makes this a reachable marketplace. The one that represents the new San Diego. The one to buy. KOGO

Dr. Charles R. Schroeder is Director of the San Diego Zoo, which houses the world’s largest collection of wild animals. His many contributions to the growth of this popular San Diego landmark include such innovations as giant walk-through bird cages, tropical forests, and a Children’s Zoo where youngsters can play with many rare animals. Doctor Schroeder’s imaginative efforts contributed largely to the fact that over 2,000,000 people visited the San Diego zoo last year.

John S. Alessio is internationally known as a businessman, sportsman and financier. Prominent among his many interests are the year-round Caliente Race Track in Baja California, and the world-famous Hotel del Coronado across the bay from San Diego — both of which play a vital role in generating San Diego’s giant tourist industry which, last year, contributed approximately $165 million to the San Diego economy plus $60 million in Baja California.

John V. Banks brings 22 years’ experience in engineering, construction and manufacturing to his position as Executive Vice President of National Steel and Shipbuilding Company. This dynamic industrialist now directs a diversified business that produces aircraft parts and missile components in addition to its major activity of building middle-tonnage commercial and military ships . . . and makes an increasingly important contribution to San Diego’s broadening industrial base.
the **NEED**... for a Radio & Television **REPRESENTATIVE**

**WHO**... Will Deliver Maximum

**DOLLARS & PROFITS**

For YOUR Station Through Concentration On...........

**SALESMA NSHIP!**

Who Will Work With You On ALL
Your Station Problems Through TOTAL STATION SERVICE!*

THE **ANSWER:**

A TEAM OF SALESMEN AND MANAGERS Organized To Get Your Station MAXIMUM POTENTIAL DOLLARS!
The Organization:

Roger O'Conner
Incorporated

Radio & TV Representatives
270 Park Ave., N.Y.C. 17, N.Y.
TN-7-9595

*Total Station Service*

- Competitive Rate Card
- Audience Research
- Market Research
- Market Development
- Network Rate Analysis
- Traffic Department
- Film Information
- New Business Bulletin
- Brochures, Advertising, Promotion
- Station Presentations

Aggressive Salesmen

Who "Care" About You . . . Your Station And Your Problems

Who — "Scrap" For Every Order.

Who — Are Motivated By Pride In Their Work.


Who — Are Part Of A Sales Team Working Together To Build Your Business And Theirs!

Sales Management

Who — Knows The Radio-TV Business, Their Men And Your Station.

Who — Analyze The Salesmen's Reports, "Spot" Problems AND Point Out The Need For Action!
The FCC last week gave its staff a clear directive to quit pressuring television broadcasters to schedule local live programming in prime time.

This was the interpretation given by commissioners and staff members alike to the commission’s action, by a 5-2 vote, to order license renewals for some 70 Far West television stations.

The identities of the stations involved were not immediately released last week. But officials said they were stations whose licenses had been deferred strictly because of the so-called “6-to-11 p.m.” question. It is that time period that FCC staff members have been scrutinizing to determine the incidence of local live shows.

The renewal applications of some eight or 10 other western stations are being contended in a deferred status, but for other reasons.

Commission officials agreed the action was a clamp-down on what was regarded as an effort by the staff to induce stations to carry local live programming in prime time.

**Issue Not Dead** The action was not taken to mean, however, that the commission is any the less interested in that kind of programming. One key staff member said, “We’ll continue to consider local live programming, but on an over-all basis—not just on the basis of whether it’s carried between 6 and 11 p.m.”

The commission’s action was traced by one commissioner back to the disclosure by **Broadcasting** of a staff letter-writing campaign that seemed to be aimed at requiring stations to carry local live programming in prime time.

The commission’s action last week indicated continued dissatisfaction with the manner in which renewals are being handled. The staff had recommended that the licenses of some 30 of the stations involved be renewed, but that additional letters of inquiry be sent to the remainder.

The commission, however, instructed the staff to renew the licenses of all the stations being considered if the only question to be resolved was their alleged lack of local live programming in prime time.

The commissioners reportedly in the majority were T.A.M. Craven, Rosel Hyde, Robert E. Lee, Frederick W. Ford and Robert T. Bartley. Chairman Minow and Commissioner E. William Henry were said to have favored sending additional letters of inquiry to the stations whose programming had failed to satisfy the staff.

The first big departure from the policy the staff had been following came last month when the commission renewed the license of WKY-TV Oklahoma City, one of the stations in trouble because of its programming.

The commission, in a letter to the station said that although it did not schedule local live programming between 6 and 11 p.m., it had made a creditable record for such programming in prime time through a policy of pre-emptions (**Broadcasting**, Feb. 4).

A week later, the commission renewed the license of WFAA-TV Dallas, another station whose application had been in deferred status because of the 6-11 p.m. question. Again, the commission said the station’s preemption policy was responsible for its renewal (**Broadcasting**, Feb. 11).

For that of that reason, the basis of those two decisions, the staff had been screening the batch of renewal applications of the western stations, to determine whether those broadcasters could make showings equal to those of WKY-TV and WFAA-TV.

But the commission’s action last week appeared to go beyond those two stations in holding, in effect, that the time in which local live programming is scheduled need not be controlling.

Another indication of the commission’s attitude was its rejection of a proposal to send letters to the stations whose licenses are being renewed, setting forth the commission’s reasons. The vote was 6-1, with Chairman Minow in the minority.

Some commissioners had opposed sending such letters to WKY-TV and WFAA-TV, on the ground they were a “face-saving” device or “gratuitous.” Others were said to feel last week that a letter explaining the commission’s actions might simply bind the agency’s hands in future cases.

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**Minow hints at push for code adoption**

**FCC Chairman Newton N. Minow** indicated last week he is ready to make a new push for adoption of the NAB code limitations on commercials as an FCC rule.

In an interview published in the **Chicago Daily News**, Chairman Minow was quoted as saying “the most prevalent commercial” received by the commission involve commercials.

He added that the industry already has a code on commercials and that “we would like to propose that the code be made a new FCC rule. We will enforce the code.”

Sources close to the chairman said last week he is likely to discuss the idea in his speech before the NAB convention in Chicago later this month.

The commission turned the idea down last November when Commissioner Robert E. Lee, who first suggested it, offered it as a proposed rulemaking (**Closed Circuit**, Nov. 26, 1962).

The vote was 4-3, and the impending replacement of Commissioner T. A. M. Craven by Kenneth A. Cox, Broadcast Bureau chief, would probably reverse that result. Commissioner Craven voted against the proposed rulemaking; Mr. Cox said last week he would be in favor of getting industry comments.

However, no one is predicting that this would presage FCC adoption of the code, which restricts the number of tv-commercial per time segment.

The Chicago paper also quoted Mr. Minow as being interested in advancing another proposal he has long favored—the use of uhf tv as a means of repeating “the best television programs.”

He said a system might be devised whereby a uhf station could repeat, within a week, “the best fare shown on the vhf channels,” or within hours, in the case of network news programs.

Chairman Minow is expected to discuss this idea in his NAB speech also.

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**GOVERNMENT**

**FCC renews in its program-minded staff**

**IT RENEWS TV LICENSES STAFF HELD UP ON LOCAL LIVE QUESTIONS**

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Thousands of Baltimoreans know why WFBR news is award-winning news. Ask a WFBR representative or a Blairman, and they'll tell you about the rare blend of professional manpower, facilities, equipment, dedication and sweat which lies behind the award. May we sweat for you, too?
 Nielsen, Pulse to get their chances

HARRIS UNHAPPY WITH WHAT HE HEARS, VOWS ACTION IF NEEDED

A House subcommittee which is investigating broadcast measurement services brought some of the important players in the rating game last week, but reserved the spotlight for A.C. Nielsen Co. and The Pulse Inc., which are yet to testify.

However, there was plenty put on the record in last week's hearings by the Special Subcommittee on Investigations to cause concern for broadcasters and advertisers alike.

Not the least of this was a demonstration that it was possible to learn with amazing accuracy which persons were to be interviewed in coming audience surveys by Audience Research Bureau (ARB) and C.E. Hooper Inc. (see page 46).

Both firms quickly announced they would make immediate changes in their sampling methods to prevent this possibility.

Rep. Oren Harris (D-Ark.), chairman of the subcommittee and of the parent Commerce Committee, said several times last week that the subcommittee wasn't just going through the motions of a hearing, and that it fully intended to expose whatever iniquity, misrepresentation or dishonesty might exist.

Corrective legislation, it was warned, would be necessary if the investigation showed that broadcasters, advertisers and research firms were unable to insure adequate service for the industry and protection for the public.

The hearings began March 5. During the first week broadcasters testified on how they use broadcast research (Broadcasting, March 11).

Network officials said they relied on ratings as critical elements in decisions on programming, sales and in setting affiliation rates.

Some of the last week's highlights:
- Audience information supplied by broadcast measurement firms is sometimes misused by broadcasters and time-buyers, said James W. Seller, director of ARB.
- Robert Richardson, subcommittee special attorney, charged that Robert S. Conlan Assoc., Kansas City, failed to perform field surveys for some reports which it published.
- Chairman Harris warned that Conlan clients "should give some close attention" to the testimony of Conlan representatives.
- Rex Sparger, special investigator, said Videodex Inc., New York, had misrepresented its methods to the subcommittee.
- Chairman Harris, after hearing two-and-a-half days of testimony by Conlan and Videodex witnesses, observed, "It's a wonder how the industry ever got themselves into this noose in the first place." Such situations would not be permitted to continue by the subcommittee, Rep. Harris said.
- The subcommittee criticized as arbitrary and artificial many metropolitan markets as they have been defined by the rating services. The FCC's engineering measurements should be guide enough on these matters, the subcommittee said.
- ARB and Hooper admitted some broadcasters try to "hypo" ratings with stunts and giveaways, but said these devices were taken into consideration in their published reports.

The subcommittee plans to hear Dr. Sydney Roslow, director of The Pulse Inc., on Tuesday, to be followed by witnesses for Nielsen, the largest firm in broadcast-measurement.

Cloudy Picture • After Robert E. West and Mrs. Hallie Jones, co-owners of Conlan, had been on the stand for a day-and-a-half, Rep. Harris told them the record "isn't a very pretty picture, I must say." The chairman said that several hundred radio station subscribers of Conlan surveys "should give some close attention to the record that has been developed."

Subcommittee counsel Robert Richardson accused Conlan of manufacturing radio surveys in its Kansas City office without making the claimed telephone interviews from the field. Mr. Richardson asked Mr. West: "Were not these surveys [in Tucson for KAIR there] made by your company writing figures in books in Kansas City?"

"Not to my recollection or to my knowledge, no sir," the Conlan president replied after consulting with his attorney.

"Have you ever sold surveys without doing the field work?" Mr. Richardson asked.

"I would say no," Mr. West replied.

The counsel asked if claimed surveys of Tampa-St. Petersburg, Fla., in November 1960 and February 1961 were falsified, and Mr. West said: "I don't want to refuse to answer but I don't

Conlan's Mrs. Jones and Mr. West
Disbelief • At one point Rep. John Moss (D-Calif.) told Mrs. Jones that "I just cannot believe in all candor that what you tell me here is true." The congressman made this statement when Mrs. Jones said Conlan makes a regular practice of paying its telephone interviewers in cash and keeps no receipts of such transactions.

"The record shows a pretty bad picture from your standpoint," Rep. Harris told Mr. West. "I am constrained to believe that you know a lot more than you will tell." At another point, the subcommittee chairman said to Mr. West: "I can't make up my mind whether you are deliberately trying to confuse the issue through vague testimony or whether after 12 years as president of Conlan you just do not know your business."

Mr. Richardson said that in four of eight surveys Conlan sold in Tucson between May 1960 and February 1961, subcommittee investigation could turn up no telephone interviewers who had done the field work. The same was true for Conlan surveys of Tampa-St. Petersburg in November 1960 and February 1961, he said, one of which was not sold according to Mr. West.

The subcommittee obtained nine cities from Conlan in which the Kansas City firm or its New York subsidiary, Verifak Surveys Inc., claimed to have made radio listening studies. Mr. Richardson said that he and Rex Sparger of the subcommittee staff investigated only in the two cities mentioned.

Field Denials • Conlan listed Mrs. Phyllis Broad as having done the field work for two Tucson surveys (November 1960 and January 1961) and the same number for Mrs. H. T. Edwards (July and August 1960). However, Mr. Richardson said, both women claimed that they had done telephone work for Conlan on only one occasion. In addition, he said, another woman claimed to have made a survey for Conlan in Tucson was in the hospital in traction at the time the survey was allegedly made.

The Kansas City firm had reported only the 1960 Tampa survey to the subcommittee but Mr. Richardson placed in the record two letters from Mr. West dated Feb. 28, 1961, to WALT Tampa and WSUN St. Petersburg, (which had purchased the November 1960 survey). In the letters, Mr. West congratulated WALT for being No. 1 in the daytime and WSUN for being tops at night in a Conlan survey conducted Feb. 12-19. He said the survey would be published the next week and offered it for sale to both stations for $145.

Mr. West said that letters of this type were a common sales practice of Conlan and that the survey probably was not 1962 was $5,619, Mr. West said after being shown figures submitted by his firm. The average cost to Conlan per survey in 1962 was $17, he agreed.

Mrs. Jones admitted that Conlan has no field supervisors and makes no attempt to check the accuracy of its telephone interviewers or whether they actually did the work reported. She said no correspondence with them is maintained and that their field reports are destroyed under an indefinite policy, sometimes the day the final report is completed.

Mr. West and Mrs. Jones purchased Conlan in 1959 from John L. Cuyant. The firm has five employees, including the two co-owners. Mrs. Jones has been with Conlan 16 years and Mr. West 12 years.

The Conlan president said that the
New York office in September 1961:

- That the company maintained a national sample of 9,200 tv homes.
- That Videodex Inc. had several field offices, notably in the Chicago area and a field operation in Joliet, Ill.
- That the firm was staffed by seven "subcontractors" who worked Videodex Inc. field work around the U.S.
- That it used between 30 and 35 "subcontractors" who worked "premium houses," which provided inducements for viewers to keep Videodex diaries.

However, Mr. Jay told the Subcommittee last week that his firm:

- Had discontinued its national rating service in 1958.
- Did have offices in Chicago and New York.

Cooperation has limits ARB, Hooper learn

Presidents of two major broadcast rating firms were shocked to learn Thursday (March 14) that two congressional investigators and a secretary had found a way to predict—with striking accuracy—who in a given market would be surveyed "at random" by their companies.

They were warned that unscrupulous broadcasters could do the same.

REX SPARGER and Robert Richardson, investigators for the House Special Subcommittee on Investigations (the group investigating broadcast ratings services—see page 44) demonstrated to the satisfaction and dismay of James W. Seiler, director of Audience Research Bureau, and Frank Stisser, president of C. E. Hooper Inc., that they had deduced the identifications of future interview prospects because both firms were a little "too cooperative" in allowing clients to check on their research procedures.

The Subcommittee has been critical of some firms for lack of cooperation in this area, but suggested ARB and Hooper tighten up their policies. Messrs. Seiler and Stisser indicated they would—immediately.

How It Was Done • Telephone

New York, but the bulk of Videodex operations had been shifted to New York during the past year.

- Employed smaller full- and part-time staffs than had been earlier declared to the investigators.
- Had neither contracts nor correspondence which showed a business agreement with its "subcontractors.
- Worked with what would be more accurately described as "premium mailing houses."

From the Top • Mr. Jay began his
testimony by describing Videodex Inc., which conducted national network tv program surveys in the mid-1950s, as a firm which now does 85% of its business directly with advertisers for whom it analyzes audience response to tv advertising schedules, usually spot.

Mr. Sparger said he and Mr. Richardson were told by Mr. JAY in his New York office on Sept. 22, 1961, that "survey sample size would never drop below 9,200," and that included all the cooperative ARB "first quarter" home sample was certainly better than 1,200 (Nielsen) or 1,050 (ARB). Mr. Sparger said he and Mr. Richardson both commented in memoranda they wrote that night.

But, Mr. Jay said last week, there is no group of 9,200 tv homes keeping Videodex diaries. Instead, the firm has

But, Mr. Sparger said, staff investigators and advertisers have been led to believe otherwise. Robert C. Sorenson, vice president and research director of D'Arcy Adv. Co., New York, had told them on Feb. 16, 1962 that the agency bought a Videodex Inc. survey for Studebaker to provide information about the advisability of moving Mr. Ed (CBS-TV) from one night to another, he said. To do this, the investigators told Mr. Sorenson he had stated, Videodex Inc. would compile a subsample from its national samples.

Mr. Sparger's Wednesday testimony said the Subcommittee's first knowledge that Videodex Inc. had discontinued its national service came Tuesday—when Mr. Jay was on the witness stand.

Mr. Jay later showed reporters a carbon of a letter which he said was written to the Subcommittee on March 5, 1962 in which he stated that "in no case has a standard Videodex network report been issued in published form on a subscription basis since early 1959. The multiple-market master composite network ratings have been based on the original master sample design of 9,200."

However, when Mr. Sparger testified Wednesday he said that Julius Barnathan, director of research for ABC-TV in 1959, had described a national study performed by Videodex Inc. for the network in 1959.

Disputing other points raised in Mr. Jay's testimony, Mr. Sparger said that Mrs. Beatrice Beadron, Videodex Inc.'s Chicago field supervisor, told investigators who asked on secret diaries, that they were placed in a warehouse (Anderson) immediately after tabulation because she feared the threat of fire at the office, which is in the basement of her Chicago home.

When Subcommittee investigators inquired about that storage account, they were told it had been "dormant" since 1956. Mr. Sparger testified.

Staff Shrinking • Rep. Moss was concerned about Videodex manpower, initially described by Mr. Jay as being substantially seven men. He amended that figure under direct questioning, and said just three of the five in Chicago are full-time. Mr. Jay heads up the New York office with an "assistant."

"Do you mean a secretary," he was asked.

Mr. Jay, the witness explained, his New York "assistant" did tabulation, verification, and in fact handled a considerable load of responsibility. He didn't want to appear facetious, Mr. Jay said, but the best designation for his assistant was as "a counterpart of Mrs. Jones," the Conlon assistant.

Pressing the witness about several dozen part-time workers, Rep. Moss
The
Alfred I. duPont Awards Foundation
in the field of
Radio, Television and Allied Science

announces the following awards for the year
1962

STATION AWARDS
WFMT Chicago, Illinois
KVOA-TV Tucson, Arizona

COMMENTATOR AWARD
Howard K. Smith

For excellence of broadcasting in the public interest
THE EFFICIENT WAY

RCA 25 KW Transmitter...

This is the new TT25DH designed with compact walk-in cabinet using half the usual floor area. Diplexed circuits plus air-cooled tubes and transformers assure the ultimate in reliability and trouble-free performance.
This "Traveling Wave" antenna design based on slot radiators results in improved signal effectiveness, excellent circularity, low VSWR, high power handling capacity and low wind load. Simplicity of construction means virtually no maintenance and it is resistant to lightning damage.

This RCA "package" provides the most efficient and most economical combination of antenna gain and transmitter power. The 25 KW transmitter, with an antenna gain of 15-18, provides an ERP (Effective Radiated Power) of 316 KW. A carefully designed vertical radiation pattern satisfies requirements for close-in as well as far-out coverage. It's the "easiest way to get 316 KW." Compared to other transmitter-antenna combinations this one (a) uses only half the transmitter power; (b) requires only a fraction of the usual floor space; (c) cuts operating costs in half; (d) requires lower capital investment. RCA offers single-source supply, undivided responsibility, and matched equipment. RCA supplies all hardware—arranges for installation, if desired. And RCA is on call for service 24 hours a day.

Your RCA Broadcast Representative is ready to help you work out the best proposition to fit your requirements. Call him, or write RCA, Broadcast and Television Equipment, Dept. TC-22, Building 15-5, Camden, N. J.

RCA The Most Trusted Name in Television
Johnny Carson, David Mahoney to testify

Big and little money in the radio-TV industry will be represented today (Monday) as the House Special Subcommittee on Investigations resumes its hearings into audience measurement services.

An NBC-TV spokesman said late last week that Johnny Carson, host of that network’s Tonight program, has been called by the subcommittee after two weeks of negotiations over whether he would have to testify. The congressmen want to question Mr. Carson about statements he made on his program about the power of ratings.

...was told that the number actually was “between 6 and 12.”

Questioned by the investigators in 1961 about his “subcontractors,” Mr. Jay said then they numbered between 30 and 35. But, when Mr. Sparger took the witness stand last week, he said staff checks failed to locate any persons listed by Mr. Jay as having worked for Videodex during a specified period.

The staff visited seven “premium houses” on a list furnished by Mr. Jay and found none had done any mailing for Videodex Inc. These firms are mostly “premium mailing houses,” Mr. Jay explained last week.

Not a Corporation • Videodex Inc.’s corporate status was questioned by Chairman Harris, who asked Mr. Jay, “Why did you not say your corporation was involuntarily dissolved on June 4, 1954?”

“I would be interested to know who the principals are who caused that,” Mr. Jay replied, saying that the chairman’s statement was the first time he had heard of the dissolution.

Subsequent testimony revealed that the firm began as a Chicago partnership, Jay & Graham Research Organization, in 1948, and became Jay & Graham Research Inc. in 1949. It was incorporated as Videodex Inc. in New York the next year, and amended in Illinois to Videodex Inc. in 1952.

Just two weeks after the involuntary dissolution in Illinois, New York records show, Videodex Inc. was voluntarily dissolved in that state on June 16. Mr. Jay said he could not remember whether the firm had ever filed annual reports required by Illinois law. However, filing federal income taxes as a corporation in 1962, the firm reported no net profits for that year, and paid no taxes, Mr. Jay said.

The firm still describes itself as Videodex Inc.

‘Hypoing’ and ‘Metros’ • ARB’s Mr. Seiler was questioned closely about what it would take to unduly influence a rating survey and congressmen sharply criticized “artificial” definitions of metropolitan markets.

But by the time he finished his testimony, Mr. Seiler had been warmly complimented for his frankness and ARB’s full cooperation with the subcommittee and its staff.

The ARB head said his firm notifies subscribers before surveys are conducted in their areas, but his staff is aware of “hypoing” and takes it into consideration in report preparation. “Hypoing” [is] “probably more emotional than real,” he said. ARB comparative studies have shown little change in audience pattern even with “hypoing,” Mr. Seiler said. Severe cases are mentioned in ARB reports and resulting data is footnoted with explanations.

ARB tries to follow Census Bureau guidelines in drawing metropolitan markets, he said, but advertising agencies sometimes create markets of their own definition.

“It seems you have one application of your business and the people who pay you have another,” Rep. Harris said.

“It’s not going to be a simple matter to make this [ratings] much more accurate,” Mr. Seiler said. The problem earns broadcast research firms face, Mr. Seiler explained, is that “we have an extremely difficult problem” and very little money to overcome it.

“The industry has never even described what a television viewer is,” he added.

How ARB Operates • One of the major rating firms, ARB measures national and local TV audiences. It is a division of C-E-I-R Inc., Mr. Seiler said, has a full-time staff of 225 employees and a field staff of about 5,500 interviewers. It has about 410 local TV clients in U. S. markets. The firm abandoned radio measurement several years ago because it didn’t think it...
Like everything in Kansas, it's BIG. The Fleming Company's Topeka food distribution center covers 258,000 square feet. Fleming has 6 such food distribution centers, serving its voluntary grocery chain of 800 supermarkets in 8 states. Sales volume of these stores in 1962 totalled $372,105,747, up 14.1% over '61. "It's just Mid-America on the grow," says President Ned Fleming.

You can be BIG in Kansas if you come in with a BIG concept—and with the one medium that's big enough to get the job done—WIBW. WIBW RADIO covers the best of Kansas, 69 counties, dominates in 45 of them. WIBW TV gives dominant day and night time coverage in the 32 leading counties. Buy them both and you're IN in Kansas. Ask Avery-Knodel for the BIG picture.
Comsat incorporators may face fiscal questioning

Incorporators of the Communications Satellite Corp. were approved by the Senate Commerce Committee last week but the space committee indicated it wanted an opportunity to ask about some unresolved questions.

The problem area seemed to be how much public money should go into research and development which will benefit the private corporation.

The issue was raised last month by Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, and has been echoed by other senators since (Broadcasting, Feb. 25). It also was at the heart of opposition to the original Communications Satellite Bill which was opposed but passed last year.

Sen. Clinton B. Anderson (D-N.M.), chairman of the Astronautical and Space Sciences Committee, sat in with the Commerce Committee during the nomination hearing Monday (March 11) for the 14 incorporators. He indicated then that his committee might want to discuss some problems with the incorporators.

A tentative hearing has been set for tomorrow (Tuesday).

Three key men charged with the development of a private space communications system are shown as they appeared before the Senate Commerce Committee last week. (L-r) Leo D. Welch, chairman of the Communications Satellite Corp.; Sam Harris, vice chairman of the board of incorporators, and Dr. Joseph V. Charyk, president.

could be done, Mr. Seiler said.

(Asked about ARB’s relative position in the rating field, Mr. Seiler blurted out that the firm’s 1962 gross income was $31,135,663. Most of that income—$2,963,910—was from local TV market reports, he said.

The witness was quickly advised that he was not being asked for public disclosure of the actual figures—just for an idea of ARB’s share of the business.

(His best guess on that, Mr. Seiler said, is that ARB has about a 60-40 lead in local TV market reports. Its national reports, however, may represent closer to 10% of that area.)

The firm uses diaries through four-week periods to learn viewing habits, he said, and uses telephone coincidental surveys to check up on its diary-keepers’ habits. They have shown, Mr. Seiler said, that non-responders are somewhat different viewers, and there is some recording error—but the differences are small.

Misused ‘Metros’ • Rating users who buy time only on the basis of "metro ratings" "could be badly misled on coverage outside the metropolitan market,” Mr. Seiler said.

The "metro rating" is designed to show broadcasters how their programming competes with other stations who have the same opportunity to reach the same number of viewers, he explained. That is why "metros" are restricted areas into which all local stations put the same quality signal, he said.

Total home figures, however, measure all homes which pick up a station’s signal. They are intended to credit stations for any viewers they may have.

Sample errors worried the subcommittee and Mr. Seiler was asked about the margin of error in ratings given two competing stations in the same time period. In a Louisville example one was rated 22, the other 26. Applications of error variations showed that a more accurate description than 22 or 26 was that a 22 could range from 15.2 to 28.8 and a 26 from 19 to 33. This showed, Mr. Seiler said, that there really is no significant difference in the stations on an individual program level and points out problems which exist in buying spots in local markets on the basis of ratings.

"Never believe a thing until you see it twice in a row," Mr. Seiler said ARB advises its clients. "I feel very strongly," he said, "our material is quite often misused."

FTC Orders • Toward the end of Mr. Seiler’s testimony Chairman Harris observed that he thought it was interesting to note the timing of the Federal Trade Commission’s consent orders signed in December with three major rating firms, including ARB (Broadcasting, Jan. 7). Ratings have been under study by Congress since Senate hearings in 1958, Rep. Harris said. Material developed then was turned over to the agency. The House subcommittee issued the Madow Report (a statistical appraisal of rating meth-
Her name was WRGP-TV... now it's WRCB-TV, identifying her more closely with the RUST CRAFT BROADCASTING COMPANY which owns and operates the NBC affiliate in Chattanooga. She's still the number one favorite in the Chattanooga market according to the November-December '62 ARB, which shows that from 5:00 p.m. 'til midnight, Monday through Sunday—26.79% MORE people watch WRCB-TV than station B, and 35.96% MORE than station C. You'll want to know her better, so for more information as to her popularity in the Chattanooga four-state industrial center of the South, contact your H-R man!

WRCB/TV
CHATTANOOGA, TENNESSEE
Channel 3
RUST CRAFT BROADCASTING CO.

Broadcasting, March 18, 1963
odology) in the spring of 1961, he said, but it wasn’t until just two months before the current hearings that the FTC acted.

Chairman Harris thanked Mr. Seiler for his candor and presentation and said there was "no doubt in my mind that you are knowledgeable and capable in your business."

The compliment, however, prefaced this question: Should the subcommittee undertake legislative action in the rating field?

Mr. Seiler said he thought the subcommittee was making a valuable contribution by exposing problems.

What about setting standards for the industry? Chairman Harris wanted to know.

It would be difficult to set them, Mr. Seiler said, but certainly any misrepresentation should be exposed.

Hooper Ratings ‘Overused’ • Hooper’s president, Frank Stisser, told the subcommittee that the firm hoped to achieve a fuller understanding of the rating business would result from the investigation. What he meant, Mr. Stisser explained, was that ratings are "overused." Hooper tries to publish a comparative index of how one station’s programs compete with another’s in the same market, Mr. Stisser said. Coverage is not a concern of Hooper, he said.

Hooper measures radio listening primarily at home, Mr. Stisser said, but includes auto listening with on-street surveys conducted mostly by male college students who stand on street corners and check motorists’ radios "during red lights."

The firm employs 125 full-time workers; its interviewers are paid by the hour, but supervisors are paid monthly retainers and by the hour, Mr. Stisser said.

Outlining Hooper’s telephone interview method, Mr. Stisser explained that callers ask what station people "are listening to now," what they listened to 15 minutes ago and questions on listener characteristics.

An analysis of this method by subcommittee investigators showed that presentation of this data in half-hour breakdowns inevitably grouped respondents in a manner which meant they were counted twice. So, it was pointed out, although Hooper states it uses a minimum sample of 900, this could never be really more than 450, and—

it was said—the application of other statistical criteria diluted the sample to fewer than 300.

Mr. Stisser agreed this was so.

That ‘Hyping’ Problem • Hooper notifies its subscribers—located in about 60 major markets—when a survey is about to take place, usually the first week of a month. Notification is made to be fair to all, Mr. Stisser said, because once a survey begins someone usually finds out within a day or two.

As with ARB, which also informs subscribers when ratings surveys are being conducted, Hooper has a "hyping" problem. Facing it, the radio survey firm does what ARB does—publishes explanatory footnotes when it thinks stunts or other "hyping" devices may have thrown off the accuracy of a report.

Admits he likes idea

FCC Commissioner E. William Henry exhibited more candor last week than most bureaucrats are supposed to possess.

When Commissioner Robert E. Lee introduced him at the government-industry committee meeting on uhf development (see page 119), he referred to reports that Chairman Newton N. Minow might resign, to be succeeded by Commissioner Henry.

Smiling broadly, Commissioner Henry replied, "I know no more about it than does Commissioner Lee. All I can say," he added, "is that I hope he’s right."

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**NSI or ARB**

any way you look at it —

**WFLA-TV delivers more homes in the Tampa-St. Petersburg market!**

NSI+ Nov. 1962 (Add 00) Average Quarter-Hour Total Homes Viewing

<table>
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<tr>
<th>Time</th>
<th>WFLA-TV</th>
<th>STA.&quot;B&quot;</th>
<th>STA.&quot;C&quot;</th>
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<tr>
<td>9:00 AM-Noon</td>
<td>430</td>
<td>0</td>
<td>225</td>
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<tr>
<td>Noon-3:00 PM</td>
<td>503</td>
<td>64</td>
<td>483</td>
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<tr>
<td>3:00-5:00 PM</td>
<td>396</td>
<td>102</td>
<td>426</td>
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<tr>
<td>5:00-7:30 PM</td>
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<td>94</td>
<td>838</td>
</tr>
<tr>
<td>7:30-11:00 PM</td>
<td>1128</td>
<td>340</td>
<td>998</td>
</tr>
<tr>
<td>11:00 PM-1:00 AM</td>
<td>291</td>
<td>0</td>
<td>259</td>
</tr>
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ARB Nov/Dec (Add 00) Average Quarter-Hour Total Homes Viewing

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<tr>
<th>Time</th>
<th>WFLA-TV</th>
<th>STA.&quot;B&quot;</th>
<th>STA.&quot;C&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM-Noon</td>
<td>309</td>
<td>39</td>
<td>244</td>
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<tr>
<td>Noon-6:00 PM</td>
<td>356</td>
<td>53</td>
<td>346</td>
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<tr>
<td>5:00-7:30 PM</td>
<td>734</td>
<td>135</td>
<td>646</td>
</tr>
<tr>
<td>7:30-11:00 PM</td>
<td>1007</td>
<td>309</td>
<td>865</td>
</tr>
<tr>
<td>6:00-10:00 PM</td>
<td>1032</td>
<td>252</td>
<td>904</td>
</tr>
<tr>
<td>10:00 PM-Midnight</td>
<td>562</td>
<td>163</td>
<td>524</td>
</tr>
</tbody>
</table>

These are the facts. Check your schedules in Tampa-St. Petersburg.

Audience estimates cited are per permission of Nielsen.

National Representatives - BLAIR TV

WFLA-TV

TAMPA-ST. PETERSBURG - Channel 8
It's Great to Live in San Antonio...

The calm, tranquil waters of Woodlawn Lake, in the heart of San Antonio, reward boating enthusiasts with hours of relaxed pleasure. In this city of contrasts, three-quarters of a million San Antonians enjoy gondola rides on the romantic San Antonio River...thrilling speed boat rides in tropical Brackenridge Park...water skiing at nearby Medina Lake.

Spectators wander through the hallowed halls of the Alamo...the beautifully preserved Spanish Missions...and the world's largest Military and Space Age Installations. All this and much, much more in one of America's most picturesque cities. Yes, it is great to live in San Antonio!

It's Great to SELL San Antonio on KONO-TV  ch. 12

THE KATZ AGENCY, INC
National Representatives

BROADCASTING, March 18, 1963
THE KID MIGHT JUST BECOME ANOTHER HUCK FINN
Jaimie McPheeters is the hero of a Pulitzer Prize novel. And of a new television series with a lot going for it.

A healthy production budget. Writers like John Gay, who did the film "Separate Tables." Directors like Boris Sagal, who worked about every top drama show on television. And the facilities of Metro-Goldwyn-Mayer studios. But viewers don't sit and watch credits for an hour.

They will watch an engaging Jaimie (Kurt Russell) who finds the lure of adventure and gold more exciting than school. And a father (Dan O'Herlihy) who finds the lure of gambling more challenging than responsibilities.

And assorted heroes, friends, fiends, love interests and creditors who share their adventures.

"The Travels of Jaimie McPheeters" premieres this fall—on ABC Television—along with more than a dozen new shows.

One's a cross between Ben Casey and Sigmund Freud. (It's called The Breaking Point).

One's high adventure, with a wrinkle. The hero's a man on the run (Fugitive).

One's two hours of Jerry Lewis. (Enough said?)

And one show is actually two shows—Arrest & Trial. 45 minutes of chase (The Arrest). 45 minutes of courtroom action (The Trial).

New shows, new formats and faces, new ideas—all with one thing in common.

Entertainment.

Exciting programming to attract the younger, larger families that we, and you, want to reach.
ABC NOT GIVING UP ON DROP-INS

Network asks FCC to make seven markets dual operations

ABC last week attempted to breathe new life into the FCC's controversial, but dying vhf drop-in proposal.

The network suggested that the commission grant the drop-ins and at the same time authorize dual vhf-uhf operations in the 7 two-station markets.

Two weeks ago the commission voted to deny the drop-ins in Johnstown, Pa. (ch. 8), Baton Rouge, La. (ch. 11), Dayton, Ohio (ch. 11), Jacksonville, Fla. (ch. 10), Birmingham, Ala. (ch. 3), Knoxville, Tenn. (ch. 8), and Charlotte, N. C. (ch. 6). In a related action the FCC reassigned ch. 5 in Enid, Okla., to Oklahoma City, at short spacing, and modified the license of KOCO-TV, which operates the ch. 5 facility, to specify Oklahoma City (BROADCASTING, March 11).

ABC said that the commission denied the proposal by an announced 4-3 vote, but did not give any reason for making the denial. The network noted that the trade press reported the commissioners, who voted for the denial, did so out of belief that uhf channels would provide the third service.

ABC took a different view. It said the FCC's decision "will not satisfy the critical shortage of competitively equal facilities" in the seven markets. Neither will the FCC's position advance "the cause of uhf broadcasting," ABC said.

On this note the network concluded that if the commission provides for dual vhf-uhf stations, along with the drop-ins, both of the two objectives would be satisfied.

Last, But Not Least • ABC said that the seven proposed drop-ins are but the last of a long series initiated by the commission since 1952, when the agency adopted its plan to provide a third competitive facility in important two-station markets. ABC pointed out that in some cases the drop-ins were made without any mileage separation considerations. On the other hand, short spacing has sometimes been necessary such as ch. 13 (WAST [TV]) in Albany, N. Y. (BROADCASTING, Feb. 18).

ABC told the commission: "The public in these seven remaining markets is no less entitled to a third competitive service than it is in the other markets..." where the commission has provided a third service.

ABC reminded the FCC of its position when the commission denied a petition by the American Association of Maximum Service Telecasters to reconsider its drop-in policy. The commission said, "...we are faced with the inescapable circumstance that in the present state of the art, the operating commercial uhf stations cannot compete with vhf stations on anything like an equal basis."

Help or Hinder • ABC said that if the FCC plans "undue encouragement" to proposed applicants to apply for uhf channels in the seven markets, as a measure to aid uhf, "we agree that the action probably will contribute to its advancement. But if aid to successful uhf station operation is the criterion—as we believe it should be—the proposed action will hinder, not help, uhf."

The network said that the commission should not need to be reminded of the "scores" of uhf stations that have failed in competition with two uhf stations. But if the commission would grant dual vhf-uhf stations, the uhf could pull the financial load and support the uhf operation costs, ABC said. "Our proposal is to allow dual vhf-uhf operation with the same programming," ABC said.

The network noted that Chairman Minor and Commissioner Lee have in the past favored dual operations, but with different programming.

ABC told the commission it was willing to help uhf development. "To assist the successful applicant in the added cost needed to install and operate a dual vhf-uhf station," the network said, "ABC will, in its network compensation arrangement provide initially for more favorable terms to the station."

ABC concluded that if the commission doesn't reconsider its decision, the public in the seven markets will be "relegated to the status of second class citizens." The network added that it would be the "mid '70's" before a uhf operation would be feasible in these markets.

It has been reported that Gem City TV Inc., a prospective vhf applicant for Dayton, is preparing to file a petition for reconsideration too. It is taking the same approach as ABC did.

FTC loses in bid for Bayer injunction

A federal judge in New York has refused to grant a temporary injunction forcing Sterling Drug Co.'s Bayer aspirin to stop using advertising that refers to results of a Federal Trade Commission-sponsored medical study.

The FTC, which has filed a complaint against Sterling and its agency, Dancer-Fitzgerald-Sample, New York, for using the study in advertising, asked for the restraining order while the case is being litigated before an FTC hearing examiner.

In a decision made public last week, Judge Archie O. Dawson of the Southern District Court of New York denied the FTC petition seeking to stop Ster- ling's use of the comparative analgesic study published in the Journal of the American Medical Assn., Dec. 29, 1962 (BROADCASTING, Feb. 25). The FTC will continue prosecution of the case with a hearing scheduled to begin April 1, before Examiner Eldon Schrup.

No Difference • The FTC-sponsored study was made by two doctors and a city health officer in Baltimore. The investigators reported, the agency said, that there is no significant difference in the degree of relief from pain afforded by Bayer and other products tested, after 15 minutes of administration (BROADCASTING, Jan. 21).

In his decision, Judge Dawson found the FTC had not proved its case against Sterling Drug and Dancer-Fitzgerald-Sample, in each of five practices which the commission contended were fraudulent. He asserted that "if any false impressions are created about the origin of the study they are impressions created by the actions of the commission itself." Also, he said that "if the report of the experts employed by the commission is inaccurate then the commission itself is guilty of promoting false advertising."

A Sterling Drug official said that Bayer aspirin advertising will continue to use the results of the study, although current commercials do not refer to the study specifically. D-F-S said that whatever changes have been made in Bayer's ad copy were merely "a matter of good advertising practices," and not a result of FTC proceedings.

Freed pays $300 fine

A $300 fine was paid last week by disc jockey Alan Freed, who pleaded guilty in criminal court in New York last December to accepting a total of $2,700 from two record companies for favoring their records on his radio show.
What professional recording tape now offers a new standard of performance? AMPEX 600.

Ampex engineers are never content with present standards. They are always trying to improve what sometimes seems un-improvable. Now they have been at work on the Ampex 600 Series Professional Recording Tape. And they've improved it so much we felt we should call it the new Ampex 600. This 600 Series now offers better high frequency response characteristics. And because an exclusive Ferro-Sheen process makes the tape smooth, the first play and the one-hundredth have the same response characteristics curve. It gives you the kind of reliable performance you expect from Ampex recording equipment. Try this improved 600 Series and see. It's made in the same rigidly controlled clean-room atmosphere as precision computer and instrumentation tapes. Write the only company with tape, recorders for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Worldwide sales, service.
FCC INSISTS ON MAKING A DECISION

Refuses to approve agreement for Philco withdrawal

The FCC last week refused to approve the agreement under which NBC and Philco are qualified applicants and the commission decided not to deny itself the opportunity of deciding between them.

But the action jeopardizes NBC's play to dispose of its Philadelphia broadcasting properties, as required by a Justice Dept. consent decree, by swapping them for RKO General's Boston stations.

Under the agreement, NBC was to pay Philco not more than $550,000 as reimbursement for its expenses in prosecuting its application for a new station on ch. 3. This application is one of a series of revised matters now in a consolidated hearing.

The hearing, which has been in abeyance pending the commission action on the agreement, is scheduled to resume today (Monday).

In disapproving the agreement, the commission asked Philadelphia to decide, “without undue delay,” whether it will continue to press its application. Philco's alternative, commission sources said, is to withdraw without getting any of the $520,000 it says has spent.

Philco, in earlier pleadings, said if the agreement were rejected, the company would “prosecute its application with the utmost vigor.”

The commission action was said to have been taken on a 4-2 vote, with Chairman Newton N. Minow and Commissioners E. William Henry, Robert T. Bartley and Frederick W. Ford in the majority. Commissioners Robert E. Lee and Rosel H. Hyde dissented, and Commissioner T. A. M. Craven abstained.

The brief commission announcement — issued in advance of the official order — didn't give the reasons for rejection of the proposal. But commission officials said the majority felt the commission should not grant its own action, reduce the number of qualified applicants.

What makes this case different from most others in which an applicant seeks to withdraw from a comparative hearing in return for reimbursement of expenses, officials explained, is that a station is already operating on ch. 3.

Normally, what is at issue are two or more mutually exclusive applications for a construction permit to put a new station on the air. The commission, in such a case, could approve a withdrawal in return for reimbursement, in order to speed broadcast service to the area involved.

But in Philadelphia with ch. 3 already in service, the commission sources explained, no public interest would be served in approving Philco's withdrawal.

A secondary consideration on the part of the commission was said to be its concern that approval of the agreement might stimulate the filing of applications for new stations by persons interested in “shaking down” stations seeking license renewals.

“‘There's no evidence of that here,’” a commission source emphasized. “But large sums of money are involved. It might give someone the idea of how to pick up some cash.”

The major rationale reportedly adopted by the commission rejects the arguments of both the commission's Broadcast Bureau and Philco. The bureau was in favor of the withdrawal being approved but the payment denied on the ground that Philco's good faith in filing the application was suspect.

The bureau said there was a “serious question” as to whether the application was a device to improve the bargaining position of Philco Broadcasting's parent, Philco Corp., in its court fight with RCA, NBC's parent, over patent rights. This fight has been settled (Broadcasting, March 7). The commission reportedly doesn't question Philco's good faith.

Philco had argued that the commission doesn't have authority to disapprove the agreement. It said the Communications Act section cited by the bureau as providing jurisdiction applies only to cases involving competing applicants for construction permits.

An agency official said Philco could, of course, pull out of the ch. 3 fight if it wished—“we can't make them stay in.” But, he added, the commission can't approve an agreement it doesn't believe should be in the public interest.

NBC had hoped for FCC approval of the agreement as a means of clearing the way to renewal of the licenses of its Philadelphia stations, WRCV-AM- TV, and the subsequent trading of these properties for RKO General's WNAC-AM-TV and WRKO (FM) Boston.

But even if Philco decides to withdraw, the commission would still have to consider the antitrust activities with which Philco has charged NBC in the lengthy and complex hearing. The charges involve NBC's alleged pressuring of Westinghouse Broadcasting Company into exchanging its Philadelphia properties for NBC stations in Cleveland.

Firing engineer within rights, McLendon says

Gordon McLendon, president of WYNR Chicago, last week denied allegations in unfair labor charges filed against the station by Local 1220 of IBEW (Broadcasting, March 11).

Heart of the dispute, he indicated, is WYNR's right to fire an employee for not doing his job.

The IBEW complaint to the Chicago office of the NLRB charged that an engineer, James Clark, had been fired for his activities in behalf of Local 1220 and claimed that WYNR has refused to bargain in good faith since last fall even though a new contract was signed this January.

Mr. McLendon said, “The employee was discharged for failure to properly perform his duties, and while the station considered all of the demands for operating changes sought by the union, the contract which the union and the station signed in January specifically provided that the engineers would perform their duties as directed.”

FCC reveals ‘roadshow’ hearing costs

The FCC's inquiries into local live television programming in Omaha in January and Chicago last year cost a total of $4,915, according to figures made available by the commission last week.

The figures include per diem costs ($16 a day) for staff members and the two commissioners involved, their travel expenses and the rent for office space in Omaha.

Not included, however, were salary costs. The commission said these costs would have been the same had the FCC officials remained in Washington. There was no indication of the amount of time spent in preparing for the hearing, on the ground that no such records are kept in the commission.

The cost of the Omaha hearing was given as $2,552. This includes $1,152 in per diem expenses for a total of 72 man-days spent in Omaha by Commissioner E. William Henry, who conducted the hearing, and four staff members. Travel cost $900 and office space, $500.

The Chicago hearing cost $2,363. The per diem for Commissioner Robert E. Lee and four staff members who spent a total of 99 man-days in Chicago was $1,584. Travel expenses totaled $779.
NATURALLY... the redskins (they called 'em that because they shoulda blushed for shame!) had the hardy Captain all trussed up and ready for the crewcut. Just then, the chief's favorite daughter, Pocahontas (meanin' "well-stacked") ankles out to the block, drapes herself around the captain in a promisin' fashion, and says "Stop!" That did it. Then and there a great romance was born.

... and just as naturally

as Captain John Smith fell in love with Pocahontas, knowledgeable time-buyers are feeling real romantic these days about WHEC-TV. They’re mighty grateful, too, for the sales results that follow product-exposure to the people of the rich Rochester area via spots on Rochester's top-popular TV station, WHEC-TV, Channel 10.
Newspapers to be welcome in uhf: Minow

‘OPEN DOOR’ POLICY REVEALED AT CELLER'S OWNERSHIP HEARING

Newspaper publishers who for over two decades have felt unwanted in radio and television were urged to come into television last week.

For years, publishers have felt that in broadcasting they were somewhat unwanted. Last week they were assured of a warm welcome by FCC Chairman Newton N. Minow if they applied for uhf and if they have plenty of money to hold out until uhf turns the corner.

The FCC chairman made his offer in testimony before the House antitrust committee, headed by Rep. Emanuel Celler (D-N.Y.). The committee opened hearings last Wednesday on concentration of the ownership of news media.

After hearing Mr. Minow, the committee also heard representatives of the American Newspaper Publishers Assn., Nelson Poynter, publisher of the St. Petersburg (Fla.) Times and Evening Independent, and Loyal B. Phillips, former publisher of the St. Petersbursg Independent.

On Friday the committee was scheduled to hear Norman, Otis and Philip Chandler of the Los Angeles Times and Mirror.

The open door policy for newspaper applicants in uhf was enunciated by Mr. Minow during his discussion of the need for more facilities in order to dilute the percentage of tv stations owned by newspapers.

“Our efforts to improve this situation rest in major part,” he said, “... upon uhf tv and the all-channel receiver. We need applicants who are willing to risk their money in uhf tv for substantial periods of time, with no sure prospect of immediate financial return. If a newspaper publisher appears at our door as the sole applicant, able and willing to enter a large tv market on a uhf channel in competition with existing vhf stations, would we serve the public interest and the cause of diversity itself by turning him away?”

The answer, Mr. Minow seemed to respond, is no.

This was one of the most affirmative actions that came to light in the first three days of the Celler hearings.

The committee, including Mr. Celler, seemed more interested in developing information on monopoly and concentration trends in the newspaper business than in attacking the publishers.

During the course of Mr. Minow’s testimony, these points were made by the witness and committee members.

- The FCC is looking into joint rate policies of newspapers with broadcast facilities in two cities—“upstate New York and Worcester, Mass.” It is also studying the effects of joint printing plant agreements between two or more newspapers with broadcast interests in Honolulu, Shreveport and St. Louis.

- It is looking into a broadcaster’s complaint that the wire services aren’t fair; they both require five year contracts and “almost” identical rates (Broadcasting, Feb. 4).

- It is considering whether to look into situations where newspapers with broadcast stations use each of their facilities for cross promotion.

- Where a newspaper and its radio or tv adjunct editorialize with the same viewpoint, the FCC feels the broadcast station must comply with its “fairness” doctrine; it must afford time for the expression of opposing views.

- Although the commission is again asking Congress to give it the right to hold hearings on transfer cases, it does not seek the principles it followed when it operated under the Avoid procedure. In that process, which the FCC followed for several years shortly after World War II, the commission was considered to be inviting other bidders for the property to be sold.

“Significant and Dangerous” * At one point, Mr. Celler cited three “newspaper

chains” which he said owned among them 45 newspapers, 25 magazines, 10 am radio stations, seven fms, 12 tvs, two press associations, “several” photo services, “several” syndication and feature services.

“Is this not significant?” asked Mr. Celler.

“It is not only significant,” Mr. Minow replied, “it could be dangerous.”

Although Mr. Celler did not identify the chains, he later said he was referring to Scripps-Howard, Hearst and Newhouse groups.

In a discussion of FCC regulations and antitrust violators, Mr. Minow cited the Westinghouse price fixing case where the company was found guilty of violating the antitrust laws. After explaining why the FCC renewed the Westinghouse broadcast licenses, Mr. Minow added:

“In my view Westinghouse is one of the best broadcasting companies in the business... from a public interest point of view.”

Mr. Minow had similar kind words for most newspaper-owned radio and tv operations.

Broadcasting and News • Several times committee members including Mr. Celler observed that broadcasting is not on a par with newspapers in supplying news.

“Television and radio, whatever their other virtues, cannot replace the daily newspaper...,” Mr. Celler said. Broadcasting is “feeling,” he added.

Mr. Minow made this comment:

“Broadcasting cannot wholly substitute for the newspapers it may displace [as in New York]. The relative permanence and convenience of print provides comprehensive reporting which is indispensable to the democratic process. In New York, radio and tv did a herculean job... but they did not substitute for newspapers.”

A more stinging thrust at radio and tv news came when Stanford Smith, general manager of ANPA, was on the stand.

Mr. Celler observed, and Mr. Smith agreed, that the news operations of many radio and tv stations were not comparable to newspaper operations.

Stuart Johnson, majority counsel to the committee, commented that radio and tv stations do not have reporters who are as “inquisitive” as those on newspapers.

Later during this same session, Arthur B. Hanson, counsel for ANPA, insisted that the “freedom of press” guarantee in

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RADIO AND TV STATIONS WITH NEWSPAPER AND/OR MAGAZINE AFFILIATION, 1931-1962

The amount of cross-ownership between broadcasting and newspapers is shown in these three charts introduced in the House antitrust hearings on newspaper concentration. In am radio in 1940, 30% were affiliated with newspapers; now it's only 10.8%. In fm radio in 1950, 36.8% were commonly owned; now it's only 14.6%. In tv in 1950, 42% were owned by newspapers; today the ratio is only 30.5%.

the Constitution applies only to newspapers.

Broadcasting, he maintained, comes under the "freedom of speech" provision.

Competitive Newspapers • In his opening statement, Rep. Celler called attention to the fact that only 52 cities have two separate and editorially independent newspapers. In 1909, he said, there were 689 cities with competitive newspapers.

Also, in the last 50 years, he said, the number of daily newspapers has shrunk steadily—from 2,200 in 1909 to 1,760 today.

After referring to the impact of radio and tv on advertising revenues of newspapers, he called attention to the study done by committee staff on cross-ownership of newspapers and broadcast facilities (see chart). This led him to state:

"... Of itself, such cross-ownership is not necessarily evil. Indeed ownership of a broadcast station may provide profits to keep a competitive newspaper afloat, while at the same time a newspaper publisher may well be able to provide more comprehensive, informed news coverage and editorial over radio and tv than another owner could.

"On the other hand, where the only newspaper in a community owns the dominant or the only broadcast station in the same community, the free flow of news and ideas may indeed be in jeopardy because variety of content is apt to be lacking..."

Personal View • Mr. Minow read two statements to the committee. One was the official FCC position, mainly a recounting of the history of the newspaper issue in Congress and at the commission, and the second a personal view.

It was in the latter that Mr. Minow expressed himself as a friend of newspapers in the broadcast field:

"... Though I could not document this, it is my personal impression that some of our broadcast licensees which are affiliated with newspapers and periodicals are among those broadcasters most serious about service to the public interest. Some of them who have come to broadcasting from a tradition of journalism rather than entertainment have set high standards of independence from advertisers, of emphasis upon informative broadcasting with extensive news staffs, and upon dedication to meeting community needs and advancing community projects."

In talking about the hopes for uhf, Mr. Minow seemingly held out a welcoming hand to publishers:

"Our efforts to improve this situation [more facilities] rest in major part again upon uhf tv and the all-channel receiver..."

Radio-Tv Helps • A newspaper which has broadcast adjuncts is in a better competitive position against its rival newspaper, Mr. Minow declared. He cited an informal study by the FCC staff which indicated that in almost every instance where daily newspapers suspended publication in 1945-1947, they did not have radio ownership; and in the period 1958-1960, they did not have tv interests.

The commission's attitude toward newspaper ownership, Mr. Minow stated in presenting the official FCC position, is hinged to the principle in the diversification of the media of mass communication.

Where all other things are equal, Mr. Minow said, the commission has preferred the applicant who has no other or fewer mass media interests. But, he added, "I have never found a case
where ‘all other things are equal.’”

This does not preclude a grant to a newspaper, Mr. Minow stated. But newspaper ownership is a “significant aspect” of public interest.

**Dilution Works**  In presenting statistics on newspaper ownership, Mr. Minow, aided by H. H. Goldin, chief of the Broadcast Bureau’s research staff, made these points:

* In 1941, daily newspapers controlled or had interests in 31% of all am stations (249 out of 801). In 110 communities the only newspaper there had varying interests in the only radio station there.

* Today the overall proportions have been reduced from 30% to 9% (only 330 out of 3,753 am stations have newspaper connections). Also the number of one-one communities has also dropped, from 110 to 78.

This is due, Mr. Minow emphasized, to the great jump in am facilities.

In television, newspaper interests run about 25-30%, Mr. Minow said. One of the reasons for this, he explained, is that major am radio stations were early in tv and many of them were newspaper-owned stations. In 1953 the proportion of newspaper-owned tv stations to all tv stations was 104 out of 349. Today, 153 tv stations out of 563 total are newspaper affiliated.

**Multitude of Sources**  After deducting joint and multiple ownership, there are 4,993 separate and independent entities engaged in disseminating news over the air and through daily newspapers.

This was the center point presented by Dr. Jesse Markham, Princeton U. economics professor, who at one time was a member of the FCC’s network study staff.

In a special study for ANPA, Prof. Markham found that there are 1,211 daily newspapers, 2,957 am radio, 485 fm radio and 340 tv stations, all separate and independent, providing news to the American public.

### Committee o.k.’s Cox, Thurmond lone dissenter

The Senate Commerce Committee approved Tuesday (March 12) the nomination of Kenneth A. Cox to be an FCC commissioner, and the Senate was expected to confirm him last Friday.

Mr. Cox, who is chief of the FCC’s Broadcast Bureau, would succeed Commissioner T. A. M. Craven, 70, who has been serving since his mandatory-retirement date, Jan. 31. Commissioner Craven will be the FCC’s consultant on space communications.

Sen. Strom Thurmond (D-S. C.) cast the only vote against the nominee, and that was by proxy during an executive session of the committee, which he did not attend. Sen. Thurmond had stated during Mr. Cox’s nomination hearing Jan. 31 that he had several questions to ask the nominee, but would wait for an executive session (Broadcasting, Feb. 4).

Sen. Thurmond has refused to reveal the nature of the questions he wanted to ask Mr. Cox. Asked Thursday why he voted against the nominee, Sen. Thurmond would make no statement, nor would he say whether he would speak against the nominee when his name came before the full Senate. Mr. Cox said he didn’t know why Sen. Thurmond opposes his nomination.

### NAB urges reinstatement of Airlie House meeting

Representatives of broadcasting urged Pierre Salinger, news secretary to President Kennedy, to reinstate the Airlie House meeting with radio-tv, newspaper and magazine delegates.

Mr. Salinger last week postponed the April 5-6 meeting to which media representatives had been invited to discuss charges that the Kennedy administration is managing the news (Broadcasting, Feb. 25). The postponement was due, it was reported, to the fact that Rep. John E. Moss (D-Calif.), chairman of a House committee on information, be-
First of all, what is a Flickerless Quickerswitcher? Ans: any custom video switcher system installed by GENCOM division of ELECTRA MEGADYNE INC. Vertical Interval Switching, pioneered by GENCOM three years before anyone else picked up on it, cuts the line video from one signal source to any other source during the vertical blanking plateau—switches the signals fast fast fast, and eliminates all flicker from the viewer’s screen—hence the name. Second, and of more urgent importance, how can the FQ benefit you? The answer to this depends on you. Can you use improved, updated, better studio switching equipment? Would you like a completely solid state modular audio/video system that virtually cares for itself? Do you desire double re-entry and automatic sync sensing? Would you like to have a studio that makes it possible to run a one-man station with two remote-controlled cameras controlled by the performer on camera? If the answer to any one of these questions is yes, then quick—switch your tale into the telephone and get our representative on scene to talk details.
gins hearing this week on government news policies (see below). There were also unsupported rumors that the meeting's postponement was due to protests by print media men who objected to the role radio-tv was playing. The meeting idea was originated with NAB's Freedom of Information Committee.

An NAB telegram to Mr. Salinger asked that the Airline House meeting be rescheduled after the Mosis hearings conclude. The telegram was signed by NAB President LeRoy Collins, NAB Vice President Howard H. Bell, and Freedom of Information Chairman Frank Fogarty, executive vice president of Meredith Broadcasting Co.

Newsmen being asked to criticize, solve

Representatives of broadcasting and other news media will be given an opportunity this week to tell a congressional subcommittee what's wrong with governmental "news management.

But they'll also get a tough assignment: Come up with some solutions.

Rep. John E. Moss (D-Calif.), chairman of the House Foreign Operations and Government Information subcommittee, said the unit will conduct hearings Tuesday and Thursday (March 19 and 21) in an effort to air the problem — and an attempt to solve it.

Tuesday's session will be a panel discussion which tentatively will include Howard H. Bell, NAB vice president; Herbert Brucker, editor of the Hartford Courant and first vice president of the American Society of Newspaper Editors; Gene Robb, publisher of the Albany Times-Union and a vice president of the American Newspaper Publishers Assn.; Clark Mollenhoff, Washington correspondent of Cowles publications; Charles Rowe, publisher of the Fredericksburg (Va.) Advance and freedom of information chairman of the Associated Press Managing Editors; and Ted Serrill, executive director of the National Editorial Assn.

The first government witnesses will appear Thursday. Among them will be Arthur Sylveste, assistant secretary of defense for public affairs, and Robert Manning, his counterpart at the Department of State. Other witnesses will represent the Space Agency, the Atomic Energy Commission, and personnel responsible for handling highly classified data and information pertaining to national security (the latter in closed sessions if necessary).

Who owns KSHO-TV? FCC wants to find out

The FCC last week announced it will hold hearings to determine the circumstances surrounding the ownership arrangements of KSHO-TV Las Vegas, Nev., the proposed transfer of control of the licensee, and its renewal application.

KSHO-TV has applied to the commission to renew its license, and assign the station's license from receiver Harry Wallerstein to TV Co. of America. If this assignment is granted, Nevada Broadcasters' Fund Inc., the parent company of TCA, would transfer control of the company from Reed R. Maxfield, Carl A. Hulbert, Robert W. Hughes, and Alex Gold to Arthur P. Williams. KSHO-TV is presently licensed to Mr. Wallerstein as a receiver due to financial difficulties, and for the benefit of creditors, an FCC source said. The station also has allegedly failed to file with the commission its ownership agreements.

The FCC last week...

- Reversed its Jan. 12 decision to reassign ch. 7 to Calais from Bangor, both Maine, and returned ch. 7 to Bangor for commercial use. At the same time the commission assigned ch. 13 to Calais for noncommercial educational use.
- Received a petition from Rep. Alvin E. O'Konski (R-Wis.) to allocate ch. 4 to Merrill, Wis. Rep. O'Konski was recently granted a construction permit for a new tv station on ch. 12 in Hurley (At Deadline, March 4). Rep. O'Konski did not indicate if he plans to apply for ch. 4 in Merrill if the allocation is made.
- Received request from Shenandoah Broadcasting Co. to allocate uhf ch. 74 to Charlottesville, Va.

EQUIPMENT & ENGINEERING

Dynair, CCC merge

Dynair Electronics, San Diego, and Communications Control Corp., Van Nuys, both California, have merged into a combined operation that will retain the Dynair name and the San Diego headquarters. E. G. Gramman, Dynair president, will be president and general manager of the new company; Omar E. LaHue, CCC president, becomes vice president and sales manager. Dynair is manufacturer of tv broadcast transmitters and closed circuit tv switching and distribution equipment; CCC designs and manufactures industrial control and data communication systems. Combined sales totaled about $500,000 for year ending April 30, 1963, with a 50-60% increase forecast for the year ahead.

UL moves to Oklahoma City

University Loudspeakers, a subsidiary of Ling-Temco-Vought Inc. now headquartered in White Plains, N. Y., has announced plans to move its plant to Oklahoma City.

University's entire design, engineering, production and electronic research operations will be shifted to a 100,000-square-foot facility now under construction by summer's end. Cost of the installation will be in excess of $1 million.

Temporary offices of the company in Oklahoma City are located at 1411 Classen Blvd., Suite 328.

Penney plans color-set line

J. C. Penney Co., New York, department store chain, is planning to market a private-label line of color television sets in its retail outlets. The company, which has been selling its own line of black and white models, did not announce when the color line would be introduced.

Astatic plans new campaign

The Astatic Corp., Conneaut, Ohio, has announced the purchase of Shure Brothers Inc.'s line of ceramic and crystal replacement cartridges and needles. Shure Brothers' high fidelity lines were not included in the sale. Astatic, which manufacturers needles, cartridges and microphones, plans an immediate, intensified sales campaign.

Etv consultant firm

Louie L. Lewis, former administrator of etv planning for RCA, has formed a new consulting firm to assist educational institutions in the selection and installation of electronic equipment. Mr. Lewis' firm will also offer counsel in the design and layout of the buildings planned to house the equipment.

Mr. Lewis specialized in etv planning during most of his ten years with RCA, and prior to that was chief engineer at WOJ-AM-FM-TV at Iowa State U. Mr. Lewis can be reached at 23 Wesley Ave., Cherry Hill, N. J.

USIA gives Collins contract

Collins Radio Co. Dallas, Tex., has been awarded a $2.32 million contract by the U. S. Information Agency to build nine new high power shortwave transmitters. They will be installed at USIA sites at Bethany, Ohio, and Delano and Dixon, Calif. USIA currently is engaged in a $9.5 million modernization for its broadcasting service, Voice of America.
HERBERT W. SPENCER has written, arranged and conducted for TV since 1953. For 17 years he had been staff arranger at 20th Century Fox studios. With EARLE HAGEN he has provided music for the Danny Thomas and Andy Griffith Shows and the Barbara Stanwyck Theatre. Besides conducting the Joey Bishop Show, Spencer also writes and arranges the entire background score. He has been affiliated with BMI since 1955.

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and there are 104 other regular network programs which use BMI music.
Producers must decide on residuals

METHOD OF PAYING WRITERS APPLIES TO THIS SEASON AND NEXT

Producers of filmed programs for television last week had to choose which of two systems they wish to use in making residual payments to writers this season and next.

By midnight Saturday (March 16) they were required to notify the Writers Guild of America whether they were going to continue to make residual payments to writers on the old basis of a sliding scale based on the writer's minimum salary or on a new plan based on a percentage of the producer's gross revenue. Late last week the returns received by WGA were divided, with many producers still to be heard from.

The choice is this: The traditional plan calls for the writer to receive 35% of the minimum salary scale for the second run (first rerun), 30% for the third run, 25% for the fourth, 25% for the fifth and a final 25% for the sixth run and all runs after that. If a program has six or more broadcasts in a U. S. or Canadian market, the writer receives residual payments totalling 140% of the minimum fee for the original script. Foreign broadcasts do not carry residuals for writers. (The same formula of rerun payments holds for actors and directors.)

The new plan, introduced in the six-year contract signed in June 1960, at the end of a prolonged writers' strike, calls for residual payments to the writer of a flat 4% of the gross revenue from the distribution of the program following its first run (which may include reruns of some of that year's original programs to fill out the original broadcast contract), world-wide and in perpetuity. Unlike the residual payment pattern heretofore used, the royalty plan covers reruns throughout the world and for as long as the program is salable, with no limit.

**Old and New**

In general the producer who expects his programs to be big hits and salable for many more than six runs in a market will choose the traditional pattern. This is particularly true if he counts on much revenue from abroad, which is exempt from residual payments under the old system. Some producers would rather pay residuals on the basis of the WGA minimum salary than open their books to union examiners. And others fear that if the royalty plan works for the writers, it will inevitably become part of their contracts with the actors and directors unions, with the result that residual payments to the guild members might total 15% or more of the producer's distribution revenues.

The producer who does not anticipate more than one or two reruns for his programs may choose to pay the flat 4%. With some exceptions this plan has been chosen by members of the Motion Picture Producers Assn. (the major motion picture companies) and of the Alliance of Television Film Producers. But the three tv networks have elected to stand by the old plan for the filmed programs they own or control.

Whatever the decision, it affects only two seasons: the current one (1962-63) and the next one (1963-64). For the final two years of the six-year contract of the producers with WGA (1964-65 and 1965-66) the 4% royalty plan is mandatory. After that, the residual fee question will again be subject to the negotiations for a new contract between the writers and the producers.

**There's sales life left in pre-'48 films**

A study completed by United Artists Assoc. indicates there is a continued market for the re-sale of selected pre-'48 features and a demand for first-run, off-the-network post-'48 feature films.

Erwin H. Ezzes, executive vice president of UAA, reported last week that these two developments emerged from the company's recent individual pricing of its 2,000 feature films for each U. S. tv market, as prescribed by the Justice Dept. for all distributors.

He pointed out, for example, that in the past 30 days the "best" of the pre-'48 Warner Bros. and RKO Film libraries have brought in contracts amounting to more than $1 million. He noted that many feature film packs made originally in 1956 have come up for renewal in the past few months, and the volume of business generated shows that there is a market for outstanding films, irrespective of their theatrical or tv release date.

With respect to UAA's release of its first-run, off-the-network feature pack-

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**Stations DO Have Personality**

**IDENTIFICATION**--

Nine times out of ten, if a man says (anywhere in Michigan) "I'm from Paul Bunyan Network," the response is: "How is Les these days, say hello from me."

Man after man, time after time, the immediate identification is with Les Biederman—an identification that personalizes the Paul Bunyan stations—that sells their products.

**The PAUL BUNYAN STATIONS**

WPBN-TV, WTOM-TV, WTCM, WMBN, WATT, WATC, WATZ

Soren H. Munkhof, Gen. Mgr.

Paul Bunyan Bldg., Traverse City


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**Les Biederman, President**

Statistic-Retail sales in the area covered (Grade B) by WPBN-TV, Traverse City, & WTOM-TV, Cheboygan, total $531,362,000.
If it's tomatoes you're selling...

which tomato are you selling?

AIR YOUR PRODUCT IN COLOR the way your customers see it—remember it—buy it. Give your TV message the PLUS OF COLOR and you increase product-identity and brand-recognition—make your product one-of-a-kind.

Note: Your black-and-white commercials will be even better when filmed in color. Prints will come alive... shades and subtleties will stand out as never before.

For more information on this subject, write or phone: Motion Picture Film Department, EASTMAN KODAK COMPANY, Rochester 4, N.Y. Or—for the purchase of film: W. J. German, Inc., Agents for the sale and distribution of EASTMAN Professional Film for Motion Pictures and Television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

FOR COLOR... EASTMAN FILM
Who paid what to ASCAP in 1962

Radio and television contributed more than $30.5 million of the $35.3 million grossed by ASCAP in 1962, it was revealed last week.

For their use of ASCAP music the three television networks paid $8,803,790.04 while television stations paid $11,341,274.80; the four radio networks paid $550,965.35; radio stations, $9,861,054.11.

The figures, totaling $30,557,084.32, were contained in papers filed by ASCAP in New York with Judge John E. McGeeran, court-appointed master on the consent decree under which ASCAP operates, in an internal dispute over methods used in disbursing ASCAP revenues among its members (Broadcasting, March 11). At the society's West Coast meeting last month its 1962 total revenues were placed at $35,279,033 but without specifying sources (Broadcasting, Feb. 25).

age, titled "United Artists Showcase for the Sixties," Mr. Ezzes pointed out that in the six months it has been in syndication to stations, it already has grossed 80% of potential sales revenue available for the country. He noted that it has been sold in more than 90 markets, and stressed the contracts have been in many of the major, revenue-producing markets of the country. These post-'48 films were included in a group that played originally on ABC-TV last year, but Mr. Ezzes added there is "strong demand" for these films, despite earlier network exposure.

ITC to syndicate 'The Saint' in U.S.

Independent Television Corp. announced last week it is placing into syndication in the U.S. the one-hour The Saint series, which currently is playing in Great Britain on Associated Television, parent company of ITC.

The series has been on ATv since last September, but has not been released elsewhere. Twenty-six of 39 hour episodes have been completed. The scripts for the series are by Leslie Charteris, author of The Saint novels. Filming has been on location in various cities throughout the world.

A tv crime show strictly for laughs

Production was scheduled to start last Saturday (March 16) on a new comedy-crime series, Sebastian Cabot & The Crime-Busters. The show, produced by Continental/International Productions, Los Angeles, is being taped at the Steve Allen Playhouse.

Co-starring with Mr. Cabot will be Maurice Gosfield (formerly Pvt. Doberman on the Phil Silvers Show), Arnold Stang, Joyce Showlee and Valerie Varda.

Brian Clever will write the show and Paul Werth will assist in production.

Crime-Busters is C/IP's first venture into tv. The firm has a variety of radio programs in syndication.

TV VS. CONFORMITY

ABC-TV's Moore says it must resist pressure groups

If television is to make progress it must resist pressures of conformity "from special interest groups of citizens, from some advertisers and from some public officials," Thomas W. Moore, vice president in charge of ABC-TV, told Chicago's Broadcast Advertising Club last week.

Recalling occasions of special interest pressures put upon ABC-TV during the past year, Mr. Moore observed that even though they may have been brought with the highest motives, such pressures were not the means to ensure that the issues of contemporary life would be grappled with in a forthright or impartial manner.

Television's brief history shows the constant change and progress taking place, he said, noting that of the top-rated programs in 1951 "only one survives today [Ed Sullivan]; of the products advertised on television today, a considerable number did not exist in 1951."

Who could predict what shows the American public will be watching or the products it will by buying a dozen years hence, he asked. "Can we expect the American public to conform indefinitely?" Mr. Moore continued.

Because of the rising level of taste and sophistication, the increase of leisure time and the growing interest in a multiplicity of recreational activities, Mr. Moore said, the broadcaster "must concentrate. . . . on providing a service that people will turn to with expectation rather than simply because it's there." This means trying to be creative, imaginative and exciting, he said.

"It means that the new and the off-beat has to be given a fair viewing," Mr. Moore explained, and "it means avoidance of repetitive and 'me-too' carbon-copy programming."

The ABC-TV official said that implicit in this is the strong conviction that broadcasters and the networks "and not agencies or advertisers should retain control over programs and program content. I am unimpressed by wails of agency people bemoaning the loss in creativity now that they no longer control large blocs of programming as they did in radio and in the wild and woolly days of early television.

"The logic of the situation in television today demands concentration of authority in the hands of people whose only job is to produce the best possible program schedule."

The advertiser and the agency, however, will continue to have very important "and perhaps decisive" contributions to make to the "health of the medium," Mr. Moore said. "For no matter how close we move to the magazine concept as a result of participating sponsorship, television is not a magazine and in many lines there will continue to be a close relationship between program and product."

The question simply will be "what will get sponsored," Mr. Moore explained. He said he hoped advertisers will not merely make pronouncements on the need to foster creativity in tv and then proceed to sponsor "a pale imitation of a program that had been successful two years earlier." Rather, he hoped, "advertisers will show willingness to explore new program fields, new program forms, new talent, new faces."

ABC-TV schedules doctor-type soap opera

More medical-theme viewing is headed for the daytime soap opera audience this season.

ABC-TV has announced a new doctor-type serial, General Hospital, for its 1:13-3 p.m. Monday-through-Friday slot, and a subsequent shuffling of two other shows in its daytime lineup.

Jane Wyman Presents will occupy the 2:30-3 p.m. spot, and Seven Keys moves into the 11:30 a.m.-12 noon period.

General Hospital is the second medical serial presented by a major network for the season. A week ago NBC-TV announced plans for a weekday serial, The Doctors, for its 2:30-3 p.m. time slot (Broadcasting, March 4).

DON'T LET THE ADS KID YOU!

Shedding those excess pounds is never easy, but you'll enjoy a longer life if you succeed

Obesity has become a major health problem in the United States. It is estimated that more than 20 per cent of the adults over 30 years of age in this country are obese, with a much higher percentage being classified as overweight. The mortality rate increases as excess pounds accumulate. Among people who are 25 per cent or more overweight, the mortality rate is 50 per cent higher than for people of normal weight.

How people become overweight is a matter of simple mathematics. If a person consumes 500 calories more per day than needed for energy expended, at the end of the week there is another pound of fat tucked away in those embarrassingly conspicuous rolls around the mid-section of the body. And it isn't difficult to toss those 500 unneeded calories down the hatch. Three martinis at a businessman's luncheon will do the job, or, if your taste runs to things sweet, a quarter pound of fudge serves the same purpose.

We know how we get fat, but many times we really don't know why. Some of us develop childhood eating habits that can only result in obesity if we don't change them. The old tale that a fat child is a happy child should be forgotten, and parents should consider one of their primary obligations to be to teach their children to consume diets that are well balanced in both quality and quantity.

Many of us overeat to satisfy psychological needs that we may not understand and which we have not learned to handle in more satisfactory ways. Eating is seldom simply a matter of stoking the furnace to keep the fires burning. We attach much psychological value to food and to the process of eating the food.

Obesity is a National Health Problem

Obesity is a major health problem and must be attacked energetically if millions of Americans are not to cut their lives short and to live out those shorter lives less happily than their less weighty fellows. Today it is increasingly embarrassing to be a "fatty." The age when "everyone loves a fat man" is dead and gone, and we'll all be healthier for it—if we learn to keep weight under control.

Speaking purely from the mechanics involved, there are two ways to lose weight. You can reduce total food intake to the point where the body fat is called upon to supply calories. The other way to shed pounds is to increase physical activity enough so that the calories expended daily exceed the calories consumed in the food. It now appears that, for most people, a combination of these two methods—less food intake and increased physical activity—works best.

Plan Sensible Weight Control Programs

There are several very important points to keep in mind if someone in your family is concerned about weight reduction or weight control:

1. Motivation: Assuming that the overweight person does not have psychological problems which may require treatment first, everyone in the family can be important in providing the motivation needed to change eating habits to lose weight. There are many positive goals toward which the weight reducer should move. He can concentrate on reducing the risks of early death or serious illness arising from overweight. He should be encouraged to consider his personal appearance and how it might be improved.

Weight controllers need help and encouragement, and much of this can be furnished by the family. A start might be to list all the reasons in favor of losing weight.

2. Medical Supervision: Weight can be controlled without the help of the family physician, but there are many good reasons why medical supervision of the weight control program is the wise way.

Your physician knows you best, from the health point of view, and can help you set a reasonable goal for your weight. He can check your general health and make sure that you are losing weight without damage to your general health.

3. Exercise: Any person not physically handicapped, and whether worried about weight or not, should have a regular program of daily physical exercise. The human body functions better if the muscles are used regularly.

4. Well Balanced Diet: Avoid the crash and fad diets for losing weight, for they seldom succeed in keeping weight down. Often they are dangerous because they do not provide necessary food nutrients. A well balanced diet is one that provides all the different food nutrients—protein, minerals, vitamins, fat, etc.—needed for good health, but balance also means quantity as well as quality. You don't need special foods on most weight control diets. You should eat every day from the four basic food groups: (1) milk and milk products; (2) meat, fish, poultry; (3) fruits and vegetables; (4) breads and cereals.

Select from all these groups, adjusting total food intake to the number of calories necessary to maintain or to reduce weight, depending upon your goal.

Dairy Foods Fit Well In Weight Control Diets

Some people think they must reduce or eliminate milk and other dairy foods to lose weight. If you are interested in losing weight healthfully, keep this in mind: two 8-ounce glasses of milk per day provide for an adult man 25% of the protein he needs, and this is very high quality protein: 71% of the calcium—adults, like children, need calcium to maintain good health; 46% of the riboflavin; 15% of the vitamin A; 10-12% of the thiamine; plus other nutrients in less important quantities. (These are among the essential food nutrients listed as recommended daily dietary allowances by the Food and Nutrition Board of the National Research Council.)

Milk provides all these essential adult nutrients at a calorie cost that is low when compared with other foods that would supply equivalent amounts of these nutrients. Two 8-ounce glasses of whole milk supply about 320 calories. If your doctor has recommended an extremely low calorie diet for you, skim milk, which has about 90 calories per 8-ounce glass, may be substituted. Ordinarily this is not necessary in the weight control diet designed to establish a new eating pattern.

Reprints of this statement and a booklet, Family Feeding for Fitness and Fun, are available at no charge. Write to American Dairy Association, 20 N. Wacker Drive, Chicago 6, Illinois.
WARNER BROS. MAKES BIG TV PLANS

Schedules dramatic series to star Bette Davis

Warner Bros. Television is due for a new look, according to a blueprint for the immediate future disclosed Wednesday (March 13) by Jack Webb, who became top man of the studio's TV division on March 4. The new look, Mr. Webb told a news conference at the Warner Bros. studio in Burbank, Calif., is one which he expects to set "new audience-appeal standards" and to attract "some of the biggest 'names' in entertainment to Warner Bros."

One name already attracted, Mr. Webb said, is Bette Davis, who will star in an hour-long dramatic series to be created and produced by Fay Kanin. The series will not be an anthology but will have a continuing cast headed by Miss Davis, who will appear in each week's episode. Miss Davis owns a piece of the series, Mr. Webb said, noting that this is the first time a performer has shared in ownership of a Warner Bros. tv series.

Another new series in the preparatory stage is a half-hour comedy starring Danyelle Provine, previously a featured performer in the Roaring '20's which Warner Bros. produced for ABC-TV. George Burns will be over-all creative supervisor of this series, in which he will also appear as narrator. Norman Paul and Willy Burns are among writers who will work on this project.

A second comedy series, No Time for Sergeants, based on the successful novel, play and movie, will be written by James Fritzell and Everett Greenbaum, originators of the Mr. Peepers series. Mr. Webb is writer for the current Andy Griffith Show.

Those programs are all being prepared for the 1964-65 season, as is The Federal Investigators, true stories based on the Pulitzer prize-winning book written by Miriam Ottenberg. Robert Conrad, now employed in the Warner theatrical motion picture, "Palm Springs Weekend," is expected to portray one of a team of agents in the new series.

Although buying for the 1963-64 season is virtually over, Mr. Webb said that the pilot for a new series, Temple Houston, is now being filmed in color and should be ready for showing the first week in April. If any late buyer is interested, this series, with Jeffrey Hunter starred in the title role, could be readied to start this fall. William Conrad is directing the pilot for this "factual drama" series dealing with the son of the great Texas patriot, Sam Houston. James Coburn and Preston Foster are also starred in the episode, being filmed under the banner of Apollo Productions, owned by Mr. Hunter.

On the Air - Warner Bros. now has The Dakotas, Hawaiian Eye and 77 Sunset Strip, all 60-minute series and on ABC-TV. Mr. Webb said that nothing is definite regarding the future of The Dakotas and 77 Strip beyond the end of the current season. They have not been renewed and they have not been cancelled," he stated. The same applies to his own series for General Electric Co., True. CBS-TV did not put this into its 1963-64 schedule, he said, but GE has another month in which to decide whether to drop or continue this series, which might possibly move to NBC-TV as an hour-long program. If GE does decide to keep True on the air, Mr. Webb said he would be agreeable to continuing as host of the series, but otherwise he plans to devote himself exclusively to his supervisory production duties.

Mr. Webb's plans call for a maximum of six hours of programming on the air each week: five hour-long dramas and two half-hour comedies.

Unlike the time when all of the Warner Bros. tv production was done for broadcast on ABC-TV, the studio now hopes to have its shows appearing on all three tv networks. Asked about The Giant Step, he said that Warner Bros. had not created this series but had merely produced the pilot for CBS-TV, which had brought the show to the studio. The pilot film is now being shown in New York. Similarly, The Red Skelton Show is produced by Mr. Skelton's own production company on the Warner Bros. premises.

Lee Marvin series put in syndication

United Artists Television has placed the new Lee Marvin Show into syndication [Closed Circuit, Jan. 18]. The company already has completed almost $1.2 million in sales prior to production of the half-hour color series, M. J. (Bud) Rifkin, executive vice president in charge of sales for UA TV, announced last week.

Mr. Rifkin noted that the series has been sold in 50 markets, including 30 of the top 40. Among them are: New York, Los Angeles, Chicago, Philadelphia, Boston, Detroit, San Francisco, Pittsburgh, St. Louis, Dallas, Cincinnati, Baltimore, Indianapolis and Milwaukee.

Production is scheduled to begin in April. It is said to be the initial first-run syndication series intended for prime time showing that has been scheduled for release in 1963. UA TV is selling the series for a fall start.

The series will consist of actuality dramas, based on stories of the nation's police files, which will be filmed with the cooperation and assistance of local police chiefs. Each episode will be produced in color at the locale of the action. Mr. Marvin serves as host of the series and interviews principals in each segment.

Composers Co. formed

The Composers Co., a new producing group for the creation of music for broadcast commercials, Broadway shows and industrial presentations, has been formed by Sol Kaplan, Hershy Kay and Ed Sauter, writers and arrangers. Plans will be completed for establishing offices in New York, Hollywood and London, when Mr. Kaplan and Mr. Kay return from Europe later this year.

'Lucy' show set for '63-64

Lucille Ball has notified her sponsors and network that she will star in The Lucy Show for another season. Lever Bros., General Foods and CBS-TV long

WTVJ(TV) sample gives winners in election

WTVJ (TV) Miami Fla., last week tried its own system for instant election results and, according to the station, predicted all 13 winners of Dade County's March 12 special elections minutes after the polls closed.

The special election was held to select 12 new representatives and one senator to the Florida legislature, which was recently reconvened.

"Operation Sample" was the title given by WTVJ to a vote predicting system devised by the stations' Executive Vice President Lee Ruwitch. Mr. Ruwitch's system is based on the theory that one voting machine in a precinct will almost accurately predict the trend of other machines in the same precinct.

On election day WTVJ placed two-man teams in 20 selected sample precincts. At 7 p.m. the results began flowing in and resulting predictions were ready by 7:28 p.m., the station said. The predictions were based on 5% of the total vote WTVJ said, but guessed five of the 13 races "on the nose." The station said there was an overall 1.2% of error in the WTVJ predictions.

BROADCASTING, March 18, 1963

72 (PROGRAMMING)
CHICAGO BOUND?

Then, we hope you will check in at American Research Bureau’s hospitality suite during your stay. You’re cordially invited! We will be on hand to show you new advances in audience measurement and to discuss your individual research requirements. In addition, we are particularly anxious for you to see and have a report analysis that has been specially prepared for your station and market. Your station’s report analysis will be available in Suite 900, Conrad Hilton Hotel. Check with ARB at NAB!
since had indicated their desire to keep the series starring Miss Ball (and produced by Desilu Productions of which she is president and the major stockholder) going for a second season, but the star had until the middle of March to make her own decision. This is the second Desilu-owned series to be set for 1963-64. The other is The Greatest Show on Earth, 60 minute color series starring Jack Palance, which will be on ABC-TV.

20th Century starts sales of new series

Twentieth Century-Fox Television which released Follow the Sun and Bus Stop series to syndication, has sold both of them to WNEW-TV New York and WTTG (TV) Washington, George T. Shupert, vice president in charge of sales, announced last week.

Both one-hour series are off-network properties, having played on ABC-TV. The distributor is offering 25 episodes of Bus Stop and 30 episodes of Follow the Sun.

Film sales ...

"Columbia Post-'50s" (Screen Gems): Sold to KOGO-TV San Diego; KGO-TV San Francisco; KTNT-TV Tacoma-Seattle; WKBN-TV Youngstown; WJAR-TV Providence; WVL-TV New Orleans; WHO-TV Des Moines; WLOS-TV Asheville, N. C.; WEE-TV Peoria, Ill.; KARD-TV Wichita; WOKR (TV) Rochester, N. Y.; WDAU-TV Scranton, Pa.; KOVR (TV) Stockton, Calif.; KMBC-TV Kansas City; WLBW-TV Miami; KLYD-TV Bakersfield, Calif., and KMI-TV Fresno.


33 Feature Films (Embassy Pictures Corp.): Sold to KGO-TV San Francisco; WFLA-TV Tampa; WGR-TV Buffalo and KTVM (TV) Phoenix. Also sold to KUTV (TV) and KSL-TV (both Salt Lake City) who will split titles.


Seven Arts' Volumes 4 and 5 (Seven Arts Assoc.): Sold to WNCT (TV) Greenville, N. C.; WFAA-TV Dallas-Ft. Worth; KOMO-TV Seattle, Wash. and WHAS-TV Louisville, Ky.

Seven Arts' Volumes 1, 2 and 3 (Seven Arts Assoc.): Sold to WNCT (TV) Greenville, N. C.


156 Hanna-Barbera Cartoons (Screen Gems): Sold to WCAU-TV Philadelphia; KTVT (TV) Fort Worth-Dallas; WTTV (TV) Bloomington-Indianapolis; KWT (TV) Oklahoma City; KOLN-TV Lincoln; KGNC-TV Amarillo; WJHG-TV Panama City; WALB-TV Albany, Ga.; WFB-TW Green- ville, S. C.; and KROD-TV El Paso. Now sold in 61 markets.

Dick Powell's Zane Grey Theatre (Four Star): Sold to WPIX (TV) New York. (Reported price: $300,000.) Now sold in 41 markets.

TAC plans program conference

Television Affiliates Corp. will hold its annual programming conference at the Sheraton Hotel in Chicago June 13-14 with approximately 50 program directors expected to attend.

Robert Weisberg, president, said topics on the schedule include: new ideas in children's programming; the influence of research on programming; success stories in the sale of public affairs shows; editorializing; movies and network re-runs, and new programming and production ideas. The agenda for the meeting was arranged by Roy Smith of WLAC-TV Nashville; Stan Cohen, WDSU-TV New Orleans and Lew Klein, WFIL-TV Philadelphia.

Ewell show in syndication

Four Star Distribution Corp. has placed the Tom Ewell Show into syndication and has sold the 32 half-hour episodes to WPXI (TV) New York and KABC-TV Los Angeles for a combined total of $125,000, it was announced last week by Len Firestone, vice president and general manager of the distribution company. The series formerly was presented on CBS-TV.
Ohio River links vast industrial area

NATURAL RESOURCES, CHEAP TRANSPORTATION VALLEY'S SUCCESS SECRET

A midnight traffic jam loomed a few weeks ago at one of the Ohio River's oxbow bends between Louisville and Owensboro, Ky. Three 1,100-foot tows pushed by million-dollar towboats were heading for a crash, judging by patterns clearly traced on the radar screen of the towboat Oreo.

Traffic tieups are frequent but collisions are rare on this crowded river, where tonnage hauled is matched only by the lower Mississippi. Traffic is heavy because one of the great industrial valleys of the world—the Ohio River Valley from Pittsburgh to the Mississippi—owes much of its swift development since World War II to the boost given by the barges.

Within a decade $18 billion has been spent on plants costing a million or more each. They line the river's banks and reach inland, occasionally going far up a tributary such as the Kanawha or Miami. The $18-billion figure was compiled by Ohio Valley Improvement Assn., an organization devoted to the waterways and area development.

The multiplied traffic volume stretches the capacity of the lock-and-dam facilities from Pittsburgh to the Mississippi. Several new and expensive high-lift locks and dams have been built; within a decade the locks will be reduced from 46 to 19, greatly speeding up river traffic.

Busy Thoroughfare • Huge barges loaded with coal, petroleum and chemical products move up and down the Ohio. Towboat piloting requires a blend of skill, experience and hunches. Experienced skippers use all their ingenuity to make fast trips and maneuver their long tows through short locks.

It's a miracle there aren't more collisions. Capt. Charles Robertson, a veteran of the river, was in the pilot house of the towboat Oreo that dark February night. On the radar screen a three-way jam at the pretzel shaped oxbow bend seemed inevitable to an amateur observer. Capt. Robertson was annoyed but unflustered because a young pilot approaching from the rear notified him he was passing with his load of empties. Both were down-river bound; upbound around the sharp bend was a third tow.

After a salty phone exchange in jargon only a river man could understand, Capt. Robertson slowed down his twin
OHIO RIVER LINKS VAST INDUSTRIAL AREA continued

2,000-horsepower diesels and drifted over to the Indiana shore to let the empty tow pass. Right in the middle of the bend the two other tows passed without incident; three in the bend might have meant serious trouble.

The oxbow incident was typical of a dozen, or even a hundred minor problems that occur in a day along the 981-mile river, a lifeline whose importance to the economy of a major area can only be understood by close-range inspection.

**Changed with War** • Pre-World War II the valley was somewhat resigned to a monotonous economic role that blended heavy industry, harrassing floods and fabricating plants. Came the war, and a desperate need for coal, ocean-going ships and the many other things that could be supplied by mills along the river, especially around Pittsburgh. That’s when the old, smoky city started making ocean ships for the military as well as the other products of the metal industries.

Up and down river an observer of the Ohio Valley will find the whole appearance of communities changing. Older cities in the hilly upper valley are still conspicuous for their antique architecture, known tolerantly as Milltown Gothic, but they are feeling the crunch of the wrecker as new glass and metal buildings and attractive industrial plants take their place.

Older steel mills still operate, and they still look like older steel mills. But there are two main differences—older furnaces are being modernized with new oxygen equipment and the clouds of smoke that the sun barely penetrates are starting to subside. Smoggy Weirton, W. Va., classic example of a fumepolluted community, is being surveyed by smoke-abatement engineers.

The industry-lined shores can be seen by a slow drive or even better by a weekend on a towboat such as the Ohio River Co.’s **Orco**.

Steeped in historic lore, the stream flows through beautiful country that must be evaluated from a practical marketing perspective if its basic attributes are to be appreciated. When the economic history of the valley’s 1950-70 development is written, it’s a safe bet the combination of low-cost water transport and one of the world’s greatest stores of underground natural wealth will get much of the credit for one of the nation’s least understood and most spectacular industrial explosions.

**Six-State Area** • From Pittsburgh, leading the upper valley in its commercial and industrial renaissance, on down to the flats where the Ohio joins the Mississippi, the six-state region offers literally hundred of lessons in economic adjustment and the importance of basic industry.

All around are the primary needs of hungry plants—cheap coal and hence cheap power, economic transport, metal low-water problem and minimal stoppage from freezing and flooding.

- Army engineers are reducing flood threats as new dams are built.
- Ohio tonnage exceeds that of Mississippi River (excluding ocean tonnage).
- Best coal veins in the world are within easy haul; 80% of nation’s coal mined in the valley. There’s natural gas and oil, too, plus pipeline crossings.
- Over three times as much water empties into the Mississippi as enters at the mouth of the Missouri. The 981-mile course has only a 427-foot fall from Pittsburgh to Cairo, III.-Wickliffe, Ky.
- Eight-state cooperative cleanup campaign has brought sewage-treatment to 95% of the population along the river.
- Diversified economy, ranging from steel at Pittsburgh, Wheeling-Steuben-

Fourteen 195 x 35 foot barges carry 21,000 tons of alumina up the Ohio to the Olin Mathieson Chemical Corp. plant at Clarington, Ohio. Tows consist of as many as 21 barges. An average railroad car carries only 50 tons.
How does KQV succeed in winning 24% of the Pittsburgh radio audience?

First of all KQV is not satisfied with featuring the finest personalities in the Pittsburgh area. KQV wants to give their listeners more. And they do.

KQV is Pittsburgh's first station for news. Pittsburgh listeners know where to turn first for news. At the 14 spot on their dial they get direct, on-the-spot reports of local, national and international news. They get reports from people making the news as it happens. A good example of this is KQV Newsman Allen Boal, who keeps an ear on the turbulent Cuban situation. His monitors of important Radio Havana broadcasts are featured regularly on KQV and ABC News reports.

Since he returned from Cuba, where he served as pool reporter for all U.S. radio and television aboard the Red Cross ship Shirley Lykes during the prisoner and refugee exchange, Boal has appeared on Howard K. Smith's ABC News program and before several Pittsburgh civic groups to relate what he saw inside Cuba.

KQV serves the community interests. Three recent community action projects illustrate how KQV wins the response and respect of Pittsburgh listeners.

The first occurred last fall when it was learned that pledges to the United Fund were short of its goal. KQV acted swiftly and turned over its entire facilities to the city's leading business men on "Million Dollar Wednesday," KQV's "outstanding cooperation" was instrumental in the drive's success in Allegheny County.

An earlier KQV project initiated community action for driver education programs in Pittsburgh high schools. The campaign aroused enthusiastic support and was commended by Pittsburgh civic leaders and educators. This drive was one of the projects which earned KQV the coveted Allstate Safety Crusade award for the year 1962.

Still a third community action project may save some lives. KQV not only urged listeners to use seat belts but saw to it that they could buy them at cost from the station. The response was so encouraging that KQV plans to continue the promotion several times during the year.

KQV personalities generate listener response. In a recent audience promotion KQV personalities offered to make "nice things happen for KQV listeners." Did the listeners react? In just 18 days Jim Gearhart, Henry Da Becco and Dave Scott were deluged with over 31,000 cards and letters from listeners.

What does it take to win 24% of the Pittsburgh audience? It takes News...it takes COMMUNITY SERVICE...and it takes EXCITING PERSONALITIES to win that kind of audience. Obviously, KQV has what it takes. (See your Eastman for more details.)

KQV PITTSBURGH
An ABC Owned Radio Station

*SOURCE: PULSE, Pittsburgh & County Metro Area, December 1962. Average share of audience, 6 AM to Midnight, Monday-Friday.

BROADCASTING, March 18, 1963
vile and Ashland, Ky.; aluminium and chemical complexes; livestock, corn, soybeans, wheat and other farm products in Kentucky, Ohio, Indiana, and Illinois.

- Largest atomic facilities in U.S., totaling over $22 billion in original facilities. It's often dubbed Atom Valley.
- Largest power-generating capacity in world; highest voltage transmission line; 9% of U.S. electricity generated.
- A riverside power plant can get its coal around $4.50 a ton compared to $6.37 nationally, or 1.9 mills per kw per hour compared to 2.9 nationally, according to one power system executive.
- Solid base of natural resources, industrial, commercial and transportation facilities for the future.
- Over 130 new chemical plants built in a decade.
- Barge tonnage is more than double the total tonnage at the port of New York; it may someday exceed the Panama Canal and St. Lawrence combined. The yearly total for the Ohio and tributaries is 105 million tons, and rising.
- Around 1970, it's predicted, the Ohio River will be carrying 150 million tons a year. Long ago it passed the Panama Canal and St. Lawrence Seaway tonnage. Even now ocean-going boats are being built at Pittsburgh and Marietta, a trick learned during World War II.
- "Bigger, much bigger things are ahead as the new Ohio River takes shape," said Col. R. W. de Lancey, executive officer of the Army Engineers at Cincinnati.
- Looking back a few years, say 10 or 12, will show these new facilities, with the area's natural lures given credit for their selection of valley sites:
  - Electric generating plants $4 billion
  - Atomic energy operations $2 billion
  - Chemical production $2 billion
  - Iron-steel $3 billion
  - Aluminum $2 billion.
- The Atomic Energy Commission lists these main atomic plants:
  - Kentucky—Paducah, gaseous diffusion, feed materials (operated by Union Carbide & Carbon), $783 million.
  - Ohio—Research facilities of General Electric at Cincinnati; Portsmouth gaseous diffusion, feed materials, $763 million; Goodyear Atomic Corp., Fernald, $115 million; Mound Lab (Monsanto) Miamisburg, O., $35 million; Piqua reactor $8 million.
- Pennsylvania—Bettis plant (Westinghouse) $49 million; pressurized water reactor, power generator (Duquesne Electric) at Shippingport, $50.5 million.
- Other facilities are at Madison, Ind., and Joppa, Ill.
- Among aluminum facilities are Alcoa at Pittsburgh and Evansville; Kaiser at Ravenswood, W. Va; Olin Mathieson at Hannibal, Ohio; Harvey at a site east of Owensboro plans a $50 million aluminum rolling mill; Reynolds employs 2,300 at Louisville; Anaconda Aluminum also is at Louisville.
- Going West—This long, busy valley starts at Pittsburgh where the Monongahela River flows north of the West Virginia hills to meet the south-bound Allegheny to form the Ohio (photo page 75). Naturally the Ohio became the artery for west-bound pioneers, who built assorted canoes and flatboats to haul their families and goods down-river to the wilds of the west.
- At Pittsburgh one of the greatest industrial empires in the world extends in all directions, then narrows to a plant-lined double strip as the Ohio jogs temporarily northward before starting its generally southwestern course.
- At the mill town of Rochester, 30 miles northwest, the Ohio does its jog, soon moving into hill country that lines the river for about 200 miles. The terrain is rugged but the riverside flats are heavily lined with mills to Weirton, Steubenville, Wheeling and Moundsville. Marietta, Ohio, and Parkersburg, W. Va. have plant clusters but most of the industry south of Wheeling is on the West Virginia side of the river where rail facilities join barges in providing transportation for industry.
- Again moving southwestery, the river's industry is in West Virginia and Kentucky. Between Parkersburg and Huntington the Kanawah River meets the Ohio at Point Pleasant. This West Virginia stream is the scene of another important industrial empire, being located right on coal and salt seams. This fortuitous combination of natural resources and water transport extends from the junction up the Kanawha past Charleston, an ideal location for chemical, metal, power, glass and other industries.
- Another Market—Down the Ohio from Point Pleasant and due west of Charleston 45 miles is the Huntington, W. Va.—Ashland, Ky.—Ironton, Ohio market, another major industrial center. Moving northwestward through Portsmouth at the junction of the Scioto River, a steel-chemical community, the Ohio winds its way southwest then resumes a northwestward course to the Cincinnati market where Licking River enters from the south. The Miami River flows south from Dayton, meeting the Ohio close to the Indiana border.
- From this point the river sticks to a southwesterly direction in a snaky way, passing Louisville, Owensboro, Evansville-Henderson. The Cumberland and Tennessee rivers flow into the Ohio at Paducah and the Ohio ends its 981-mile trail at Wickliffe, Ky. and Cairo, Ill.
- Except for the 50-mile leg of the Ohio starting out of Pittsburgh, the Ohio River is owned by West Virginia and Kentucky, with the latter state having the biggest share, over 650 miles. Pennsylvania, of course, owns the 50 miles entirely within its borders. This quirk in state ownership traces back to colonial charters. While it's fine to own a river, the owning state is saddled with the regulatory and bridging responsibilities.
- One widely used figure places barge haulage cost at 4 mills a ton mile compared to 11 mills for railroads.
- That differential was behind the observation of a Chesapeake & Ohio Railroad executive in Huntington, W. Va., as a long tow could be seen moving up-river, "There goes tour 100-car trains, pushed up a tax-free river, yet the In-

Out of fiery furnaces like this comes the steel that provides the backbone of the Pittsburgh economy. Many plants are now being modernized.
FOR THE BEST BUYS IN PITTSBURGH STICK WITH CHANNEL

LUNCHEON AT THE ONES,
Monday thru Friday, 1:00 P.M.

KAY CALLS,
Monday thru Friday, 9:00 A.M.

CHANNEL II WII-C
PITTSBURGH

Represented nationally by Blair-TV
Ohio River Links Vast Industrial Area continued

The Commerce Commission won't let us get into the barge business and develop an efficient rail-barge service."

C&O has some of the nation's largest and most efficient facilities in the Huntington-Ashland area. It's planning to modernize the old Baltimore & Ohio trackage from Huntington to Pittsburgh, now that it has absorbed the B&O. The Norfolk & Western has modern facilities at Louisville. It shares tremendous coal trains. The 19-barge tow also included steel and a number of empty barges. At peak the towboat moves the equivalent of 400 hopper cars of coal.

Railroads vs Barges • The N&W has a large classification system at Portsmouth, Ohio, and yards at other points. Both aggressively managed, these two outstanding carriers are facing up to barge competition by developing new business and modernizing methods and facilities.

Barge cargoes break down this way: coal-cake 55%; petroleum 20%; stone, sand, gravel 12%; iron-steel 5.5%; chemicals 3%. On a ton-mile basis petroleum takes the lead, helped by the long barge haul from Texas. The Kanawha River carries nearly 11 million tons a year, led by coal and chemical products.

The Ohio River Co. is the world's largest river hauler of coal. On a recent downriver trip the Orco was pushing nearly 15,000 tons of coal, equivalent to three 100-car trains, a load of steel and some empties. A loaded tow can handle four trains.

Towboat operating is tricky navigating. The river is full of bends and currents. Sometimes it's high; sometimes it's low. But it's open the year round, except for an occasional sub-zero spell (three days of ice in the 1962-63 winter). Skippers know every sandbar, marker, and buoy. A towboat can run as much as 330 24-hour days a year; river men say it can move a 1,000-ton barge load 2,000 miles for the cost of shipping a 40-ton car 100 miles by rail.

The competitive transport costs get into emotional interchanges when railroads, owners of rights-of-way, rolling stock, stations, and trackage as well as heavy taxpayers, contemplate the free rivers, roads and air that barge, highway and air carriers enjoy.

Booming Business • Barge business has boomed on the Ohio, tripling in two decades to 80 million tons or 19 billion ton miles a year. Low-cost hauling and availability have attracted chemical, aluminum, steel and electrical generating facilities, which in turn use more and more of the oil, coal and other raw materials brought in by barge lines. It's a fortuitous situation for both and it's interesting to note that rail carriers in the valley are doing a lot better than the national rail average.

Barge interests are deeply concerned by proposals to tax diesel fuel and charge river tolls, claiming the nationally interlaced industrial and river transport balance can be upset to the detriment of both the public and carriers.

In the best tradition of the barge business, the Orco is spanning clean despite its black-diamond cargoes. Rooms for the crew are neat and comfortable. Exquisite smells seep out the big, stainless-steel kitchen and the chow is up to hotel standards.

"Times have sure changed," recalled Capt. Robertson as he turned on a three-mile searchlight beam to check on markers. "When I first started on the river the crews were mostly roustabouts. The first man on watch was the best-dressed man on the boat; the rest wore what was left and hoped the shoes would fit."

The Orco's crew works 30 consecutive days and is off 30 days. Each workday is divided into four six-hour sections; the men work six hours, rest six hours, work six hours and rest six hours — 6 a.m.-noon; noon-6 p.m.; 6 p.m.-midnight; midnight-6 a.m.

Skilled Workmen • Building a 1,100-foot tow is no job for amateurs. On a recent trip Capt. Robertson drew on his skill and experience to hitch up 19 coal and steel barges of assorted sizes including empties. Some distance below Cincinnati he tied up to a cottonwood tree on the Kentucky side. Two hours later he and his pilot, Clarence Walker, had fit the assorted barges into an efficient tow, keeping several that were to be dropped off en route up front for easy disposal.

Traffic jams at the older locks are costly. A two to six-hour delay at $50 to $100 an hour per tow adds two or more days to the Pittsburgh-Cairo trip. The Army Engineers are putting in dams and high-lift locks as fast as they can get the appropriations. Final completion of the 19 new locks in the 1970s is expected to start a brand new Ohio Valley boom. But industry and barge interests look with misgiving on fuel taxes or tolls that would boost the cost of efficient river transport. They explain that steel can be shipped at one-fourth the rail cost, grain and chemicals at half the cost. Coal and oil, two of the main cargoes, move cheaply. Petroleum products can be shipped from Texas right into the industrial centers. Cheap coal means cheap power which means cheap aluminum and chemical production. It won't be long, river men say, until the Ohio Valley is producing over 10% of the nation's electricity.

The billion-dollar rebuilding of locks and dams can't be done in a few years. The Greenup facilities in Kentucky, for example, cost $54 million. But they permit faster river movement. A tow can take up to 18 or 20 35-foot wide jumbo barges in the 110 x 1,200-foot locks.

That's the story behind the story of some of the nation's great markets, saturated by radio and television stations that reach as many as three million people from a single transmitter. It's the story of Pittsburgh, Wheeling, Steubenville, Huntington-Ashtabula, Charleston and west central West Virginia, Cincinnati, Louisville, Owensboro, Evansville and other nearby markets.

The Valley of Tomorrow, they like to say of the Ohio with its distinguished past and thriving today. Yesterday, today, tomorrow—they add up to an economic saga that delineates a story of America on the march.
FIRST IN PITTSBURGH
FIRST IN AUDIENCE
FIRST IN ADVERTISING

KDKA-TV
The Number One TV Station in every rating ever made in Pittsburgh
CBS* CHANNEL 2

KDKA RADIO
The One Station That Sells the Tri-State Area
50,000 WATTS AT 1020

WESTINGHOUSE BROADCASTING CO., INC.
WBZ and WBZ-TV Boston; WINS New York; WJZ-TV Baltimore;
KDKA and KDKA-TV Pittsburgh; KYW and KYW-TV Cleveland;
WOWO Fort Wayne; WIND Chicago; and KPIX San Francisco.
Represented by TvAR and AM Radio Sales
Pittsburgh, old city with a new face

NEW SKYLINE, SMOKE-FREE AIR LEADING TO INDUSTRIAL RENAISSANCE

Pittsburgh is a perfect example of what a billion dollars can do for a city that had a glorious past but a gloomy future.

About the time the Steel City was starting to reel with the impact of the post-World War II rollback, the civic and industrial leaders were starting to wonder if they might just as well forget the municipal results of 190 years and abandon the joint.

Smoke was still belching from the stacks while a nation casually watched in pity. An occasional comedian still fed the hoary cue to his partner, “I’ve just come clean from Pittsburgh,” and then led the guffaws at the reply, “How do you come clean from Pittsburgh?”

That’s when the heads of U. S. Steel, Gulf Refining, Mellon Bank and the Chamber of Commerce, plus the mayor and countless other hardy souls, reached one of modern America’s courageous decisions. Abandon Pittsburgh? Never! Especially with all those plants, some of them on the elderly side, and all those office buildings and nearly 2 million dependent citizens.

The story of the Pittsburgh renaissance is an oft-told saga of local courage and initiative and cooperation. A guest at the Pittsburgh Hilton—the Golden Hilton on the Golden Triangle—can look down on the famous Point and 23-acre Gateway Center, where westbound pioneers huddled in the shadow of the British-built blockhouse en route to unknown frontier mysteries. He can look down and, no longer handicapped by heavy smoke, can see the rebuilt blockhouse on verdant acreage overpassed by the fantastic spaghetti of a modern highway complex. And he can face away from the confluence of the Allegheny and Monongahela, forming the Ohio River, to see some of the world’s most costly architecture where shabby slums stood a few years ago.

Little Smoke Left • For Pittsburgh, the Smoky City whose title was derived from the combined sort of bituminous-burning homes and busy mills, has abated 70% of its smoke at a cost of $250 million.

A boon to beer drinkers is this new aluminum zipper can of Aluminum Co. of America in Pittsburgh. It has container makers concerned.

Industry and dwelling owners have merged their civic loyalty, with a boost from appropriate legislation, to restore clear sunshine to an area that once resembled Los Angeles smog at its worst, with the enhanced curse of coal and chemical fumes.

Yet this is only a start. Elaborate plans for the future include a downtown-splitting roadway, more slum eradication and new construction, downtown malls, an enormous educational-business-research center at nearby Oakland (three miles from downtown), a new Northside. The list is ambitious.

Among educational facilities in or near Oakland are U. of Pittsburgh, Carnegie Tech plus nearby Chatham College and Duquesne U. Pitt is second largest private employer in the city, with a $51-million annual payroll (including research), and it is developing branches at Greensburg, Bradford, Titusville and Johnstown. Its 42-story Cathedral of Learning is an educational showplace.

“The University of Pittsburgh, founded shortly after the Revolutionary War, will be one of the 10 leading universities in the world,” said Dr. Robert D. Entenberg, marketing professor of the Pitt graduate business school and an outstanding authority on the area’s economics. Pitt has 14,000 students, is growing fast and has just been designated a top space research center with a $333-million grant as a start. New dormitories are pie-in-the-sky shaped.

Underrated Market • “Pittsburgh is one of the most underrated markets in the nation,” Dr. Entenberg said. “The

The largest retractable-dome civic arena in the world is located in the center of Pittsburgh. It’s used for conventions, sports and cultural events. When the weather is good, the roof is rolled away.
Reach 'em with a SPOT OF TAE
(the "homes reached" station in Pittsburgh)

Check the record. TAE corners the market when kids are watching—
8 to 10 in the morning,
4 to 6:15 at night.*
- Take TAE and see

*ARB, Jan., 1963
acute unemployment, now averaging 8% to 9%, is a decade old and the worst is over. Steel was up in mid-February. Most flood-control problems have been solved. Steel plants are spending hundreds of millions on new equipment and oxygen techniques. Business last year was 5% above 1961, approaching the 1957 alltime peak.

"This market has 13 billion tons of coal reserves, gas, oil, water, limestone and modern transportation by air, surface and rivers. The Pittsburgh Renaissance stopped smoke and floods. Now keep an eye on the future. Don't underestimate Pittsburgh."

Take a quick look at some high spots of the Pittsburgh market:

* Allegheny County alone has more factory production than 31 of the 50 states (metropolitan Pittsburgh includes three other counties).
* In the immediate Pittsburgh area there are 1,600 plants, with 200 having more than 100 employees each.
* Nine major installations are in the nuclear power business; there's nothing to match this in the nation. Most of the nuclear Navy is powered by Westinghouse-built plants.
* The four-county metropolitan area makes 6,000 products; employs 275,000 in production whose income is $1.7 billion yearly.
* Of the 500 largest U. S. industries, 55 have plants in the area; 25 headquarters in Pittsburgh. Value added by factories is over $3 billion a year.
* Over 100 research and testing laboratories employ 20,000 who earn $150 million a year; investment is $300 million and expanding. One-fifth of U. S. industrial research is in the area.
* Chemical plants comprise a $1 billion complex, with $42 million payroll for 7,000 persons.
* One-fifth of U. S. steel-making capacity is in the metropolitan area, producing about 20 million tons.
* Export sales of 250 concerns headquartered in Pittsburgh exceed a quarter-billion dollars yearly.
* Sixth largest U. S. metropolitan market, seventh in retail sales, eighth in population; retail sales are near $3 billion mark; ninth largest U. S. manufacturing center.
* Trading center of populous tri-state area (Pa., Ohio, W. Va. triangle); 6½ million people in 56-county marketing area.
* Measured by television coverage, Pittsburgh is a 29-county market with an estimated $9 billion to spend.
* Home office of largest aluminum industry, steel, plate-window glass, refractories and many others.
* One-fourth of nation's iron ore smelting.
* First atomic electric power plant at Shippingport.

The sky-piercing Cathedral of Learning on the U. of Pittsburgh campus adjoins the renaissance architecture of beautiful Heinz Chapel.

* Second only to New York in new office space added since World War II.
* One-fourth of downtown business district rebuilt.
* New highways in last decade cost $400 million; $500 million earmarked for next decade.
* America's largest inland river port; more tonnage than Panama Canal.
* Three-fourths of families in middle and upper-income brackets.

Five skyscrapers are going up, joining the 27 major buildings erected in the renaissance drive. The $22 million civic auditorium is the largest in the world with retractable dome. The luncheon talk in Pittsburgh inevitably gets around to the new local image. They even are thinking about a downtown monorail. Mellon Square Park has a six-story underground garage. The reputed second largest U. S. airport is being enlarged.

U. S. Steel has a series of major improvements, including National Tube
THE SMOKE AND GRIME HAVE LEFT PITTSBURGH. THE PEOPLE REMAIN. AND PEOPLE ARE WWSW'S ONLY CONCERN.

IF YOU'RE INTERESTED IN PEOPLE, AND YOU SHOULD BE, CALL DOUBLE-D Double or the nearest man from Blair Radio. We can give you the whole exciting story.

WWSW
970 KC - 5,000 WATTS
PITTSBURGH, PA. NATIONAL REPRESENTATIVES BLAIR RADIO

BROADCASTING, March 18, 1963
For the Pittsburgh
• Adult Market...
Local Advertisers
depend on the
• Adult Sound
of
W J A S AM & FM

Overlooking the heart
of Downtown Pittsburgh
W J A S—NBC owned
Represented by NBC Spot Sales
■ 146 Adult Listeners per
100 homes (5:30 a.m. to 6 p.m.)
Aug., 1962 Pulse Audience Comp.
4 county Metro. Area

overhauling. That's where they
developed the hot-dog-shaped flasks that
guide Polaris missiles out of sub-
marines. Oxygen converter furnaces at
the Duquesne Works and improvements
at the Irvin Works will hit the $50 mil-
ion mark and keep going. Total steel
industry improvements will reach $300
million, including Jones & Laughlin and
fabricators.

Fresh Start • "Pittsburgh can have
an industrial renaissance as meaningful
as the civic renaissance," said Leslie B.
Worthington, president of U. S. Steel.
The Corporation, or Big Steel if you
prefer, was all shook up last spring
when the June 8, 1962 issue of Time
magazine ran a picture of the local
stacks with the caption, "Banked fur-
naces in Pittsburgh; The bread and but-
ter were getting thin." What irked the
Corporation, a spokesman said, was the
fact it had spent a fortune on smoke-
abatement at the site and the fur-
naces, instead of being idle, were op-
erating 100% at the time the photo
was taken.

But steel has its problems—Alcoa for
instance. The aluminum giant, with a
zipper beer can (see photo, page 82)
among its many new items, has the
steel and glass-container industries in a
sweat. Steel has come back with cans
made from high-strength tinplate the
thickness of this printed page. The final
decision will be up to the consumer. At
Duquesne new equipment will produce
150 tons of steel in 40 minutes com-
pared to the former eight hours.

The standard metropolitan area con-
sists of 2 1/2 million people—Allegheny
County 1,651,000; Westmoreland
361,000; Washington 219,000 and
Beaver 213,000. Every few miles there
is an important market, moving out in
every direction—Greensburg, Washing-
ton, Johnstown, Ambridge, Latrobe,
Jeannette, New Kensington, Vander-
grift, Beaver Falls, Carnegie, Connells-
ville, Uniontown, Butler, to name a few.

It's important to remember in look-
ing around the new Pittsburgh that the
next decade will bring even more dra-
matic changes. Money and spirit saved
a city; more of the same will dress up
this 205-year market into one of the
most efficient and attractive commu-
nities in the nation. At least that's the
way these progressive people are talk-
ing and acting.

The spirit of the renaissance is
spreading out around Greater Pitts-
burgh in all directions and into the Pan-
handle where Ohio, Pennsylvania and
West Virginia meet. Factory pay is
high—18% above the national average
with high living standards. One nearby
city, McKeesport (50,000), has its own
civic pride. The local Daily News will
not carry Pittsburgh store advertising
though only 14 miles away, a business-

Research is big business in Pitts-
burgh. A U. S. Steel scientist at work.

man said. The famed Pittsburgh de-
partment stores deliver to a 14-county
area.

Blaw-Knox, Crucible Steel, Gulf,
Heinz, Koppers, Westinghouse Elec-
tric—these are a few of the business
giants based in Pittsburgh. They do
things in a big way in this old city with
a new face.

This is the city that once moved
Frank Lloyd Wright to exclaim after
looking over the place, "Abandon it."—
a bit of professional counsel that was
happily ignored.

W A M O

Bill Powell
Alexander Martin
Sir Walter
Marlene Moore

selling the 250,000
PITTSBURGH
Negro Market
for 14 years

WAMO AM & 72,000 WATTS FM
UPPER VALLEY PLANTS BUSY

Wheeling, Steubenville, smaller cities nestle along Ohio among teeming industrial complexes

About 40 miles northwest of Pittsburgh, where the Ohio River does an abrupt turnabout to the south, the river shores are lined with a concentration of industry and commerce referred to as the Upper Ohio Valley.

Geographically the region is more accurately described as the Tri-State or Panhandle area. But the definitions start stumbling over each other as the Pittsburgh metropolitan area becomes the Pittsburgh trading area, or roughly the cities and towns influenced by Pittsburgh television.

At the Pennsylvania-Ohio line the Ohio River residents start thinking in terms of two important down-river markets—Steubenville-Weirton and Wheeling-Bellaire-Moundsville. It's all a bit confusing to map watchers but to those who think in terms of markets the Ohio River cities and related environs are important business, industrial and transportation centers of more than 1.75 million people having close commercial ties.

To those whose perspective is oriented to such practical matters as people and dollars, the Upper Ohio Valley thus becomes a tri-state area that starts roughly where Pittsburgh's built-up area stops—McKeesport on the northeast and Rochester, Pa., on the northwest. Of course there is Pittsburgh tv overlap, but Wheeling and Steubenville stations assert their identity by showing one of the nation's most impressive industrial structures along the populous Ohio River shores and loyal audiences inland.

Industrial Complex • Industry is concentrated in the valley and spotted out into the outlying hills, but population is even more huddled within range of the hundreds of industrial plants that comprise one of the nation's most important groupings of smelters, fabricators and processors—all served by a tremendous network of barge lines providing cheap haulage of bulk materials.

These industries and the associated service functions provide income for the thousands of schools and places that are mapped by municipal boundaries. But the officially chartered community boundaries become meaningless to the market-minded observer who motors through Weirton, Steubenville, and Martins Ferry and then crosses the river into Wheeling and Moundsville. That's why those who sell via the airwaves also think of Wheeling and Steubenville in terms of Washington, Pa., East Liverpool and Cambridge, Ohio, and southeast toward Morgantown, Fairmont and Clarksburg, W. Va.

If the geography and civic semantics are intricate, the economic facts aren't. Besides the two major steel plants—Weirton Steel and Wheeling Steel—the river flanks are lined with such industrial giants, such as Koppers Co., Vanadium Corp., Titanium Metals, Ohio

An Upper Valley steel scene showing Wheeling Steel plant in Wheeling-Steubenville complex. Basic steel-making operations take place here.

ABC RADIO COVERS THE OHIO VALLEY WITH POWER

WWVA
50,000 WATTS

WWVA is only one of the powerhouse stations in the Ohio Valley that are now part of the growing ABC RADIO NETWORK. Others are WCKY Cincinnati, WHAS Louisville and KQV Pittsburgh. And the power behind these stations is their own local programming combined with the long-time popular programming, the unmatched news coverage and the new programming that only ABC RADIO offers National Advertisers.

The facts have changed in Network Radio—ABC RADIO is the reason for the change.
The important markets of the 981-mile long Ohio Valley are understood only by a city-by-city inspection of industrial and commercial facilities and interviews with hundreds of businessmen and industrial leaders.

This story of the valley's growth and the fast spread of manufacturing and chemical plants along the Ohio River shores is based on a 3,000-mile series of inspections by J. Frank Beatty, BROADCASTING senior editor.

The month-long tour was made by auto, airplane and a 400-mile ride on a coal and steel tow, pushed from Cincinnati to Owensboro, Ky., by the million-dollar towboat ‘Orco’ of the Ohio River Co., a major barge transport system.

Ferro Alloys, Allied Chemical, Mountaineer Carbon, Union Carbide, Olin Mathieson, Columbia Southern Chemical, Mobay Chemical, Fostoria Glass, Bloch Bros., Sylvanite, Blaw-Knox and huge power plants and big coal operations needed to keep a major economy in operation.

Within the trading influence of Wheeling (54,000 in central city) and Steubenville-Weirton (60,000) are, for example, such towns as East Liverpool, Ohio (23,000), Clarksburg, W. Va. (28,000), Moundsville, W. Va. (16,000), Washington, Pa. (25,000), Cambridge, Ohio (14,500), McKeensport, Pa. (45,000, but a community of considerable local identity), Fairmont (28,000), Morgantown (22,000) in W. Va., and Waynesboro, Pa. (11,000). These figures are city-only and do not take into account the outward movement from central cities, but they indicate the high saturation of the area's population.

Factories Busy • A tour around the area leaves memories of belching stacks. The residents prefer it that way, at least until installation of costly precipitator and oxygen units is complete. When the older stacks stop pouring out over the nearby landscape, the situation gets serious. Meanwhile Weirton Steel and Wheeling Steel are considering means of abating the fumes. Kaiser engineers have been studying the Weirton plant's smoke problem; both Weirton and Wheeling are converting to interim and permanent oxygen processes, the latest thing in efficient steel production.

The separate and interlocked communities in the Upper Ohio Valley enjoy diversified industrial support. Wheeling has steel, glass, pharmaceuticals, toothpaste tubes, toys, glassware, chinaware and food products, to mention a few leaders.

Steubenville-Weirton, straddling the tri-state Panhandle and the Ohio River have iron, steel, tin plate and containers, fire clay products, tar, coal, coke, wallpaper and many others. East Liverpool, at the northern tip of the three-state triangle, is a steel and a ceramic center turning out porcelain, chinaware and bricks. It is 25 miles south of Youngstown, Ohio.

The key cities lining the river from E. Liverpool to Moundsville have a central-city population of 185,000. Reaching inland to interrelated cities, the 10-county population exceeds 600,000. This figure is almost tripled when the basic tv-covered area is included, and a little more antenna height can add still another 300,000 or more to the audience.

Common Economy • From a Wheeling eminence, the Ohio shore a mile away offers an enigma in economic images. Except for the barge-dotted water strip, southeastern Ohio and western West Virginia are part of a common economy. Yet West Virginia bears the unjustified and unrealistic stigma of poverty and Ohio doesn't, mainly due to effects of the 1950-60 automation of the coal industry and one-sided journalistic exploitation of the problems of displaced families in areas 100 and 200 miles away (see page 92).

Moving southwestward down the Ohio, the West Virginia shores have superior rail facilities and a heavier concentration of industrial plants. Both sides of the river have huge electrical power generating facilities, due to availability of coal and low-cost water transport.

At one time some of the industries on shore sites were unhappy with their flood troubles. Now West Virginians claim they have better flood protection than the Ohio side of the river but both sides are benefiting from extensive flood-control dams (with new locks) that help keep the river under control though they still get some flooding during the rains and melting snows of March.

Historic Wheeling, where the hand-wrapped, twisted cigar was called a stogie (presumably after the Conestoga wagons enroute westward, stopping to stock up on smokes), continues as a tobacco center. Bloch Bros. still makes stogies, Mail Pouch chawin' tobacco and other lines.

Wheeling early became a wholesaling city and still is a center of food brokers,
WTREFFIGIES

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

ADVERTISING MANAGER

(Wheeling)

Important ... WTRF-TV Wheeling Market ... Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley ... 2¼ Million
People spending 1¾ Billion Dollars Annually ... 7500 Retail Outlets.
Tops in Sales ... Service ... Results! Better Buy ...
WTRF-TV Wheeling!

#22 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA
Scan Zoo Animals, Inc., Los Angeles, California

316,000 watts NBC network color

Represented Nationally by George P. Hollingbery Company

BROADCASTING, March 18, 1963
distributors and industrial supply houses. An older market with a frontier background, Wheeling is now deep in urban renewal and municipal improvements. It has exceptional parks, including famed Oglebay Park, with skiing, golf and many other types of recreational facilities—largest park in the upper valley. There’s even a museum at this vast year-round center along with a huge lodge and auditoriums—all within the city limits.

Wheeling Steel, 11th in the U. S., with $220 million sales in a year and a $300 million plant investment, is spending $170 million on improvements, including conversion to oxygen-blown steel. In the interim oxygen is being added to older furnaces. The tin mill was modernized at a cost of $40 million. Steel plants in the area are ahead of many other centers in modernization. They are on barge routes and are located close to the four largest steel-consuming states—Ohio, Pennsylvania, Illinois and Michigan. Blast furnace yield is way up since development of steel pellets and oxygen methods.

Weirton Steel (National), another major, also gives the upper valley a strong basic foundation for industry. Steel production in the area was increasing in the first quarter of 1963.

New Highway • When Interstate 70 is completed at Wheeling it will run right through the center of the city, first passing through a tunnel and then crossing the river. This will draw extensive highway traffic to and from Atlantic states and the Midwest.

Wheeling has a five-year-old Jesuit school, Wheeling College, with an attractive campus, modern buildings and facilities for 1,000 students.

Wheeling Steel and Weirton each have about 13,000 employees. Total payrolls of the two run as high as $175 million a year. Wheeling Stamping is one of the largest makers of lead and aluminum toothpaste tubes.

The abrupt hills of Wheeling are topped by new and attractive residential sections, in contrast to some of the older areas typical of a river city that has a colonial background. But the wreckers are knocking down some of the worn-out blocks and soon more new buildings will join the architecture of past decades. One new renewal project will provide 11½ downtown acres for light industry.

Wheeling justifiably resents any association with some distant mining cities in the mountains whose economy and geography bear no relation to the market. Wheeling is a city of multiple economic personalities. It’s part of the Upper Ohio Valley and commercially tied to Steubenville, Weirton and other upriver cities; it’s close enough to Pittsburgh to belong to the tristate panhandle region; it’s bridge-distant from southeastern Ohio and it has ties with Morgantown and other southeast West Virginia cities; it’s neighborly with Parkersburg, down river 85 miles.

Stands Alone • With all these economic bloodlines, Wheeling stands on its own sturdy feet as an economic entity. The businessmen cooperate in a search for new industries. Regionally the area is behind Ohio Valley Industrial & Business Development Corp., headed by John G. Ondrick, brigadier general retired. Gen. Ondrick is new on the job and currently is mustering the statistical tools needed to attract new projects to this area of efficient and low-cost transportation, cheap fuel and vast natural resources.

Steubenville, with a city population of 36,000, is four miles across river from Weirton and 20 miles above Wheeling. It’s surrounded by cities and towns that merge or almost nudge each other. The city’s title honors Gen. Frederick William von Steuben, drill master at the fort that was named after him in 1786. The city is making progress on smoke abatement. Newer plants include Titanium Metals, 900 employees; Vanadium Corp., 325; Ohio Ferro-Alloys, 175. Unemployment is low, local businessmen explain.

When steel centers are complaining about a slowdown in demand, the cities in the Upper Ohio Valley boast their production always runs ahead of the national average. Steel output was up in mid-February even before anticipated stockpiling in anticipation of a possible strike had begun. At Wheeling Steel, 11th largest U. S. producer, they were quietly discussing new types of containers based on thinner tinplate, perhaps with one eye on Alcoa’s zipper beer can.

The upper valley benefits from the areawide drive against river pollution and already they’re talking about revival of game fishing on the river. The longer lakes formed by new dams with their 1,200-foot locks have already cut the hargie time between Wheeling and Pittsburgh.

All this modernization, rebuilding and general activity are bringing new life to this concentrated center of industry, commerce and people.

West Virginia’s plus factors

Cheap power due to inexhaustible coal supply; generating capacity constantly being expanded.

Major aluminum plants drawn by low-cost power.

Low-cost barge transport on Ohio and Kanawha rivers, tying-in nation’s inland waterways; rail and highways networks.

Extensive river and ground water resources for industry.

Natural gas and petroleum.

Enormous brine and rock salt fields for chemical plants.

Limestone, sand-gravel and clay-shale deposits.

Two-thirds of state covered by forests.

Major steel plants.

Central location; four of five major markets are within 500 miles.

Ideally situated for production of finished goods from locally produced metals, chemicals, petrochemicals and plastics.

Ample labor supply.

Industrial sites available along rivers.
There’s only one runaway leader in Wheeling-Steubenville:

**WSTV-TV**

REPRESENTED BY PETERS, GRIFFIN, WOODWARD INC.

... just as surely as there’s only ONE 36th TV market (TV Magazine, Feb. ’63)

ONE dominant signal (ARB-Nielsen, Nov. ’62)

ONE station that offers Notarized Merchandising!

Here’s a glimpse of how WSTV-TV looked to Nielsen last November. Total quarter hours based on homes reached, 8:00 a.m.-12:30 a.m., Sunday through Saturday: WSTV-TV had 414; the other station had only 44. And ARB points out that in the same month WSTV-TV had SIXTEEN of the top twenty nighttime shows ... all TEN of the top daytime shows. It’s not even close! WSTV-TV is runaway leader in Wheeling-Steubenville, America’s 36th TV market!

IN STEUBENVILLE: EXCHANGE REALTY BLDG., 282-6265 (Area Code 614) • JOHN J. LAUX, EXEC. VICE PRESIDENT

IN NEW YORK: 680 FIFTH AVENUE, 586-5510 (Area Code 212) • LEE GAYNOR, NATIONAL SALES MANAGER

Other Rust Craft Stations: WRCB-TV, Chattanooga; WRDW-TV, Augusta, Ga.; WBOY-TV/AM, Clarksburg, W. Va.; WPIT-AM/FM, Pittsburgh, Pa.; WSOL-AM, Tampa, Fla.; WWOL, Buffalo, N.Y. (Affiliated with Rust Craft Greeting Cards, Inc.)
All West Virginia’s divided in two parts

ONE-SIDED REPORTING HAS FAILED TO TELL DRAMATIC GAINS OF STATE

The greatest story never told, a factual account of West Virginia’s industrial structure, has long been lost in a media morass.

For three decades the positive side of West Virginia’s economy has waited while the miseries of the state’s displaced miners have been spread over the printed page and dramatized in broadcasts.

Few newsmen have followed up their tales of miners’ travails by trekking up and down the Ohio and Kanawha Valleys to inspect the growth of a new and expanding industrial complex. They bypass the affirmative economic story, focusing instead on the pathos of poor people as though West Virginia had a monopoly on unemployment and poverty.

Today’s image of West Virginia is stained by the one-sided journalistic treatment it has received. The Kennedy-Humphrey campaign of 1960 took many newsmen into the backwoods. Magazine writers, NBC’s David Brinkley, ABC’s Howard K. Smith and scores of newspaper writers have stressed the seamier side of the West Virginia story.

In recent weeks the Washington Post and Time magazine have taken sly digs at West Virginia, apparently influenced by an image fostered by other journals. A Post story that mentioned the state’s newly developed Golden Trout, a game and tasty addition to the nation’s recreation and diet, wondered how a state with 18th century thinking could attract fishermen even if the new fish was superior. And Time, writing about West Virginia’s centennial art contest, prided in references to barefoot moonshiners and assorted signs of poverty.

They’re still steaming, however, about a Saturday Evening Post article in 1959 titled “A Dying State,” a gory rhetorical bludgeoning that could see only one side. A Los Angeles Times reporter who flew in for a basketball game last year decided to write with pathos about the state’s economy and people. True, Master Detective and others have written of West Virginia as the source and center of starvation.

The Other Side • Any look at West Virginia’s economy must divide the state into two parts: 1, the populous industrial strips along the Ohio and Kanawha Rivers; 2, the mountainous center and south, plus the farming areas of the east.

This review of the West Virginia economy deals with the western section of the state, where industries line the river shores. Latest U.S. Bureau of Labor statistics show 9.9% insured unemployment for the state as a whole, but state officials claim total unemployment is on the decline after a peak reached several years ago.

Is West Virginia really the horror spot of the United States, as stated or inferred by many who have written of its economy?

“...A quarter-million people out of a total population of less than 2 million receive public assistance,” Howard K. Smith said in his Feb. 17 commentary. He added, “There are in America’s affluent society between 30 and 40 million people who live in abject poverty.”

If 250,000 receive public aid in West Virginia, that’s 13.2% of the state’s population.

If we accept Mr. Smith’s figure that 30-40 million out of 185 million people in the U.S. live in abject poverty, it would mean seven out of 100 people, or 7%. The commentator said non-mining areas of West Virginia have suffered too, reciting the plight of a Mr. & Mrs. Allman on the outskirts of Charleston who have $169 a month wages from a relief project and a food ration. About once a week, he said, they go on a food binge by having a green salad for supper.

In sharp contrast here are some thoughts about Charleston, state capital, picked up during an economic look at market:

- Average workers income (factory earnings) in Charleston is fourth highest of U.S. cities, $6,480 a year. This is 3.3% above the mid-1961 average (U.S. News & World Report, Oct. 15, 1962). Detroit is tops with $6,629; the national average is $5,035 so Charleston workers earnings are 28.8% above the national average.

- Charleston is one of 15 markets having substantial (over 6%) unemployment. Journalists prefer to write about this unhappy side of West Virginia’s economy.

- Mine unemployment is mostly in the central and south portions, far from employment centers. The more aggressive unemployed move out; the rest prefer to stay.

- Charleston income was up 3.3% for the mid-year; employment was up 1.3%.

- The city has the largest chemical and largest sheet glass plants in the world.

- Union Carbide and Goodyear are building additions.

- The sale of Chevrolet autos here last year showed it among the top cities in the U.S.

More answers to Mr. Smith and his fellow newsmen were supplied by Gov. William Wallace Barron’s office. Here’s a set of statistics on West Virginia’s unemployment: There were 105,000 jobless (16.6%) in January 1961 when Gov. Barron took office. The latest available figure, November 1962, shows 61,000 unemployed, or 10.5%.

Taking the state as a whole, Gov. Barron said seven out of the 10 key index factors showed increases during the 1950-60 decade.

Tired of Treatment • Nobody in West Virginia is trying to picture a boom of the Miami, Phoenix or Los Angeles type. But West Virginians are getting tired of the journalistic treat-
The practical and the beautiful in Charleston, W. Va. An Esso tow passes within hailing distance of the state's blue-and-gold domed capitol.

- Retail sales were up 2% to a record $1,745 million; bank debits rose 5.4% to $10,196 million; salaries and wages totaled $2,174 million compared to $2,162 million in 1962; weekly earnings at the mines averaged $120, up 0.6%; factory workers averaged $101.12, up 3%.
- Carloadings up 4.8%; crude petroleum up 26.6% to 3.5 million barrels; auto sales up 17.9%.
- A Washington, D. C., liaison office opened by the state landed a list of federal contracts that boosted West Virginia from 50th to 30th place among the states in defense contracts. The 1962 contacts, totaling $62 million, quadrupled the 1961 figure of $16 million. The office also was active in bringing in new industries, including Melpar to Fairmont, West Virginia Ordnance Works to Wheeling and expansion of Adel Precision Products at Huntington, according to Gov. Barron.
- With some of the nation's most beautiful landscapes, West Virginia is building up its recreational facilities and accommodations to attract tourists. Their expenditure last year is believed to have been at least $325 million.

Natural Riches
- Besides the almost limitless water reserves, West Virginia has these natural bounties to offer industry:
  - COAL—Reserves estimated at 50 billion tons. Production averages 110 million tons a year and is likely to increase. Employment dropped from 132,000 jobs in 1948 to 41,000 in a decade-and-a-half as automation entered the industry but the decline in employment has stopped. Value of production (at the mine) is around $600 million yearly (recent peak was $854 million in 1947). No. 1 coal-producing state.
  - GAS—Production is up 13% for the last decade, totaling 220 billion cubic feet a year from 13,000 producing
wells. Fields are in the western half of the state. Reserves are 1.8 trillion cubic feet.

SALT—Extensive brine and rock salt beds form the chemistry industry's building-block material. Production is around 900,000 tons. Reserves are 8 trillion tons.

OIL—Production exceeds 3 million barrels a year; much of it is of Pennsylvania crude quality, commanding a premium price.

The portion of the state within 25 miles of the Ohio River "is more prosperous than Ohio," according to Andrew L. Henry, director of community development of the commerce department. Most of the Ohio River plants are on the West Virginia side, he added.

The West Virginia economy set a new record for 1962, according to Gov. Barron, with business well above 1960-61 levels. Unemployment declined, he reported; new roads are being built, including interstate legs that will help erase the state's reputation for slow, pretzelish traffic routes.

100 Years Old • During 1963 a total of 206 days will be devoted to celebration of the state's centennial. Celebrated, too, will be the fact that 17 of the 22 business indicators were up in 1962, with 10 of them setting all-time records. Total personal income for 1962 is estimated at $3.2 million, another high.

New records in economic factors were registered in retail sales, electric power production, gasoline sales, collections of consumer sales and gross sales taxes, postal receipts, bank debits, salaries and wages, and average factory-mining weekly earnings.

West Virginia's business leaders make no pretenses of a boom. Instead they point to the halt in unemployment and the total of 540,000 employed people in the state; the anticipated expansion of chemical and industrial production. Stone-clay-glass, agriculture and lumber-wood products are classed as declining activities but chemicals, metals, manufacturing, public utilities, finance, trade and transportation and government employment are expected to increase gradually during the decade. A slow expansion in population is anticipated. Mining employment is expected to remain stable.

That's a quick look at a state suffering from image troubles caused by newsmen who miss the real story of what's been happening in the West Virginia hills.

Huntington-Charleston industries busy

HIGH WAGE LEVEL BELIES STORIES OF WEST VIRGINIA HARD TIMES

The media men who recount their observations of poverty in West Virginia should be compelled to inspect at close range the neighboring markets of Huntington and Charleston (see story, page 92), and the Ohio and Kanawha River industrial empire.

These portayers of pathos would find in Charleston the world's largest chemical plant, a group of other major industries, a governmental economy typical of a state capital—all capping the bunched factories along the Kanawha River. They would find Union Carbide's hilltop laboratory where the skills of 2,200 scientists are devoted to pure and applied research. And they would find close to the highest industrial pay level in the U. S.

These print and broadcast journalists would observe in Huntington the largest nickel rolling mill in the nation, and it's still growing. They would find factories running the gamut of industry, from heavy goods to brassieres. And they would be surprised to encounter one of the newest and most attractive industrial cities in the land.

Northeast of Charleston is a string of cities splitting the industrial western half of West Virginia from the mountainous center and agricultural eastern slope. These cities are Morgantown, Fairmont, Grafton, and Clarksburg. The heavily traveled Kanawha barge route enters the Ohio River at Point Pleasant, W. Va., and Gallipolis, Ohio, (pronounced Galli-pol-ice with accent on the last syllable).

Huntington Plat • When Collis P. Huntington, empire builder of the 1880s, reached the Ohio River with his Chesapeake & Ohio Railroad he decided to lay out a perfect site for a city that would bear his name. His surveyors staked out the riverside area with wide streets and perfect rectangles, figuring the plat would be adequate for maybe a century or more.

Thanks to his foresight, the main area of Huntington presents an orderly pattern. But Huntington has spread far beyond the rail baron's dreams as industry and commerce have developed. The state capital, Charleston, is 40 miles away but a ride along the route compels the belief the two cities will someday have a high-speed lifeline and become twin markets.

They're twins already, under the modern concept of a market as the area covered by a good tv station signal—a concept that's gaining wide acceptance as the visual medium continues to grow. The rugged terrain permits elevated tower sites where a tv station can fan out over 60 or 70 counties, covering parts of West Virginia, Ohio, Kentucky and Virginia.

Growing Fast • The rollick of industry offers a list of multi-million dollar plants, modern highways, bridges and waterways. This growth is ahead of the national average and retailing surpasses the expansion of many major metropolitan areas.

Appropriately Huntington is headquarters of the C&O, one of the nation's money-making rail carriers. C&O has greatly enlarged its office operations in Huntington and its executives are laying plans to modernize the old Baltimore & Ohio trackage to Pittsburgh and bring it up to C&O's standards.

The Huntington metropolitan area
1 meteorologist, 1 Charleston studio, 2 Huntington studios, 9 newscasters and 25 “stringers”…

38 reasons why we dominate Supermarket

And here is number 39: WSAZ-TV’s 1,253-foot transmitter tower—the very tallest in the entire Charleston-Huntington complex. A complex we call Supermarket.

When you put all the reasons together, you see why our Radar Weather Forecasts and our local features and news coverage (fed by 25 reporters and photographers) are so well received. Not only in metropolitan Charleston and Huntington—the heart, hub and core of Supermarket—but throughout our 72-county 4-state area as well.

You see, WSAZ-TV enjoys an audience loyalty here in Supermarket that borders on the fanatic: 24 out of the top 25 nighttime shows, in fact, are seen by the Charleston-Huntington market over Channel 3.

And ARB recently rated us among NBC’s top fifteen affiliates in terms of television homes delivered: day in, day out, all week long.

Can you wonder, then, about the warm regard in which WSAZ-TV is held by advertisers the country over? Or, indeed, what your best means of reaching Supermarket’s 495,700 TV homes is? Or how to go about reaching the 2-million Supermarket residents who earn some $4 billion yearly?

While you’re thinking it over, perhaps you’d like to thumb through our handsomely illustrated brochure. It’s aptly entitled “SUPERMARKET” and it’s free from your Katz Agency man. Ask him for it!

WSAZ-TV
Charleston-Huntington, West Virginia

3
includes Ashland, Ky., and Ironton, Ohio. The immediate four-county market has a population of 260,000. Three states—West Virginia, Kentucky and Ohio—meet between Huntington and Ashland-Ironton.

A circle tour of the city of Huntington reveals the world's largest high-alloy nickel plant, International Nickel, with a $30-million building program underway. The company makes high nickel alloys, including the Incoloy coils used in electric stoves. Its employment of 2,500 puts millions into the local economy. Four-fifths of its output goes to destinations within 600 miles, with a tenth going to the aircraft industry in Southern California. Every missile has nickel alloy from the nose down. Inco has moved its sales force to Huntington.

Other large employers are the C&O, 5,230, including those at the world's largest freight yard owned by a single company at Russell, downriver; Owens-Illinois containers, 1,550; Houdaille Industries, 600; H. K. Porter Co., steel, 825; ACF, freight cars, 1,100; Standard Ultramarine, 525, and Huntington Mfg., 625.

Tobacco warehousing is a major business in Huntington. When the burley has been auctioned and moved out, Owens-Illinois moves in with fancy whiskey decanters for the next Christmas season. One of the large warehouses is made of plastic-coated nylon, resembling a block-long, fat quonset hut and kept expanded by an air-pressure system.

Unemployment Off • The city's unemployment has been cut from 10% to 9% in a single year, and local businessmen figure new and expanded industries will accelerate the downward trend. Cultural facilities include Marshall U., with 5,000 students and a major scientific laboratory project. Bank debits were up .8% in 1962. In fact, all major business indices are climbing. Electric consumption is up a fat 10.7%.

Moving out to neighboring communities, one-year-old Montecatini Nova- mont works represents a $20-million investment. It produces petrochemical pellets for use in Moplen, a new fibre competitive to nylon. A Meraklon fibre plant is in the planning stage. Local natural gas, coal, easily accessible petroleum and Texas pipe lines insure abundant raw material for this Italian corporation.

The local move to attract small industries and plants making finished or semi-finished products includes a number of processing works, plastic pipe production and garment plants. Lining the Ohio both up and down river are Allied Chemical & Dye, with several installations; giant power plants operated by Columbia Gas system and its United Fuel Gas Co., Kentucky Fuel and Ohio Fuel. The river valley out 45 miles each direction includes a group of plants at the Ohio-Kanawha intersection: Philip Sporn power unit (Appalachian Power and Ohio Power); Marietta Mfg. Co. (ocean-going boats); Celanese; Liverpool Salt; Kyger Creek power; Goodyear Chemical.

Both Directions • Downriver from Huntington are Armco Steel, Allied

The efficient downtown layout of Huntington, W. Va., is now circled by attractive new suburban homes. Here is a typical all-electric dwelling.

Chemical, Dow, DuPont, Ashland Oil & Refining, Ozark Chemical, Columbia Hydrocarbon, Detroit Steel and Hooker Chemical. Along the Big Sandy River, besides Ashland Chemical, United Fuel Gas, Novamont and Kentucky Power.

Ashland and Ironton, at the Ohio-Big Sandy intersection, are right in the middle of the area development. Armco, first of the continuous-rolling steel mills, was begun three decades ago and now is in a $50 million expansion program. It currently employs 3,700.

Ashland Oil & Refining, with 1,350 employees, turns out chemical and petroleum products. It recently arranged to buy United Carbon Co. assets for $50 million. Largest city in northeastern Kentucky, about 12 miles from Huntington, Ashland is based on steel, chemicals and transportation. The city has one of the few barge-to-rail loading facilities along the Ohio River, and its barge traffic is heavy. It's a rail junction point for the C&O. The local yards can handle 1,800 cars a day; nearby Russell yards accommodate 14,500 cars.

Like Huntington, Ashland was laid out with wide streets. And like Huntington it has a high flood wall. Ashland's iron deposits were discovered about 1800 by an industrialist of that era, John Deering. He and others built smelters; surplus ore was shipped downriver to Cincinnati. The city is the scene of annual American Folk Song Festival, stemming back to past centuries.

Charleston's Chemistry • Historic Charleston, once represented in the Virginia assembly by Daniel Boone, is well prepared for the scientific and chemical future with its extensive complex of Riverside industries.

Atop a hill across the Kanawha river in South Charleston is a flashing new
$50-million research facility operated
by Union Carbide Chemicals. Its 2,200
scientists and technicians are highly
paid to think of new ideas, methods
and products. The company's Sevin in-
ssecticide was airlifted to Egypt a year
ago, the 2 million pounds of bug killer
saving that country's cotton crop.

With total employment of 12,000,
Union Carbide's chemical plant is big-
gest in all the world, producing 400 dif-
ferent chemicals of the olefin, polyure-
thane foam and many other categories.
Every year 150 technical school pro-
fessors are brought in to inspect the
plant and get a good view of modern
industry at work. Huge recreational
areas are maintained for employees.

Prestone antifreeze, the stuff that made
motors winterproof, is a by-product that
became an automotive essential. Nearby
DuPont has a similar item, Zerone.

Kroger has a large distribution center at
Charleston.

The local blood pressure rises when
the word poverty is mentioned around
Charleston. The city has its shoddy
areas, of course, but its wages are ex-
tremely high and the waterfront is
famed as an outstanding example of
civic beautification. A symphony or-
chestra and other cultural facilities are
found around the seat of state govern-
ment. The state capitol, resembling like
many others the U. S. Capitol in Wash-
ington, has a gold-and-blue dome of
striking beauty. The capitol, incidentally,
has an element of commercial
charm—a million-dollar payroll. The

city is the home of Morris Harvey Col-
lege, West Virginia graduate school and
West Virginia Tech.

High Wage Level • But what gets
them excited is any suggestion that
Charleston is a city of poverty when

——— THE CBS TWINS

A Great Team
To Cover the Great Kanawha Valley

WCHS-TV, Charleston, W. Va.,
dominates Kanawha County

Monday thru Sunday 9 AM - 12 Midnite
WCHS-TV Charleston-Kanawha County 44% share
Station "Y" Cabell County 34% share
Station "Z" Cabell County 22% share
(Source—ARB Special Homes Report
Nov. 7 - Dec. 4, 1962)

WCHS-TV: The only TV station in Charleston, the Capital of
West Virginia

WCHS-TV: The only full-time CBS station in West Virginia

*Both stations in Huntington, approximately 50 miles west of Charleston.
Represented by Blair Television

5000 WATTS OF FULLTIME POWER ON 580

Outstanding on WCHS Radio
The Sam 'N Denzil Show with
"The Happiness Boys"
The 'Phone Exchange
The Road Show
Nightline

UNDUPLICATED AUDIENCE
Since its inception in 1927, WCHS has been the undisputed leader
among radio stations in its area. Its long period of entertainment
and public service has made it the natural leader. In the August,
1961, Trendex Survey WCHS was indicated by 40.3% of those
interviewed as their FIRST choice!

Represented by Blair Radio

The Eyes and Ears of the Kanawha Valley

WCHS-TV — WCHS Radio

THE ROLLINS BROADCASTING COMPANY

Power for atomic energy project at
Portsmouth, Ohio, is supplied in part
by huge steam plant of Ohio Valley
Electric, Cheshire, Ohio.
HUNTINGTON-CHARLESTON INDUSTRIES BUSY continued

its average wage level is fourth highest in the nation (see page 92).

Last year 12 major plant expansions were underway. FMC ordnance depot has a $64 million Army contract for armored personnel carriers. Its plant adjoins expanding Union Carbide in South Charleston.

Among major industrial employers besides Union Carbide are FMC 2,900; Goodrich-Gulf 730; duPont 2,800; North American Aviation Co.'s brand new electronic facility 270; McJunkin Corp., oil-well hardware 180; American Viscose, 1,000; Kanawha Mfg. Co.; Libby-Owens-Ford Glass Co., 1,600; Appalachian Power has big generators; Kroger stores, 700; state offices, 2,600; Monsanto, 700; True Temper, 400.

Down the Kanawha are Monsanto, American Viscose and Allied Chemical. Barge traffic is important to the valley, the Kanawha having a nine-foot channel that ties it to the upper and lower Mississippi as well as to the Gulf. Local coal, ample water, salt and cheap transportation provide an ideal chemical setting. Last year Charleston had a temporary setback when Owens-Illinois noting that its glass-container customers were now over 100 miles or more distant, phased out this part of the plant mostly because of the transportation problem. It's still making paper products.

The power-generating pool in the area is credited with bringing the big Kaiser aluminum plant to Ravenswood, 50 miles north and not far from Parkersburg. With its industries, wholesaling, government, transportation and smaller industries, Charleston and Kanawha County have a diversified economy that supports a population of 250,000. Three interstate highway links will speed up truck deliveries. Charleston is famed in chemical history as the area that originated nylon, Vinyline resins, lucite and the polyethylene resins, and other base chemicals. Area manufacturing employs 22,500 persons, with 65,951 employed in non-manufacturing lines.

**Industrial Boundary** Due south of Pittsburgh 70 miles is the start of an unmapped economic boundary that separates central-eastern West Virginia from the industrialized western half of the state. Morgantown, Fairmont and Clarksburg, reading north to south, are at the top of the boundary; 200 miles to the southwest is Charleston, marking the bottom.

A metropolitan area of 40,000, Morgantown has West Virginia U. (7,000 students, big-league sports and fine specialized schools). The 9-foot Monongahela River channel, an unusually busy one, leads to Pittsburgh, the Ohio and on to the Mississippi. Sterling Faucet, largest industry, employs 1,300. Metalworking, glass and textile plants abound; U. S. Bureau of Mines has a major experimental station.

Fairmont and Clarksburg, industrial cities a 45-minute drive apart, have income levels well above the state average. They are major trading and manufacturing centers and big coal producers. The Tygart Valley and West Fork rivers merge at Fairmont to form the Monongahela. Coal and cement are barged down and gasoline up-river. Westinghouse has a lamp division employing 2,000 and an expansion project means 200 more jobs. Bank deposits and retail sales are higher; Christmas sales were the best in many years. Owens-Illinois employs 1,660 in its glass container plant. Cerro Aluminum has 400 employees. The 42 local plants, including Sentry Sanitary, Sharon Box and Sharon steel employ 5,500. Monongahela Power has expanded its generating capacity. Marion County has 64,000 people.

Pacing Clarksburg's progress is a new $5 million expressway running right through the city. Glass is the top industry; business picked up nicely after the Kennedys bought West Virginia pieces for the White House. New power generating facilities are helping the economy. Hazel-Atlas division of Continental Can employs 1,650; Pittsburgh Plate Glass 1,180; Rolland Glass 414; Lockheed-Marietta 225 and Maiden Form Brassiere 400 employees. The airport runways are being enlarged. Harrison County population is 80,000.

**Parkersburg-Marietta** A big bend in the Ohio River finds Marietta on the Ohio side and Parkersburg 10 miles to the south in West Virginia. Upriver are St. Marys, Bens Run and New Martinsville. Southwest are Ravenswood, W. Va., and Gallipolis, Ohio. On the shores from New Martinsville to Gallipolis and Point Pleasant are Quaker State Refining, American Cyanamid (two plants), B. F. Goodrich plastics, Union Carbide (two plants), Johns-Manville Fiber Glass, Universal Glass, Shell Chemical, two Kaiser plants, DuPont, Borg-Warner, Vanadium Corp., Mobay Chemical, O. Ames Co., Dravo Corp., Corning Glass, American Viscose and others.

Parkersburg is about midway between Wheeling and Huntington. Just below the city is Blennerhassett Island where Aaron Burr is said to have planned his southwestern empire. City population is 45,000, with 65,000 in the metropolitan area; its hub of an 11-county area farming-industrial economy. The Little Kanawha River enters the Ohio in Parkersburg.

The college city of Marietta, oldest settlement in the Northwest Territory (1788), has a big Indian mound, similar to the famed bulge in downtown Moundsville. It is located at the intersection of the Ohio and Muskingum rivers. Washington County population is 55,000. An Atomic Energy Commission power facility is operated by Ohio Valley Electric Corp.

The $200 million Kaiser Aluminum & Chemical Corp. Ravenswood, W. Va., plant is one of the most modern in the country. It adjoins the Ohio River which permits river and surface transportation. The plant combines enormous reduction capacity and a modern rolling mill.

Some of the biggest and busiest industries in the nation are located in this West Virginia-Valley area.
Cincinnati in midst of vibrant growth

HIGHWAYS, BRIDGES, SHOPPING COMPLEXES OPEN NEW AREAS TO INDUSTRY

Old Cincinnati, originally named after a Roman dictator but currently known by choice as the Queen City, has grown right out of its civic britches. This metropolitan market of 1½ million spanning the Ohio River is now building for the future to compensate for its overloaded highway and bridge facilities and to beautify the somewhat antique and jam-packed downtown.

It's an ambitious program that promises to surpass the famed fighting spirit and energy of Rome's Lucius Quintius Cincinnatus in the 500-600 B.C. period. The great Lucius left his plow, mopped up the attacking Aequians in a day to leave Rome safe once more and went right back to the farm. But his namesake city of Cincinnati will need at least another half-decade to win the basic struggle against obsolescence and tool up with physical facilities adequate for the future.

The vibrant rebirth of Greater Cincinnati first impresses an observer of its economy at the big airport in suburban Kentucky, a terminal that keeps getting closer by the clock to downtown as the twin-ribboned highway segments are added.

Change Apparent • All through Newport and Covington, Ky., and the buzzing countryside, this evolution into a modern and suburban-studded trading area is apparent mile by mile. The Kentucky communities, with the help of a new and deeper channel in Licking River opposite downtown Cincinnati are conducting their own drives to bring in new business and industry. They, too, are ruthlessly razing clusters of blocks in an aggressive effort to convince the nation they aren't merely dormitories for the Ohio side of the trading area.

At the river approach on the Kentucky side appear the developing stages of new ramps and cloverleafs that will speed traffic across the Ohio on a fast, modern $17 million bridge that appears to be about a year, maybe less, from completion. And the waterfront distributor system in riverside Cincinnati offers fast connectors to an expanding network of fast highways that will reach out in all directions, connecting local industries and spreading to federal and interstate links.

Added up, the principal projects will run a half-billion dollars. Industrial expansion is impressive, new facilities and improvements in 1962 running over the $300-million mark. A $27-million federal building is underway and the central riverfront is being beautified. They like the Queen City tag in Cincinnati. Its origin is in dispute but a favorite legend centers around the 1854 visit of Henry Wadsworth Longfellow. Seated on a hill overlooking the Ohio River, he was inspired to write in his poem "Catawba Wine": And this song of the vine,
this greeting of mine,
the winds and birds shall deliver
To the Queen of the West
in her garlands dressed,
on the banks of the beautiful river.
The German dwellers in the area had...
planted vineyards all over the hills. Cincinnati was once known as a wine center; its brewing eminence continues.

Modern Cincinnati to the casual observer is the home of the Reds baseball club, the basketball Royals and Oscar Robertson, two slick college cage teams—U. of Cincinnati and Xavier—and fine local beers. But to the marketer the Cincinnati area offers these important facts:
- Practically all major business indicators were up in 1962 over 1961.
- Cincinnati leads the world in production of machine tools, soap and playing cards.
- Over 170 important new manufacturing companies have entered the area in a decade with $435 million invested in facilities.
- One industrial center, part of the projected Circle Freeway, already has $80 million invested in plants concentrated around the Mill Creek expressway intersection.
- A 90-mile lock-free lake has been built in the Ohio River as a result of the billion-dollar Ohio River development program.
- Kroger has a new $10-million headquarters.
- It's the 15th largest U. S. manufacturing area, led by chemicals, cans, clothing, machinery, motor vehicles, valves and other metal-working products.
- Four large insurance companies have their homes in the area.
- Unemployment has been reduced to about 4%.
- Cincinnati Gas & Electric has a five-year $200 million expansion program, and is maintaining a $40-million annual rate; over a decade the program will pass $400 million. Its electric power capacity is over 1.5 million kilowatts; gas is being doubled from 36 million to 72 million cubic feet capacity per day.
- CG&E's tax bill is $32.5 million, 26 cents out of every dollar collected.
- Retail trade in the immediate three-county metropolitan area (Hamilton in Ohio, Campbell and Kenton in Kentucky) are estimated to have passed the $1.5 billion mark; population is estimated at 1.2 million.
- A $16.6-million bond issue was voted recently. It will help to doll up the riverfront, build a convention-exhibition hall, rebuild some of the downtown and relocate the produce market area.
- Cincinnati & Suburban Bell Telephone Co. has spent $19 million to expand its facilities; total revenue is up $3 million to a $60-million total.
- The German heritage of the city's natives is responsible for a $75-million brewing industry. The local product can be classified as select sipping.
- CG&E has bought 10 General Electric jet engines from the local Evendale plastic plant to use as reserve generators. They cost $10 million and have 100,000 kw capacity. A pioneer in underground gas storage, it has just built a third storage tank at a cost of $1.5 million.
- Greater Cincinnati population is up 25% in a decade.
- The highway projects underway or soon to be will cost a half-billion.
- The city is a leader in space development and research. A nuclear reactor will be installed at the U. of Cincinnati; metal-working firms supply hardware for missiles.
- Western & Southern Life, one of four insurance firms headquartered in Cincinnati, has $1.2 billion in assets.
- Average weekly earnings are at an all-time high.

General Electric is the largest local employer, with 12,000 working at the Evendale jet engine plant. First engines for the 2,000 mph XB-70 experimental bomber have been produced. It's working on space engines.

Procter & Gamble, largest soap-detergent maker and No. 1 buyer of television time, employs 9,000 and headquarters in Cincinnati.

Other large employers include Ford 5,000 plus; General Motors, over 3,000; Atomic Energy Commission, over 2,500; Allis Chalmers 2,500; Ayco 2,700; Baldwin Piano 2,300; Cincinnati Milling Machine 4,500. Others above the
1,000 employee mark include Acme-Newport Steel across the river in Kentucky; American Radiator; Philip Carey; Champion Paper at Hamilton, down below past peaks; Avco electronics; Du-Bois Chemicals; Formica; Diamond National; Bigson; Globe-Warnecke; Hyde Park Clothes; E. Kahn's; Lunkenheimer and William Powell valves; MacGregor sportswear; National Distillers, NuTone fans; R. L. Polk, RCA and Trailmobile.

Many Centers • Shopping centers abound and the new freeways will bring more of them. One tri-country center alone involves a $25-million investment.

About 60% of the labor force in the market works in Cincinnati. Big adjacent communities are Covington 60,000, Newport 30,000 and Fort Thomas 15,000. Local trend observers figure a lot of the future growth will occur on the Kentucky side. Boone County went up 70% in a decade. The new interstate routes will have a heavy impact. Much new industrial space on both sides of the river has been opened up by the new Markland Dam, to be finished during the summer. The Pittsburgh-Cincinnati barge trip has been cut by new locks from five to three days.

Radio and tv stations include more distant communities such as Hamilton and Middletown in their area of influence. But within 5 to 15 miles are solid suburbs such as the Kentucky communities. The $30-million airport, new and built for the future, employs 1,000. Off from the runways is Latonia race track, a $5-million beauty that has a strong economic influence when the ponies are drawing crowds.

Northern Kentucky Industrial Foundation, formed in 1959, is getting into full operation. Its 930-acre fully equipped plot already has two plants, Great Lakes Carbon Corp. and Crescent Paper Tube Co. Covington is getting a handsome new Internal Revenue Service plant that will employ 1,600, 2,300 at peak.

Covington is Kentucky's third-largest urban complex. With Licking River and the Ohio intersecting plus new bridges for both rivers and the interstate highways, this old waterside community is taking on a new look. The circle freeway will orbit the Kenton-Boone-Campbell county regions. A U. of Kentucky extension and state vocational school are included in educational facilities.

The Covington-Kenton-Boone and the Campbell County Chambers of Commerce have live programs under way that are already paying dividends in plants and jobs. A fund of $250,000 was raised by the former through sale of stock and another $1-million borrowed for the new industrial sites. Campbell County Business Development Corp. and Northern Kentucky Area Planning Commission are leading the drive to wipe out blight areas and attract industry. Acme-Newport Steel Co. is the largest employer in the area; it recently was enlarged. Louisville & Nashville railroad has a fancy new freight yard. Southern and C&O serve the area.

Near Center of City • All this growth and planning starts just a mile from downtown Cincinnati. The way the situation shapes up as spring 1963 arrives, with new freeways and bridges metropolitan Cincinnati will be a tightly intertwined and easily traveled market with a 20-mile or wider radius before the 1970 census takers start their decennial count.

Cincinnati's tv station influence extends out more than 50 miles into a populous area of 3.7 million people whose retail spending this year will approach $5 billion. And radio's influence is important depending on time of day and technical factors.

Middletown and Hamilton to the north are large markets in their own right, with many economic ties leading to Dayton, farther north. Middletown is the home of Armco, first of the large modern rolling mills. It has a population of 44,000, plus 28,000 within a few miles. Butler County population is 205,000, up 36% in a decade. Fifty-six local industries have a total payroll

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**WMOH**

**HAMILTON, OHIO**

*One of the best sales stories in the Ohio Valley Market Story*

- Serving 712,000 homes
- Serving 2,250,000 people
- 22 Counties of the tri-state area

**WMOH**

**WHOH-FM**

Call Thomas F. Clarke Co.,
National Representative
Raymond C. Motley
General Manager

*BROADCASTING*, March 18, 1963

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**ABC RADIO COVERS THE OHIO VALLEY WITH POWER**

**IN CINCINNATI**

**WCKY**

50,000 WATTS

WCKY is only one of the powerhouse stations in the Ohio Valley that are now part of the growing ABC RADIO NETWORK. Others are WHAS Louis ville, WWVA Wheeling and KQV Pittsburgh. And the power behind these stations is their own local programming combined with the longtime popular programming, the unmatched news coverage and the new programming that only ABC RADIO offers National Advertisers.

The facts have changed in Network Radio—ABC RADIO is the reason for the change.
NOTHING LIKE IT IN BROADCASTING ANYWHERE, ANYTIME, ANYHOW!

THE SHOW WITH THE TALENT

RUTH LYONS—the power-packed personality with no equal in broadcast history—has led her smash "50-50 Club" program through its merry paces every weekday at noon for 17 years on WLW Radio and for 15 years on WLW Television, the last 6 in full color. She's the modern American Radio-TV phenomenon—femcee, performer, pianist, composer, singer, wit, wise-cracker, brain, sage, character, Reds baseball booster, and housewife—who livens up the dial and has 'em in the aisle!

The show's own talented staff are all stars in their own right. All join in the fun to become fancy or foible for Ruth as she keeps 'em stepping and guessing with one hand, and the audience in the palm of her other hand. Ruth and her happy show have been written up in the Saturday Evening Post, Ladies' Home Journal, Look, American Home, Billboard and many other magazines.

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LYONS SHARE...

GUEST STARS
With her magic ability, Ruth makes the stars come out at noon in WLW Radio-TV land. Because of the popularity and influence of her show, guest stars by the star dipperful appear on "50-50 Club"—to the delight of audience and sponsors. Where else can advertisers get such a who's who about what's what in one program package? Musicians, show people, authors, statesmen, sports figures, everybody who's anybody. Just to name a few—

DR. ALBERT SABIN
GUY LOMBARDO
ANDY WILLIAMS
BILL DE WITT
HUGH O'BRIEN
HENRY CABOT LODGE
GEORGE GOBEL
EVA GABOR
GORDON & SHEILA MC CRAE
OSCAR ROBERTSON
THE CROSBY BOYS
HELEN HAYES
JACK WEBB
HEDDA HOPPER
CAROLE CHANNING
VIC DAMONE
RUDY VALLEE
AL HIRT
MILTON BERLE
BOB NEWHART
JIMMY DURANTE
PETER NERO
the stars of "BONANZA"
TROY DONAHUE
THE FOUR SAINTS
ADELA ROGERS
ST. JOHNS

HAPPY SPONSORS
It wouldn't take a psychologist to conclude that the happiest people in the world are Ruth Lyons sponsors. And they stay happy for years. Prime proof of the pudding! Nu-Maid Margarine has been on the show for 17 years; Fels soap products and Folgers Coffee for 11 years; Frigidaire for five years. And the list goes on and on.

AUDIENCE
Ruth's bouquet microphone can reach into 3 million homes. Her hour-and-a-half noonday show Monday thru Friday is carried on WLW Radio and the 4-Station WLW regional TV network—WLW-T, Cincinnati; WLW-D, Dayton; WLW-C, Columbus; WLW-I, Indianapolis. Tickets to her luncheon program at luncheon cost are sold out 3 years in advance. And could be sold out for 9 years if Ruth would permit it.

MAIL
Ruth Lyons program in 1962 received over 1,726,000 pieces of mail. A big part of this is Ruth's fabulously successful Telephone Exchanges for various sponsors, with prizes up to $1000. Even though listeners and viewers are not required to send in sponsors' labels, an overwhelming 98% of them do! Proving the loyalty of Ruth's audience to her products.

PUBLIC SERVICE
This is the factor which really reflects the power and the glory of Ruth Lyons. Through her program alone, she raised over $381,000.00 in her 1962 annual Christmas fund for equipment and toys in the children's wards of 59 hospitals. In the 23 years the fund has been in existence more than $2,256,749.00 have been distributed. A fantastic accomplishment for which her only reward is an endless number of unknown children made well and happy.

WE ARE PROUD to say that Ruth Lyons is an example of the unique dynamic leadership and community spirit of the WLW Stations—which have made the Crosley Broadcasting Corporation a standard bearer in Radio-TV programming, talent, and engineering in this great world of communications.

CROSLEY COLOR TV NETWORK

WLW-T
Television Cincinnati
WLW-C
Television Columbus
WLW-D
Television Dayton
WLW-I
Television Indianapolis

NATION'S HIGHEST FIDELITY RADIO STATION

CROSLEY BROADCASTING CORPORATION • A SUBSIDIARY OF Avco

BROADCASTING, March 18, 1963

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of $100 million. They account for 22,-000 jobs, three-fifths of area employment. The Armco plant employs 7,000 plus about 200 in the office. Other large employers are Diamond National paperboard, 875, Sorg Paper, 565 and Aeropac Mfg. (aircraft components and stainless steel sinks, 750). Industrial parks offer plant sites.

Hamilton is deep in a campaign to bring new industry to replace several closed plants that had cut industrial jobs by 6,500 in seven years. Guided by Hamilton Assn. of Trade & Industry, formed by the chamber of commerce and business people, seven new plants have come in to replace Baldwin-Lima-

Hamilton and others. Population has risen from 52,000 in 1950 to 75,000; new industrial sites are being developed, the city is getting a housecleaning and local citizens are cooperating. Hamilton is fighting back on a brass-tacks basis; local boosters wear brass tacks on their lapels.

While the outlying communities expand in the manner of the era, the heart of Cincinnati is assuming a new aspect. The new highways and bridges will join the improved Ohio River waterway to promote access to markets and bring in raw materials at low cost. Cincinnati is busy dressing up for the future.

**DAYTON DEEP IN SPACE AGE**

**Inventive past gives city edge for scientific future**

The marketing numbers of spread-out Dayton are staggering to the average businessman whose knowledge is based on a few calls on local industries. But to the statistical observer, the statistical story of this market in southwestern Ohio recounts unusually rapid growth and a prosperous high-wage populace.

Finished-product and raw-material industries of this complex city and its 50-mile trading area range from scientific plants to rolling mills. This birthplace of the cash register, airplane and self-starter is now deep in computer and missile development, scientific endeavors that perform a dual role by providing local employment and gearing the nation for a leading position in the space age.

In its familiar role of pace-setter for the age of automation, Dayton has taken advantage of its specialized statistical know-how to offer a series of market stories relating the city to perennial communities, outlying markets and the entire Ohio Valley.

Dayton is located a fast 60-minute drive from downtown Cincinnati. Its newest civic enterprise is a promotion that jackets trade-influence areas into an ingenious numbers-on-the-march title, "Megacity 70-75."

The rich lore of Dayton's industrial past segues into the promises of its future in Megacity 70-75. The stories of two basic American institutions—aeronautics and automotive—have their roots in this river city and its famed industrial pioneers.

**Historic First • James F. Kettering and the Wright Brothers accomplished two historic break-throughs with the self-starter and the first airplane flight by triggering the evolution of the automobile into an efficient vehicle that anyone could operate and the separation of man from the earth's surface. They were aided by John H. Patterson, whose National Cash Register Co. made point for worldwide organization. Adjacent are recreational facilities.**
Even the birds live better where there's 27% more discretionary income (on the national average). That's Ohio's Third Market, and no medium — but none — covers it as thoroughly as WHIO-TV, AM, FM. Ask George P. Hollingbery.

Additional morsel for thought:

Dayton continues to lead the state's eight major cities with the highest weekly gross earnings. (Dayton Daily News—1/14/63)

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte North Carolina

DAYTON, OHIO • WHIO • AM • FM • TV
GM huge was venture major exuberant ket, can 75 with lion Columbus, and such potential, Megacity is lumbus, and the economic picture is. To economic-matters, the one half-million buildings are building Megacity is explained. Rather than the Megacity 70-75, and the city's 70-75 is Steadman's. Dayton is the most important city in the country, and the seventh largest industrial market it's explained.

- Megacity 70-75 is a stable market with a huge government payroll augmenting diversified industries. Pay is high; buying power is exceptional. A single sales, service or distribution facility can serve Megacity 70-75.

- A half-million are employed in industry, adding over $4.5 million in value at 5,200 industrial plants and providing average-income income. Principal metropolitan areas in Megacity 70-75 besides Dayton are Springfield, Columbus, Hamilton-Middletown, Lima and Cincinnati in Ohio; Richmond, Ind.

To those who would argue that Dayton is tiring a statistical string around a bundle of scattered markets, these points are emphasized:

- Neither Cincinnati nor Columbus can provide local service to such a large consumer and industrial market.

- Megacity 70-75 isn't any farther from one end to the other than New York or Los Angeles metropolitan areas; there are 35 towns and cities over 1,000 within 25 miles besides the seven basic cities.

- In recognition of the Dayton claim, many companies are establishing tri-state area out of Dayton-based offices and facilities because it is the very center of distribution, this makes Dayton a fine site for manufacturers.

- Megacity 70-75 is the tenth largest local market in the nation and Ohio's fastest-growing metropolitan area for 20 years.

This is a recap of Dayton's numbers. The area covered is somewhat larger than the growingly popular definition of a market as the area strongly influenced by a strong TV station's signal. Using the TV definition, two cities are pretty well outside television range—Columbus (682,000 metropolitan population) and Lima (104,000).

Even eliminating Columbus and Lima, the market within effective TV range of Dayton totals over 2.9 million people—a lot of people in anybody's marketing story. Eliminating Cincinnati (1,071,624) from Megacity 70-75 on the ground Cincinnati is a major market all its own and should not be covered by anybody else's umbrella, still leaves a 1.9 million TV-influenced market for Dayton to claim compared to the 3.7 people in Megacity 70-75. (Figures are 1960 U.S. Census.)

Accepting the Megacity 70-75 concept, the population of the market is exceeded only by New York, Los Angeles, Philadelphia, Detroit, Boston, Washington-Baltimore, Cleveland-Akron and Pittsburgh.

Narrowing Dayton's area semantics to the Census Bureau's Standard Metropolitan Statistical Area definition leaves Dayton with 750,000 people as of March 1963, up more than 40% from 1950. This ignores the practical influences of broadcast media and high-speed highways. At the very least, those who probe into the market's economics are likely to grant Dayton at least a 15-county trading-area range, or 1.5 million people and 500,000 buying units. But Dayton is building on its broader Megacity 70-75 base.

- Wright-Patterson Air Force Base, a complex of many defense units, is the largest single employer in Ohio with 32,500 employees of which 7,600 are military. Its 1962 payroll was over $200 million; 175 industries in the area are prime contractors ($40 million); over $60 million is spent for food, utilities and supplies.

- General Motors employs 27,500 in Dayton. Its four divisions are Frigidaire, Delco, Delco Moraine (auto parts, defense) and Inland Mfg. (rubber, plastics, auto parts).

- National Cash Register Co. employs 15,500 in Dayton (60,000 around the world). Sales exceed a half-billion dollars; the business has doubled in a decade and a new $3 million research-development center is under way.

- Chrysler's Aircramp division long ago passed the 1,000-employee mark; Dayton Tire & Rubber (Firestone) has 1,100 employes turning out 10,000 tires a day; Dayton Corp. produces foam, plastics, builts.

- A graphic arts center, the McCall Corp., plant (4,500 employes) has the largest International Typographical Union chapel in the world. It prints Reader's Digest, U. S. News and many others; E. F. MacDonald Co., world's largest provider of sales incentives (including the third-ranking Plaid trading stamps and Happiness tours), has just bought Wilding Inc., Chicago pioneer in audio-visual and TV commercial systems (MacDonald grosses about $115 million). Others in the graphic arts field, totaling 10,500 employes, are Reynolds & Reynolds and Standard Register Co. plus Mead and Kimberly-Clark paper plants.

BUILT IN DAYTON • While some markets heavily dependent on aeronautics bases are worrying about the transition from military planes to missiles, Daytonians explain that the city has already passed this stage. Some oldtimers still remember the headline in the Dec. 17, 1903 issue of the Evening Herald, "Dayton Boys Fly Airship." The story about the Kitty Hawk, N. C., flight explained that it was "in the teeth of a 21-mile gale. Ncclay's break through was negotiated with a powered crate developed and built in a little bicycle shop on Dayton's West Third St.

Formidable-looking planes still stand poised at the end of Wright-Patterson runways but the huge complex is aim-
WING
the
COLOSSUS
of Dayton Radio

Check Pulse and Hooper... check the results. You don't have to be a Rhodes scholar to figure out why more national and local advertisers spend more dollars on WING than on any other Dayton station. WING delivers more audience and sales. Think BIG... buy WING!

robert e. eastman & co., inc.
NATIONAL REPRESENTATIVE

DAYTON... Ohio's 3rd Largest Market

AIR TRAILS
STATIONS:
WEZE, Boston
WKLO, Louisville
WING, Dayton, O.
WCOL, Columbus, O.
WIZE, Springfield, O.
WRIT, Milwaukee
ing at the future at a vast aeronautic research laboratory that goes into the basics of air navigation and systems. Its Air Force Logistics Command and Aeronautical Systems Division, staffed by 6,500 officers and 18,500 civilian employees, have a $165 million payroll. The businessmen who call on the facility spend $4.5 million a year at local hotels and motels, not including entertainment, food, travel and other items.

Combat and support units all over the world are handled by the logistics group. The systems unit has a new $9 million grant for electrogasdynamics facilities, roughly a hot wind-tunnel for atmospheric re-entry experiments. Air Force Institute of Technology has an engineering school; Foreign Technology Division (shh) keeps the government posted on what other nations are doing in the unexplored outer space.

Defense Electronic Supply Center buys the tubes and components for all Defense Dept. units, a $200 million enterprise.

With its $150 million expressway project, new Cox Memorial city airport (plus two military and four private airports), Dayton is tooled for what's to come. The Cox airport, named after the 1920 presidential candidate-broadcaster-publisher, is the largest city-owned airport in Ohio. A local fund of $6 million was raised to tee off a new university to be operated by Ohio State U. and Miami U. This will join Dayton U. and its research facilities.

Dayton has a half-dozen major computer facilities: NCR, Univac, IBM, U. of Dayton, National Real Estate Adv. Co. and Automation Institute of Miami-Jacobs Junior College. Its labor force is 35% skilled, 30% semi-skilled. Eight employers in the metropolitan area hire more than 2,000, six hire 1,000-2,000, four 750-1,000, five 500-750. Wages exceed $1.4 billion; average weekly earnings are $124, tops for Ohio. A vast urban renewal program is under way.

This is the market that has grown out of the tinkering of the Wrights, the inventive genius of John F. Kettering (self-starter, diesel, air-cooled refriger- ator, air-conditioning and World War I guided missiles that were built but never used).

A novel and attractive office-building center is located outside the central city. Col. E. A. Deeds donated a famed carillon. So, when Dayton businessmen think of their market, they're aware of its history, growth and potential. That's why they speak of Megacity 70-75.

**Lower valley growth outstrips nation**

**RIVER CONtributes to Economy of Louisville, Owensboro, Paducah**

Industry, horses, bluegrass, whiskey, farming and commerce are blended neatly into a balanced, diversified economy in the area bordering or tied to Kentucky's 664 miles of Ohio River frontage. The fastest growing of these business segments (horses and whiskey are drab unexciting dollars to the market) are industry and commerce.

Old Louisville is the largest Ohio Valley metropolis west of Cincinnati. It's old in tradition but the facade of the 1960's is dominated by high-speed traffic arteries, a two-level bridge whose jutting girders are nearing the Indiana shore at New Albany the neighboring airport and state fair that symbolize the new and the old side of American living, a very modern Methodist skyscraper that combines a shrine for worship with revenue-producing rental space, the longest Ohio River dam and an eye-popping hexagonal 29-story downtown apartment that will soon be ready for tenants.

Louisville's media are handsomely housed. The famed old hotels now have modern competitors serving visiting businessmen and lovers of the breed who scan the reproductive and performance achievements of Kentucky's world-famous horses.

Lexington (75 miles) and the capital city of Frankfort (50 miles) are tied by bluegrass sentiment and the practical aspects of related economic factors to the busy Louisville market.

At the northeastern corner of Kentucky, Ashland is an integral unit of the tristate Huntington-Asland-Clintondale market (see page 94). And at the northernmost point of the state, the cities of Covington and Newport are part of the Cincinnati metropolitan area though currently involved in their own suburban project (see page 99).

As the Ohio River moves past Louis- ville to the oxbow bends country, Owensboro blends hard industry with hard liquor and chemical production. Another 50 miles westward is Henderson, Kentucky's portion of the Evansville metropolitan market; industry again takes over in a big way.

At Evansville the river barely manages to free itself from a series of near-knots on its way to Paducah where the names of Irvin S. Cobb and Alben Barkley are solemnly revered at the same time respectful homage is paid to the payrolls and products poured out by hundreds of millions of dollars worth of chemical and power plants. Historic Paducah has mellowed in recent years—in an economic sort of way.

Finally, 664 miles from Ashland, the Ohio meets the Mississippi at Wickliffe, Ky., and Cairo, Ill., a small market that might have become another Pittsburgh but for the eccentricities of past economic expansion and the flooding tendencies of the terrain.

This is the area that inspires Ken- tucky's proud boast that its industry is growing 55% more than the national average.

**First Stop** Any study of the Ken-
WAVE-TV and WFIE-TV COVER 383.1 MILES of the OHIO RIVER VALLEY!
(in Depth as well as Width!)

WAVE-TV, Louisville
WFIE-TV, Evansville
WAVE Radio, Louisville
WFRV(TV), Green Bay

ALL NBC—ALL REPRESENTED BY THE KATZ AGENCY
Louisville area adoptions increased 36% after six WHAS-TV small talk programs.

People respond to

WHAS-TV
LOUISVILLE
Foremost in Service
Best in Entertainment
316,000 Watts - CBS-TV Affiliate

Victor A. Shoals • Director
Represented Nationally by Harrington, Righter & Parsons, Inc.

72 women signed for bowling lessons
60 minutes after just one
KEEP 'N TRIM commercial

People respond to

WHAS-TV
LOUISVILLE
Foremost in Service
Best in Entertainment
316,000 Watts - CBS-TV Affiliate

Victor A. Shoals • Director
Represented Nationally by Harrington, Righter & Parsons, Inc.

A new church concept is Trinity Towers, Methodist church in midtown Louisville. The $2.75 million 17-story structure has over 200 apartment units.

Kentucky economy must start with a highspotting of industry, allowing time for the soul-rewarding inspection of the commercial aspects of horses and whiskey (see page 118). Louisville has all kinds of industries—big and little, space-age and long-established, basic and finished goods.

General Electric's Appliance Park is enormous. Largest appliance plant in the world, it provides work for 11,000 employees who turn out washers, dryers, ranges, dishwashers and air conditioners on a 920-acre site.

Here are some of the local GE vital statistics—barges bring in 100,000 tons of steel a year; 10,000 carloads of raw materials and 15,000 truckloads of parts are delivered; 20,000 carloads and 60,000 truckloads of appliances go out; 60,000 major appliances are made every week; annual payroll is $65 million; local purchases are $20 million. All this on land that was producing truck crops a decade ago. Instead of some tractors, fertilizer and seed, the area now needs 10 carloads of coal a day to keep in operation.

Other large employers include International Harvester tractors, 3,100; Ford assembly, 2,300; duPont neoprene, 1,900; Brown & Williamson tobacco, 2,500; Reynolds aluminum, 1,800; Naval ordnance, 1,850. GE and Reynolds are sponsoring a 250-unit apartment development on Louisville's river front. Eventually it's expected to occupy a four-square block area and have perhaps 1,000 units.

Louisville claims other "largest" elements in its economy—world's largest neoprene synthetic rubber plant at duPont; largest maker of air-filtering equipment, American Oil Filter Co. (its

**WAKY** is represented by The John Blair Company
cookers are used in Minuteman silos); largest U. S. wood packaging firm, General Box. And of course Hillerich & Bradshy, largest maker of baseball bats.

Not to be overlooked is the economic potential of another Louisville resource whose development has been underwritten by 10 local businessmen—Cassius Clay, who shares his sponsors' ambition to bring the heavyweight boxing title to Louisville and to attract attention to the city as well as Cassius Clay by a never-ending stream of self-glamorizing oratory devoted to his muscular attainments.

**Brain and Brawn** — Louisville's interest in the Clay biceps is intense but it rises to more significant artistic heights in the activities embraced by the Louisville Fund, a $200,000 local contributed boost for musical and other activities. The city has a high level of civic cooperation and its achievements in the arts and sciences are exceptional. A new local project is the Belle of Louisville, recently bought sternwheeler which will serve as a reminder of the past and a way to enjoy the river's present-day charms.

There's a new zoo project that promises to be a pace-setter in natural education. U. of Louisville is active in modern scientific research and it has Rauch Memorial Planetarium. Louisville Orchestra and Chorus, a concert association, theatrical groups, the vast fairground and coliseum and several local art centers are part of the extensive community activity. U. of Louisville is the oldest municipal university in the United States. It's one of 10 local colleges and universities.

Big hunks of the downtown are being knocked down in slum-removal projects that include hospital, apartment and federal office facilities.

Here are some concentrated Louisville economic data:

- The Louisville market influence and commercial contacts extend out to a population of more than 2 million, with 600,000 families whose buying at stores exceeds $2 billion.
- Total employment in Jefferson County is 238,200; unemployment is being cut, now stands at 20,000; average weekly earnings of production workers are $108.
- Jefferson has 30 plants employing 500-1,000 workers; 31 over 1,000.
- Value added by plants is estimated at $1.3 billion a year.
- Metropolitan area population is 750,000, up 26% in a decade.
- Metals, equipment machinery, chemicals, food-beverages and printing are leading industries.
- $3 billion has been spent in build-
ing new plants and enlarging old ones.

These are why Louisville calls itself the "Industrial Capital of the Southwest."

Across the river in Indiana are the suburbs of New Albany and Jeffersonville. Main plants on the Indiana side include Colgate-Palmolive, General Plywood, M. Fine garments, H. A. Seinsheimer garments, U. S. Steel homes, and Pillsbury. The new interstate bridge will ease traffic movement and enhance the crossroads side of the market.

East 75 miles from Louisville in the heart of the bluegrass, Lexington (64,000 population) cites two claims to world fame—largest loose-leaf tobacco market and "Horse Capital of the United States." The metropolitan area of 135,000 people, has 300 horse farms, favorite tourist spots. Another claim to fame is Spindletop Research Center, called the newest, independent industrial research institute devoted to space age projects. Lexington is proud most seasons of the U. of Kentucky basketball team.

Frankfort, the capital, shares the bluegrass economy, The cities reflect glories of the past but they're keenly interested in the chanting auctioneers who sell over 100 million pounds of fine burley tobacco every winter. Frankfort also has the economic support of the state government.

The twin state leaders, Gov. Bert T. Combs and Lt. Gov. Wilson W. Wyatt who also is chairman of the Economic Development Commission, cite figures like this in reviewing Kentucky's growth:
- 141 new and expanded manufacturing facilities in 1962 representing $174 million plant investment.
- Tourist income up 7%, twice the national average; exceeds $200 million.
- State has extensive parks and lakes.
- $155 million in new highway contracts.
- No. 1 burley tobacco state.
- Population totals 3,150,000 compared to 2,945,000 in 1950.
- Business and industrial development groups are making substantial progress in attracting new industry.
- 670,000 non-agricultural employes, up 21,000 in year.
- Kentucky has more river frontage and navigable waterways than any other state.

These are some of the reasons Kentuckians cling to their cities and farms. They love their bluegrass, horses, whiskey and scenery but they're highly conscious of the plants and new roads and waterways where the money comes from.

OWENSBORO

The flatlands of northwestern Ken-}

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**WKYB**

**PADUCAH, KENTUCKY**

The Station That Serves More People In More Places In More Counties In More States Than Any Other Station In Western Kentucky

**FIRST — on the dial**

570 AM

93.3 FM

**FIRST — in coverage**

one million listeners in area

**FIRST — in preference**

reliable survey proved

- 9:00 AM-3:00 PM, when kids are in school
  50% of respondents to survey stated preference for WKYB
- From 8 AM-8 PM 45% of respondents stated preference for WKYB
- Of 12 hours surveyed for station preference, WKYB enjoyed outstanding lead in eight plus one tie. During one hour 70% stated they preferred WKYB.

**call Bolling or Art Schofield, Paducah**
First
ON S
ON S

JOHN C. GILMORE
“MR. CLUBWOMAN”

MARY ANNA MADDOX
WSTO CCA DIRECTOR

The Prestige
STATION
96.1 meg.

Sold Out With
CCA for

M. A. SALES
AFFILIATED WITH

ADVERTISING ACCEPTED TO

ABC
In The Nation!

MUNITY CLUBWARDS

TEREO TO

ORO, KY.

the First 15 Weeks!

BEGIN AFTER JUNE 15th, 1963

PANY, INC. NETWORK

Luxury In LISTENING

Sister Station To WVJS

National Reps.

THE STEELE STATIONS

V. J. Steele, President
Malcolm Greep Earl Fisher Parker Smith
ABC RADIO COVERS THE OHIO VALLEY WITH POWER

IN LOUISVILLE

WHAS 50,000 WATTS

WHAS is only one of the powerhouse stations in the Ohio Valley that are now part of the growing ABC RADIO NETWORK. Others are WWVA Wheeling, WCKY Cincinnati and KQV Pittsburgh. And the power behind these stations is their own local programming combined with the long-time popular programming, the unmatched news coverage and the new programming that only ABC RADIO offers National Advertisers.

The facts have changed in Network Radio—ABC RADIO is the reason for the change.

the Evansville city line.

In Owensboro they emphasize the depression-proof attributes of the local and nearby area in the diversity of industry. Owensboro-Daviess County Industrial Foundation is active in attracting new plants. Its finest hour was the decision of Dewey & Almy Chemical Co. to start operating with a $4 million, 200-employee facility.

The General Electric tube plant has been there for years. Texas Gas Transmission Corp. has erected a glamorous headquarters building for its vast operations. Murphy-Miller employs 550 making office furniture; Green River steel employs 627 and is expanding.

The GE payroll is $19.5 million, quadruple the 1945 figure; Modern Welding has a $1.5 million payroll. And Owensboro is astir over reports of a big Harvey Aluminum plant proposed on a site a half-hour's drive to the east. With Alcoa expanding across the river toward Evansville, Owensboro would be delighted to join an aluminum upsurge in the area.

Other Owensboro highspots: Kentucky Wesleyan and Brescia Colleges; important Illinois Central and Louisville & Nashville rail facilities; three gigantic distilleries whose warehouses are so big they provide a local sightseeing attraction (Glenmore, Fleischman and Medley).

PADUCAH-CAIRO

The twin industrial centers of Paducah and its chemical offspring, Calvert City, are the last major economic entities near the western terminus of the Ohio River, 30 miles away. Opposite each other as the Ohio empties into the Mississippi are Cairo, Ill., and Wickliffe, Ky. Paducah has two other nearby confluences, the mouths of the Tennessee and Cumberland as they meet the Ohio.

As the major community in McCracken County, Paducah has a population of around 60,000 whose main income comes from industries, chemical plants, farming and the river itself. Illinois Central has repair facilities and shops that employ over 1,000. Other large employers include International Shoe, Modine Mfg., Southern Bell and Paducah Marine Ways.

Calvert City is a $200 million complex of chemical plants that started sprouting a few years ago. The plants use each other's products and get low-cost power. The area claims more generating capacity within 60 miles than any other comparable area in the world, a total of 3.7 million kw plus another 135,000 kw when the new Barkley Dam is built on the Cumberland River.

Some of the plants at Calvert City are Atomic Energy Commission uranium, 1,300 employees (operated by Union Carbide); National Air Reduc-
tion, 340 employees; Penn Salt 400; Pittsburgh Metallurgical, 450; General Aniline, 190; Goodrich 200. Goodrich has a $35 million expansion program.

Paducah and Calvert City have close ties with the Tennessee Valley Authority. Kentucky Lake is the largest man-made lake in the world (2,400-mile shoreline); other lakes are around the area or are being built. Paducah proper has a major urban renewal project. Barge line employment around Paducah is around 700. Other industries important to the area are Claussner Hosiery, 650 employees; Shawnee steam plant, 514; Chicago Telephone Supply Co., 250 and Southern Textile, 120.

At Mayfield are Curlee Clothing, 620; General Tire, 600, and Merit Clothing, 2,300. Metropolis, Ill., has Good Luck Glove, 600 and Allied Chemical 400. Cairo has E. L. Bruce Co., hardwood processing, 160, and M. Snower & Co., garments, 125.

Wickliffe is famed for its archeological museum.

As electric boxes improved, gas refrigerators lost their appeal. The city found itself with Servel, Arkla air conditioners, Bendix-Westinghouse compressors, and a half-dozen others. But Servel had lost its market. International Harvester shut down its refrigerator division; Chrysler moved out; Graham Paige had lost out in the competitive auto race. Within a seven-year period 10 major employers shut up shop. By 1957 Evansville was gnawing its civic fingernails to the quick. A Committee of 100 formed in 1952 hadn’t been able to halt the exodus or replace missing jobs.

So 1957 was the year Evansville raised a kitty and took a $30,000 look at itself through a professional appraiser’s eyes. It buoyed up local spirits just to hear the bad news. Southern Indiana G&E, civic conscious as well as anxious to sell more electricity and gas, the chamber of commerce, Evansville College, banks, industrialists, merchants—all got behind the bootstraps operation. Evansville Industrial Foundation and later Evansville Future Inc. were formed. Evansville Development Corp., recently organized, is using a revolving fund to get new plant sites.

Today’s Evansville is good to ob-

The bluegrass landscape between Louisville and Lexington is dotted with famed farms where equine aristocrats graze in lush pastures.

**EVANSVILLE REGAINS OLD PROSPERITY**

New industries outdo lost furniture, appliance factories

Memories of the unhappy 1950s are revived occasionally in Evansville, Ind., but more recent and more satisfying to this metropolitan area of 200,000 are the statistics of today’s humming industry and portents of approaching decades.

There’s probably no more courageous story of internal uplift than the account of Evansville’s recovery from a series of staggering industrial blows that left the city reeling. Luckily the local businessmen shook hands on a rebuilding deal that was successful beyond their fondest hopes.

*Reach the Buying Audience with WOMI CBS QUALITY RADIO* Covering the OWENSBORO-EVANSVILLE AREA from WESTERN KENTUCKY’S LARGEST CITY and one of the FASTEST GROWING MARKETS in the RICH OHIO RIVER VALLEY

BROADCASTING, March 18, 1963

A WHOLE IN ONE!

WTVW is the only station in Evansville that can give you the WHOLE market in ONE buy!

- **BIG 3 STATE COVERAGE**
- **49 COUNTIES**
- **ONLY WTVW CAN REACH THE FULL MARKET OF 301,600** TV HOMES
- **NEARLY 2 BILLION DOLLARS OF SPENDABLE INCOME**
- **THE NO. 1 STATION IN THE MARKET**

WTVW . . . the MUST-BUY station in the Tri-State!

*Latest Arbitron Report 1961**

**WTVW - 7**

**abc EVANSVILLE, IND.**

117
serve. Abandoned factories have been modernized and expanded—RCA Whirlpool in the old Servel plant, for example. Old river-town structures of the Milltown Gothic era were razed; others were freshened up with paint and modern window treatment. Flood control was installed; industrial parks were plotted and started; a new museum of arts and sciences and the philharmonic orchestra are proudly shown to visitors.

**Better and Better** • Business last year was above 1961, which was above 1960. Unemployment has been chopped all the way from 14% to 4% or less. Evansville is an important distribution point, located near the population center of the nation. It has three ports—local, Yankeetown and Mount Vernon. They handle coal, ore, metal products, plus corn and soybeans sent downriver from Indiana farms.

Mount Vernon has a new General Electric plastic plant and an industrial park; Babeck & Wilcox is building a big reactor plant; Mead-Johnson has fattened the area pocketbook with money from its slimming Metrecal and pharmaceutical products.

General Motors has a major casting plant at Bedford, some miles out. Southern Indiana G&E has big generations and facilities; it operates the enormous Alcoa power plant at Yankeetown. Alcoa is adding a rolling mill, scheduled to employ 1,300, to its aluminum processing facility. Other major plants are Bueyrus-Erie Co., cranes; Igleheart Bros. (Swans Down flour mixes); Southern Indiana G&E is in an expansion program that will run $16.5 million; Indiana Farm Bureau has a refinery at Mt. Vernon; George L. Mesker Steel is active; Freeze Dry Products, H. Hendrich (cigars), Inland Container, Hahn Inc., International Steel, General Tires, Kent Plastics and others. They keep Evansville’s 200,000 population economically healthy (500,000 in the direct trading area).

At Henderson, with 18,000 people and beautiful Audubon Park, are Spencer Chemical, Dade Park race track, furniture and chemical plants. New motels are appearing on both sides of the river.

**HORSES, WHISKEY ARE BIG BUSINESS**

Kentucky first in bourbon, produces 60% stakes winners

There’s one thing about Kentucky—its people figure that since they have to do business to make a living they might as well have some fun while they’re at it.

The reference, obviously, is to horses and whiskey, two industries in which Kentucky exerts undisputed leadership.

These important economic entities didn’t just happen, Kentuckians explain. They grew and grew and still are dominant because of bountiful natural gifts. The horses’ high speed and robust health are ascribed to the bone-building attributes of limestone water and blue-grass pastures with limestone soil, augmented by the skilled breeding attainments of horse-farm operators.

And the whiskey. Once again limestone gets a lot of the credit. The ground water is a perfect mixer for the high-proof bourbon that comes out of charred-oak barrels.

**Home of Thoroughbreds** • But back to the horses. Kentucky has 200 thoroughbred farms, more than any other state, it’s claimed. And the state asserts it raises more fancy-bred horses than the 1,000 other thoroughbred horse farms combined. Kentucky horses win over 60% of all stakes races.

Take the 89th Derby the first Saturday in May, for example. It will draw 100,000 people to the track and 20,000 to the free Philip Morris show at the nearby fair grounds. These people will stay one to three nights at hotels and motels as far out as Indianapolis and Nashville—and pay inflated prices at many of the hostels.

While Kentucky tries to compute the economics of the horse industry, it has more specific statistics on the whiskey business. George Garvin Brown, president of Brown-Forman Distillers, said the American thirst is abetted by more leisure time and higher living standards, with per capita consumption of spirits having risen from 2.22 gallons in 1961 to 2.30 gallons in 1962. Whiskey sales were 183 million gallons in 1962, up 2.2%; imports were up three times as much, 71%.

Louisville’s 20 distilleries, dominating the bourbon world with the help of Owensboro, Bardstown and other centers, keep six cooperage plants busy making charred white oak barrels needed for the important processes involved in aging whiskey.

Brown-Forman (Early Times, Old Forester and King bourbon) uses a railroad car daily of special yellow dent corn grown in Indiana and developed by Purdue. Output of bourbon at Bardstown is over 300 barrels daily. Processing is scientific and intricate but the quality of the final product is up to a little group of five tasters supervised by Dan Knopf, laboratory manager.

Distillers contribute $18 million to the Kentucky treasury. Their plants produced 77.9 million gallons, 69% of total U.S. whiskey, in 1962, according to Distilled Spirits Institute data.
ORGANIZATION SESSION HELD

150 at uhf development committee initial session;

Lee, Henry to name 20 members to steering group

Some 150 representatives of industry and government gathered in Washington at the FCC's invitation last week, and plunged into the task of finding ways to help foster the development of uhf television.

The occasion was the organizational meeting of the Committee for the Full Development of Uhf Broadcasting, which is being sponsored by the FCC as a means of implementing the all-channel-receiver act.

The group didn't come up with any answers during its meeting—just questions. Some of the solutions to uhf's many problems will come, it's hoped, from studies to be made by subcommittees.

FCC Commissioner Robert E. Lee, chairman of the committee, told the opening session the FCC wants to "pick the brains" of industry's experts, and urged the group to look on the committee as its organization. "We want you to give us technical help," he said. "We won't try to spell out what this committee will do."

Commissioner E. William Henry, vice chairman of the committee, added a note of caution. "No one should get the impression that creation of this committee will guarantee success" of uhf television, he said.

Executive Group to be Named • Commissioners Lee and Henry in the next few weeks will appoint an executive committee of about 20 members to serve as a steering group. This body will meet in Chicago during the NAB convention, starting March 31, to establish subcommittees and draft agendas for them.

From the comments at last week's meeting, it appeared the problems troubling uhf broadcasters are technical and legal as well as economic. Some representatives, for instance, thought it would be helpful if broadcasters were permitted to put final amplifiers atop their towers—a practice now banned by FCC rules. Others said more efficient transmission lines were needed. Some called for closer liaison between the FCC and the Federal Aviation Agency in the matter of tower farms.

The importance of informing the public and dealers about the all-channel sets now coming into the market in increasing numbers was stressed by a number of speakers. Benito Gagunique, a communications attorney, suggested that the FCC and Federal Trade Commission cooperate "so that the right publicity" is given all-channel sets. E. I. Sandwick, of Electronics Industries Assn., agreed there is a need for an educational program—but said the FTC should be kept out of it.

Mort Farr, chairman of the National Appliance & Radio-TV Dealers Assn., expressed the hope the government "will find the funds" to finance a campaign to inform both the public and the dealers of the advantages of all-channel sets. He added the optimistic prediction that broadcasters who "pioneer" in uhf tv will one day "cash in."

Seminars Likely • One method of promoting uhf tv that will probably be adopted is the use of seminars, in which experts from various aspects of the industry would participate. Commissioner Lee said he thought such discussions could be an important method of publicizing and explaining uhf tv to dealers and servicemen in new uhf markets.

Other problems touched on included:

- Ratings and Madison Avenue's attitude toward uhf. Adam Young, who heads the rep firm bearing his name, said "ratings are a guide to what people buy." But William L. Putnam, of WWLP (TV) Springfield, Mass. (ch. 22), said ratings aren't an important factor locally. "A station owner doesn't have to tell a local advertiser how good his station is," he said. "The advertiser knows."

- Programming availability — Some thought this an economic problem. "If a station is healthily it's worth the programming it needs," said Mr. Gagunique.

- Uh allocations—"How can we get more allocations without disrupting those we have—this is a good area for study," said Commissioner Lee.

John Doerfer, former FCC chairman and now a communications attorney in Washington, had a suggestion for easing uhf stations' economic burdens that's likely to ruffle some commission feathers. Local live programming, which the FCC says stations should carry to meet their responsibilities, is expensive. Mr. Doerfer said, "If the commission wants to encourage uhf stations," he added, "it should consider giving some relief in this area."

Although this suggestion isn't likely to get far, Commissioner Lee said the commission is ready to act on a proposed rulemaking to ease transmission requirements for uhf stations. Among other things, it would permit the use of directionalyzed antennas, now banned, and reduce the required sound-to-picture power ratio.

Congress Interested • Two members of Congress present at last week's meeting emphasized the importance they attach to the effort to implement the all-channel act, which was enacted as a means of helping uhf tv.

Sen. Gale McGee (D-Wyo.), a member of the Senate Commerce Committee and its communications subcommittee, said the trade, the FCC and Congress should give the new act every chance to achieve the fuller utilization of uhf channels. There has been a "terrible waste" of these channels until now, he said.

Rep. J. Arthur Younger (R-Calif.), a member of the House Commerce Committee and its communications subcommittee, said unless uhf broadcasting develops, the all-channel-receiver act will merely impose a tax—the extra cost of such sets—without providing

Representatives of three broadcasting equipment makers chat with FCC Commissioner Robert E. Lee at the organizational meeting of the Committee for the Full Development of Uhf Broadcasting. (l-r) E. R. Taylor, executive vice president, Motorola Inc.; Commissioner Lee; A. E. Allen, director of products, Philco Corp.; and Charles N. Hoffman, director of sales, Warwick Manufacturing Co. Some 150 people attended the meeting.
the consumer with any added benefit. He called for a concerted effort to make sure that uhf broadcasting is available for reception on the all-channel sets consumers will be buying exclusively next year. Deadline for all-channel sets is April 1964.

The committee for the development of uhf broadcasting will have a life span of two years—unless the FCC decides to prolong it, Commissioner Lee said. He added that the commission will be “scrupulous” in protecting committee members from wandering into antitrust law violations. He said the committee’s activities will be conducted in accordance with a 1962 presidential order that lays down guidelines for industry-government committees.

**Ford to Pastore** • Meanwhile, the only commissioner who opposed creation of the committee, Frederick W. Ford, gave his reasons last week in a letter to Sen. John Pastore (D-R. I.). Commissioner Ford said he feels “as strongly as anyone” that the FCC should promote the technical advancements of uhf but dissents strongly to agency involvement in broadcasting activity more properly belonging in a trade association.

Commissioner Ford’s views were requested by the chairman of the Senate Communications Subcommittee during a hill appearance by the FCC in late February (Broadcasting, March 4).

In addition to technical matters, the committee is charged with collecting and disseminating information on the practical problems confronting uhf tv stations and Commissioner Ford said he objected to this provision on three grounds: (1) it is contrary to the philosophy of the all-channel receiver legislation in that it will tend to “over-sell” uhf too early and may cause channels needed for education to be gobbled up; (2) it places the FCC in sponsoring “what in effect will be a trade association,” and (3) it is contrary to the FCC’s regulatory responsibilities under the Communications Act.

**BROADCASTING DAY**

Florida observance hears call for broadcaster on FCC

Prominent broadcasters from Florida and Texas stressed the need last week for the appointment of an experienced broadcaster to the FCC.

Appearing during Broadcasting Day (March 11) at the fifth annual U. of Florida Communications Week, Lee Ruwitch, vice president-general manager of WTVJ (TV) Miami and Mike Shapiro, general manager of WFAA-AM-FM-TV Dallas, said there is a crying need for an FCC member with a practical outlook toward the industry.

“The FCC is overinfluenced with a bureaucratic attitude” and does not understand the industry it regulates, Mr. Ruwitch said during a panel discussion moderated by Mr. Shapiro. (The presidents of 41 state broadcasters associations sent a resolution to President Kennedy urging that an industry man be named to the next available vacancy [Broadcasting, March 4].)

Two Washington attorneys, Thomas Wall of Dow, Lohnes & Albertson and Robert L. Heal, Spearman & Roberson, discussed the current regulatory climate at the commission. Both attorneys attacked the FCC’s encouragement of viewers and listeners to complain to both the station and the commission about programming.

Melvin A. Goldberg, NAB vice president for research, predicted that pay tv may eventually reduce free television to offering “Class B or C material.” This could be caused, he said, because of the huge financial returns held out for pay tv programming.

Turning to ratings, Mr. Goldberg said that audience measurements need to be “more than just a head count” and should go into why people view and listen. “We’ve got to learn what people self-censor and why to eliminate needless duplication,” he said.

Sydney Roslow, president of The Pulse Inc., New York, indirectly answered charges made against his firm a week ago before the House Special Subcommittee on Investigations (Broadcasting, March 11). Dr. Roslow, who is scheduled to testify this week in the ratings investigation, said that his field workers have made door-to-door interviews in suburban Miami cities despite local ordinances banning such activity.

“Applying such ordinances to companies like ours who don’t sell anything is unconstitutional,” he said.

Status Symbol • Tv is becoming a national status symbol in underdeveloped countries and the U. S. must provide both educational and entertainment programming overseas or the Russians will, R. Basil Thornton, international director of the National Educational Tv & Radio Center, New York, told the conference. If “underdeveloped countries can’t afford an atom bomb, they’ll settle for a tv station,” he said.

With many students in the audience, highlight of the “day” was a live telephone discussion with NBC commentator Chet Huntley in New York and NBC correspondents in Paris, London and West Germany on educational needs of future broadcast journalists. “The best preparation for getting into news work,” Mr. Huntley said, “is to read all the books you can get your hands on.”

Robert Hitchens, director of NBC Radio sales planning, and Harold Krelstein, president of Plough Broadcasting Co., also participated in the Broadcasting Day seminar.
"To be prepared for war," said George Washington, "is one of the most effective ways of preserving peace."

Today's counterpart of this philosophy is reflected in the massive shield of missile sites built or under construction in the farthest reaches of rural America. Many of these, and hundreds of other vital defense installations, are served by America's rural electric systems.

These locally-owned cooperatives and power districts were created by rural people who could not get electric service from established power companies. Today these systems operate 1 1/2-million miles of lines far beyond city limits, serve the growing power needs of 20 million rural people. And capital borrowed from the Rural Electrification Administration to build these lines is being repaid with interest.

Because these lines are there, power is quickly provided for vital installations ranging from launching pads to tracking stations, from lighthouses to Air Force bases.

Rural electric systems are proud to play an important part in safeguarding peace and the future of all Americans.
Gov. Romney to speak at NAB closing session

ERWIN CANHAM TO MODERATE JOINT TUESDAY PANEL

The stable of featured speakers for the NAB's 41st annual convention in Chicago March 31-April 3 was completed last week with the announcement that the nationally prominent governor of Michigan, George Romney, will address the final day management luncheon.

And, as today's (Monday) deadline for pre-registration approached, expected attendance at the annual gathering of broadcasters in Chicago's Conrad Hilton Hotel continued to reach toward a record. As of noon last Thursday (March 14), 2,072 radio-tv men had notified the NAB they would be in Chicago.

Co-chairmen of the 1963 convention are James D. Russell of KCTV (TV) Colorado Springs, and Ben Strouse, WWDC-AM-FM Washington. They are vice chairman of the NAB Radio and Television Boards, respectively.

Tv personality Bob Hope, who will receive the NAB's Distinguished Service Award, NAB President LeRoy Collins and FCC Chairman Newton N. Minow are the other featured speakers during the convention. The traditional question-and-answer session with members of the FCC will close the convention Wednesday afternoon.

A special joint radio-tv session Tuesday morning will hear a panel discuss "Broadcasting in a Free Society," to be moderated by Erwin D. Canham, editor of the Christian Science Monitor. New to the tv agenda this year is a debate on the controversial proposal to adopt as FCC rules the NAB code time standards for commercials. Participants will be Commissioner Robert E. Lee, who first suggested the plan, and William Pabst, chairman of the tv Code Review Board and vice president-general manager of KTVU (TV) Oakland-San Francisco.

Republican Gov. George Romney, often mentioned as a potential presidential or vice presidential candidate in 1964, surged into national prominence in his successful election campaign last year. He previously served as president, board chairman and general manager of American Motors.

ABC-TV affiliates meet to see program preview

ABC-TV's affiliates will get a first hand view of the network's program offerings for 1963-64 at the affiliates' March 30 meeting in Chicago when 27 of the network's performers stage a season preview.

Jerry Lewis will emcee the special performance, which will include contributions from such personalities as Lawrence Welk, Ernest Borgnine, Jimmy Dean, John McIntyre, Chuck Connors, Ozzie Nelson and Jack Palance.

The meeting will be held at the Conrad Hilton Hotel at 2:30, and will be followed by a cocktail party and dinner. Executives participating in the meeting include Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., Thomas Moore, ABC-TV vice-president in charge, Robert L. Coe, vice-president in charge of tv station relations, James C. Hagerty, vice-president in charge of news, special events and public affairs, and Chester Simmons, president of Sports Programs Inc.

Collins makes plea for House coverage

The right of the American people to know about the operations of their federal government no longer can be satisfied by a reporter with a pencil, NAB President LeRoy Collins told the House Rules Committee last week in a plea for the removal of the House ban against radio and tv coverage of committee hearings.

"Public proceedings of congressional committees can be made truly public in this day and age only through the added efficient use of the tools of radio and television—as applied by the expert and dedicated electronic journalist," the NAB president said. He pointed out the major technical advances in recent years which make it possible for electronic coverage with "very little or no obtrusiveness" in urging the committee to approve H Res 263.

The measure was introduced by Rep. Orrin G. Harris (D-Calif.), chairman of the House Commerce Committee, and he and Rep. George Meader (R-Mich.) testified in favor of removal of the ban two weeks ago (Broadcasting, March 11). Normally, the Rules Committee does not permit testimony from a nonmember of Congress but since it has original jurisdiction over the measure, it accepted Gov. Collins' request to testify.

Since the Senate permits radio-tv coverage of hearings, "its committee proceedings and those engaged in them have been made better known to the American people than proceedings of comparable importance before House committees," the NAB president said. "We ask now . . . that you give the people a greater opportunity to hear and see your committees transact their business. For, after all, it is the people's business too."

Rep. B. F. Fisk (D-Calif.) said that "I have always been opposed to this

NAB membership continues to grow

NAB membership passed 3,000 for the first time in 1962 and the rolls have continued to grow since Jan. 1 with 3,113 members as of last Wednesday (March 13).

This is an increase of 59 over the 3,054 radio, network and associate members at the close of 1962. During 1962, 427 dues-paying members were added but 284 resigned or were dropped from the rolls, for a net gain of 143.

Code subscribers also are on the increase, with 1,768 radio code members and 406 tv last Wednesday. Comparable figures on Jan. 1 were 1,671 radio subscribers and 399 members of the television code.

A breakdown of NAB membership last week showed: 1,885 am stations; 678 fm; 403 tv; 4 am networks; 3 tv networks; 140 associate members.

At its board meeting last January, the NAB authorized the appointment of a membership liaison committee to be made up of at least one broadcaster from each state and Puerto Rico. Bill Carlisle, NAB vice president for station services, said that the committee members are being selected by NAB Radio Board directors and that the committee will become official at the close of the 1963 convention.
Viewing time sets new record in January

The average American family spent more time watching television in January than during any previous month in the industry's history, according to A. C. Nielsen Co., figures presented by Norman E. Cash, president of the Television Bureau of Advertising.

Mr. Cash reported to the Fordham Alumni Advertising Club on March 13 that time spent viewing television in January was 6 hours and 14 minutes per TV home per day, a 17-minute average increase over last January's figure of 5 hours and 57 minutes. The former viewing record was 6 hours and 8 minutes in February 1961.

The average viewing time per TV home for the entire year 1962 was 5 hours and 4 minutes per day, according to Mr. Cash's report.

proposition" but told Gov. Collins that he had made the strongest argument the congressman had ever heard for removal of the ban. Rep. James Delaney (D-N.Y.) expressed an old fear that broadcasters could not be trusted to present hearing coverage in a completely fair and impartial way.

Rep. William Avery (R-Kan.) asked about what he termed a "critical area of disagreement"—equal time requirements in an election year—if a congressman running for reelection is shown and heard in a House hearing. Gov. Collins said that the question of repeal of Sec. 315 (which already exempts newscasts) of the Communications Act is a separate question now before the House Commerce Committee and that situations of this type would be covered under the FCC's fairness doctrine.

WGN-TV to program 24 hours

Round-the-clock television service on Fridays and Saturdays is to be inaugurated April 5, WGN-TV Chicago reported last week. Later in the summer the independent outlet may expand the 24-hour schedule to all seven days of the week. Although program format has not yet been determined, WGN-TV said it has plenty of movies and other film programs which it can use.

Although open-end type discussion programs now on WBKB (TV) and WBBM-TV there on weekends frequently run into the small hours, no Chicago station presently programs all night on a regular basis. WCBS-TV New York began all-night programming several weeks ago.

WICU(TV) to return to NBC-TV network lineup

WICU (TV) Erie, Pa. (ch. 12), is switching its primary affiliation from ABC-TV to NBC-TV, effective May 1, according to an announcement being released today (Monday) by Tom Knodle, NBC station relations vice president, and Arthur Ingram, general manager of the station.

WICU left NBC-TV for ABC-TV in 1961. Erie has one other television station on the air, ch. 35 WSEE (TV). Its primary affiliation is with CBS-TV, its secondary affiliation now with NBC-TV. Another uhf station has been authorized but is not in operation.

WICU is licensed to Gibraltar Enterprises Inc., principally owned by Edward Lamb.

KVKM-TV joins ABC-TV

KVKM-TV Monahans, Tex., using four relay stations which it set up between El Paso and the ch. 9 outlet's transmitter near Kermit, Tex., has become a full-time ABC-TV affiliate. Construction of the 240-mile microwave system and the beginning of ABC-TV service was announced last week by J. Ross Rucker, general manager of the station.

WIBG announcers back on job

The 11 announcers and newsmen who had been on strike at WIBG Philadelphia returned to work last week pending final resolution of the contract between the station and the The American Federation of Television and Radio Artists, the employees' bargaining group.

$1.11 an hour STAFFS YOUR STATION with IGM SIMPLIMATION

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder. "The Sound of Money:" IGM SIMPLIMATION. P. O. Box 943, Bellingham, Washington.

The Sarkes Tarzian HETERODYNE MICROWAVE RELAY

See it at NAB Space 17E

PROVEN PERFORMANCE Where It Counts

Over three years actual in-field use has proven Tarzian's multi-hop microwave delivers exceptional quality color transmission, simultaneously with broadcast quality sound—at lowest possible cost. And, Tarzian's renowned microwave systems engineering department is at your disposal for assistance with planning and installation.
Ray fills in at OBA operations seminar

TWO-DAY MEETING ATTRACTS OVER 150 FROM 5 STATES

Discussion of all phases of radio-tv regulation highlighted the first Radio Operations Seminar of the Oklahoma Broadcasters Assn. in Norman, March 9-10. Over 150 broadcasting and advertising agency executives from five states attended the sessions conducted with the U. of Oklahoma.

William Ray, chief of the FCC's Office of Complaints & Compliance, was the principal speaker as a substitute for Broadcast Bureau chief and commissioner-to-be Kenneth A. Cox, who was ill. Mr. Ray spoke on the rules of the commission and current interpretations which guide broadcasting executives.

He said broadcasters should regard their stations, at least in part, as modern versions of the town crier and town hall. By communicating news of the community and providing a forum for discussions of community problems, broadcasters would go far toward meeting the FCC's programming requirement that they satisfy the "needs" of their communities, he said.

Speaking on Sec. 315 (equal time) and Sec. 317 (sponsor identification) of the Communications Act, NAB Executive Vice President Vincent Wasielski told the broadcasters that "common sense" should guide their operations under these two controversial standards.

Clee Fitzgerald, OBA attorney from Stillwater, Okla., conducted a discussion on lottery laws and contracts. He said that Oklahoma's lottery statutes are generally more stringent than those of the federal government and that if stations comply with the state laws they should not run afoul of the FCC.

The broadcasters were given a course in preparing license renewal applications by Francis X. McDonough of the Washington law firm of Dow, Lohnes & Albertson. He suggested that each station prepare its own "composite week" once each year and thoroughly analyze its operations "and then when the time comes to file for renewal, you know that your station is ready for it."

Howard Kitzmiller, FCC attorney, concluded the two-day seminar with a warning that "far too many" stations do not compile accurate and complete logs. He said the commission is vitally concerned with the maintenance of proper logs and told the broadcasters that "attention to detail will go far to-wards a favorable FCC report . . ." following a station inspection.

Sen. Howard Edmondson (D-Okl.) met with a committee of Oklahoma licensees on broadcasting problems with the FCC during the seminar at the invitation of OBA President William S. Morgan, general manager of KNOR Norman.

Changing hands

ANNOUNCED • The following sales of station interests were reported last week subject to FCC approval:

• KFQ-Am-TV St. Joseph and KLJK Jefferson City, both Missouri: Sales reported close to completion by Jesse Fine and associates to Mid-State Broadcasting Corp. for $1,750,000. Mid-State is headed by John P. McCoff, and owns fm stations WAXB Detroit, WSWM East Lansing and WQDC Midland, all Michigan. KFQ is a fulltime station on 680 kc with 5 kw. KFQQ-TV is on ch. 2 with CBS and ABC affiliations. KLJK is a 5 kw daytimer on 950 kc. Broker was Hamilton-Landis.

• KVIP-TV Redding, Calif.: Sold by Shasta Telecasting Co. to Sacramento Valley Telecasting Inc. for over $1,250,000. Sacramento Valley, currently in hearing for ch. 9 in Redding, is comprised of six stockholders, with major owners being Frank M. Crawford, J. Ned Richardson and William B. Smullin, 25% each. Mr. Richardson owns KPAY Chico, Calif. Mr. Smullin is 50% owner of Southern Oregon Broadcasting Co. (KBES-7 Medford, KAGI and KGPO [FM] Grants Pass, KOTT-TV Klamath Falls, and 50% of KPIC-TV Roseburg, all Oregon). Other Sacramento Valley stockholders are Robert Burris, former manager of KEYT (TV) Santa Barbara, Calif., and Richard C. D. Bell, also formerly of KEYT. Shasta Telecasting owns KJEO (TV) Fresno, Calif., and through Carl R. McConnell KVQ-TV Eureka, Calif. KVIP-TV, founded in 1956, operates on ch. 7 and is affiliated with ABC and NBC.

• WBOY-AM-TV Clarksburg, W. Va.: Sold by Rust Craft Broadcasting Co. to Fortnightly Corp. for $950,000. Fortnightly Corp. owns The Reporter magazine and the Clarksburg Television Cable Co. which operates the community tv system in Clarksburg. Roger Garrett remains as manager of the station. At one time Rust Craft instituted a court suit against Fortnightly for picking up the signals of WSTV-TV Steubenville, also owned by Rust Craft, and carrying them on the catv cable in competition with WBOY-TV in Clarksburg. Rust Craft also owns WSTV-AM-FM in Steubenville, WRCB-TV Chattanooga, Tenn.; WRD-TV Augusta, Ga., WPIT-AM-FM Pittsburgh, Pa.; WWOL-AM-FM Buffalo, N. Y.; WSO

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THE MEDIA

124 (THE MEDIA)

BROADCASTING, March 10, 1963
Tampa, Fla., and 40% of WVUE-TV New Orleans, LA. WBOY operates on 1400 kc with 1 kw day and 250 w at night with an NBC affiliation. WBOY-TV is on ch. 12 and carries both CBS and NBC programs.

APPROVED • The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 136).

• KSYD-TV Wichita Falls, Tex.: Sold by Sidney A. Grayson and Associates to Paul Harron and group for $2,350,000. Mr. Harron is the principal stockholder of WKTV (TV) Utica, N. Y., and is president of World Broadcasting System, Philadelphia, a radio program service. He is a former Philadelphia broadcaster. KSYD-TV is on ch. 6 and is a CBS affiliate.

• WMAM-AM-FM-TV Macon, Ga.: Sold by George P. Rankin Jr., Wilton E. Cobb and Mr. and Mrs. Wallace Miller to WMRC Inc. for $2,094,750. WMRC Inc. owns WBFC-AM-TV Greenville, S. C.; WBIR-AM-TV Knoxville, Tenn. It is 49.8% owned by the Greenville News and Piedmont, 14.6% by R. A. Jolley and family, and others. The same group also owns WWNC Asheville, N. C. (Asheville Citizen-Times). WMAM is on 940 kc with 50 kw daytime and 10 kw nighttime. WMAM-FM operates on 99.1 mc with 3 kw. WMAM-TV, founded in 1953, operates on ch. 13. All the stations are CBS affiliates, with the tv adjunct also carrying ABC programs.

Autry group buys western hotel chain

In a $20 million transaction that adds hotels and motels to their broadcasting and sports interests, Gene Autry, Robert O. Reynolds and Paul A. O’ Bryan have purchased the Doric Co. chain of 20 West Coast hotels and motor hotels and have formed the Gene Autry Hotel Co. to own and manage these properties. Mr. Autry is president of the new hotel company; Mr. Reynolds is vice president; Mr. O’ Bryan is secretary, treasurer and general counsel; Floyd R. Clodfelter, former board chairman of the Doric Co., is also a vice president. The transaction was negotiated by Mr. O’ Bryan of the Washington, D. C., law firm of Dow, Lohnes & Albertson, for the buyers. The sellers were represented by Birney Dempsey of Clodfelter & Bowden.

Mr. Autry, whose career began as a rodeo and western motion picture star, is board chairman of Golden West Broadcasters (KMPC Los Angeles, KSFO San Francisco, KEX Portland, Ore., KVI Seattle, Wash.) and Mr. Reynolds is president. Messrs. Autry and Reynolds are also board chairman and president, respectively, of the Los Angeles Angels baseball club and own a major interest in the Los Angeles Rams football club, ventures in which Mr. O’ Bryan is also associated. Mr. Autry also is owner of KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona.

GE forms subsidiary to run radio-tv stations

GE announced last week that a wholly owned subsidiary General Electric Broadcasting Co., has been established to operate the GE stations, WGY, WGFM, WGBF (FM) and WRGB (TV) Schenectady, N. Y. A certificate of incorporation has been filed with the New York secretary of state, according to J. Milton Lang, general manager of the GE stations. GE’s board approved the formation of a broadcasting subsidiary last February.

Among the advantages of a separate corporation, Mr. Lang said, was the simplification of expanding station ownership through the acquisition of additional radio and tv stations.

At the present time the licenses of the GE stations are pending renewal by the FCC. GE, along with several other electrical machinery manufacturers, including Westinghouse Electric Co., was found guilty two years ago of price fixing in violation of the antitrust laws.

GAB, governor to meet

Gov. Carl E. Sanders of Georgia has scheduled an unusual off-the-record session with member stations in the Georgia Assm. of Broadcasters for April 11 in Atlanta. Combined with a luncheon, GAB President Charles Smith of WDEC Americus, said the session will permit broadcasters to tell the governor their problems and at the same time get a first-hand report on state issues.

The licenses of the Westinghouse stations, held by subsidiary Westinghouse Broadcasting Co., were renewed by the FCC last year.

WHEB opens new studios

WHEB Portsmouth, N. H., began operating from a new $40,000 home March 8, one year to the day after a fire gutted its former quarters. It has been operating in the interim from the New Hampshire National Bank.

Harold Segal, WHEB’s general manager, designed the new colonial style building. The station’s three studios are in the center of the building, permitting visitors to watch the operations through windows as they circle the interior of the building.

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EAST COAST—Network affiliated VHF-TV station operating in the black. Good physical facilities. Total price of $682,500.00. On terms to be negotiated.

FAR WEST—Excellent power, daytime-only radio station serving marketing area of 200,000. Heavy fixed assets. Last nine month ownership earnings in excess of $25,000.00. Priced at $175,000.00 with $50,000.00 down and balance over ten years.
CBS LOOKS TO ANOTHER RECORD YEAR

Stockholders report gives divisional breakdown

If the general economy holds good, national advertising expenditures should rise again this year and radio-television revenues ought to outgain those of other media, CBS Chairman William S. Paley and President Frank Stanton said last week in their annual report to stockholders of CBS Inc.

“We expect,” they said, “that CBS will enjoy its full share of this growth” and attain “an increased level of sales and profits in 1963.” CBS net sales in 1962 surpassed the half-billion dollar mark for the first time, reaching $509.3 million on a 7% gain while net income rose 32% to more than $29 million (Broadcasting, Feb. 18).

The report said the CBS-TV network in 1962 enjoyed record revenues which made it “the world’s largest advertising medium” for the ninth consecutive year, while net sales for the five CBS-owned television stations rose 12% over the previous all-time high of 1961. Four of the stations, “and probably all five,” were first in sales in their markets, stockholders were told.

For the CBS Radio network and the CBS-owned radio stations 1962 was a year of “searching reappraisal” plus programming and operational changes which were expected to contribute to their growth, the report continued.

“Although sales were adversely affected by widespread business uncertainties in 1962,” the report said of the CBS Radio Div., “at year’s end the prospects for advertising revenues in 1963 and the sponsorship commitments already in hand for the new year were more encouraging than at any time in the recent past.”

News Production - The CBS News Div. was said to have produced 17% of the CBS-TV network schedule, or 187 hours more than in 1961, and 51% of the CBS Radio network schedule.

With the start of the long shutdown of all major New York newspapers in December, it was also noted, CBS News increased its hours of service to WCBS-TV New York by 75%. WCBS Radio meanwhile was reported to have expanded its news schedule by 30% to help keep listeners informed during the newspaper strike.

The CBS-TV Stations Div. (including CBS Films Inc. and several international operations as well as the CBS-owned television stations) was said to have had “the best year in its history,” and was looking forward to a better one in 1963.

National spot billings placed on the owned television stations by CBS Television Stations National Sales, another unit of this division, exceeded the 1961 figure by 16%.

The five CBS-owned tv stations also were reported to have carried “more than 10,000 non-network public-affairs programs and nearly 33,000 local unsponsored community service announcements” in 1962.

Columbia Records reported a 15% sales gain as leader of the phonograph record industry. CBS International Div. “showed promising results,” and CBS overseas activities and investments “in the aggregate, were profitable and ‘highly promising.’” CBS Labs, the seventh corporate division, reported advances in research and development for both government and industry.

The CBS-owned stations are WCBS-AM-TV New York, KNX and KNXT (TV) Los Angeles, WBBM-AM-TV Chicago, WCAU-AM-TV Philadelphia, KMOX-AM-TV St. Louis, WEEI Boston and KCBS San Francisco.

RKO General sales up

The National Sales Div. of RKO Broadcasting, New York, announces sales on the company’s five tv stations for the first four months of the 1962-63 fiscal year ended Jan. 31 rose 47.1% over the same four-month period a year ago.

Sales on the seven RKO General radio outlets were 31.2% ahead of last year’s figure.

RKO General broadcasting stations are WOR-AM-FM-TV New York; KHJ-AM-FM-TV Los Angeles; WNAC-AM-TV and WRKO (FM) both Boston; CKLW-AM-FM-TV Windsor-Detroit; KFRC-AM-FM San Francisco; WGMS-AM-FM Washington, D.C.; WHBQ-AM-TV Memphis; and the Yankee Network.

RCA stockholders to meet

The annual stockholders’ meeting of RCA is scheduled for May 7 at 30 Rockefeller Plaza, New York. The entire board of 16 members will be elected. Other business: appointing independent public accountants and voting on a resolution submitted by three stockholders concerning the incentive plan.

In the notice of the meeting, yearly compensation of the following officers and directors among others was indicated: David Sarnoff, chairman, $200,000 ($66,926 after taxes); Robert W. Sarnoff, chairman of NBC, $180,000 ($66,404); Elmer W. Engstrom, president, $160,000 ($74,488).

Paley sells to ‘diversity’

William S. Paley, board chairman and biggest stockholder of CBS, sold 75,000 shares of CBS common stock during February “to provide more diversification of his personal investments.” He retains more than $866,000, his office said in a statement released last week.

His sale was said to have been on the open market, apparently over a period of days. The dates were not disclosed, except that they were in February. The closing price of CBS stock on Feb. 1 was 47-3/4; on Feb. 15 it was 49-3/4 and on Feb. 28 was 50-3/4. At those prices 75,000 shares would have brought from about $3.5 million to more than $3.7 million.

Public offered stock of Scripps-Howard

The first public offering of Scripps-Howard Broadcasting Co. stock was disclosed last week when the company registered with the Securities & Exchange Commission in Washington for an offering of 375,000 shares of $1 par common stock at an estimated $20 a share. This represents 14.5% of the outstanding stock of Scripps-Howard Broadcasting.


The E. W. Scripps Co. owns 71.48% of Scripps-Howard Broadcasting. After selling 118,750 shares, its ownership will drop to 66.89%. Mr. Howard, president of the Scripps company, owns 8.69% of broadcasting company, and after selling 102,500 shares, will remain a 4.37% owner.

Messrs. Hanrahan, Watters and Westergaard each own 4.35% now, are selling 51,250 shares each which will leave them each as 2.37% owners. Mr. Hanrahan is vice president and general manager of WESV (TV) Cleveland; Mr. Watters, of WCPO-AM-FM-TV Cincinnati, and Mr. Westergaard, of WNOX-AM-FM Knoxville, Tenn. Scripps-Howard Broadcasting also owns WPTV (TV) West Palm Beach, Fla., and WMC-AM-FM and WMCT (TV) Memphis, Tenn.

As of Dec. 31, 1962, Scripps-Howard Broadcasting had 2,588,750 shares issued and outstanding, with stockholders...
Wometco sets record for earnings in '62

For the fourth successive year since 1959, when the company became publicly owned, Wometco Enterprises Inc. earnings showed an increase. For the year 1962, Wometco reported record net income after taxes of $1,831,254 ($1.27 a share), up 35% over 1961's $1,353,255 (94 cents a share).

Gross income for 1962 was up 17% to $18,723,132 from 1961's $15,999,469. The company showed a cash flow of $2,774,137 ($1.93 a share) for 1962.

So far in 1963, Mitchell Wolfson, Wometco president, said, the company is operating at levels above those of last year.

Wometco owns WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N. C.; KVOS-TV Bellingham, Wash., and 47 1/2% of WFGA-TV Jacksonville, Fla. It also owns theatres in Miami and West Palm Beach, the Seaquarium in Miami, venerating operations in South and Central Florida, Jacksonville, Panama, the Canal Zone, and the Bahamas, and operates Pepsi-Cola and Canada Dry franchises in the Bahamas.

The company's annual stockholders meeting is scheduled for April 1 in Miami.

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BRITAIN COOL TO PAY TV

Applications for experimental 'wired' network fail to materialize after 12 information queries

Great Britain's invitation for applications from companies wishing to operate experimental pay television on "wired networks" next year has met with nothing more than a nod of interest so far.

Deadline for applications to operate the network is March 29, and according to reports published in England last week, there had been 12 inquiries asking for full information regarding the proposed network, but no firm applications to date.

A pay television network, under supervision of the British postmaster general, would provide subscribers with an additional program, apart from those of the British Broadcasting Corp. or the Independent Television Authority, for which viewers would pay extra sums either through coin boxes attached to their sets or by credit arrangements.

The government, which has established a rigid set of restrictions for any company contracting to operate such a network, warns that there is no guarantee that pay tv will be established permanently. The government will determine after a two or three-year trial whether there is sufficient demand and quality of programming and operation to merit pay tv's continuation there.

Among specifications set forth by the postmaster general for the experimental network are clauses specifying that program schedules must be submitted in advance, as well as scripts or recordings, if required. A general decency code is stated, as well as stipulations that there be no programs of a news or propaganda nature, and that no significant prizes can be awarded on the shows. There is an absolute ban on advertising.

Companies said to be available for such an operation because they have the necessary equipment are Choiceview (owned jointly by Rediffusion and Rank), British Telemeter Home Viewing Ltd., and British Relay Wireless Ltd. Program suppliers Tolvision Ltd. and British Home Entertainment Ltd. are also mentioned as possible applicants for the franchise.

Rigid government restrictions apparently would influence the nature of any company which receives the pay tv franchise, including a provision that the company must be set up "to operate pay television as its main interest."

ITA tv bill amendment sought by postmaster

Britain's postmaster general wants to remove some of the tough provisions from the new television bill now being considered by the House of Commons. The bill re-defines the Independent Television Authority's control of programming.

He has moved an amendment cutting out the requirement that in making its program code the ITA must take into account Section 3 of the current television act. This section says that nothing may be broadcast which offends good taste or decency and also lays down that "proper proportions of the recorded and other matter . . . are of British origin and British performance."

The postmaster general's amendment instructs ITA to draw up a code "giving guidance" on the use of violence and other standards. ITA must "secure that the provisions of the code are observed."

Another amendment, tabled by the Labor Opposition, would increase ITA powers. It wants to add a provision to the bill that ITA shall "give directions" on "specific matters concerning standards.

"This amendment also instructs ITA to make sure that 90% of the programs on the commercial network are British."

Labor members also want the annual report and accounts of ITA to be debated by Parliament. Labor M. P. Donald Chapman said that it was a scandal to give the Independent Television Authority a 12-year lease of life without parliamentary power to withdraw it.

Postmaster General Reginald Bevins said that a routine annual debate would mean interference in the day-to-day running of both broadcasting organizations. This would be "wholly a bad thing, and a bad influence on television, . . . ." He said that a new ITA chairman would be appointed before the bill becomes law. The bill is still under discussion.

TeleHaiti signs IBD as U.S. representative

A second Caribbean television station has contracted newly formed International Broadcast Div. of Screen Gems Inc. as its U.S. representative. Formation of the new division was announced slightly over a week ago (BROADCASTING, March 11).

TeleHaiti, the only tv outlet for the country of Haiti, joined HIN-TV Santo Domingo, the Dominican Republic's only tv station, as IBD's first two clients.

The signing of a general representation agreement between TeleHaiti of Port-Au-Prince, and IBD, was announced last week by Boris Frank, manager, Latin America.
Leslie Parkhurst, former president of American Safety Razor Co., joins executive staff of Schick Inc., Lancaster, Pa. Mr. Parkhurst will be responsible for marketing of Schick's line of men's toiletries.

Wallace Roehrig named advertising manager of Atlantic Cos. (Atlantic Mutual Insurance Co. and Centennial Insurance Co.), New York, succeeding W. Irving Plitt, vp, who retired Feb. 28 after 45 years service with organization.


A. J. Cason, former vp and account executive at Roche, Rickerd & Cleary, Chicago, named to executive contact group at O'Grady-Andersen-Gray, that city, succeeding Roger Kirkgasser, who resigned.


Charles E. Little, senior account executive at Foote, Cone & Belding, New York, appointed supervisor of General Food's Jell-O Div. account at agency.

Samuel A. Montague, formerly with People-to-People Inc., Kansas City, joins Potts-Woodbury, that city, as vp and executive director of advertising agency's newly established public relations division.

George R. Windsor, merchandising executive at Erwin Wasey, Ruthrauff & Ryan, Los Angeles, joins McCann-Erickson, that city, as account executive.

Mrs. M. K. Morton joins Donald L. Arends Inc., LaGrange, Ill., advertising agency, as account executive.

Paul O'Neill, senior account executive at Norman, Craig & Kummel, New York, joins Boston office of Wilson, Haight & Welch, Hartford, Conn., ad-

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Beverly Wilshire Hotel
BEVERLY HILLS, CALIFORNIA

BROADCASTING, March 18, 1963
Mr. Evans

Mr. Evans, who will continue to make his headquarters in Chicago, joined TVB in 1961 from American Weekly where he served as managing editor. It has been learned that Mr. Evans’ added responsibilities, as reported last week, erroneously implied that he had changed jobs and moved to another city. This is not so.

George Guido, formerly with Leo Burnett Co., Chicago, joins Needham, Louis & Brobery, that city, as senior art director. Dixie Lee Buyan, previously with Campbell-Mithun, joins NL&B’s creative staff as writer.

THE MEDIA

Ralph Radetsky, executive vp and general manager of Metropolitan Television Co. (KOAA-AM-FM-TV Denver and KOAA-TV Pueblo, Colo.), elected president and chief executive officer, succeeding William Grant, president and board chairman, who resigned. Thomas P. Campbell, one of founders of Metropolitan, elected board chairman.

Thomas L. Davis, general manager of WAAF Chicago for past 12 years, elected vp of Corn Belt Publishers, publisher of Drovers’ Journal and other publications and parent firm of WAAF.

Seymour Whitelaw, sales manager of KCBS-AM-FM San Francisco, elected vp and general manager of KOL-AM-FM Seattle, which last week was transferred from Taft interests to Goodson-Todman as tv program package firm’s first venture into station ownership.


Paul Rogers, sales and promotion manager of WACE Chicopee (Springfield), Mass., since August 1962, promoted to general manager. Joseph Rogalski Jr., member of WACE staff for 15 years, succeeds Mr. Rogers as sales and promotion manager.

James Westerhold, member of sales staff of WLKR-FM Norwalk, Ohio, promoted to station manager. Other executive promotions within Bob Reid-er Group (WRWR-FM Port Clinton, WLKR-FM Norwalk, WKTN-FM Kenton, all Ohio) are: Jean Lockwood named group’s chief accountant; Wayne Wobsen to chief engineer for group; and William Shaw to station manager of WKTN-FM.

Paul F. Kelly, vp and general manager of WSPB Sarasota, appointed sales manager of WBRD Bradenton, Fla., succeeding Hal Meyer, who resigned to become commercial manager of WABR Winter Park (Orlando), Fla. Tom Doyle named WABR program director.

Ben McLaughlin, executive vp of Broadcast Time Sales, New York-based station representation firm, appointed sales manager of KSLA-TV Shreveport, La., succeeding Deane R. Fleet, who resigned last week to become station manager of KTBZ-TV, that city. Before joining BTS, Mr. McLaughlin had served as sales manager of KETV (TV) Omaha for one year and vice president and general manager of WICU-TV Erie, Pa., for 11 years.

William Cochran, western representative of ABC Radio station relations, appointed manager of station relations. Prior to his appointment as western representative, Mr. Cochran was station clearance sales service assistant on West Coast. He served in network film distribution department of ABC-TV before joining ABC Radio.


Arthur F. Thomas, general manager of KKCT Corpus Christi, Tex., appointed general manager of KUNO, all-Spanish radio outlet, that city. Mr. Thomas replaces Sterling Zimmerman, station’s general manager for past five years, who resigned to become commercial manager of KALI San Gabriel, Calif.

Elisa Gesualdo, formerly office manager of Fred Smith & Co., joins Vic Piano Assoc., New York, as office manager and director of sales services.

Sylvia Bauer, assistant account executive at Del Wood Assoc., New York, joins Vic Piano in station relations department.

G. L. Hartsfield, merchandise man-
ager for Albany, N. Y., store of Montgomery Ward, appointed sales manager of WTRY Troy, N. Y.

Irwin Steres, media director of D’Arcy Adv., San Diego, Calif., joins Peters, Griffin, Woodward, Los Angeles, as tv account executive. Mr. Steres served with D’Arcy for past five years in St. Louis and San Diego offices.


Charles M. Pickering, salesman in Chicago office of Television Advertising Representatives, joins TVAR’s New York sales staff.

E. G. Blackman, sales manager of WLAC Nashville, Tenn., elected vp in charge of sales. Rob Townsend, program director, named assistant vp and program director. Mr. Blackman joined WLAC in 1956 as account executive. He was appointed sales manager in 1960 in charge of both national advertising and local sales. Mr. Townsend, former program director of KBOX Dallas, joined WLAC last year.

John P. Holland, former national sales coordinator and sales promotion manager of WIND Chicago, joins sales staff of WFMT (FM), that city.

Tom Koon, formerly on sales staff of WIL St. Louis, takes similar post with KMOX-TV, that city.

Earl Levy, freelance publicist and former partner in Milwaukee advertising agency of Fromstein & Levy, named to sales staff of WMJ-TV Milwaukee.

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, re-elected board chairman of United Cerebral Palsy Assns.

Raymond Hurlbert, general manager of Alabama Educational Television Commission, appointed chairman of NAEB State Educational Television Commissions Committee. New committee has been created as NAEB coordinating service to those states where legislative bodies have set up state commissions for developing educational television within their states.

Bert Allis, assistant chief engineer, promoted to chief engineer of WHEC-AM-TV Rochester, N. Y.

Norman E. Cobb, member of engineering staff of KNXT (TV) Los Angeles, appointed engineer-in-charge of station’s technical operations. He succeeds Robert Gross, who has moved to WCAU-TV Philadelphia as chief engineer. Both stations are owned by CBS.


James H. Schoonover, vp and general manager of WROC-AM-FM Rochester, N. Y., joins Transcontinental Television Corp. as manager of WGR-AM-FM Buffalo, N. Y., effective April 1. Mr. Schoonover, who joined WROC in November 1961, is former general manager of KTUL-TV Tulsa, Okla.

Howard Williams, formerly with WBUD Trenton, N. J., appointed chief engineer of WSBC-AM-FM Chicago. Jay Alvin, formerly with WGRY Gary, Ind., joins WSBC as news director and air personality.

CBA’s new officers

Robert D. Wood, vp and general manager of KNXT (TV) Los Angeles, elected president of California Broadcasters Assn., succeeding George Whitney, vp and general manager of KFMB-AM-FM-TV San Diego. Other new officers are: Leslie H. Peard Jr., KFRE-TV Fresno, vp for tv; Elsworth Peck, KWIP Merced, vp for radio; and Jules Dundees, KCBS-AM-FM-TV San Francisco, secretary-treasurer.

Gene King, program director of WCBS-AM-FM New York, appointed to advisory council of radio English-teaching branch of Voice of America.

George Brown appointed program director of WWOK Charlotte, N. C.

James Dunbar, assistant program director and on-air personality at WLS Chicago, named program director of KGO-AM-FM San Francisco. Both stations are owned by American Broadcasting-Paramount Theatres. Don B. Curran, KGO general manager, named San Francisco chairman of Broadcasters’ Committee for Radio Free Europe.

Vince Ford, air personality-promotion manager of WKMI Kalamazoo, Mich., promoted to program director.

Ernest W. Felix appointed sales development manager of WTVJ (TV) Miami, Fla. Mr. Felix, former vp of ABC, has served for past two years as general manager of Caribbean Bottling Co. in Nassau, Bahamas. Both Caribbean and WTVJ are divisions of Wometco Enterprises. From 1957-58 Mr. Felix was general manager of WMTV (TV) Madison, Wis.

Phil Stout, former staff announcer at WNPV Lansdale, Pa., appointed program director of WTOA (FM) Trenton, N. J.

John Murphy, former assistant to director of media research at D’Arcy Adv., Chicago, joins Metro Broadcast Radio Sales and Metro Broadcast TV Sales, Chicago, as sales development manager. Mr. Murphy will be responsible for development of research and marketing information.

Gary Gumpert, former radio-tv director at Queens College, New York, joins staff of WHA-TV (educational ch. 21) Madison, Wis., as senior producer.
Dominick V. Ortuso, KYW-TV Cleveland, joins WJW-TV, that city, as producer-director.

Don Hillman, news director of KLIP Fowler, Calif., joins KAIL-TV Fresno, Calif., in similar capacity.


John R. (Dick) Carlson, production supervisor at WOW-TV Omaha, appointed program director, succeeding Bill McBride, recently named station manager. In Broadcasting, March 4 issue which reported Mr. McBride's promotion, engravings of Mr. McBride and David Inouye, of Dancer-Fitzgerald-Sample, were inadvertently transposed by the printer. Mr. Carlson joined WOW-TV in 1955, became chief production assistant in 1956, a director later that year, and was promoted to production supervisor in 1958.

Jack Boyce, WZRO Jacksonville Beach, Fla.; Ron Johnson, WKTX Atlantic Beach, Fla., and John Thomas, WTOC-TV Savannah, Ga., join news staff of WJXT (TV) Jacksonville, Fla.

Larry Kane, news director of WFUN South Miami, Fla., joins WIL-AM-FM St. Louis as evening news editor.

Paul Giel, former All-American college football star and major league baseball pitcher, appointed to newly created position of sports director of WCCO-AM-FM Minneapolis-St. Paul, effective April 1. During past year after his baseball retirement, Mr. Giel was assistant business manager of Minneapolis Vikings.

Slater Barkentin, manager of continuity acceptance for WOR-AM-FM-TV New York, named director of community services. Frank Kizis, WOR-TV sales staff, succeeds Mr. Barkentin.

Charlotte Watson named assistant to director of community services.

Richard Sinclair, former promotion director of KHJ-TV Los Angeles, moves to similar position at KCOF (TV), that city.

Dan Hibbs, former news director of KSTT Davenport, Iowa, joins announcing staff of WGI. Galesburg, Ill., replacing Alan Kent, who resigned to join WOC-AM-FM Davenport.

Bill Burns, program director of KTRH-AM-FM Houston, joins announcing staff of WCPO-AM-FM Cincinnati.


Don Cummins joins announcing staff of KVVO Tulsa, Okla.

Roy Elwell, disc jockey formerly with KLAL Pasadena, joins KJH-AM-FM Los Angeles, in similar capacity.

Jon W. Goodman, program director of KIMA Yakima, Wash., joins KERG Eugene, Ore., as air personality.

Casey Shawhan, western pr director of NBC, and Bee Canterbury, fashion director of Bullock's Downtown, department store, appointed co-chairmen of 1963 Journalism Achievement Awards Dinner which will be held in mid-October. Awards are sponsored by U. of Southern California and its journalism alumni association.

Charles Stroud, former director of client services at WGN-AM-TV Chicago, named promotion director of WLS, that city. Earlier, Mr. Stroud had been with WLW Cincinnati and WLWA (TV) Atlanta.

Marvin Camp, member of ABC News staff in New York, resigns to accept post of director of news, special events and public affairs for WESH-TV Daytona Beach, Fla. Prior to joining ABC, Mr. Camp served as news consultant for Trinidad Publishing Co., director of press and public relations for WOR-AM-FM-TV New York, and spent five years at NBC where he supervised production for news programs on WOR-AM-FM-TV (now WNBC-AM-FM-TV) New York.

Bill Campbell, sports director of WCAU-AM-FM Philadelphia for past 16 years, resigns to accept position as broadcaster for Philadelphia Phillies baseball team.

Dick Martel, disc jockey formerly with KXOA-AM-FM Sacramento, Calif., joins KOGO-AM-FM San Diego, Calif., in similar capacity.

Bob Christopher joins KBIO-AM-FM-TV Boise, Idaho, as air personality.

Bill Wade, formerly with KDEO joins KOGO-AM-FM San Diego, both California, in similar capacity.
Award winners

Bradford R. Bean and Robert W. Beatty, both radio scientists at National Bureau of Standards, have received Silver Medals of U. S. Dept. of Commerce for outstanding contributions in fields of radio wave refraction (Mr. Bean) and microwave circuit standards (Mr. Beatty). Howard E. Bussey received a Commerce Dept. Meritorious Service Award for work in electromagnetic parameter measurements associated with interactions of electromagnetic waves and matter at microwave frequencies.

Ross J. Plaisted, transmitter supervisor of KYW-AM-FM-TV Cleveland, retired Feb. 28.

Dick Janik, assistant account executive, promoted to account executive for local sales at KTTV (TV) Los Angeles.

Robert Lawrence, author and conductor, named to replace late Jacques Fray as host of WQXR-AM-FM New York's Listening to Music show.

Josh Brady, midwest radio personality, joins WCFL Chicago as host of The Road Show, Monday-Friday, and The Josh Brady Show, Saturdays.

Kathy Tarras, weather girl and hostess of several local shows for WSBA-TV York, Pa., joins WRCV-TV Philadelphia to host Five O'Clock Show.

Mike Norton, sports director of WGAN-AM-TV Portland, Me., assumes added duties with sales staff of WGAN radio. Lloyd Knight appointed director of public affairs for WGAN-AM-TV.

Donald J. Badger, former general sales manager of WZZM-TV Grand Rapids, Mich., joins WTEV-TV New Bedford-Providence-Fall River as promotion manager.

David Shafer, staff announcer with WCLY-FM Cleveland, promoted to public service director and production manager, replacing James Holston, who resigned.

Dana Crowell and Del Doyle named traffic manager and continuity director, respectively, of KIXZ Amarillo, Tex.

Mike Davenport joins station's announcing staff.

Patricia Rogers, former public service director of Crowell-Collier Broadcasting Corp., joins Transwestern Hotels, Santa Rosa, Calif., as public relations and publicity supervisor.

Kenneth C. Badger, formerly of WCAV-TV Burlington, Vt., joins staffs of WMHT (TV) (educational ch. 17) Schenectady and WEEZ Rensselaer, both New York.

Bob Detrey, formerly with WRAW Reading, Pa., named promotion director of WLAN-AM-FM Lancaster, Pa., replacing Bob Harrington, who resigned to join WINQ Tampa, Fla.

PROGRAMMING

Martin N. Leeds, executive vp and member of board of directors of Talent Assoc.-Paramount Ltd., has resigned, according to Paramount Pictures, after he was asked to transfer to New York, where all activities of Talent Assoc. will be concentrated. Mr. Leeds has been in charge of company's west coast operations with headquarters at studios of Paramount Pictures Corp., Hollywood. He has not announced his future plans. Mr. Leeds is former president of Home Entertainment Co., west coast pay tv firm; executive vp of Desilu Productions, and director of business affairs for CBS-TV in Hollywood.


Kenneth Glancy, general manager of distributing branches of Columbia Records, New York, elected vp of Columbia Records Sales Corp., responsible for sales and merchandising programs through distributors and branches. Jack Loetz, CRSC sales director, appointed general manager of Columbia Record Distributors, responsible for management of Columbia's 13 company branches. William Farr, former staff assistant to Mr. Loetz, named director of merchandising for sales corporation. Tony Rubino, manager of sales statistics and budgeting, promoted to staff assistant.
BCBA officers for 1963

Roy Chapman, CHBC Kelowna, B. C., elected president of British Columbia Broadcasters Assn., succeeding Ken Hutcheson, CJAY Port Alberni, B. C. William Speers, CKWX Vancouver, B. C., was elected vice president. Ray Peters, CHAN-TV Vancouver, named director for tv, and Murdo Maclachlan, CHWK Chilliwack, B. C., director for radio.

Seymour Poe elected executive vp and member of board of directors of 20th Century-Fox Film Corp., becoming movie production and distributing company’s No. 2 executive next to Darryl F. Zanuck, president and chief executive officer. Mr. Poe joined Fox Film as vp in charge of world-wide distribution last August, shortly after Mr. Zanuck became president. Company hasn’t had executive vp since W. C. Michel retired from post last year. Donald A. Henderson, financial vp, also was elected a director, and Joseph M. Sugar was named vp in charge of domestic sales.

Gwen Smart, mid-west editor of Sponsor Magazine and before that with Earle Ludgin & Co., Chicago, appointed director of advertising and public relations for Fred A. Niles Communications Centers. She will be located in Chicago and coordinate advertising and public relations for Niles studios there and also those in Hollywood and New York.

John A. Limpert, United Press International regional executive for Illinois, appointed regional executive for Michigan, with headquarters in Detroit. He replaces James J. Clockenkeimer, who died last month of injuries received in automobile accident. Peter F. Dunne, former weekly newspaper publisher from Cheyenne, Wyo., succeeds Mr. Limpert, with headquarters in Springfield.

Harry Robert, former sports editor of Hearst-Metrotone News, joins Allegro Film Productions, New York, as executive producer and writer-director.

Jack Hastings, most recently with West Coast operation of Robert Klaeger Assoc., New York, joins Don Feddersen Commercial Productions, Hollywood, as producer. Fred MacMurry has been signed for his fourth season in father role in My Three Sons, produced by Don Feddersen Productions for broadcast on ABC-TV network. William Frawley will also continue as “Bub,” and Tim Considine, Don Grady and Stanley Livingston as three sons.

Harry Ackerman, Screen Gems vp and executive producer, named chairman of tv film division of Motion Picture Relief Fund’s 1963 campaign. Mr. Ackerman will organize and direct fund’s volunteer campaign force in tv field for drive which kicks off May 20.

E. S. (Bud) Prager, former general manager of SESAC, signs production agreement with Warner Bros. Records, Burbank, Calif., to produce and record series of religious and gospel albums.

James Lavenstein, administrative manager of CBS-TV program department, named to site committee for archives of Academy of Television Arts & Sciences.

INTERNATIONAL

Thomas E. Darling, general manager of CHML Hamilton, Ont., elected vp and general manager of station.

Blaine Littell, African bureau chief for CBS News, appointed head of Paris bureau. Succeeding Mr. Littell in Africa is Frank Kearsn, who has been assigned to Paris bureau for past year. Mr. Littell succeeds Bob Kleiman, who resigned last month to join editorial board of New York Times.

Gaston Belanger, Toronto office manager of Paul L’Anglais Inc., French-language radio-tv station representative, elected treasurer of Station Representatives Assn. of Canada, Toronto. He succeeds Alex Bedard, who has closed his representation business to become manager of radio division of Paul L’Anglais.

R. W. Hartwood named director of broadcast services, and Raymond Taillefer becomes broadcast department manager, with general supervision of all department’s operations, for Cockfield, Brown & Co. Ltd., Montreal.

Norman B. Buchanan resigns from board of directors of Canadian Broadcasting Corp. to be Progressive Conservative candidate for Charlotte, N. B., in April 8 Canadian federal election.

Harold C. Singleton, West Coast consulting radio engineer who recently designed 50 kw transmitting facilities for KWJL Portland, Ore., joins staff of Radio Liberty at its new shortwave station in Spain as transmitting equipment engineer.

Ralph Sneigrove, owner of CKBB and CKVR-TV Barrie, Ont., is Liberal party candidate for Simcoe-North constituency in April 8 Canadian federal election.

EQUIPMENT & ENGINEERING

Nicholas Frantzis, former senior research project manager at Minneapolis-Honeywell, elected executive vp and director of engineering for Semtran Instruments Inc., Maple Shade, N. J., electronics manufacturing firm.

John W. Gilpin, secretary of Eitel-McCullough. San Carlos, Calif., electronics manufacturer, elected vp-administration. Mr. Gilpin joined Eitel-McCullough in August 1958 after seven years with management firm of Booz, Allen & Hamilton in San Francisco.

Dr. Paul Glechauf consulting engineer with General Electric Co.’s electronics lab in Syracuse, N. Y., appointed manager of monochrome cathode ray tube research and development department at Rauland Corp., Chicago, subsidiary of Zenith Corp. Earlier, Dr. Glechauf was research engineer with Westinghouse. He received his Ph.D. degree in physics from Masaryk U. in Czechoslovakia.


Karl E. Clough appointed director of engineering for Radcom-Westrex.

Shapp receives award

Milton J. Shapp, board chairman of The Jerrold Corp., parent company of Jerrold Electronics Corp., Philadelphia, received 1963 Philadelphia Fellowship Commission Award last week in ceremonies there. Mr. Shapp was honored for Jerrold’s interracial employment policies, for his work in helping to establish and for promoting country’s Peace Corps, and for his sponsorship of Philadelphia neighborhood renewal program. He is consultant to Sargent Shriver, director of Peace Corps, and was recently named by Philadelphia Mayor James H. J. Tate to head local Manpower Utilization Commission. Fellowship has been given annually since 1947.
Wanted

A disc jockey who has worked at Michigan stations and has claimed to have had experience in Los Angeles radio has been listed as wanted by the FBI.
The fugitive's last known employment was at WIBM Jackson, Mich., where he worked under the name William London. WIBM discharged him in March 1962. Before joining WIBM he was with WALM Albion, Mich., from December 1960 to April 1961.

Authorities in Jackson, Mich., have charged London with obtaining loans by fraud. A federal warrant, issued in U. S. District Court in Detroit last May 24, charges him with fleeing the state of Michigan to avoid prosecution for a felony.

London, according to the FBI, has used various names, including William Holiday, William Holloway and William Howard. He is described as about 30 years old, with dark hair and eyes and swarthy complexion, height 5 feet 8 inches, weight 180 pounds.

Div. (develops and manufactures radio communication equipment and facsimile transmitters and recorders) of Litton Industries, New York. Mr. Clough formerly was manager of facsimile sales for company. Nelson M. Ripley joins Radcom-Westrex as director of manufacturing.

Richard P. Gifford, manager of engineering for General Electric's communication products department, Lynchburg, Va., promoted to general manager, replacing Harrison Van Aken, who recently was named head of GE's computer business in Phoenix, Ariz. Mr. Gifford will have full responsibility for all product lines of department which include mobile two-way radio, microwave and telecommunications, power line carrier and military communications. Joining GE after World War II, he was member of team of engineers which established first microwave relay from New York City to Schenectady for tv transmission purposes. Mr. Gifford also served as member of Ad Hoc Committee on FCC Docket 11997, covering spectrum utilization from 25 mc to 890 mc, and in 1959 was named chairman of TR panel of EIA's engineering section, covering engineering standards in broadcast, microwave, land mobile radio.

William C. Crowe appointed manager of General Electric rectifier components department in Auburn, N. Y.

James W. Ritter, northeastern district sales manager for electronic tube division of Sylvania Electric Products, New York, appointed assistant marketing manager-renewal, for division.

Richard H. Edwards appointed operations manager and marketing director of Continental Electronics Products Co., new communications systems organization of Ling-Temco-Vought, Dallas, Tex. Formerly sales representative for company's mid-continent region, Mr. Edwards joined LTV last June.

Paul C. Bronesky, manager of mobile and microwave service sales of RCA, New York, appointed manager of mid-Atlantic region sales for RCA's two-way mobile radio systems, with headquarters in Cherry Hill, N. J.

ALLIED FIELDS

William W. Eaton, former executive vp and a founder of C-E-I-R Inc., international problem-solving and consulting services organization and parent company of American Research Bureau, resigns from C-E-I-R board of directors to accept appointment as deputy assistant secretary of newly created Science & Technology Section of Commerce Department. Mr. Eaton is succeeded by Robert Holland, company's vp for finance and administration.

Irv Rosenthal, vp, Audits & Surveys Co., New York, named corporate technical director. Mr. Rosenthal will be responsible for problems of research design and procedures.

DEATHS

Willard A. Plethchner, 61, former vp of BBDO, New York, died March 13 in Gainesville, Fla. Mr. Plethchner retired from BBDO in 1960 after 32 years with agency. After leaving agency, Mr. Plethchner served with Management & Marketing Institute and Magazine Publishers Assn.

Maurice Kalen, 47, director of financial operations and analysis for RCA, New York, died March 9 during vacation trip in Nassau, B. W. I. Mr. Kalen joined RCA as senior accountant in Camden, N. J., plant in 1941.

Plan now to attend

IEEE's special TV Symposium

Wednesday, March 27, 2:30:5:30 p.m.
Morse Hall, at the Coliseum, New York

Hear these 5 technical papers:
The South Carolina ETV Story

Part I: R. Lynn Kalmback, General Manager, South Carolina ETV Center
Part II: W. O. Knight, Jr., Chief Engineer, Bell Telephone & Telegraph Co.

You will view Educational TV on a wide screen via closed-circuit direct from Columbia, S.C. Both studio and class room will be seen in actual operation.

Compensation for Dropouts in TV Magnetic Tape Recording

I. Moskovitz, Mincom Division, Minnesota Mining & Manufacturing Co.

New York City's UHF TV Project Reports

Mobile Field Strength Measurements: Daniel Hutton, FCC, Washington, D. C.
Analysis of Measurements & Observations: George Waldo, FCC, Washington, D. C.
Chairman: Arnold B. Covey, AT&T, New York
Organizer: Clure Owen, American Broadcasting Company, New York

Just one of 54 worthwhile technical sessions at IEEE's International Convention & Exhibition in New York. March 25, 26, 27 & 28, at the Coliseum & the Waldorf Astoria Hotel.

Admission: Members $1.00; non-members $3.00. Minimum age: 18.
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting March 7 through March 13 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna, cp—construction permit, E—estimated, estimated power, vhf—very high frequency, uhf—ultra high frequency, ant—antenna, aur—aural, vis—visual, kw—kilowatts, watts, mc—megacycles, d—day, n—night, ls—local sunset extended, mod—modification, trans—transmitter, unl—unlimited hours, kc—kilocycles, rca—subsidiary communications authorization, SSA—special service authorization, STA—special temporary authorization, SSB—specified hours. Educational Ann. Announced.

New tv stations

APPLICATIONS


Albion, Neb.—Bi-States Co. Vhf ch. 8 (110-111 mc); ERP 20 kw vis., 16.7 kw aur. Ant. height above average terrain 114 ft., above ground 113 ft. P. O. address 41 East Ave., SBA—Rep. Neb. Estimated construction cost $260,188; first year operating cost $200,000; revenue $100,000. Studio location south of Kearney, trans. location Albion. Geographic coordinates 41° 40' 54" N. Lat., 96° 52' 38" W. Long, Type trans. GE TT-23-A, type ant. GE TT-52-B. Legal counsel John P. Southamay, consulting engineer Commercial Radio Equipment Co. Both Washington, D. C. Principals: Wayne Brewster (61.1%), C. E. Freas (19.5%), H. C. Young Sr. (19.5%), J. B. Keadle (0.9%), Elmer E. Brewster (11.1%), William S. Bivens (2.8%) and William F. Anderson (1.1%). Applicant owns KNZY-AM-FM & KHOL-TV Kearney, Neb., and KHPL-TV Hayes Center, Neb.; proposed to operate new station as semi-satellite of KHOL-TV. Ann. March 13.


WHYY-TV Philadelphia, Pa.—WHYY Inc. KTVX, Santa Fe, N. M.—New Mexico Bestg. Inc. *WHUF-TV Denver, Colo.—WHYY Inc. Changed from *WHYV-TV.*

WEAO-TV Hurley, Wis.—Alvin E. O’Konski.

New am stations

APPLICATIONS

R kms Camden, Ariz.—Granted increased daytime power on 91.6 kw from 1 kw to 5 kw. New station operates on 1491 kc, with authorized change from DA-N to DA-2; conditions and pre-sunrise operation with daytime facilities precluded pending final decision on license because of present operations on 1491 kc. Reconsidered; granted change from DA-N to DA-2; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 1419, and without prejudice to action by FCC in its consideration of the present operations of the station. Reconsidered; renewed; granted change from DA-N to DA-2; hearing on application of Magnolia Bestg. Co. (KVMA), Magnolia. Action March 6.

KZSF Phoenix, Ariz.—Granted increased daytime power on 1280 kw from 250 kw to 1 kw. New station operates on 1230 kc, without prejudice to action by FCC. Granted change from DA-N to DA-2; conditions with pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 1419, and without prejudice to action by FCC on its consideration of the present operations of the station. Granted change from DA-N to DA-2; hearing on application of Magnolia Bestg. Co. (KVMA), Magnolia. Action March 6.

KRVC Lodi, Calif.—Granted increased power on 1570 kc, D. From 1 kw to 5 kw. With DA; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 1419, and without prejudice to action by FCC in its consideration of the present operations of the station. Granted change from DA-N to DA-2; hearing on application of Magnolia Bestg. Co. (KVMA), Magnolia. Action March 13.

KCVR Lodi, Calif.—Granted increased power on 1330 kc, D. From 500 w to 1 kw; remote control permitted; conditions. Action March 13.

WPKF New Kensington-Tarentum, Pa.—Granted mod. of license to change station location designation to New Kensington and vacate its alternate main station at Tarentum, Action March 13.

KQFX Pierre, S. D.—Granted change from sp to daytime operation, continued operation on 520 kc. Action March 13.

WBHL Sheboygan, Wis.—Waived Sec. 1290(k) of rules of granting power increase from 1350 kc to 1500 kw. Action March 13.

Santa Clara, Calif.—George B. Bailey. Granted cp for new station on 1430 kc, I kw, D—1, P. O. address 941 Chehahla Drive, Sunnyvale, Calif. Estimated construction cost $22,000; first year operating cost $72,000; revenue $100,000. Mr. Bailey, sole owner, is research scientist. Action March 8.

CALL LETTERS ASSIGNED

KECH Ketchikan, Alaska—South Eastern Alaska Bestg. Inc.

KHIL Wilcox, Ariz.—Cochise Bestg. Corp. Changed from KWGX.

WVOC Battle Creek, Mich.—Don F. Price. WLR Greenwood, Miss.—William E. Hardy.

KMI Milan, N. M.—C. M. Rousu.

KKG Rosewell, N. M.—J. D. & C. F. Moore Jr.

WPDL Canton, N. C.—Vernon E. Pressley.

KBUM Bismarck-Mandan, N. D.—Capital Bestg. Inc.

WCMR Lahoma, Ok.—Westmoreland Bestg. Corp. Changed from WAKU.

WSWF Loretto, Pa.—St. Francis College of Scranton.

WRAI Rio Piedras, P. R.—Abacoa Radio Corp. Changed from WWW.

WVCO White Sulphur Springs, W. Va.—Green Mountain Radio Inc. Changed from WWRJ.

APPLICATIONS

KWMV Show Low, Ariz.—Cp to change frequency from 1050 kc to 970 kc. Increase power from 250 w to 1 kw and install new trans. Ann. March 11.

WROA Gulfport, Miss.—Cp to change fre-
—
quency from 1390 kc to 1400 kc; change
hours of operation from daytime to unl.

New fm

WCBY

APPLICATION
Bozeman, Mont.

— Gallatin

Empire

Bcstrs.

mc. ch. 229, 18.5 kw. Ant. height above
average terrain minus 237 ft. P. O. address
Box 238, Belgrade, Mont. Estimated construction cost $46,210; first year operating
cost $30,000; revenue $30,000. Ben Hespen,
sole owner, owns radio and tv sales and
93.7

Ann. March

fm

Existing

11.

stations

KLTR Blackwell, Okla.— Granted assignment of cp and license from Robert F. Pool
(100%), d/b as Star Bcstg. Co., to Wallace
B. Waters (51%) and William Brockman,
Virgil J. Kuntz, Jack H. Saidel & Burton
R. Saidel (each 12.25%), tr/as KLTR Inc.
Consideration $84,650. Mr. Waters is employed by WONE Dayton, Ohio; Messrs.
Brochman & Kuntz are Dayton businessmen; Drs. Saidel are dentists. Action March
all

—

(FM) Bridgeport, Conn.—U.

of

Bridgeport.

—

(FM) Chicago, 111. L & P Bcstg.
Changed from WEHS (FM).
WCUF (FM) Akron, Ohio—WCUE Radio
Inc. Changed from WCUE-FM.
*WUHY-FM Philadelphia, Pa.—WHYY
Inc. Changed from *WHYY-FM.
KLUR (FM) Wichita Falls, Tex.—Nortex
Bcstg. Co. Changed from KFMG (FM).

WHFC

Corp.

Ownership changes

KSTB Breckenridge, Tex. Granted assignment of license from Hugh M. McBeath
(100%) to Frank Junell and Dossie M.
Wiggins (each 40%) and Jefferson D. Sandefer III (20%), d/b as Breckenridge Radio
Inc. Consideration $60,000. Mr. Junell is 25%
owner of KNIT Abilene and KBYG Big
Spring, both Texas. Action March 6.
KWFA Merkel, Tex. Granted transfer of
control of permittee corporation, Taylor
County Bcstg. Co., from David W. Ratliff
(100% to Keith Hodo (100%). Consideration
KUKO Post, Tex.— Granted assignment of
license from Galen O. Gilbert (66 2/3%) and
Phil Crenshaw (33 1/3 %)> d/b as Radio Sta-

—

)

ACTIONS BY FCC

KTUX

Pueblo, Colo.— Granted assignment

license from H. Myers Bumgardner
trustee in bankruptcy, to Donald

VV. Reynolds Jr. (100%). Consideration $30,000.
Mr. Reynolds is time salesman for

March

Albuquerque,

Action

M.

N.

6.

WDEE-AM-FM Hamden,

Conn.

— Granted

transfer of control of licensee corporation,
Southern New England Bcstg. Corp., from
Vincent DeLaurentis (386 shares), Aldo DeDominicis (373 shares) and Phyllis DeLaurentis (2 shares) to Richard S. Greene
and Stuart M. Cadan (each 50%), d/b as
C-G Assoc. Inc. Consideration $200,000. Mr.

Greene is employed by garment-making
Mr. Cadan is insurance consultant.

firm;

Action March

6.

WHNB-TV New

Britain,

Conn.— Granted

transfer of negative control of Transcontinental Properties Inc., 50% stockholder in
Plains Tv Corp., parent company of Connecticut Tv Inc., licensee of WHNB-TV,
from Alfred G. Burger, deceased, to Herbert
Scheftel, Cecile E. Burger and Abraham L.
Bienstock, executors of A. G. Burger's
estate. No financial consideration involved.
(TV) Champaign, 111.,
Also see

WCHV

grant below. Action

WMAZ-AM-FM-TV

March

11.

Macon, Ga.— Granted

transfer of control of licensee corporation,
Southeastern Bcstg. Co., from George P.
Rankin Jr. (71.4%), Wilton E. Cobb (22.6%)
and Mr. & Mrs. Wallace Miller (6%) to
Greenville News-Piedmont (49.8%), R. A.
Jollev and family (14.6%), and others, tr/as

WMRC

Consideration

Inc.

owns WFBC-AM-TV
WBIR-AM-TV Knoxville,

C,

$2,094,750.

WWNC

N. C, and
Times. Also see grant below. Action March

Asheville,
13.

WMAZ-AM-FM-TV

Macon, Ga.— Granted

assignment of license from Southeastern
Inc. No financial conBcstg. Co. to
sideration involved. Also see grant above.

WMRC

Action March

WCHU
Danville

13.

(TV)

WICD

Champaign,

& WICS

(TV)

Springfield, all Illinois
transfer of negative control of
Transcontinental Properties Inc., 50% stockholder in Plains Tv Corp., licensee corporation of three
stations,
from Alfred G.
Burger to Herbert Scheftel, Cecile E.
Bienstock,
Burger and Abraham L.
executors of A. G. Burger's estate. No financial
consideration involved. Also see WHNB-TV
New Britain, Conn., application above. Ac-

Granted

tion

March

11.

KADY, KADI (FM)

St.

Charles,

Mo.—

Granted assignment of license from William
R.

Cady

Jr.

(80%),

Omar & May

Schnat-

meier (10%) and Jack A. Chenoweth (10%),
d/b as KADY Inc., to Rodney Erickson
(100%), tr/as company of same name. Consideration $175,000. Mr. Erickson owns film

WCSM
of cp

—

Celina, Ohio Granted assignment
from Marshall Rosene ^100%) to Mr.

BROADCASTING, March

18,

1963

to

tion

(49.35%)

(1.25%),

March

tr/as

6.

KSYD-TV Wichita
transfer of control of
KSYD Tv Inc. (410.55

Tex.— Granted

Falls,

licensee corporation,
shares issued), from
Lee Optical and Associated
Nat Levine
Companies Retirement Pension Plan Trust,
Murray Gold
(each 111.85 shares), Irving
(each 55.925 shares), Sidney A. Grayson
(6125 shares), Bernard Behrman (5 shares),

&

&

Art Harris & Dan Goldfeder (each 3.125
shares) and Alix Levine (2.5 shares) to
Paul Harron (41.44%, plus 18.47% in trusteeship) and more than 25 others, tr/as MidTexas Bcstg. Corp. Consideration $2,350,000.
Applicant owns WKTV (TV) Utica, N. Y.
Also see grant below. Assignor retains control of KSYD radio. Action March 13.
KSYD-TV Wichita Falls, Tex.— Granted
assignment of cp and license from KSYD
Tv Inc. to Mid-Texas Bcstg. Corp. No
KMO Tacoma, Wash.— Granted assignment of license from Dana J. Hunter
(37.5%), J. Archie & Clara H. Morton (each
25%) and Charles H. Hunter (12.5%), d/b as
Tacoma Radio Corp., to Broadcast House
Inc., wholly owned by Leonard V. Dayton
(46.2%), Edward A. Wheeler (32%), Jane
A. Dayton (17.4%) and Leslie H. Vogel &

Metge (each 2.2%), tr/as North
Action March 6.
Marvin

Ap-

Greenville, S.
Tenn.,
Asheville Citizen-

plicant

Inc.,

Dave Sanford

McGowan

(lOO^t),

KOAT-TV

KUKO

Leo Holmes (49.40%),
and William J.
Garza Bcstg. Co.
Consideration $55,000. Mr. Holmes is banker
and insurance agent; Mr. Sanford works
for Y.M.C.A.; Mr. McGowan is attorney. Action
J.

of

WMAB

WCRM

13.

CALL LETTERS ASSIGNED

*WPKN

WCSM

WPTW-AM-FM

station

service shop.

Rosene (50%), C. Oscar Baker (25%) and
Radio
Richard E. Hunt (25%), tr/as
Inc. No financial consideration involved,
as Mr. Rosene desires benefits of broadcast
experience of Messrs. Baker and Hunt,
Piqua, Ohio.
who also own
In addition, Mr. Hunt is sole owner of
Cheboyan; majority owner of
Munsing,
Claire; and Va owner of

APPLICATIONS
Benton, Ark. Seeks assignment of
license from C. Lavelle Langley (100%), d/b
as Benton Bcstg. Service, to J. Winston
Riddle, Melvin P. Spann and David C. McDonald (each 33 V3 %), tr/as Benton Bcstg.
Co. Consideration $18,400. Mr. Spann is part
Stuttgart, Ark.; Mr. Riddle
owner of
Mr. McDonald is
is gen. mgr. of

KWAK

KWAK;

KIIX Los Angeles, Calif.— Seeks transfer
of control of permittee corporation. Central
Bcstg. Corp. of California, from Martha
White Mills Inc. and H. C. Young Jr. (each
50%) to same parties, tr/as Central Bcstg.
Corp. No financial consideration involved.
Ann. March

WSAF

13.

Sarasota, Fla.

— Seeks assignment

of

from Betty LeBrun (40.5%), J. Lee
Friedman (34.5%), Robert Hogg (10%) and
Andrew Carlos, Alfred A. Davis & James
Collier (each 5%), d/b as Radio Sarasota
license

William A. & Louise K. Dodd (each
30%), Harry H. Foster (25%) and Florence
L. Foster (15%), tr/as Pan Florida Inc. Consideration $98,000. Mr. Dodd is physician;
Mr. Foster is account executive with
WNEG Toccoa, Ga. Seeks acquisition of
negative control of licensee corporation,
Stephens County Bcstg. Co., from William

Inc., to

—

WAAF

Chicago, 111.— Seeks relinquishof positive control of licensee corporaCorn Belt Publishers Inc., by First
National Bank of Chicago and Adah W.
Neff, (84.14%), co-executors of estate of Ward
A. Neff, deceased, to First National (42.07)
as trustee; other ownership remains stable.

ment

tion,

March

7.

WCCM & WGHJ

—

(FM), both Lawrence,

Mass. Seeks assignment of licenses from
Eileen M. & George H. Jaspert III, executors of estate of George H. Jaspert (100%),
tr/as Lawrence Bcstg. Co., to Curtis E.
Gowdy (100%), d/b as Curt Gowdy Bcstg.
Corp. Consideration $265,000. Mr. Gowdy,
national sportscaster and owner of tv production firm, is minority stockholder in

KFBC-AM-TV Cheyenne & KVRS Rock
Springs, both Wyoming, and KSTF (TV)

March

7.

KROC-AM-TV Rochester, Minn.— Seeks
transfer of control of licensee corporation,
Southern Minnesota Bcstg. Co., from Agnes
P. (38%), Gordon P. (19.5%), G. David
(17.8%), Philip H. (15.2%) and Allen A.
Gentling (9.5%) to G. D. (56.3%) and G. P.
(43.7%) Gentling. Total consideration $438,000.

Ann. March

WTKO

11.

Y.— Seeks assignment of
license from Radio Ithaca Inc. to parent
corporation. Ivy Bcstg. Inc. No financial
Ithaca, N.

WLFH

Little Falls, N. Y.— Seeks assignand cp from Carmen H.
executrix of estate of Walter T.
Gaines (100%), to C. H. Gaines (100%)

ment

of license

Gaines,

KGKB
trol

of

Tyler, Tex.— Seeks transfer of conlicensee corporation,
Inc.,

KGKB

from Wallace Barbee (65%) and Sam Matthews (35 r ;) to Lucille R., Robert P., Gerald
and Geoffrey Buford (each 25%), d/b as
Buford Investment Co. Consideration $7,000
and option for Mr. Matthews to purchase
20% interest. Bufords own KLTV (TV)
Tyler and KTRE-AM-TV Lufkin, Tex. Ann.

March

11.

Hearing cases
INITIAL DECISIONS
Hearing Examiner H. Gifford Irion issued initial decision looking toward granting applications of Denison Bcstg. Co. to
change facilities of KDSN Denison, Iowa,
from 1580 kc, 500 w, DA, D, to 1530 kc, 500
w-D, and for new daytime am stations of
Norton Bcstg. Inc. on 1530 kc, 1 kw, in
Norton, Kan., and Lancaster County Bcstg.
Co. on 1530 kc, 5 kw, DA, in Lincoln. Neb.;
each conditioned that pre-sunrise operation
with daytime facilities is precluded pending

final

March

decision

in

Doc.

14419.

Action

12.

Hearing Examiner Millard F. French
issued initial decision looking toward denying application of Dolph-Pettey Bcstg. Co.
increase nighttime power of KUDE
to
Oceanside. Calif., on 1320 kc, from 500
to

w

kw, change from DA-1 to DA-2, continued
daytime operation with 500 w. Action
5

—

KBBA

Schaefer and Robert E. Shiflet (each
25%) by Charles H. Gaines and Roy E.
Gaines (each 50% after transfer, 25% before). Consideration $30,000. Ann. March 11.
B.

March

12.

Hearing Examiner Charles J. Frederick
issued initial decision looking toward granting application of Thomas County Bcstg.

WKTG Thomaskw to 5 kw;
and pre-sunrise operation with
daytime facilities precluded pending final
Inc. to increase power of
ville, Ga., on 730 kc, D, from 1

conditions

decision in Doc. 14419. Action

March

12.

DESIGNATED FOR HEARING
Big Bear Bcstg. Co., Big Bear Lake, Calif.
for hearing application for

—Designated

new daytime am on 1050 kc, 250 w, DA;
made KNX Los Angeles and Federal Aviation Agency parties to proceeding. On own
motion, waived Sec. 1.351 of rules regarding
applications for frequencies adjacent to
KFIV Modesto, Calif. Designated for
hearing application to increase daytime
power on 1360 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw, and

—

change from

DA-N

to

DA-2; made

KSRO

Santa Rosa and KEEN San Jose parties to
Van Wert Bcstg. Co., Plymouth, Ind., WDZ,
Mid-States Bcstg. Co., Decatur, 111.— Designated for consolidated hearing applica137


tions of Van Werf for new daytime am on 1050 kc, 230 w, DA, and WDZ to increase power to 1500 kw. (2) Granted partial petition by WMZU, a 1500 kw DA station in Des Moines, Iowa, for renewal of its license for 1963-65, subject to certain conditions.

Fence Best Corp., Cavey, P. R.; WMIA, Abaco Radio Corp., Arecibo, P. R.—Designated for consolidated hearing an application for new stations in United States and Puerto Rico.

Foran and, and (2) dismissed petition insofar as it might leave to avoid other adverse showing. (Jan. 11 supplemental initial decision in Docs. 13086-13088 looked toward denying Bessler application and granting similar application of Suburban Best Inc. for new station in Jackson, Ws.) Action March 6.

ACTIONs

By memorandum opinion & order, commission (1) dismissed petition by Bessler for proceeding against location of new station for new station at 5000 kw, 10 kw, 1 kw-CH, D, in United States, subject to certain conditions. (2) Granted petition by WDBD Radio Inc. for new station on 1540 kc, 10 kw, DA, in Richmond, Va., condition, and dismissed, at least as to petition for new station of 300 kw, 10 kw, 1 kw-CH, D, in Jacksonville, Fla., Action March 6.

By memorandum opinion & order, new station for new station at 5000 kw, 10 kw, 1 kw-CH, D, in United States, subject to certain conditions. (2) Granted petition by WDBD Radio Inc. for new station on 1540 kc, 10 kw, DA, in Richmond, Va., condition, and dismissed, at least as to petition for new station of 300 kw, 10 kw, 1 kw-CH, D, in Jacksonville, Fla., Action March 6.

By memorandum opinion & order, new station for new station at 5000 kw, 10 kw, 1 kw-CH, D, in United States, subject to certain conditions. (2) Granted petition by WDBD Radio Inc. for new station on 1540 kc, 10 kw, DA, in Richmond, Va., condition, and dismissed, at least as to petition for new station of 300 kw, 10 kw, 1 kw-CH, D, in Jacksonville, Fla., Action March 6.
<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Position</th>
<th>Address/Location</th>
<th>Phone/Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Janisky &amp; Bailey</td>
<td>Offices and Laboratories</td>
<td>1339 Wisconsin Ave., N.W. Washington, 7, D.C. Federal 3-4800</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>James C. McNary</td>
<td>Consulting Engineer National Press Bldg. Wash., D.C.</td>
<td>Washington 6, D.C.</td>
<td>Phone: 4-1205</td>
</tr>
<tr>
<td>George C. Davis</td>
<td>Consulting Engineers Radio &amp; Television</td>
<td>527 Munsey Bldg. Sterling 2-011 Washington 4, D.C.</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>41 Years’ Experience in Radio Engineering</td>
<td>1710 H St., N.W. Washington 6, D.C.</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Gauntley &amp; Jones</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>930 Warner Bldg. National 8-7757 Washington 4, D.C.</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Kea &amp; Kennedy</td>
<td></td>
<td>1302 18th St., N.W. Hudson 3-9000 Washington 6, D.C.</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Silliman, Moffet &amp; Kowalski</td>
<td></td>
<td>1405 G St., N.W. Republic 7-6646 Washington 5, D.C.</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Geo. P. Adair ENG. CO.</td>
<td>CONSULTING ENGINEERS Radio-Television Communications-Electronics</td>
<td>921 20th St., N.W. Washington, D.C.</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Walter F. Kean</td>
<td>Consulting Radio Engineers</td>
<td>8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-4386</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Hammett &amp; Edison</td>
<td>Consulting Radio Engineers</td>
<td>Box 68, International Airport San Francisco 28, California Diamond 2-5208</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>J. G. Rountree</td>
<td>Consulting Engineer Applications and Field Engineering</td>
<td>222 S. Jasmine St. Phone: (Area Code 303) 333-5562</td>
<td>Denver 22, Colorado Member AFCCE</td>
</tr>
<tr>
<td>Merl Saxon</td>
<td>Consulting Radio Engineer</td>
<td>622 Hoskins Street Lakfin, Texas NEptune 4-4242</td>
<td>NEptune 4-9558</td>
</tr>
<tr>
<td>William B. Carr</td>
<td>Consulting Engineer AM-FM-TV Microwave</td>
<td>P.O. Box 13287 Fort Worth 18, Texas BLOUT 1-1951</td>
<td>Phone: 347-9061 Member AFCCE</td>
</tr>
<tr>
<td>Raymond E. Rohrer &amp; Associates</td>
<td>Consulting Radio Engineers</td>
<td>436 Wyatt Bldg. Washington 5, D.C.</td>
<td>Phone: 347-9061 Member AFCCE</td>
</tr>
<tr>
<td>Cambridge Crystals</td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV</td>
<td>44 Concord Ave., Cambridge, Mo. Phone: 347-9061</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Commercial Radio Monitoring</td>
<td>CO.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Service Directory**

**Broadcasting, March 18, 1963**
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, March 13

<table>
<thead>
<tr>
<th>Lic.</th>
<th>ON AIR</th>
<th>CPS</th>
<th>Cps.</th>
<th>Not on air</th>
<th>TOTAL APPLICATIONS</th>
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</thead>
<tbody>
<tr>
<td>AM</td>
<td>3,768</td>
<td>55</td>
<td></td>
<td>120</td>
<td>470</td>
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<tr>
<td>FM</td>
<td>1,071</td>
<td>21</td>
<td></td>
<td>122</td>
<td>187</td>
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<tr>
<td>TV</td>
<td>515</td>
<td>54</td>
<td></td>
<td>80</td>
<td>106</td>
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</table>

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING, March 13

<table>
<thead>
<tr>
<th></th>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL TV</th>
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</thead>
<tbody>
<tr>
<td>VHF</td>
<td>486</td>
<td>93</td>
<td>579</td>
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<tr>
<td>UHF</td>
<td>47</td>
<td>21</td>
<td>68</td>
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COMMERCIAL STATION BOXSCORE
Compiled by FCC, Feb. 28

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<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,760</td>
<td>1,066</td>
<td>515</td>
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<tr>
<td>Cps on air (new stations)</td>
<td>66</td>
<td>26</td>
<td>94</td>
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<tr>
<td>Cps not on air (new stations)</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>3,938</td>
<td>1,214</td>
<td>658</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>277</td>
<td>173</td>
<td>54</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>198</td>
<td>13</td>
<td>27</td>
</tr>
<tr>
<td>Total applications for new stations (not in hearing)</td>
<td>435</td>
<td>186</td>
<td>621</td>
</tr>
<tr>
<td>Applications for major changes in hearing</td>
<td>315</td>
<td>109</td>
<td>43</td>
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<tr>
<td>Applications for major changes (not in hearing)</td>
<td>55</td>
<td>3</td>
<td>8</td>
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<tr>
<td>Total applications for major changes</td>
<td>370</td>
<td>112</td>
<td>51</td>
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<td>Licenses deleted</td>
<td>2</td>
<td>0</td>
<td>2</td>
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<tr>
<td>Cps deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*Includes 3 stations operating on unreserved channels.

filing of opposition to appeal, Action March 5.

**ACTIONS ON MOTIONS**

- Commission granted request by Frontier Best, Inc., and extended from March 1 to March 15 time to file reply comments in matter of amendment of Subpart L, Part 11, of rules and regulations to govern grant of authorizations in Business Radio Service for microwave stations to relay tv signals to catv systems. Action March 6.

- Commission granted request by Midwestern Video Instruction Inc., and extended from March 5 to March 15 time to file reply comments in matter of proceeding on an application of Ponce Bestg, Corp., Cayey, and Abacoa Radio Corp. (WMITA), Arecibo, both Puerto Rico. Action March 8.


- Granted petition by Dr. Charles H. Haggard and Kenneth R. Rogers to extend time for filing answer to prehearing application for new an in Crystal City, Tex., but with prejudice, and terminated proceeding. Action March 6.


- Granted petition by Genkar Inc., Gouverneur, N. Y., and granted further hearing for 9 a.m., April 11, in proceedings on its application, et al., in consolidated am proceeding in Docs. 14517 et al. Action March 8.

- By Hearing Examiner James D. Cunningham

- On own motion, continued March 11 further hearing to March 18 in proceeding on NBC-BSD Broadcasters transfers and related applications in Docs. 13083 et al. Action March 8.

- By Hearing Examiner Thomas H. Donahue

- By memorandum opinion & order in proceeding on an applications of Smackover Radio Inc., Smackover, and Magnolia Bestg, Co. (KVMA), Magnolia, both Arkansas, in Docs. 14103-4, vacated and held in abeyance rulings of examiner made on record of proceeding on March 7 concerning appearance on stand of Walter E. Hurschman until such time as transcript of proceeding is in hands of counsel for Broadcast Bureau, at which time they shall become final. Action March 11.

- By Hearing Examiner Asher H. Ende

- By memorandum opinion & order in proceeding on applications of Laramie Community TV Co. and Albany Electronics Inc. for new tv translator stations in Laramie and Tie Siding, both Wyoming, in Docs. 14526-6, denied Laramie's petition for leave to amend to change site for its translators and to reopen record; without prejudice to filing of further petition for leave to amend consistent with views expressed in memorandum opinion & order should it ultimately be decided applications of Laramie Community rather than Albany Electronics should be granted. Action March 14.

- By Hearing Examiner Arthur A. Gladstone

- Granted petition by Broadcast Bureau and extended from March 20 to May 15 time to file its proposed findings or comments on proposed further findings on application for new stations in Carolina and Bayamoun, both Puerto Rico. Action March 8.

- By Hearing Examiner Charles J. Frederick

- Granted motion by Osage Programmers and interpreted application for new station on its application and Cherokee Bestg, Co. for new an stations in St. Johnsbury, Vermont, and both Oklahoma, respectively. Action March 7.

- By Hearing Examiner Millard F. French

- Received in evidence exhibit 3 filed by applicant, closed record, and ordered proceedings, if any, shall be filed by March 18 in proceeding on application of Boston TV Broadcasting, Inc., in Cambridge, Mass. Action March 11.

- Granted Feb. 9 petition by Saul M. Marks for new an in Kutztown, Pa., which is in consolidated am proceeding in Docs. 14425 et al., effective as of Feb. 16, and accepted am pere tane amendment tendered with petition. Action March 7.

- By Hearing Examiner Isadore A. Honig

- Upon request by Broadcast Bureau and in conces of caution, advanced from 2 p.m. to 9 a.m. March 19 formal hearing conference following remand in proceeding on application ofnew an station enterprises for new an in Houston, Tex. Action March 12.

- On own motion, scheduled formal hearing conference for March 19, at 2 p.m., to sit at an at procedural for further hearing after remand on addition issue specified by Review Board in proceeding on applications of Hibon-Francisco Radio Enterprises for new an in Houston, Tex. Action March 7.

- By Hearing Examiner Annie Neal Huntington

- Reconsidered order released March 1 in proceeding on application of Sport Magazine, Inc., for new an in Miami, Fla., to extent of again reopen record, limited to issue of whether station should be granted in affidavit of Lawrence P. Frickart to facts stated in first two sentences of his affidavit, and again closed record. Action March 12.

- By Hearing Examiner H. Gifford Irion

- On own motion, continued March 11 prehearing conference to March 15 in proceeding on application of Blythe, Calif., for new an d/b as Broward County Bestg, Inc., for renewal of license of WIXX Oakland Park, Fla. Action March 7.

- By Hearing Examiner David I. Kraushaar

- By order after March 12 prehearing conference in proceeding on application of Magic City Bestg, for additional time to reply comments, WJBZ, Madison, Wis., in Doc. 14804, approved procedural ground 11 in March 15 time for ordered hearing to commence as previously scheduled on April 18, Action March 12.

- By Hearing Examiner Griffin Bestg, Corp., and rescheduled April 8 hearing for March 20 in proceeding on its application for new an in Lynchburg, Va. Action March 7.

- By Hearing Examiner Jay A. Kyle

- On own motion, changed from March 17 to March 24 time for objections to notification of parties as to witnesses desired for cross-examination in applications for new an in Blythe, Calif. Action March 11.

- Upon request by Redding-Chico Tv Inc. scheduled further prehearing conference for March 12 in Redding, Calif., tv ch 9 proceeding in Docs. 14937-9, Action March 11.

- Granted motion by Redding-Chico Tv Inc. and extended from March 8 to March 15 time for filing petition for leave to amend by Northern California Educational tv Assn., tv ch 8, in Redding, Calif., tv ch 8 proceeding. Action March 11.


BROADCASTING, March 18, 1963
'

By Hearing Examiner

Forest L. McClenning

Granted motion by Grand Bcstg. Co.,
West Michigan Telecasters Inc. and MKO
Bcstg. Corp. and extended from March 11
to March 14 date to file proposed findings

By Hearing Examiner
Naumowicz

Chester F.

Inc. continued April 23 hearing to
15 in proceeding on its application and
that of Reliable Bcstg. Co. for new am stations in Ellijay and Calhoun, both Georgia,
respectively, in Docs. 14673-4. Action March

Bcstg.

May

11.

Pursuant to agreements reached at
7 hearing conference in proceeding
on applications of Edina Corp. and Tedesco
Inc. for new am stations in Edina and
Bloomington, both Minnesota, respectively,
in Docs. 14739-40, continued March 18 hearing to March 19, to be confined to certain
rebuttal evidence and scheduled certain
procedural dates. Action March 7.

March

By Hearing Examiner Herbert Sharfman
Scheduled oral argument for March 18,
on petitions for limited reopening
of record, filed March 1, by Rockland Bcstg.
Co. and Rockland Radio Corp. in proceeding on their applications and that of Rockat 9 a.m.,

land Bcstrs. Inc. for new am stations in
Blauvelt and Spring Valley, both New York,
respectively. Action March 11.

Granted motion by Rockland Bcstrs.
Inc. and corrected transcript as proposed
in proceeding on its application and Rockland Bcstg. Co. and Rockland Radio Corp.
for new am stations in Spring Valley and
Blauvelt, both New York, respectively. Ac-

March

WSNO Barre,
WCKT (TV)

by Broadcast Bureau

March

WHNB-TV New

of

—

lator station.

Anchorage, Alaska Granted
to change type equipment.
WRLB (FM) Long Branch, N, J. Granted
mod. of cp to increase ERP to 3 kw, change
ant. height to 130 ft., type ant. and make
changes in ant. system.
WCEN-FM Mt. Pleasant, Mich.— Granted
mod. of cp to decrease ERP to 3.9 kw, in-

Actions of March 8
*KSPC (FM) Clairemont, Calif.— Granted
cp to change frequency to 88.7 mc, increase

ERP to
KCHJ

assign-

—

K09AD Newcastle, Wyo. Granted cp to
change type trans: for vhf tv translator
station.

—

Lancaster, Pa. Granted extension
of completion date to Sep. 26.

WAAB-AM-FM

WBTN
WCCM
WEAN

WDCR

WARA
WBSM

WCAT

Conn.; WEMJ Laconia,
WESO Southbridge, Mass.; WEZE
Mass.; WFGM Fitchburg, Mass.;
WFGM-FM Fitchburg, Mass.; WFST-AMFM Caribou, Me.; WHAI-AM-FM Greenfield,

WELI New Haven,
N. H.;
Boston,

WHMP

Mass.;
Bridgeport,

WIKE

WJAR

Newport,

WICC

Northampton, Mass.;

WIDE

Conn.;
Vt.;

WJAB

Biddeford, Me.;
Westbrook, Me.;

Providence, R. I.; WJOY-AM-FM
Burlington, Vt.; WJTO Bath, Me.;
Keene, N. H.; WKBR-FM Manchester, N. H.;
Concord, N. H.; WLAD-FM Danbury,
Conn.;
Lewiston, Me.; WMAS-AMFM Springfield. Mass.;
Westport,
Conn.;
Berlin, N. H.; WNBH-AMFM New Bedford, Mass.; WNHC-AM-FM
New Haven, Conn.;
New London,
Conn.; WNRI Woonsocket, R. I.; WOCBAM-FM West Yarmouth, Mass.;
Portland, Me.; WRUMRumford, Me.; WSTCAM-FM Stamford, Conn.; WSUB Groton,
Conn.; WSYB Rutland. Vt.; WTAG-AM-FM
Worcester, Mass.; WTSN Dover, N. H.;

WKXL

WMMM

WNLC

WPOR

WTWN

St.

Warwick, R.
wich, R.

I.;

Johnsbury,

WWRI

West
I.; WYNG Warwick-East GreenWBMI (FM) Meriden, Conn.;
Vt.;

WBSM-FM New Bedford, Mass.; WCCC-FM
Hartford, Conn.; WFAU-FM Augusta, Me.;
WGHJ (FM) Lawrence, Mass.; WHRB-FM
Cambridge, Mass.; WPJB-FM Providence.
R. I.; WPRO-FM Providence, R.
WSCH
I.;

Hartford, Conn.; *WERS (FM) Boston, Mass.; *WFCR (FM) Amherst, Mass.:
*WMHC (FM) South Hadley, Mass.; *WRJR
(FM) Lewiston, Me.; *WTBS (FM) Cam(

FM)

BROADCASTING, March

18,

1963

and

install

new

trans.

Calif.— Granted

;

KRGN

(FM) Las Vegas, Nev.— Granted

of cp to

change type trans.

KBTV

programs of

(TV)

cp
13,

(ch.

Denver, Colo.
Actions of March 7
KGTJC Gunnison, Colo. Granted mod. of

—

license to change studio location and remote
control point.
*WBIQ (TV) Birmingham, Ala. Granted
cp to change ERP to 316 kw vis., 158 kw
aur., type trans., ant. height to 1050 ft.,
modify ant. system and redescribe trans,
location; condition.
Stuttgart, Ark. Granted cp to
move trans, site, change main studio locanew trans.; remote control
install
tion and
permitted; condition.
Tifton, Ga. Granted cp to change
daytime trans, site to nighttime trans, site,
using non-DA; condition.
WIGO Didianapolis, Ind. Granted mod. of
cp to change trans, location and make
changes in ground system and ant. system
(increase height).
Granted mod. of
Canton, N.
cp to change ant.-trans. location, make
changes in ant. system (increase height)
and ground system; condition.
Hot Springs, Ark.— Granted authority to operate sign-off at 6 p.m. (except
for special events), for period ending April

—

—

KWAK

—

—

C—

WPTL

KAAB

9.

WDEE-FM Hamden,

Conn.

— Granted

tension of completion date to July

WKBK

WLAM
WMOU

kw

Delano,

WWGS

11

Granted renewal of licenses for following
stations:
Worcester,
Newport, R. I.;
Mass.;
Attleboro, Mass.; WBET-AM-FM Brockton, Mass;
Pittsfield, Mass.;
New Bedford, Mass.;
Bennington, Vt.;
Orange, Mass.;
Lawrence, Mass.;
Hanover, N. H.; WDRC-AM-FM
Hartford, Conn.;
Providence, R. I.;

WBRK

3

mod. of
cp to make changes in ant. system (increase
height) condition.

license
installation

no monetary consideration.

WADK

—

crease ant. height to 450 ft., move ant. location 550 ft. east of present site, make changes
in ant. system (increase height), change
type ant. and type trans.; condition.
KORK-TV Las Vegas, Nev.— Granted extension of completion date to May 15.

9)

12

ment of license of uhf tv translator station
from William C. Grove et al, to Frontier
Bcstg. Co. (KFBC-TV), Cheyenne, Wyo.;

Actions of March

—

KNIK-FM
mod. of SCA

to translate

new trans.
K73AF Rawlins, Wyo. — Granted

WLAN

Conn.— Granted

Britain,

—

— Granted

covering increase in power and

—

Miami,

Town of Alma, Alma, Colo. — Granted
for new vhf tv translator station, on ch.

BROADCAST ACTIONS
Actions of

Mass.;

cp to change ERP to 165 kw vis., 83 kw aur„
type ant., decrease ant. height to 910 ft.,
and make other changes in ant. system.
KDFC (FM) San Francisco, Calif. Granted cp to install alternate main trans.
WVEC Hampton. Va. Granted cp to install old main trans, as aux. trans, at new
main trans, site; remote control permitted.
WERA Plainfield, N. J.— Granted cp to install new aux. trans, at main trans, location.
K77BD Trancas, Calif. Granted cp to replace expired permit for new uhf tv trans-

5.

Winnsboro, La.

Boston,

Fla. Granted licenses
(main trans, and ant.) and installation of
aux. trans, at main trans, site.

mod.

KMAR

"WGBH-TV
Vt.

—

Jr.

Upon request by Blue Ridge Mountain

tion

Mass.;

bridge,

WAIT

Actions of March 6
111.
Granted
Chicago,

—

ex-

23.

C—

change exciter-driver section of

trans.

K80BE Twentynine Palms & Twentynine

—

Palms Marine Base, Calif. Granted cp to
replace expired permit for new uhf tv
translator station.

WTCN

Minneapolis, Minn.

Houston, Miss., to June

Tenn., to May
to Sept. 19.

— Granted

mod.

make changes in DA (N) pattern.
KU2XAR Honolulu. Hawaii— Granted mod.

of cp to

of cp to change type trans, for experimental
tv translator station.
Granted cps to replace expired permits
for following new vhf tv translator stations:
K09AS, Isabel Tv Assn., Isabel, S.D.; K08AB,
K12AG, Garden County T. V. Booster Co.,
Oshkosh & Lewellen, Neb.; KUDO, K13DI,
Emery Town, Emery, Utah; K06CG, Clifton
Chamber of Commerce, Clifton, Kan., and
change transmitting ant. location.

31;

27;

WENN

WRKM

WCPC

Carthage,

Birmingham,

Ala.,

Southern Minnesota Bcstg. Co., Rochester,
Minn. Granted cp for new vhf tv translator station, on ch. 7, to translate programs
of KROC-TV (ch. 10) Rochester, Minn.
Mimbres Tv Assn., San Lorenzo & Mimbres Valley, N. M. Granted cp for new vhf
tv translator station, on ch. 2, to translate
programs of KROD-TV (ch. 4) El Paso, Tex.
WIIC Inc., Washington, Pa. Granted cp
for new vhf tv translator station, on ch. 5,
to translate programs of WIIC (TV) (ch.

—

—

—

11)

Pittsburgh, Pa.

Actions of March

5

WRKM

Carthage, Tenn.— Granted request
for mod. of pre-sunrise operation condition
attached to June 14, 1962, grant of cp to
increase power to 1 kw, to extent of authorizing operation with non-DA with 500
between 4 a.m. and local sunrise until
final decision is reached in Doc. 14419 or
until directed to terminate such operation,
whichever occurs first.
KTSM El Paso, Tex.— Granted extension
of completion date to June 2.
Granted cps for following new vhf tv
translator stations:
Cascadia Community
T. V. Inc., on ch. 4, Cascadia, Ore., to

w

programs

translate

KOIN-TV

of

(ch.

6)

Portland, Ore.; Glacier County Tv Club Inc
on ch. 9, Cut Bank, Mont., to translate

KRTV (TV) (ch. 3) Great
Mont.
Granted cps for following new uhf tv
translator stations: Citizens T. V. Inc on
programs of

Falls,

ch. 74, Milton-Freewater, Ore., to translate
programs of
(ch. 2) Spokane,

KREM-TV

Wash.; Humboldt County Tv Maintenance

Board on

ch. 80, Winnemucca,
(ch. 72) Boise, Idaho.

(TV)
Granted cps for following

KTVB

Nev

new vhf

translator

tv

stations: Springfield Translator
chs. 7, 11 & 13, Springfield &
North Springfield, Vt., to translate programs
of
(TV) (ch. 32) Greenfield,
(ch. 5) Boston, both Massachusetts and
(ch. 8)
Poland Spring
Village of Elgin on ch. 13, Elgin, Neb
KTIV (TV) (ch. 4) Sioux City, Iowa ;
Kayenta Tv Assn. on ch. 2, Kayenta, Ariz

Tv Assn. on

WRLP
WMTW-TV

WHDHMe

TV

KOB-TV

•

Albuquerque, N. M.; Baker
Services District on ch. 7, Baker
(TV) (ch. 2) Los Angeles!
Rodeo Tv Assn. on ch. 11, Rodeo
(ch. 4)

Community
Calif.,
Calif.;

N. M.,

KNXT

KVOA-TV

Tucson, Ariz.

(ch. 4)

Granted cps for following new vhf tv
translator stations: Granada Community Tv
on ch. 2, Granada, Colo., to translate programs of KGLD (TV) (ch. 11) Garden City,
Kan.; Edward E. Schultz on ch. 13, Estes
Park, Colo., KOA-TV (ch. 4) Denver. Colo.;
Jordan Creek Viewers Inc. on ch. 4, Jordan
Valley, Ore., KTVB (TV)
(ch. 7) Boise,
Idaho; Rogue River Translator Assn. on ch.

Rogue River,

3,

Ore.,

KMED-TV

(ch.

10)

Medford, Ore.
Granted cps for following new vhf tv
translator stations: Springville Chamber of
Commerce on ch. 11, Springville, Calif., to
translate programs of KSBY-TV (ch. 6)
San Luis Obispo, Calif.; Skyway Bcstg. Co.

on

ch.

5,

Tryon, N. C, and Landrum,

S.

C,

WLOS-TV (ch. 13) Asheville, N. C; Long
Tv Assn. on ch. 13, Long Valley,
Calif., KCRA-TV (ch. 3) Sacramento, Calif.;

Valley

Hawk's Nest Translator Station on ch. 9,
Lemert, Carrington and Sykeston, N. D.,
WDAY-TV (ch. 6) Fargo, N. D.; Gunnison
County Chamber of Commerce Tv Div. on
ch.

licenses

covering installation of new main trans,
and establishment of remote control point;
redescribe trans, location as Elmhurst, 111.;
and installation of aux. trans.
Granted cp
WBTV (TV) Charlotte, N.
to

Following stations were granted extensions of completion dates as shown:

2,

Doyleville, Colo.,

KREY-TV

(ch.

10)

Montrose, Colo., condition.
Actions of March 4

—

WNOE New

Orleans, La. Granted change
remote control authority (main trans).
Granted cps for following new uhf tv
translator stations: Utah State U. of Agriculture & Applied Science on chs. 70, 73 &
76, Logan, Utah, to translate programs of
KUTV (TV) (ch. 2), KCPX-TV (ch. 4) and
in

KSL-TV

(ch. 5), all Salt Lake City, Utah;
Tillamook Tv Translators Inc. on ch. 82,
Tillamook, Ore., KATU (TV) (ch. 2) Portland, Ore.; Millard County School District
on chs. 76 & 79, Fillmore and Delta, Utah,
KUED (TV) (ch. 7) Salt Lake City, Utah.
Granted cps for following new vhf tv

translator

on ch.
grams

4,

of

stations:

Bagdad,

KAET

Bagdad Copper Corp.
Ariz.,

(TV)

to translate pro(ch. 8)
Phoenix,

Keyes Tv Assn. on ch. 5, Keyes,
Keyes Helium Plant, Sturgis Area & SouthContinued on page 147
Ariz.;

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WANTED TO BUY STATIONS FOR SALE, WANTED 25¢ per word—$2.00 minimum. All other classifications 20¢ per word—$4.00 minimum. No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C. Notes: Transcriptions or bulk packages mailing (Forward remarks 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.

HELP WANTED—(Cont'd)

Anouncers

Wanted: . . . mature, versatile radio announcer. Must be good with news. Only experienced men will be considered. WCN AM-FM, Mt. Pleasant, Michigan.

Announcer copywriter able to handle board. Adult good music station on Florida east coast. Send resume and background. Box C-89, BROADCASTING.

Announcer, experienced for wide awake suburban Philadelphia station. Operate own board. Prefer permanent position. Box C-53, BROADCASTING.

Southwestern Pennsylvania independent. Immediate need for announcer with first phone. Start salary based upon experience and salary required in first letter. Box C-93, BROADCASTING.

First phone operator with experience on first phone. Please announce. Resume. Box C-98, BROADCASTING.

Personality DJ, modified format, Virginia. Send tape and photo. Box C-105, BROADCASTING.

Intermountain radio station wants announcer-cayer writer. Good deal for right man. Send audition tape, snapshot and resume. If you have personal problems, don't apply. Starting salary based on experience. Box C-176, BROADCASTING.

Major midwest market wants you. Benefit loaded station needs most happy fellow to meet and beat tough competition. Also wants bright ladies home companion for attorney. Applicant must be right man as night man. Rush tapes, background, salary. Box C-180, BROADCASTING.

Analysis of your audition tape. Suggestions for improvement and possible job leads by one of America's best known top ten market radio executives. Send your tape and $5.00 to WCN AM-FM. BROADCASTING. Tapes promptly returned.

Texas kilowatt seeking experienced, mature announcer. Salary $90. Tape, resume to Box B-317, BROADCASTING.

Three stations, soon to be four looking for top talent with first phone. Offering future security, top pay. Rush air check, resume and picture to Thom Brown, Program Director, Box 1440, Normal, Illinois.

Announcer needed by regional station. Must have quality voice. KTOE, Mankato, Minnesota.

KRUD Athens, Texas has immediate opening for experienced, mature announcer.

Wanted, experienced staff announcer for thousand watt daytime on 640 kc. Variety format station, pop music, country and gospel. Must be able to handle studio and audience. If you have had professional experience, send tape, and resume to General Manager, WRIC Radio, Richards, Virginia. No collect telephone calls accepted.

Announcer for music-news operation. Better than average salary, permanent position. Bay Doss, WAIN, Columbus, Kentucky.

Aggressive $600 watt west Texas radio station also looking for capable and ambitious announcers and newscasters, first class ticket required for newcomers. Interested? Write Box C-9, BROADCASTING.

HELP WANTED—(Cont'd)

Announcers

Humorous morning announcer—salesman. Hard worker can earn $7500. Personal interview required. KGRL, Send, Oregon.


Leading suburban New York fm station seeks experienced announcer. Step up to a good operation. Send tape, resume, WLNA, Peckskill.

Approximately four summer replacement utility announcer needed. Must be experienced. Apply Gerry Grainger, Program Director, WWCA, Gary, Ind.

Announcer-engineer with first class ticket yearly fringe benefits in regional fulltime station. Advance within expanding multiple station organization. Send data sheet, and audition to WALM, Albion, Michigan.

Help! We need money! You need it? Adult Ohio daytimer needs first phone. Good 100. No collect. WDLR, Box 317, Delaware, Ohio. Phone C. R. Taylor, 762-1243.

Immediate opening for experienced mature announcer with top men, top station in market. Write, phone WASA, Harve de Grace, Maryland, 301-938-8890.

Announcer with 1st class ticket yearly fringe benefits in regional fulltime station. Apply now. Good 100. No collect. WDLR, Box 317, Delaware, Ohio. Phone C. R. Taylor, 762-1243.

Commo morning announcer. Experienced bright young announcer with hooper rated number one kilowatt fulltimeanicn in south side area. Resume, photograph, background, salary. Send to WQIV, 75-108.

Ambitious, versatile, experienced dj seeking permanent position. WICY, Malone, N.Y.

Experienced announcers with or without first phone. Must have good voice. Good pay to right men. Write WIDN, Box 143, Ionia, Michigan or Phone 2-9000.

Still looking for top notch experienced announcer-newsman. Must be good, stable and program director material, experienced in all phases. Only the best need apply. Florida east coast, 24 hour top rated station. WJ-N, Fort Lauderdale. Write Collective, Nick Clark, WMJF, Daytona Beach, Florida.

Broadcast Employment Service has choice latest AM or TV openings. Confidential professional placement. 4825 10th Ave. So. Minneapolis, 17, Minnesota.

TECHNICAL

Attractive offer for mature combo morning man who will follow format. Minimum 5 years experience. WAVE, Baltimore, Maryland.

Wanted immediately, first class engineer. FM stereo multiplex operation in growing group. Post Office Box 396, Port Clinton, Ohio.

Engineer with first phone license for 5 kw fulltime number one regional station. Send resume to D. E. Reifsteck, Chief Engineer, WRE 121 Northeast Jefferson, Peoria, Ill.
Help Wanted—(Cont’d)

Technical

First class engineer for Michigan 1,000 watt fulltime station. Excellent working conditions. Remuneration for the right man. Emphasis would be on engineering with some announcing. Send full details to Box C-229, BROADCASTING.

Engineer-announcer for all new 5000 watt WTK, Durham, North Carolina. Operating 10am-6pm Mon-Fri. Send resume, tape, to Box C-230, BROADCASTING.

Immediate opening for chief engineer 5 kw daytimer—WON, Wionu, Украина. Call 2-3000, Box 143, Иоанна, Michigan.

Broadcast Employment Service, professional placement. Let us move you up! Confidential. Write! 4353 10th Ave. S., Minneapolis, Minn. 177, Minnesota.

Broadcast engineer midwest tv station first class phone required will train. Apply in confidence. Box C-65, BROADCASTING.

Chief engineer—southern New York state. AM, FM experience. Good salary. Box C-69, BROADCASTING.

5 kw daytimer has immediate opening for qualified chief engineer. Position includes mobile and studios. Region, with advances and fringe benefits. Send path, tape, and resume to Al Clark, KWWI, Winner, South Dakota.

Have immediate opening for chief engineer for 1 kw am non-directional daytimer, and 5 kw fm. Write or phone WASK, Harve de Grace, Maryland. 201-203-0001.

Needed a production minded staff engineer with some broadcast experience. Excellent first class ticket. Quick thinking. An outstanding opportunity for a young man who wants a position in a prestige operation located in suburban New York City area. Box C-111, BROADCASTING.

Chief engineer—announcer position open with aggressive small market station. Good opportunity, salary open. Write or call immediately, Brezeal, KTNN, Trenton, Missouri.

New York-Westchester/Suburban radio station has opening for general sales manager to work under qualified supervision. Good opportunity. Send resume to Box C-173, BROADCASTING.

Production—Programming, Others

Help Wanted—(Cont’d)

Newsmen for major market. Negro program station. Excellent position. Send photo, resume to Box C-68, BROADCASTING.

Experienced copy writer for new Indianapolis station WFGO, airing in April. Only qualified copy considered. Send resume and samples to Luke Walton, 425 Board of Trade Building, Indianapolis 4, Indiana.

RADIO

Situations Wanted—Management

Ready for management. Experienced in all phases, including engineering, including announcing. First phone, member IRE. Currently with top Pulse in 278,000 area. Send for resume. Box C-116, BROADCASTING.

Qualified assistant manager. 35, married, 16 years announcer, engineer, sales. Desire general manager small Texas station. Box C-212, BROADCASTING.

General or commercial manager's post sought for our present commercial market. Experience in business in this top 16 market. Expert in sales, research, administration, personnel, and everything needed to make A-1 manager. Wants top 30 markets only, radio or television. We're selling shorthly, and he'll be available. Reply if you need top man will pay well, and have very high confidence. Box C-219, BROADCASTING.

RADIO

Situations Wanted—Management

General manager experienced all phases. Best of references. Send tape immediately. Box C-220, BROADCASTING.

Supersalesman available percentage basis. Coordinate production, copy and selection of materials for profit. Assist broadcasters selling merchandise on percentage basis. All replies confidential. Box C-179, BROADCASTING.

Announcers

Country disc jockey, desires fulltime air work. Experienced. Employed. Box 303B, BROADCASTING.

Baseball announcer, seven years minor league experience. Play by play all sports news, sales. Box C-43, BROADCASTING.

Showman first phone, veteran, will travel. Experienced. Good on news. Box C-66, BROADCASTING.

Good morning sound from a good morning man. Tremendous audience acceptance, always number one. Box C-129, BROADCASTING.

Announcer with limited broadcasting experience. Cheerful style, with a great ambition to work in all phases of radio. Offers play by play sportscasting. Box C-94, BROADCASTING.

Attention top 40 outlets. Experienced first phone dj currently employed in major market now available. Ask for references. No maintenance. Box C-117, BROADCASTING.

Good music, announcer, experienced. Relaxed warm style, desire matching location. Box C-156, BROADCASTING.

San Francisco located top 40 jock, $90 and let's call! Box C-132, BROADCASTING.

DJ announcer. Swinging modern sound. Build audiences. Sell program plans. Reliable. Box C-129, BROADCASTING.

DJ announcer, lacking experience. Eager to learn, will travel immediately! Box C-163, BROADCASTING.

Announcers

Attention: 24-hour radio operations: If your midnight dawn slot is in need of an experienced, responsible, and personable announcer, give me a chance to program his music (good, modern, and jazz) with the right modern, interesting, time-saving conversation—creating an image desirable for the new generation of young people in your area—may I offer my services. Box C-164, BROADCASTING.

Announcer, married, 10 years experience. Prefer informal or country operation. Listen to my tape. Box C-167, BROADCASTING.

Announcer, salesman, decay, first phone. Will work at any opportunity to sink roots. Box C-169, BROADCASTING.

Negro announcer, experienced all facets of radio. Seeks station with opportunity. Box C-170, BROADCASTING.

Split personality. Young newsmann/director, pervert and tight jockey. Will go either way. Four years experience, draft free and all service free. Box C-171, BROADCASTING.

Top staff announcer, young, experienced, college graduate. Wants night spot on sound, goodon night, willing. Send your tape by mail at once. Professional, young. Movie, TV, and recording. Send your tape by mail, 150 miles of Philadelphia. Current employers. Box C-172, BROADCASTING.

Professional, ten years, with solid references. Know music and news. Veteran with college experience. Finest billing. Fast. Free tape. Send to Box C-173, BROADCASTING.

BROADCASTING, March 18, 1963

New York dj and announcer seeking night work as newscaster or personality or am fm. Box C-177, BROADCASTING.

Announcer—newsmann-personality. Young, mature, willing for any position. First choice is west coast. New ideas. Prefer New Jersey, New York. Box C-178, BROADCASTING.

Beginner, some experience, wants work on west coast. 1066 18th Avenue, San Diego 1, California.

Bright, swinging, warm sounding personality, now number one, wants station with the same qualifications. Will win the teen market like never before, plus I'll hold the adults. Currently the most sold out show in history of station. Married, vet., with two children and the best references... available April 1, 1963. For tape and complete resume send your Box tops to Box C-179, BROADCASTING.

Experienced first phone announcer, dj desires position in medium or large market in west coast between 500 and 7000 of San Francisco especially western educators or college, young, Box C-191, BROADCASTING.

Sportscaster. Presently top rated, medium market. Nine years experience in college and professional baseball, football, basketball. Expert play by play, interviews. Finest references. Degree. Major markets only—Box C-213, BROADCASTING.

Tried the rest? Here's the best swingin' morningman you've ever heard. Nine years in nation's top market, proven record. Box C-214, BROADCASTING.

10 years experience. Prefer sports minded station seeking on air announcer with play by play and sales experience. College graduate, family background. Excellent character, employed. Prefer southeastern Box C-216, BROADCASTING.

South or west: Mature, married. Radio school plus two years experience. Will travel. Box C-218, BROADCASTING.

Town and country showtime! Really knows his market. Very experienced southwest fulltimer. Sales manager, airman. Available April. Box C-220, BROADCASTING.

When do I start? Salary's no problem if you have the right midwestern location. Box C-225, BROADCASTING.

Family man seeks permanent spot on fine arts station. Experience, public speaking, strong music background. Franklin Miller, 204 W. Congress, Sturgis, Michigan.
Situation Wanted—(Cont’d)

Announcers

Want country music show in south or west. Nine years experience. Now employed. Best references. Box C-192, BROADCASTING.

Attention California, announcer—23, six years major market, radio and tv. Employed, draft registration references. Box C-194, BROADCASTING.

Want a bright nite time sound for your medium to major market station? Let me fill that spot. Presently have top ratings in market; tested looking for advancement in yours. Have first phone if you need one. Box C-189, BROADCASTING.

Sportscaster. Available now. Prefer north. Conscientious, knowledgeable, Prefer money back guarantee. Box C-204, BROADCASTING.

Looking for June opening. Wife teaches, school out June 7th. Can leave then. Age 39, tape, data, references furnished on request. Box C-206, BROADCASTING.

Eager young broadcasting schooled announcer/dj, looking for first chance. Any area. Doug Wade, 2730 Wellborn, Dallas, Texas.

Announcing school and college graduate. Currently in advertising and news work. Have first phone license. No maintenance. Box C-228, BROADCASTING.

Available now. Young, mature, 8 years experience, radio-tv announcer. Prefer good music, college, single. Box C-227, BROADCASTING.


Announcer-salesman wishes to relocate. Currently sign-on man with sales remainder of day. 26, married, one child. 7 years experience. Good vocal, good music, strong sales. Prefer midwest. Make an offer. Box C-239, BROADCASTING.

Technical

First phone-am combo, tv experience. Seeks NYC area. Box C-67, BROADCASTING.

Chief engineer. 12 years of responsible engineering management including planning and construction of vhf facilities. Excellent industry references. Available at NAB for interview. Box C-72, BROADCASTING.

First class engineer desires job as chief with a little announcing. Experienced as both engineer and announcer. Excellent references. State approximate salary in your first letter. Box C-215, BROADCASTING.

Engineer-announcer. 15 years experience all phases radio desires to relocate small station Rocky Mountain region. Emphasis engineering. Box C-221, BROADCASTING.

First phone experienced fm-am-tv. $110 weekly. Midwest phone 603-334-2901.


Available immediately. First phone, 5 months experience in am. 28. Desire work under qualified chief. Max Parker, P. O. Box 394, Winters, Texas.


Situation Wanted—(Cont’d)

Knowledge of engineering limited, but have first phone. Will go combo or straight. Larry Lane, 3929 Lively Lane, Dallas, Texas.

TV engineer, 1st phone. Studio switching, transmitter and maintenance experience. 8 years experience, most preferred. Box C-202, BROADCASTING.

Engineer, Rocky Mountain or Pacific states preferred. Fully experienced. No board shift. Box C-230, BROADCASTING.

Production—Programming, Others

Newsmen-five years experience, university graduate, current salary $120. Box C-216, BROADCASTING.

Creative program production director desires responsible position with quality operation in lucrative market. Strictly professional. Dedicated to producing interesting sound with depth. Ten years experience. Presently employed, college graduate; family. Box C-182, BROADCASTING.

Newsmen, Ten years experience. On-camera, photography, mobile rig, Degree, family, sober. Box C-186, BROADCASTING.

Program director, wants west coast market. Permanently. Superb leadership; 12 years experience (last 6 in top twenty market); top flight commercial voice; tape machine wizardry; good rating record; imagination; complete knowledge of FCC and R&R. Box C-187, BROADCASTING.

Strictly professional newswoman. Will negotiate with management of dominant station market. Desires newswoman opportunities that get specific tuner-ins. No gimmicks, but individual who knows who's done years of research. News director, radio & TV, documentaries, editorials. Established stations only. Box C-189, BROADCASTING.

Newsmen, announcer, production, also 1st phone. Experience as chief engineer and program director. Major basis interest in news and announcing, any format. Box C-201, BROADCASTING.

FM program director, ready for major market. Creative, proven ability. Prefer group operation. MA degreed plus 20 years' experience am-fm-tv. Box C-121, BROADCASTING.

Sports, play by play; news. Seven years experience all phases radio. Box C-223, BROADCASTING.

Newsmen-announcer, first phone. College graduate. Year experience. Dependable ambitious. Box C-228, BROADCASTING.

Newsmen-mature, family man-employed in major market to prestige operation, where reporting, writing, re-writing, editing counts. Box C-231, BROADCASTING.

TELEVISION

Help Wanted—Management

Need experienced engineer for top market UHF-TV station under new ownership. Send resume to Junction City Television, Inc. P. O. Box 125, Junction City, Kansas.

Central Florida television station, medium market, is looking for a talented manager-comptroller with experience in television accounting. Send complete resume to the NAB convention. Send full particulars and approximate salary requirements. Box C-183, BROADCASTING.

Help Wanted—(Cont’d)

Sales

Need experienced Sales Manager for top market UHF-TV station under new ownership. Send resume to Junction City Television, Inc. P. O. Box 125, Junction City, Kansas.

Philadelphia station seeks resourceful and energetic salesman with a successful background of sales experience. A perfect opportunity to move up to a major market! Box C-237, BROADCASTING.

Announcers

TV booth announcer, mature, authoritative, personable, tv experience not required. Top station in Iowa market. Send picture, tape, complete details, manager, Box C-120, BROADCASTING.

Leading mid-west tv operation with NO. 1 rating children's programming is anxious to hear from a qualified children's master of ceremonies. If you have boyish charm, imagination, and are willing to work hard—make forward resume and requirements to Box C-188, BROADCASTING.

Opportunity for good announcer with live spot and news experience. Salary open. Contact Manager, KRTV, Great Falls, Montana.

Strong vhf CBS affiliate in mid-south has immediate experienced announcer with experience in studio maintenance and operation. Must be ambitious, dependable and have a litp pitch license. Resume and references in confidence. Send qualifications, references, and possible salary requirements to Box C-52, BROADCASTING.

Wanted broadcasting pro for tv staff announcer. Some audio board, booth work. Must have experience. Mature, cooperative, willing to work with staff of real pros. Phone, letter, resume, photo. Film, and/or vtr (will be returned) first letter. Write Richard A. Fennell, Program Director, WLOS-TV, Asheville, North Carolina.

Technical

Assistant to chief engineer, some operating, mainly maintenance for studio, transmitter, and microwave. Experience necessary. Box C-174, BROADCASTING.

Experienced TV engineer for UHF-TV station in midwest. Send qualification, experience, and salary requirements to Junction City Television, Inc. P. O. Box 125, Junction City, Kansas.

Production—Programming, Others

Operation manager. To supervise directors, floor crew, traffic, continuity, art. Help create good live commercials and programs at NBC station in medium size midwest market. Must be solid announcer, also. Box C-66, BROADCASTING.

Need experienced Program Director for top market UHF-TV station under new ownership. Send resume to Junction City Television, Inc. P. O. Box 125, Junction City, Kansas.

TELEVISION

Situations Wanted—Management

Management material—36, married, 2 children, B.A. degree. 14 years tv experience all phases. Programming, production, strong sales and personnel qualifications, including references, presently employed. Box C-198, BROADCASTING.

Sales

Graduate of major southeastern university in field of radio-television with twelve years experience. Desire management position. Must have at least 1 year general manager of vhf, desires position as sales manager. Excellent references. Young, energetic manager. Can furnish super performance and character references. Box C-36, BROADCASTING.
Situations Wanted—(Cont'd)

WANTED

Sales

Mature, executive-type salesman of integrity, presently employed, interested in sales position with reliable vhf operation. Completely qualified with 6 years tv and 10 years radio sales experience. For details contact Advertisier, P. O. Box 725, Portland, Maine.

Highly experienced tv sales, desires sales manager or larger market. Box C-226, BROADCASTING.

Announcers

Sportscaster. Wants on camera sports job in major market. Prefer live wire sports. Radio play by play of college football, plus network football. Good knowledge of all sports. Will go in as number 2 man in major market. Working radio at present. Prefer summer, 7 years experience, family. Audio tape, sof. resume, references, on request. All inquiries invited. Box C-82, BROADCASTING.

Mature combination tv news announcer-writer, and Will Rogers philosopher type disc jockey. Mature, kindled, appealing to audience above teenage tastes. Can cooperate with sales department and engineering department. Have had plenty of executive level sales experience, and first phonograph record and show in 1931. Experience as operator, skilled with 16mm movie camera. Deep in political philosophy, can do editorials and sensitive interviews with political, religious, and business leaders in your city or state. Will supply $900 every 1 month, no contract required. Any city out of present mid south location. Prefer east or west coast, or north midwest. No tapes, no film clips, no photos. Personal interviews and auditions only, at my expense. This ad will run for four insertions, one month, but will take first really substantial offer I will phone you. Box C-154, BROADCASTING.

Desire return to television in sports or community activity. Six years in the business. Nine years now employed. Excellent references. Box C-193, BROADCASTING.

Technical

First phone, available immediately, 12 years electronic experience. Box C-38, BROADCASTING.

Engineering supervisor, 13 years experience t.v., construction, maintenance, direction. Aims to eventually secure challenging position. Presently employed, excellent references. Box C-166, BROADCASTING.

Chief engineer. 12 years of responsible engineering management including planning and construction of vhf facilities. Excellent letterhead experience. Handles. For interview. Box C-72, BROADCASTING.

Break needed, experienced first phone engineer (mostly operations). Married, seeks permanent tv, etc. position. Resume, references upon request. Will relocate. Box C-217, BROADCASTING.

Production—Programming, Others

College graduate desires to relocate. Extensive experience in traffic and programming. Managerial position preferred. Single. Presently employed. Box C-181, BROADCASTING.

Producer/director completing foreign assignment, seeks creative position, west coast, if possible. Requested. Box C-156, BROADCASTING.

Experienced TV news editor. Network and station experience. College graduate, veteran, married. Young and willing to locate anywhere with opportunities. Please write Box C-196, BROADCASTING.

BROADCASTING, March 18, 1963

145

WANTED TO BUY

Equipment

New uhf needs studio transmitter equipment, antenna, adaptable to channel 17. Requires equipment acceptable. Box C-108, BROADCASTING.


Wanted G.E. Filterexx for channel 17. Write WMHT, P. O. Box 17, Schenectady, New York. Attention Chief Engineer.

All equipment between the microphone and the 150 foot antenna needed to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

Wanted—parts for Westinghouse 5 HV 1 am transmitter. Will consider purchase of equipment. What do you have? Cash available. Box C-23, BROADCASTING.

For sale or lease, Schafer 2100 system (current model) complete; terms negotiable. Box C-160, BROADCASTING.

For sale: 250 watt GE transmitter, $800.00. Model 250-7, 2 turntables, $200.00. Magnecord tape recorder, $300; all good condition. Box C-75, BROADCASTING.


Gates, one am modulation monitor MO-3625, one am frequency monitor MO-3600, both presently operating. Good condition. WROA, Gulfport, Mississippi. Phone 963-7133.

Fidelipac tape cartridges. Best prices, same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment brochure. Sparta Electronic Corporation. 2250 Del Freeport Blvd, Sacramento 24, Calif.

Am, fm, tv equipment including transmitter, intercom, studio monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Emission Line; Teflon insulated, 115" rigid, $15.00. Flanged with bulkhead and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middles Harbor Road, Oakland 20, California. Templebar 5-3527.

Several slightly used type 8212 tubes for RCA TA 5A transmitter. Serial numbers and hours on each furnished on request. Director of Engineering, WCCO-TV, Minneapolis.

10,000 watt fm transmitter. FCC type accepted. Designed by Bell Telephone, Western Electric, 1955, Type H.89-146B, incl. Very good condition, clean, complete. Location: midwest. $3500.00. Box C-205B, BROADCASTING.

Complete remote broadcasting facilities incorporated in 35 x 8 trailer including all equipment necessary for mobile or permanent radio studio installations. Consist of: Console, turn tables, microphone; air conditioners, 2 go-gens; various incidental. Box C-81, BROADCASTING.

19" Jack Panel assemblies, 2 rows, 48 each type BJA Jacks, like new. $25.00 each postpaid. Box C-109, BROADCASTING.

For Sale—(Cont'd)

Equipment

Slightly used Amp stereo Neuman, Gotham, Marantz. Lansing professional recording equipment. Write for list. Box C-356, BROADCASTING.

Auricon Pro 690 with TVT shutter, 2 amplifiers, $950. Like new. Excellent condition. $1500. WSBT-TV, South Bend, Indiana.

Dumont 50 kw high band television transmitter, in excellent operating condition. Color modified. For additional information contact E. E. Gray, Lee Broadcasting Inc., WCU Bldg., Quincy, Illinois.

Excellent one kilowatt fm transmitter available immediately. KRPM, 1508 Cherryvalley Drive, San Jose, California.

Wanted stereo to excellent complete six man theory. $145 requested.


We have complete spare parts for General Electric and Westinghouse radios. Includ- ers. Also, one RCA WA-8A color stripe generator. Prices on request. Townsend Associates, P. O. Box 2160, Springfield, Massachusetts.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in Scandinavian for radio, and television programs. Write full details to Box 205A, BROAD- CASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring dejaray comment, introductions. Free catalog. Oreon Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record inserts. $15.00 Del Freeport Blvd, Sacramento 24, Calif.

Broadcast Comedy is listed in the new "Comedy Guide" of "talk" comedy. Write for full 34 page brochure. Show-Biz Comedy Service (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

INSTRUCTIONS


Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and labora- tory training. Elkins Radio License School of Atlanta, 1132 Spring St., N.W., Atlanta, Georgia.

Elkins first phone license in six weeks. Guidance in all necessary laboratory methods by master teachers. G. For free approved curriculum. 86.30 Inwood Road, Dallas, Texas.
INSTRUCTIONS—(Cont’d)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2605 Inwood Road, Dallas 33, Texas.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 400 now in instruction and 200 more have completed six weeks’ guided study. Many national boards, American Academy of Electronics, 303 St. Francis St., Mobile, Ala.


Since 1937 Hollywood’s oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1853 North Cherokee, Hollywood, California.


INSTRUCTIONS

RCA will train you in TV DIRECTION, PRODUCTION, AND STUDIO OPERATIONS

Thorough and professional training courses in every phase and detail of television and radio production. Train with experts on professional equipment. Day and Evening and coeducational classes. Write for FREE career information. RCA Studio School, Inc., 1500 Broadway, N.Y.C.

RCA INSTITUTES, INC.  
A Service of Radio Corporation of America

The Most Trusted Name in Electronics

RADIO

Help Wanted—Sales

OPENINGS

SIX SALESMAEN

Radio, Television and/or
Ad Agency Experience

High-caliber men, free to travel, with accustomed earnings to $25,000 yearly. Travel and entertainment allowance. Call, write or wire.

Call Main Office, HA 6-9266, Boston, Mass., or New York City Office, EL 5-4911, for appointment. Interviews will be held in accessible area.

"Call only if you are a salesman"

COMMERCIAL PRODUCERS, INC.

405 Park Square Building
Boston, Massachusetts

PROGRAM DIRECTOR

For Major W. Va. Network Station

We’re looking for a strong adult air personality who is also experienced "take charge guy" in all phases of modern adult programming. We offer permanence plus opportunity, plus top working conditions. Salary open... tell us what you can do. Send complete resume, photo and tape. Box C-196, BROADCASTING

Situations Wanted—Management

GENERAL MANAGER

in toughest large market in country wishes change. Experience includes production, program, promotion, local and national sales, administration. Best references. Will move anywhere for right offer. Box C-200, BROADCASTING

I’m looking for another challenge. It may be working for a large broadcasting company... It may be as a partner in a radio station... It may be at an owner... It may be in some other branch of the broadcasting business... you might throw one from left field. Let’s talk it over. After more than 20 years in broadcasting as owner, group station manager, general manager, salesmen, d.j., and announcer. I have plenty to talk about. Box C-210, BROADCASTING

Production—Programming, Others

PRODUCTION DIRECTOR—AIR PERSONALITY

Now in major market. Want security and career position in exchange for 10 years experience at 3 nationally known stations. Qualified for pre and music stations only. Available immediately. Box C-161, BROADCASTING

TELEVISION

Help Wanted

Production—Programming, Others

Every goal we achieve and satisfaction we reap whets our ambitions to do an even better job to inform, entertain, protest, challenge, editorialize, and guide.

We seek the versatile and Experienced television director Who will develop and direct Outstanding live programs for a Leading VHF television station in A critical and dynamic metropolis In the East.

If your objectives coincide with Our aims please send your Resume and Photo to Box C-235, BROADCASTING.

For Sale

Equipment

Complete RCA Equipped HiBand VHF TV STATION

T150 AH Transmitter

T110 AH Transmitter

TK11 Studio Cameras

All associated equipment.

FOR LIST WRITE:

Public Service Television Corp.
P. O. Box NAL.
Airport Mall Facility,
Miami 59, Florida
Telephone NE 3-6311
Extension 345

FOR SALE—TV TOWER


M. BERKOWITZ & CO., INC.
1111 West Raven Ave.
Youngstown, Ohio
TEL: RI 4-4147

BROADCASTING, March 18, 1963
Continued from page 141

ROCKY MOUNTAIN 5 KW

Dominant fulltime station in a stable market. 1962 gross excess of $160,000.00. Paid at less than gross with low down payment and very favorable terms. Skilled broadcaster. Cash flow will provide owner-manager with good salary and easily pay off station.

Box C-224, BROADCASTING.

SOUTHEAST

Excellent market and facility. Annual cash flow of $50,000. Asking $300,000 with 29 percent down; balance over 5 years.

Box C-224, BROADCASTING.

GUZENDORFER

$110,000 down for ARIZONA FULLTIME asking $550,000 EXCLUSIVE. CALIFORNIA DAYTIMER Good mkt. asking $128,000 29% down EXCLUSIVE. ARIZONA Exclusive DAY TIMER 1 station mkt. asking $62,500. F.V. $75,000-$190,000.

WILT GUZENDORFER AND ASSOCIATES

Licensed Brokers Phone QL 2-8800 861 S. Robertson, Los Angeles 35, Calif.

To buy or sell Radio and/or TV properties contact

PATT MCDONALD CO

P. O. BOX 9266 - GL 3-8080

AUSTIN, TEXAS

For Sale

Stations

500 watt Daytime Station located Southeast coast town of 15,000. Price $100,000 w/10,000 down. Balance 5 years at 6% interest.

Box C-211, BROADCASTING.

GUNSTONE

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Any kind of one-night stand is easier.

Because Air Express delivers overnight...anywhere in the USA

Props and costumes...TV tapes...musical instruments...whatever—Air Express will deliver them tomorrow...anywhere in the USA.

Here's how easy it is to assure dependable, on-time delivery of whatever must be sent in a hurry. Phone the local REA Express office for Air Express service. Then we'll pick up your shipment...put it on the first flight out...and our trucks deliver it where you want it the next day...anywhere in the USA.

Cost? Less than you think. For example, 10 lbs. travels 1,049 miles for only $5.06.

Air Express alone can offer this service, because only Air Express has scheduled service between 2,500 airport cities...plus scheduled surface express connections with another 21,000 off-airline cities. And Air Express shipments have official priority with all 38 scheduled airlines—first cargo aboard after air mail.

Specify Air Express always—for rush inbound or outbound shipments. Call your REA Express office for Air Express service.
OUR RESPECTS to Nelson Ira Carter

A good radio commercial—startling and bold

"A good radio commercial ought to be a little startling, a little bold and completely pleasant and interesting," So says Nelson Carter, vice president of Fletcher Richards, Calkins & Holden and manager of the agency's Los Angeles office.

"To think of the world that's not a bad formula for a tv commercial, or indeed for any advertisement," he observes. "But the thought occurred that it's a pretty good description of a successful advertising man as well.

In Mr. Carter's case the emphasis would seem to be on the "pleasant and interesting," but associates note that behind his friendly manner and smile is a keen and active mind, a combination that has been known to produce startling results.

These characteristics, perhaps inborn, were undoubtedly strengthened during the years when young Nelson was preparing for a career in the diplomatic service. He majored in political science at Stanford U., where he received his B. A. in 1930 and his M. A. in 1931, and toped off his formal education with a year at the Sorbonne. ("Paris was wonderful, but I don't remember getting to class very often.") But when he returned home in 1932 the nation was in the grip of the depression. The independent income considered necessary for a career diplomat had vanished, so Nelson joined millions of job hunters.

A Native Son • Born in Long Beach, Calif., July 5, 1908, Nelson Ira Carter was writing ads for a local clothier before he was out of grade school. In college he edited the humor magazine, The Chaparral, and wrote sketches and a light opera which were staged as student productions. So he hoped for a job as a writer, either in advertising or the movies. But advertising agencies were laying off veteran employes, not hiring newcomers, and a publicity job at Columbia Pictures didn't last long.

For a while he wrote a radio serial for a Los Angeles station (today he can't recall what station or the name of the serial, only that "it was about two wise-cracking secretaries"). But that didn't last long either. When a friend called from New York to offer him a writing job on the March of Time, he was off on a fishing trip and never got the call. Instead, he spent a year as a department store stockroom boy before getting a copywriter's berth at Beaumont & Hohman in San Francisco.

A few months later, the manager of the B & H Omaha office left and Nelson was sent there to replace him. "This was great training. It was a small office and I had to do everything myself, from looking for new business to writing copy and acting as an ad director. In my three years in Omaha I really learned the advertising business." He also met Catherine Fredendall, who in due time became Mrs. Carter. Then he was transferred to the agency's home office in Chicago ("we liked the people, but hated the climate") and after two years they were happy to be sent back to the Los Angeles office.

**If You Can't Lick 'Em...** • His chief assignment was to try to keep the Lockheed account at B & H, "but when I went in for my first visit I met a delegation of about a dozen men from Foote, Cone & Belding coming out." Lockheed moved to FC&B and, shortly thereafter, so did young Carter. He soon was assigned to the Sunkist account and, except for a two-year stint for Union Oil, he handled Sunkist for the next 20 years. Meanwhile, he moved up the ladder at FC&B. From account executive he became account supervisor, vice president, chairman of the plans board and manager of the Los Angeles office.

Then, in 1959, the agency wanted Mr. Carter to move to New York. After a lot of thought, he said no. "It wasn't easy to leave after 20 years, but Catherine and the children love California as much as I do and our life here seemed more important than the job in New York," he recalls.

James Lane, a former client when he was president of Breast O'Tuna, was then president of Barnes Chase Co. and he persuaded Nels to become head of the Los Angeles office of the San Diego-based agency. "We had a lot of plans that never got off the ground," Nels says, so along with several other BC employees he moved to FRCAH, where he is vice president and Los Angeles office manager.

"This agency believes in radio and it's the major medium for several of our accounts. About 80% of the Folger's coffee advertising budget goes into radio and for White King soaps the figure is nearer 85%. Like some other western agencies, we appreciated what radio can do at a time when most eastern agencies were underwriting it. For some years the best radio advertising in the nation has been done in the West. Now that everybody's 'discovers' radio, the competition is tougher, but the rewards are worth working harder for.

**What Lies Ahead •** Like many thoughtful advertising executives, Nelson Carter looks for a radical change in the method of agency compensation in the near future. "Agencies are now supplying clients with services never contemplated in advertising's earlier days and seldom covered by commissions from media. The advertisers are coming to expect these services regardless of the size of their advertising budgets, which sometimes leaves the agency with a substantial loss on the account.

"But probably the worst thing about the commission system is that it makes the advertiser suppose that its agency's recommendations for more advertising are based more on a selfish desire to earn bigger commissions than because more advertising is the best solution to the advertiser's problem.

Nels and Catherine Carter live in Altadena, a socially correct suburb of Los Angeles. Daughter Crystal, now Mrs. Thomas O'Connell, is a Stanford alumna and son Steven, 20, is a junior there. Tom, 13, is in grammar school. Nels plays golf for exercise ("it used to be tennis") and gin for recreation ("it used to be poker"), goes trout fishing whenever he gets the chance and is a voracious reader, with early western Americana his specialty.

Active in his profession, Nels Carter is past president of both the Los Angeles Ad Club (1955-56) and the Advertising Assn. of the West (1957-58). Probably the recognition that has pleased him most came when Long Beach State College established the Nelson Carter Chapter of Alpha Delta Sigma, national advertising fraternity.
News frontier

NEWS is in the news these days. The Celler Antitrust Subcommittee last week began its month-long hearings on the economic plight of newspapers. This week, the Moss Subcommittee on Government Information gets its teeth into "news management" by the New Frontier. And last week an extraordinary conference on the handling of government information, which had been nailed down for April 5-6, suddenly was called off.

It came as no surprise that the opening salvo at the Celler hearing dealt with newspaper ownership of radio and tv stations. We predict that as the hearing develops, a big share of the interrogation will be directed toward purported monopoly situations stemming from newspaper ownership. Chairman Celler (D-N.Y.) laid this groundwork in his opening statement by citing three newspaper chains that control 45 dailies, 25 magazines, 10 radio-am's, 7 fm's, 12 tv stations, two press services and "several" photograph services and news feature syndicates.

But if the committee expects to develop that the newspaper owners dictate the news and editorial policies of the preponderance of these stations, or use combination advertising rates, it will be disappointed. There may be a few such instances but most newspapers maintain entirely separate news and sales staffs and meticulously avoid overlap.

It is no doubt true that the broadcast tail is wagging the newspaper dog in many instances. Should these newspapers be penalized because they had the foresight to get into radio and television early?

While newspaper economics held attention last week on Capitol Hill, the action downtown, wherein the White House called off the scheduled conference on handling of government information, evoked surprise. The White House said the reason was conflict with the Moss subcommittee hearings in which most of the same people would participate.

This is a lame excuse. There isn't the remotest chance that the March 19-21 Moss committee hearings would overlap the April 5-6 White House conference.

Apparently there has been newspaper resentment about the manner in which the White House conference was set up through the auspices of the NAB. There also has been backwash about "too much radio-tv representation."

This certainly is no time to argue about protocol or representation. The press is generally under attack. Whether publishers like it or not, radio and television are part of the "press." They are in the news business and are entitled to the same protection under the First Amendment, whatever the moutnings of power-bent bureaucrats.

Whether it's competition for news or competition for advertising, or union negotiations, publishers and broadcasters are in the same boat. All concerned had better quit quibbling and recognize this reality.

It's circulation

THE immediate effects of the House investigation of ratings services will bring little comfort to broadcasters. All the rating imperfections that come to light are bound to be dramatized and distributed by rival media. Nothing better has come into the hands of magazine and newspaper ad salesmen for years.

Yet the long-range effects of the hearings could be salutary. They could lead to basic revisions in the concepts and techniques of measuring radio and television audiences. Revisions are overdue. In many ways radio and television now measure themselves to their own disadvantage and to the advantage of print media.

The majority of newspapers and magazines sell total circulation. The "rating" service that they use is the Audit Bureau of Circulations which does nothing more than its name implies: It audits the records of the publishers to verify the number of copies that the publishers claim to deliver to subscribers or newstand buyers. If ABC confirms that Newspaper X sells an average of, say, 1 million copies, 1 million then becomes the circulation guarantee of that paper, and the advertiser who buys a page in it tends to think a million copies of his ad will be seen and read.

The fact is, of course, that few if any ads in any issue of a general publication make any impression on a majority of readers. Research of the kind conducted by Daniel Starch & Staff consistently shows that only small minorities of readers so much as "note" a given ad. Magazines and newspapers have wisely refrained from basing their rates or their selling on Starch ratings. They continue to talk total circulation, and total circulation is what all but the most sophisticated buyers think they get.

The contrast between the use of circulation measurements in publishing and broadcasting is striking. While magazines and newspapers talk total circulation and do everything they can to avoid talking Starch, broadcasters talk about ratings. The television station that has a coverage area encompassing 1 million television homes will quote a rating of 20 as an argument to persuade an advertiser to buy a given period of time. If the advertiser buys it, he thinks he has bought 200,000 circulation. The same advertiser will think he is getting all 1 million of Newspaper X's total circulation, even though his ad may be noticed by no more than 10% of the readers of Newspaper X.

The net effect of broadcasting sell by ratings is to minimize the size of radio's and television's circulation while print media are maximizing theirs. As a result, the broadcaster spends more energy selling against competing stations than he spends selling against other media. The ratings race pits broadcaster against broadcaster. Newspapers and magazines can stand on the sidelines and cheer.

What is needed in broadcasting is a thorough reappraisal of audience measurements and their use. The subject is intricate and therefore uninviting. Yet it deserves to be seriously studied by all broadcasters who are interested in looking beyond next month's P&L report. It is too big a subject to be successfully attacked by one element in broadcasting or one trade association of broadcasters. A study project under the joint sponsorship of NAB, RAB and TvB makes sense to us.

150

"Refinishing furniture was my hobby, but I haven't touched sandpaper since I did those shaving cream spots!"

BROADCASTING, March 18, 1963
People try it and they like it

Result:
KPRC-TV is first in sales in Houston. Next time you're thirsty for sales try the one fine TV station sold everywhere at popular prices. Just say . . . "HEY PETRY, KPRC—TV."

KPRC-TV, CHANNEL 2, HOUSTON
Represented Nationally by Edward Petry & Co.

ALSO BREWERS OF
KPRC RADIO

COURTESY OF THE CARLING BREWING COMPANY
EMPHASIS
NBC RADIO

OPINIONS AND INSIGHTS BY THE WORLD WIDE NBC NEWS STAFF – 40 TIMES A WEEK.
STORER PROGRAMS INTRODUCES

THE

LITTLEST

HOBO

A NEW HALF-HOUR
ADULT-ADVENTURE SERIES
AVAILABLE FOR FALL

SEE PAGES 76 AND 77
People in Scranton and Wilkes Barre look to news-dominant WDAU-TV early and late, where they know news is good news. Every other aspect of WDAU-TV programming reflects the same know-how. For more information, call H-R Television. Find out what else is new.
Responsible adults demand informative radio. Each week WCBM reaches them with 17 hours of local and regional coverage, gathered by Baltimore’s largest radio news team, plus 15 hours of CBS news. Our responsible programming is geared to maintain WCBM’s extensive adult reach. REPRESENTED NATIONALLY BY METRO RADIO SALES

**tunes to WCBM RADIO, Baltimore**

**WCBM, BALTIMORE, MD. 10,000 WATTS ON 680 KC AND 106.5 FM, A CBS RADIO AFFILIATE**
you always win when you use WGAL-TV

Only single medium assuring full sales power in the entire region . . . a multi-city market including the metropolitan areas of Lancaster, Harrisburg, York, and many other communities. And, area-wide, the Channel 8 viewing audience is unequaled by all other stations combined. This is full sales power. Use it to build sales and increase profits.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

BROADCASTING, March 25, 1963
The thing to do

Newton N. Minow is still publicly refusing to confirm (or deny) Broadcasting’s Feb. 11 report that he will resign soon as FCC chairman, but he’s done some research that chairman who intended to stay on would not be apt to do. In private conversation last week he said he had looked up tenures of former FCC chairmen and found they had served average of about two years. Mr. Minow passed his second anniversary in office March 2.

Schroeder-Quarton-Strouse

It’s odds-on bet that William Schroeder, vice president-general manager of WOOD-AM-FM-TV Grand Rapids, will be elected chairman of NAB joint board to succeed Clair R. McCollough, president of Steinman stations. And pre-NAB convention grapevine has Ben Strouse, president, WWDC-AM-FM Washington, slated to succeed Mr. Schroeder as chairman of radio board. William B. Quarton, president, WMT-AM-TV Cedar Rapids, Iowa, incumbent chairman of television board, is expected to be re-elected.

Mr. McCollough has stiff-armed draft to retain joint board chairman-ship since he’s taken on added responsibilities of supervision of recent Steinman acquisitions (KOAT-TV Albuquerque and KVOA-AM-TV Tucson). He’ll serve until June board meeting, but election of radio and tv board heads will come during next week’s NAB convention in Chicago.

Treyz to Schick

Ollie Treyz, ex-ABC-TV president who resigned last week as vice president of Warner Bros., will join Schick Inc. as executive in charge of sales promotion and merchandising. Company plans immediate expansion of its electric and safety razor business to differ from full line of men’s toiletries and related masculine product items. Mr. Treyz is expected to visit Schick manufacturing headquarters in Lancaster, Pa., this week, returning from Florida vacation.

Schulke to Fm Assn.

National Assn. of FM Broadcasters has found its man. James A. Schulke, director of advertising and sales promotion of Magnavox Co., is slated to become chief executive officer of NAFMB, with headquarters in New York following NAB convention in Chicago next week. NAFMB meets March 30 in Chicago and is expected to ratify appointment cleared last week by 12-man board of directors. Mr. Schulke, former vice president of Paramount Television Productions and in charge of KTLA (TV) Los Angeles, has had extensive agency background (Y&R) and has been in talent field with James Saphier. His assignment: To do for fm what RAB and TVB are doing for am radio and tv.

As advertising-sales promotion head of Magnavox, Mr. Schulke was actively engaged in development of plan for fm promotion underwritten by that company to extent of $150,000 appropriated for block time purchases on NAFMB member stations. Plan was developed by Frank Freimann, Magnavox president and strong proponent of commercial fm as quality aural service.

Fee bite revived

Proposal that FCC charge fees for all applications is being revived and showdown vote is expected soon. Fee idea was bombarded when released for comments last spring (Broadcasting, May 21, 1962). But some commissioners, notably Chairman Minow, still favor it. So does Bureau of Budget, which would like all regulatory agencies to pay their way. Proposed fee schedule has been revised, but fees that would be charged broadcasters are same as those included in original plan released last year.

Specials on spec

David Susskind, head of Talent Assoc.-Paramount Ltd., has bought script for 90-minute dramatic special written by actor-writer Peter Ustinov and has signed Mr. Ustinov and Anthony Quinn to star in it. Story is called “The Velvet Knife” and is set in Italy in period immediately following Mussolini’s death. No sponsor or network has been set. Mr. Susskind also has deal with Lawrence Olivier to star in second 90-minute special. Mr. Olivier’s first appearance on U.S. tv was in another Susskind special, “The Power and the Glory,” last season.

Renewal relief?

Relief may be in sight for harried radio broadcasters on license renewal forms. Oral motion, made at last Wednesday’s FCC meeting by Commissioner Fred W. Ford, that an en banc hearing be held to procure updated information on how am radio operates these days (as distinguished from pre-television era when present forms were adopted) was unanimously approved. Staff was instructed to prepare document on role of modern radio in relation to tv and fm broadcasting. FCC previously had decided to separate am and tv renewal forms.

By procuring from broadcasters informed judgment on modern radio operations, FCC would be in position to revise Part IV of renewal form relating to program service, recognizing differences and possibly eliminating category breakdown so that supplemental statement would suffice.

Little left to sell

ABC-TV is close to SRO on its Arrest and Trial programs for next season. Ford division of Ford Motor Co., through J. Walter Thompson Co., has affirmed order for all of 45-minute Arrest and two other advertisers—one is Liggett & Myers Tobacco, also through JWT, and other unidentified—are signing for Trial, other 45-minute show in back-to-back scheduling on Sunday evenings. Sales will leave two minutes open in Trial. Shows are part of new concept wherein they can be seen as “package” but one is not dependent on viewing of other.

Shirt sleeves

Warm-up for FCC’s shirt-sleeve panel at NAB convention in Chicago next Wednesday (April 3) is scheduled for today (March 25) at Mayflower Hotel in Washington. In addition to seven members of FCC, NAB Joint Board Chairman Clair R. McCollough, who will be moderator, and NAB President LeRoy Collins, will be on hand. Last year charges of “rigged” panel developed because NAB permitted FCC to screen questions submitted in advance and to throw out those considered too “controversial.” Moreover, questions were assigned in advance to individual commissioners, and audience was not told that session had been “rehearsed.”

About face

It will be another two or possibly three weeks before FCC opinion denying seven vhf drop-ins is released. That’s because Broadcast Bureau had written decision other way, i.e., to authorize drop-ins. Upshot is staff had to jettison half-inch-thick document and start over to write opinion justifying 4-3 opinion against drop-ins.

Although ABC has already petitioned FCC to reconsider denial, formal request for reconsideration can’t be filed until official decision is published. Two-station vhf markets in which third v at less than standard separations would have been dropped in are Johnstown, Pa. (ch. 8); Baton Rouge, La. (ch. 11); Dayton (ch. 11); Jacksonville, Fla. (ch. 10); Birmingham, Ala. (ch. 3); Knoxville, Tenn. (ch. 8) and Charlotte, N. C. (ch. 6).
What to Do with Six Straws in a Dry State

WMAL's redoubtable VP and general manager, Fred Houwink, is also a keen puzzle buff. He and a band of WMAL cohorts, heading to Chicago for the NAB convention, took to the rails after being grounded by weather. The group had just settled down to the long haul in the club car of the Capitol Limited when the train entered a dry state.

Finding himself with six straws and no glass in one hand and time* on the other, Fred suggested a problem to while away the thirsty stretch.

He cut two of the six straws in half. Then he asked his cohorts** to use the eight pieces (four long and four short) to construct three squares of equal size.

If you're not a straw man, check with us for a solution. If you are, send us your answer (use one color to designate short straws, another for long)—for a suitable reward.

*Harrington, Righter & Parsons, Inc. dispense another kind of Fred's time—the number-one-in-its-time-slot type (according to latest NSI for Washington) on Monday, Tuesday and Wednesday at 11:30 PM with Thriller, as SurfSide 6 and Checkmate. Check HR&P for availabilities.

**Since you asked, they were, reading from left to right:
Neal Edwards, Harold Green, Ted McDowell, Dick Stakes, Al Powley, Stan Hamilton and Herb Victor

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.
Address answers to: Puzzle #76, WMAL-TV, Washington 8, D. C.
WEEK IN BRIEF

Heaviest number of broadcasters ever expected to flood Chicago for NAB's 41st annual convention. More than 40 organizations plan separate meetings, film producers are staging own show, and 71 manufacturers are exhibiting in largest exhibition in association history. See...

OFFICIAL AGENDA, EVENTS... 82
WHERE TO FIND IT... 122
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MAJOR DISPLAYS AT EXHIBITS... 96

Heavy trend toward "on-network" tv shows in overseas market reported, with more than half of exported productions being run in foreign countries at the same time they are being shown on U. S. networks. See...

NEW SHOWS SEEN OVERSEAS... 27

Congressional committee opens up with big guns on Pulse and Nielsen. Investigators rake Pulse activities and imply that Nielsen devices can be rigged. Researchers fight but committee hints worst is to come. See...

'CON' LABEL PUT BY HARRIS... 34

SPECIAL REPORT: TFE-'63

The boom in syndicated and feature film product for tv lies in a single result: successful selling for the advertiser. Selling patterns have changed, but film producers continue on top of market. See...

SUCCESSES BUILD MARKET... 59

Under Newton Minow's leadership the FCC has moved hard and fast into tougher regulation—approaching in minds of many broadcasters the forbidden area of censorship. Expected is chairman's swan song. See...

TWO BUSY YEARS WITH MINOW... 53

All channel tv receivers are on the market and have been for months. All major set makers have vhf-uhf sets, with price differences running $20-$30. Come April 30, 1964, all-band receivers only. See...

VHF-UHF OUTPUT PERKING... 136

NAB charges FCC with attempted censorship in hearings in Chicago and Omaha. Association labels city-wide proceedings "irresponsible" attempt to impose "illusive" views on programming. See...

LOCAL HEARINGS CENSORSHIP... 128

Commissioner Lee has resignedly given up in his campaign to move all tv into uhf band. He tells EIA meeting that change in multiple ownership rules, permitting ownership of five v's and five u's may help uhf. See...

LEE CONCEDES ALL-UHF TV... 136

There's a big demand for more and better syndicated film programs by television stations. Survey shows that three out of four stations would like to have more shows from syndicators for use in prime time. See...

STATIONS LOOK AT FILM... 72

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WHAT IS THE MEASURE OF A BROADCASTING STATION?

The pleasant folks* pictured here are part of a local Connecticut television show ... a show which, consistently, has bested nighttime network competition. Titled "What in the World," the program is basically a quiz . . . which insults neither intelligence nor credibility . . . on the geography, history and architecture of the world's interesting places . . . and the habits, customs and accomplishments of people. The prizes are modest . . . and they don't go to people but to institutions which have need.

Funny thing about the show! It has only one commercial, three minutes long, smack dab in the middle of the program, . . . and, usually, it is so interesting, it draws fan mail!

We'd like to take full credit for "What in the World" but must hasten to assert that it is the brainchild and production of Baker Advertising of Hartford. We do take credit, however, for recognizing its merit and charm a long time ago. In fact, "What in the World" has been on WTIC-TV as long as the station has been telecasting.

Sorry — but "What in the World" is not for sale. It is sponsored by the Electric Companies of Connecticut, as it has been since its very first broadcast.

*Left to right: John F. Schereshefsky, Director of the Rumsey Hall School; Aline Saarinen, art critic; Charles C. Cunningham, Director of the Wadsworth Atheneum; James N. Egan, attorney; Ben Hawthorne, announcer, and Quizmaster John Dando, Associate Professor of English at Trinity College.

WTIC TV3
Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Righter & Parsons, Inc.
NIelsen CO. ASKS FCC/NAB RATINGS AID

Company witnesses coming back to House probe tomorrow

A. C. Nielsen Co. witnesses suggested to House subcommittee investigating broadcast measurement business Friday (March 22) that FCC and NAB become involved in straightening out some of problems in ratings.

With three weeks of ratings investigation behind them, members of Special Subcommittee on Investigations concentrated fully on Nielsen, giant of ratings industry, whose witnesses will return to stand tomorrow (Tuesday) afternoon as congressmen try to wind up hearings this week.

In Nielsen’s nine-point suggestions on ratings problems, firm recommends asking “FCC and/or NAB to take strong stand” to discourage outside interference in sampling, and to develop standards for deciding when “hypooing” occurs during rating surveys. Other suggestions: government credentials for ratings firms, technical committee on radio research, complaint bureau on ratings abuses, uniform definition for metro areas.

Returning to question whether Niels
ten firm recommended that MBS and ABC Radio add more 50 kw stations (see page 35), counsel Robert E. L. Richardson revealed Nielsen presentations to networks which showed about 50% of NBC and CBS Radio audiences accounted for by “powerhouse” stations.

After showing standard error in Nielsen Cumulative Audience reports ranges between 50,000 and 100,000, subcommittee pointed out Nielsen vice presidents advised MBS on interpretations of WOR, WINS, both New York, audience shares of between .5 and .8. Such precise figuring was “perfectly ridiculous,” said Dr. Herbert Arkin, subcommittee statistical consultant.

In other evidence showed Nielsen, which in 1952 presented strongly worded tack on mail ballot system used by competitor Broadcast Measurement Bureau, adopted method as its own in next NCA report after BMB died.

Nielsen witnesses said 100 of 1,150 tv homes used in national sample will be changed by fall of 1963, based on 1960 census. Firm admitted that homes now are based on modified sample constructed in 1947 with 1940 census data.

Cox to take FCC oath Tuesday from Douglas

Kenneth A. Cox is scheduled to be sworn in as FCC commissioner tommorow (March 26) by Associate Justice William O. Douglas of Supreme Court.

Mr. Cox, now Broadcast Bureau chief, had planned to assume office last week, but President Kennedy left for Central American trip without signing official commission. Signature still was lacking late Friday, but White House said commission would be signed in time for ceremony in FCC meeting room.

FTC hits St. Joseph ads based on medical study

False advertising charges were leveled against Plough Inc.’s St. Joseph aspirin by Federal Trade Commission Friday. FTC charged that St. Joseph newspaper, magazine and tv advertising incorrectly stated results of analgesic study reported in Dec. 29, 1962, Journal of American Medical Assn.

Also charged in complaint is Plough’s advertising agency, Lake-Spiro-Shurman, Memphis. Tv spots claimed “America’s leading medical journal reports St. Joseph aspirin is your ‘best buy’ in pain relief,” FTC said.

Opinions expressed in Journal article are those of clinical investigators, not AMA, according to complaint. Similar charge of false advertising in use of same study has been made by FTC against Bayer aspirin (BROADCASTING, March 18).


Bailey, Miller limit equal time exemptions

Chairmen of Democratic and Republican National Committees urged Congress Friday to suspend equal-time section of Communications Act for 1964 presidential and vice presidential races.

But Democrat John M. Bailey and Republican William E. Miller opposed extending suspension to candidates for lesser offices.

Party leaders gave views to House Communications Subcommittee, which is considering administration-backed measure (H Res 247) to waive equal-time requirement as it applies to presidential and vice presidential candidates (BROADCASTING, March 11).

Rep. Oren Harris (D-Ark.), chair-

more AT DEADLINE page 10

Hosts take note!

With NAB convention activities to be closed down Tuesday afternoon (April 2) in Chicago, delegates will have no choice but to go to hospitality suites if they want liquid refreshments.

And, note to hosts—stock up early because all public liquor sales will be prohibited in Chicago that day until after 6 p.m. Even host hotel will not be able to replenish stocks because Chicago municipal elections fall on same day. Local law requires all bars and liquor stores to close while polls are open.

Old ‘friend’ of broadcasters, Lar (America First) Daly, is write-in candidate for mayor, running against Democratic incumbent Richard Daley and Republican challenger Benjamin Adamowski.

man of parent Commerce Committee and sponsor of resolution, said “more experience” with manner in which broadcasters handle political broadcasts would be desirable before extending suspension to lesser candidates.

Party chairman said suspension of law in 1960 to permit debates between presidential candidates John F. Kennedy and Richard M. Nixon contributed greatly to education of electorate on campaign issues.

But they said present law must be retained for protection of candidates for local and state office.

Mr. Bailey said “until we have conclusive, concrete evidence there will be no abuses,” state and local candidates should have protection of present law.

Salinger counterattacks; asks study of news media

Pierre Salinger, White House news secretary, slung charges of news management by Kennedy Administration back at “city editors and managing editors” of newspapers and radio and tv “news directors.”

Responding to mounting criticism of administration’s news activities (see page 130), Mr. Salinger told Women’s National Press Club in Washington Friday that study should be undertaken to determine whether newspapers, magazines and radio-tv are being operated in public interest.

BROADCASTING, March 25, 1963
WEEK'S HEADLINERS

Albert A. Klett, vp-director of Seven Arts, Los & Brorby, Chicago, named vp in charge of creative services. In his new position, Mr. Klett will be responsible for all of agency's broadcast and print creative work. Harold Kaufman, creative group head, appointed director of radio-tv production. Mr. Kaufman has been with NL&B for nearly four years and previously had been with Leo Burnett Co., Chicago.

Thomas D. Tannenbaum, executive assistant to Ray Stark, vp of Seven Arts Productions, named to post of vp in charge of newly created tv production department. Mr. Tannenbaum will head new tv production effort for Seven Arts (see story, page 143). He has served as associate producer on Seven Arts' motion picture "Rampage" for Warner Bros, release and served as head of Famous Artists Television before joining Seven Arts. He will divide his time between New York and Los Angeles.

Kenneth C. T. Snyder, senior vp of Needham, Louis & Brorby and manager of agency's Hollywood office, resigns as of April 1 to become president and executive producer of The Funny Co., which will produce 260 five-minute color animated programs of same name, which Mattel Inc. (toymaker) will use as advertising vehicle in major markets in 1964 (Broadcasting, Feb. 11). Mr. Snyder and Charles B. Koren, former MCA vp, have formed Snyder-Koren Productions, radio-tv commercial and programming consultancy, to create and produce advertising for both advertisers and agencies. Mr. Koren is vp of The Funny Co.

Theodore F. Shaker assumes responsibility as acting general manager of WABC-TV New York, replacing Joseph Stamler, vp and general manager, who has resigned over policy difference. Mr. Shaker also is president of ABC-owned tv stations and of ABC Television Spot Sales. Also resigned is Arthur Gross, WABC-TV program manager. Richard Beesly, sales manager of Los Angeles office of ABC Television Spot Sales, replaces James E. Szabo as WABC-TV general sales manager. Mr. Szabo may move into another sales area at ABC. Mr. Beesly served in station sales posts in Los Angeles, Chicago and New York.

Edward A. Warren, program director of WBKB-TV New York, appointed program director for ABC-owned tv stations. Prior to joining WNBC-TV in May 1962, Mr. Warren was director of programming for WGN-TV Chicago. In his new position, he will report to Theodore F. Shaker, president of division. ABC-TV Stations are WABC-TV New York; WBKB (TV) Chicago; KGO-TV San Francisco; KABC-TV Los Angeles; and WXYZ-TV Detroit.

Ford, Marlboro take CBS-TV pro football

Ford Div., Ford Motor Co., through J. Walter Thompson Co., both Detroit, and Philip Morris Co. (Marlboro cigarettes), New York, have each signed for quarter share sponsorship of 94-game regular season schedule of National Football League over CBS-TV, starting Sept. 15 and running through Dec. 15, CBS-TV announced Friday (March 22). Remaining half-sponsorship will be on regional basis.

Three games will be presented nationally, according to William C. MacPhail, vice president of CBS Sports. Twelve regional networks will carry remaining games, presenting seven contests simultaneously on Sundays.

Couric warns against public service laws

"Paste public service [broadcasting] on the statute books in the form of 'thou shalt devote so much time to public service programming' and you will have killed charity," John Couric, NAB pr manager, said last Friday.

In Philadelphia speech before Goodwill Industries luncheon honoring broadcasters, Mr. Couric warned against any attempts to "fence in" radio-tv's freedoms to act in public service. Broadcasters, he said, do not need "a marked map" to guide them in meeting needs of public. He criticized "the blackballers of broadcasters . . . automatic reactors at the mention of . . . radio, tv or broadcasting" and "kneelkerc critics who kick the electronics media without knowing why."

Alcoa drops 'Premiere' for Huntley-Brinkley

Aluminum Co. of America next fall drops 10-year formula of identifying itself with particular tv entertainment programs. It will turn to "greater reach and frequency" of new half-hour Huntley-Brinkley Report on NBC-TV (Mon.-Fri. 7-7:30 p.m. EST).

Alcoa, currently sponsor of ABC-TV's Alcoa Premiere, has bought 78 quarter-hours (in 52-week schedule) of Huntley-Brinkley, according to Alcoa's agency, Fuller & Smith & Ross, New York. Budget for new show is about $4 million; budget for Premiere, $4.1 million. Premiere's last play will be Sept. 12, and sponsorship in half-hour news show starts Sept. 9.

EIA pushes for repeal of tax on all-channel tv

Electronic Industries Assn. is going to try to get excise tax removed from all-channel tv sets. Board of directors Friday authorized staff to work for removal of 10% impost after hearing Robert W. Galvin, Motorola president, report that elimination of fee would permit all-band receivers to be sold at near same price as present vhf-only sets. EIA board of directors' action came after consumer products division urged move and legislative committee opposed on ground industry is better served by working for administration's tax reduction program (see earlier story, page 136).

For other personnel changes of the week see FATES & FORTUNES

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BROADCASTING, March 25, 1963

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In Detroit...

WWJ NEWS is all GO!

WWJ Newsman Dick Westerkamp interviews U. S. Immigration officer.

Ven Marshall covers salvage of British motorship "Montrose".

Fran Harris chats with popular circus performer visiting Detroit.

Britton Temby interviews one of the city's leading businessmen.

Don Perrie, hot after a story, climbs into WWJ Newsmobile.

Dwayne Riley investigates recent medical advances.


Kirk Knight is at scene of a major Detroit fire.

No schedule-shackles. No clock-straitjackets. Whatever it takes to get the story and get it across, WWJ News does. Result — spontaneous, accurate news coverage from the word GO!

THE

WWJ NEWS STATIONS

WWJ-TV

Owned and Operated by The Detroit News • National Representatives: Peters, Griffin, Woodward, Inc.

BROADCASTING, March 25, 1963
DATEBOOK

A calendar of important meetings and events in the field of communications
*Indicates first or revised listing

MARCH

"March 25—Hollywood Ad Club Shirtsleeves session on "Creative Media Selling." 12 noon to 2:30 p.m., Hollywood Roosevelt. Emil Reisman, advertising manager, Gallenkamp Shoe Stores, chairman. Rick Clark, Relaxator; David Blair, Bullock's department store; Robert Forestal of McNaughton, Laub, Forestal and Jeff Rogers of Honig-Cooper & Harrington will report on successful advertising ideas contributed by media salesmen. Jack O'Mara, TVB western manager, will preside.

March 25-26—Institute of Electrical & Electronics Engineers, international convention, New York Coliseum and Waldorf-Astoria Hotel.

"March 26—Federal Communications Bar Assn. luncheon meeting in the grand ballroom of the Willard Hotel, Washington, D. C. Kenneth A. Cox, new FCC commissioner and former chief of the commission's Broadcast Bureau, will speak.

March 26—Final date for the filing of applications for ch. 5 in Boston. Applications will compete comparatively with present occupant WBDH-TV.

March 26—Board of Broadcast Governors hearing, Ottawa.

March 27—Eleventh annual Management Conference of U. of Chicago, McCormick Place, Chicago. The one-day conference is sponsored by the Graduate School of Business and the university's Executive Program Club. Charles G. Mortimer, chairman of General Foods Corp., White Plains, N. Y., will speak at the evening conference banquet on "Developing a Climate Conducive to a Growing Economy."


March 29—The Chicago chapter of Sigma Delta Chi (The Headline Club) dinner meeting, 6:30 p.m. (cocktails 5:30), Sheraton-Blackstone Hotel. Pierre Salling, White House news secretary, will speak on managed news and other press-government friction.

March 29—Advertising Women of New York, NAEB, Annual Fair Ball, Grand Ballroom, Waldorf-Astoria Hotel, New York City. Cocktail service, 6:30 p.m.; dinner, 8:00 p.m.; dancing to Lester Lain's orchestra from 8:00 p.m. to 2:00 a.m.

March 29—Twenty-fourth annual convention of the Assn. of Background Music Operators, Conrad Hilton Hotel, Chicago.

March 29-30—Spring conference of Sixth District (Illinois, Indiana and Michigan) of Advertising Federation of America, Sheraton-Chicago Hotel. Host organization, Chicago Federate Advertising Club, extends welcome to broadcasters. Speakers include AFA Board Chairman George Head, National Cash Register Co. and AFA's new president, Mark F. Cooper. Celebrity reception is scheduled March 29, 6:45 p.m., at Mid-America Club.

March 29-30—National Assn. of Educational Broadcasters Region II conference, Tampa, Fla. WEDU (TV) Tampa-St. Petersburg (educational ch. 3) is host station for conference and its general manager, LeRoy Lastinger, is conference chairman. Among the speakers are William Harley, NAEB president, and Richard Hull, of Ohio State U. AFB board chairman.

*March 30—Annual meeting, National Assn.
help for busy teachers
hope for crowded classrooms

Today, education in America faces a severe challenge. An accelerating world requires new and broader curriculums. An expanding population begs for more teachers, more classrooms.

Many communities have turned to Educational Television as an imaginative way to expand course subjects, to bring more effective teaching techniques into the classrooms without sacrificing personalized instruction.

Because of our long experience in the research and development of telephone, television, and defense communications networks, it was natural that the Bell System was called on to develop facilities for one of the first ETV networks in the country, in Hagerstown, Maryland.

We have since helped pioneer the first state-wide, closed circuit Educational Television system, in South Carolina.

In doing this, we have developed a transmission service that provides several channels of instruction. It is low in cost and makes use of the service and maintenance facilities of local Bell Telephone Companies in communities of any size.

Helping communities like yours find the answer to better learning through Educational Television is just one more way of putting Bell System research and skills to work serving you and your family.

BELL TELEPHONE SYSTEM
Owned by more than two million Americans
of Fm Broadcasters, Conrad Hilton Hotel, Chicago.

March 31—Board of directors meeting, Institute of Broadcasting Financial Management, 9 a.m., Blackstone Hotel, Chicago.

March 31—Assn. of Maximum Service Telecasters annual membership meeting, Conrad Hilton Hotel, Chicago.

March 31—Annual meeting of the Assn. of Professional Broadcasting Education, Chicago. Dick Mendehall, editorial director of WSB-AM-FM-TV Atlanta, Ga., and Worth McDougall, head of radio-television at the University of Georgia’s School of Journalism, will speak.

March 31-April 3—Annual NAB convention, Conrad Hilton Hotel, Chicago.

APRIL

*April 1—Annual stockholders meeting, Wometco Enterprises Inc. 400 North Miami Ave., Miami, Fla.

April 1—Deadline for petitions to FCC for reconsideration of its new rates for leased, private telegraphic services and establishment of special press rates for wire services.

April 1—Deadline for comments on FCC proposed rulemaking to reserve ch. 36 in Allentown for etv use, assign ch. 36 to Altoona, ch. 3 to Clearfield, ch. 65 to Harrisburg, and ch. 68 to Scranton, all Pennsylvania, for etv use.

April 1—Deadline for comments on FCC proposed rulemaking to add ch. 18 to Gaithersburg, Md.

*April 1—Eighth annual membership breakfast meeting of TV Stations Inc., Mayfair Room, Sheraton-Blackstone Hotel, Chicago. Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson International, will be guest of honor and principal speaker. Other speakers will be W. D. (Dub) Rogers, TV Inc.’s chairman, who will also preside, and the organization’s president, Herb Jacobs.

April 2—Premium Advertising Conference, conducted by Premium Advertising Association of America, McCormick Place, Chicago. The theme of the conference, which is held in conjunction with the National Premium Buyers’ Exposition is “Operation Greater Economic Growth Through More Productive Advertising and Sales Promotion.” Featured speakers are Dr. Arno Johnson, vice president and senior economist at J. Walter Thompson Co.; Stanley Goodman, president of Sales Promotion Executives Assn.; Richard F. Tomlinson, president of Food Field Reporter and Food Topics; Daniel L. Goldy, U. S. Dept. of Commerce; and William Dunham, president of Premium Advertising Assn. of America.

April 3-5—Assn. of National Advertisers West Coast meeting, Santa Barbara Biltmore Hotel, Santa Barbara, Calif.


April 6—American Women in Radio & Television, Presentation ‘63 workshop, 10 a.m.-12:30 p.m., TV wing, McCann-Erickson Inc., 455 Lexington Ave., New York.

April 6—Georgia AP Broadcasters Assn. meeting, Atlanta. News clinic featuring specialists in various phases of broadcast news coverage. Awards banquet at night, with AP Assistant General Manager Louis Kramp speaking.

April 11—Seminar on radio broadcasting and community leadership under joint auspices of Southern California Broadcasters Assn. and U. of Southern California Dept. of Telecommunications. USC campus, Los Angeles.

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**BROADCASTING**

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EDITOR AND PUBLISHER

Sol Taishoff

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*Reg. U. S. Patent Office

Copyright 1963 Broadcasting Publications Inc
Another important plus... documented research tells the story!

They like us

WGN Radio has the most highly respected programming in Chicago. Chicago area adult listeners rate* WGN first in these categories...

- Good program variety
- Well-rounded news coverage
- Good sports coverage
- Good taste
- Advertising of high quality products
- Broad family appeal
- Appeal to intelligent people

That's why we reach more

WGN Radio reaches the largest audience of any broadcasting station west of the Hudson River. (NCS, 1961—1,677,600 homes reached weekly.)

WGN Radio reaches more homes and more cars than any other Chicago radio station. (NCS, 1961; The Chicagoland Auto Radio Audience Survey, 1961.)

For ten consecutive months, WGN Radio has reached more homes per average quarter hour (6 a.m. to midnight) than any other Chicago radio station. (NSI Bi-Monthly Radio Reports, April, 1962—January, 1963.)

That's why we say

WGN IS CHICAGO

The most respected call letters in broadcasting

Big-as-all-outdoors!

"THEY CAME TO CORDURA"... Gary Cooper, Rita Hayworth and Van Heflin lead a brilliant array of top Hollywood and Broadway performers in one of the most exciting adventures ever brought to the screen. Robert Rossen's taut direction makes it a memorable outdoor film. It's another of the 73 great box-office hits, newly released for television, that have been added to the roster of the COLUMBIA POST-48's.
**Properly assayed**

**Editor:** Congratulations on an accurate, honest appraisal of the West Virginia economy. Want 1,000 reprints of your march 18 Ohio Valley special report.—Tom Garten, WSAZ-TV Huntington, W. Va.

**Editor:** The West Virginia centennial commission deeply appreciates your presenting the positive side of the West Virginia story in our centennial year.—Carl R. Sullivan, executive director, West Virginia Centennial Commission, Charleston.

**Fm trouble at the top**

**Editor:** An acute problem exists for many fm broadcasters.

Most, if not all, small market fm stations are hard-pressed to sell advertising. Fm service is supported by am income in the hope that the increasing popularity of fm will one day make it a saleable medium.

To illustrate the point of this letter, our WRFL (FM), after 17 years of operation made possible because of the remote control provision of the FCC rules, is faced today with the necessity of discontinuing this service because of the new FCC automatic logging provision. As of April 8 a first class license holder must personally inspect all transmitting equipment DAILY and log his visit, stating need for remedial action and what steps were taken to perform it.

The WRFL transmitter is in the Blue Ridge Mountains, virtually inaccessible for days at a time during winter months and during spring thaws. It is six miles from the nearest passable road.

It boils down to the addition of two extra engineers and a road crew for an fm facility which can give no income for some years.

You can help by getting the word to those involved. It is remotely possible that if enough broadcasters petition the FCC for a stay, one might be granted. At best these fm stations with remote mountaintop installations should explore the FCC to carefully consider the consequences.—Philip Whitney, general manager & chief engineer, WRFL (FM) Winchester, Va.

**Carried to the extreme**

**Editor:** FCC Chairman Newton Minow, in his testimony before the House judiciary antitrust subcommittee last week, expressed a view that seems to me to be interesting in its implications. He defined the public interest as set out in the Communications Act as including the well-being of newspapers. . . . Since Mr. Minow is not considering licensing newspapers as well as protecting them by a kind of indirect subsidy, it would seem he is stretching the concept of the public interest.

If newspapers are to get a boost by the granting of valuable licenses over other equally worthy applicants, why not also insure that these publications are in fact operating in the public interest? How about an examination of the readership firms so that newspapers can experience the "tar brush" of congressional investigation?

I hope that if the commission does begin to award broadcasting licenses to newspapers as a boost to their economic misfortunes that it will also encourage the other benefits that go along with operating in the public interest.—M. C. Topping, assistant professor, Oklahoma State U., Stillwater, Okla.

**Mr. Martin's remarks**

**Editor:** In reporting my remarks at the state presidents' conference (Broadcasting, March 4), your man has placed quotation marks around a statement I didn't make. Since it relates to the sentiments of the membership of the Colorado Broadcasters Assn., I would appreciate a correction.

I did not say that the membership of CBA was "not interested in anything the NAB has to say." What I said was that our membership had requested that our convention program this year omit an appearance by an NAB staff member paraphrasing Mr. Collins . . . Bob Martin, president, Colorado Broadcasters Assn.

[An experienced Broadcasting reporter made notes when Mr. Martin delivered his remarks. The story has been described as accurate by NAB executives.]

**Old diaries not used**

**Editor:** This . . . concerns page 46, March 18 Broadcasting: "company obtains multiple-market data by using its old sample by referring to diaries stored in warehouse . . ."

Any multiple market composite undertaken by us concerns the problem of sample design and distribution. We do not refer to old diaries for current information on viewing. We do observe the geographic distribution of past samples from tables we have; study Census of Housing data; current set ownership patterns; and then design multiple-market subsamples. Current diaries are then sent such a sample when multiple-market composites are studied. All of this is separate and distinct from local market sample work.

The foregoing is quite different from the statement in Broadcasting and I believe the confusion comes from the terms of the subsample and past sample distribution in the letter I left with [your reporter] at the hearings. . . .—Allan V. Jay, Videodex Inc., New York City.
Only the sunshine covers South Florida better than WTVJ

South Florida's Largest Daily Circulation

WTVJ
A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.
LOOK IN AT THE LION’S DEN* when visiting TFE ’63 in Chicago, March 30-April 3. That’s where you’ll find the usual MGM hospitality—and a full complement of TV programs for stations. *MGM Television, Washington Room, Pick Congress Hotel.
LOOK WHO'S BACK* America's favorite light-hearted sleuths are now available for the first time on a market-by-market basis. Get full details about The Thin Man series at the MGM suite at TFE '63. *Phyllis Kirk, Asta, Peter Lawford.

1540 BROADWAY, NEW YORK 19 • CHICAGO • CULVER CITY • TORONTO
Are tv commercial production costs really up?

If a good one-minute tv spot cost $5,000 to produce in 1958, how much would it cost today—$5,000? $10,000? $15,000?

If you estimated $10,000 or more, you’re probably a client. If you estimated $5,000 or less, you probably run a production house—and, incidentally, you’re probably right!

Of course, total tv advertising costs are rising. Talent re-use payments have skyrocketed as a result of recent contracts negotiated by the Screen Actors’ Guild and American Federation of Television & Radio Artists. Talent and air-time costs have gone up, too, along with the cost of living. On the production side some costs are up but others have come down.

Result: It needs cost no more to produce good commercials today than it did five years ago.

Why Higher Estimates? • If this is true, why are production estimates submitted by agencies so much higher? Because many agencies do not separate true production costs from non-production items. Their production estimates include charges for such non-production things as talent re-use payments, prop items that do not rightfully belong in a commercial production budget. The latter items seem to be increasing in scope and number.

Actual film production costs include only non-recurring items—not the production house, costs of special services or props, talent session fee, agency commission and local taxes.

This total should be shown separately from the residual costs which are completely dependent on the media buy. For example, if the gross commercial production cost was $8,000 and the spot was to be used in a one-city test market and had two on-camera performers, the session cost would be $199.50, including pension-welfare. However, if the same commercial were to be shown for 13 weeks on a prime network show, the session cost would be $1,092, including pension-welfare.

Agency failure to make clear that residual payments are dependent on the media buy has resulted in the widespread wrong impression that commercial production costs have risen.

Which costs have gone down? Chiefly production house profits. First, as a result of rising overall tv costs, clients are tending to produce fewer commercial spots and run them more often. Second, there has been a rapid increase in the number of companies producing tv commercials. Over 80% of the 236 New York City film producers are less than two years old.

Buyer’s Market • The resultant increase in the availability of talent has tended to create a buyer’s market. That’s why production houses sometimes charge less today for comparable services than they did five years ago despite a 20% increase in hourly rates of production unions.

To meet the competitive situation, they are turning to ingenious production methods, many of which are not only more effective for the product but more economical as well.

There are two good reasons why they can do this: 1) personnel and 2) mechanical. Greater experience, inventiveness and skill on the part of production personnel save time and costly mistakes. And improved equipment, which required a large capital investment, has resulted in reduced studio logistics costs.

For example, magnetic tape has revolutionized sound recording. Now, instead of having to record sound on film, then send it to the lab for developing and printing, which used to take a day or two and often resulted in errors that required costly re-recording, you can record directly on magnetic tape during shooting. Magnetic tape is to sound what video tape is to film.

Miniaturization and new light-weight cameras, lighting and sound equipment have greatly reduced studio and location shooting costs.

And finally the film itself, both black and white and color, has been improved radically. This allows more flexibility in shooting and cuts down on time previously required for critical lighting.

Jet Age Commercials • Furthermore, contrary to popular belief, location-shooting costs have actually decreased in many cases. Before the days of jet travel, a crew sent to Florida or the Caribbean during the winter months sometimes sat around for ten days or more waiting for good shooting weather. Today you can jet crew and talent directly to a guaranteed good-weather location, shoot the footage in one or two days and lower both talent and production costs.

For example, you can transport camera crew, agency producer and one actor from New York to Rio, where seasons are reversed, shoot your footage and bring them all back for approximately $2,000 (via jet economy flight).

Production houses, in cooperation with the unions, are doing more than their share to hold down tv commercial production costs. Here are several ways the agency production supervisor can save money in large chunks:

1. Schedule shooting during the October-March period and try to avoid the peak production months.
2. Do not insist on using a certain producer when he’s already up to his ears. “There’s only one man who can do this”. . . is a lot of nonsense . . . and can cost a lot of money.
3. Avoid crash-production schedules. Overtime in shooting, editing or labor work doubles the cost.
4. Urge creative staff—writers, artists and producers—to develop inventive new ways of reducing talent re-use payments which may even increase the effectiveness of the commercial.
5. Make multiple use of sets and props whenever possible.

It’s true that tv commercial production costs are not higher today than they were five years ago. Prove it to yourself. Pull out a storyboard shot in 1958. Select the right production company and cost it out, applying some of the economy tricks you’ve learned since then. You may even find you can do it better for less!

Edward H. Mahoney has been in the advertising agency broadcast field for 16 years. Prior to joining Fuller & Smith & Ross Inc. in 1960 as vice president and manager of broadcast, he was vice president in charge of television for Cunningham & Walsh in New York for three years. Before that, he was vice president of commercial tv for Benton & Bowles for eight years. Mr. Mahoney was graduated from Harvard College where he also did graduate study in architecture.
It Takes RPM To Move The Goods!

Ratings ...
Programming ...
Merchandising ...

you get more with WELI's RPM Radio! Depend on BIG-Buy WELI for IMPACT in the rich New Haven-centered market! Ten strike!


WELI/960 THE SOUND OF NEW HAVEN/5000 WATTS

BROADCASTING, March 25, 1963
They told Police Chiefs of a plan to televise their Departments in action, in a case that (1) dramatizes the forces that lead to crime and (2) adds a chapter to the record of heroic police service.

More than a score of metropolitan PD's responded enthusiastically. They are bringing before the camera the REAL culprits, the "innocent bystanders", the victims and the officers involved in a REAL AND IMPORTANT CASE IN ITS FILE. Result:

1963's Great Law Enforcement Series

POLICE CHIEF F. C. RAMON, Seattle, states:
"This television series illustrates the desperately dangerous risks the Policeman faces on the job... and he faces them for the Community. The citizens should know about this and, above all, should know how they can help."

POLICE CHIEF C. L. SHUPTRINE, Houston, asserts:
"The modern criminal accentuates the demand for up-to-the-minute law enforcement agencies... flexible, dynamic and effective. This television program accurately portrays today's Police Departments in action.

SOLD!

WFBG-TV Altoona—Johnstown
WSB-TV Atlanta
WMAR-TV Baltimore
WHBF-TV Binghamton
WHDH-TV Boston
WSAZ-TV Charleston—Huntington
WLYH-TV Harrisburg—Lebanon—York
WZZM-TV Grand Rapids—Kalamazoo

WGN-TV Chicago
WKRC-TV Cincinnati
WTVN Columbus
WFAA-TV Dallas
WLW-D Dayton
KLZ-TV Denver
WJBK-TV Detroit
WJXT-TV Jacksonville

Learn details at
UA-TV's Hospitality Room
TELEVISION FILM EXHIBIT
Pick-Congress Hotel
Chicago, Mar. 30-Apr. 5
TV’s MOST POPULAR LAW ENFORCER

Documented Drama
of THE LAWLESS
AND THE LAW.

Available in COLOR
or black and white

In city after city,
LEE MARVIN talks
to real lawbreakers,
their victims,
witnesses,
arresting officers.
Before your viewers’
very eyes, he
reconstructs the crime
— the “why?” of it
—the “wrap up”
by The Law.

filmed WHERE THE LAW
IS BROKEN
at “the scene of the crime”

WHERE THE LAW
GOES INTO ACTION
at headquarters, on patrol

WHERE THE LAW
EXACTS ITS PRICE
in police court, prison

KFRE-TV Fresno
KPRC-TV Houston
WLW-I Indianapolis
KABC-TV Los Angeles
WMCT-TV Memphis
WTVJ Miami
WTMJ-TV Milwaukee
WLOS-TV Asheville

WNHC-TV New Haven
WDSU-TV New Orleans
WABC-TV New York
WFTV Orlando, Fla.
WFIL-TV Philadelphia
WHIC-TV Pittsburgh
WCSH-TV Portland, Me.
KXTV Sacramento

WSLS-TV Roanoke
KGW-TV Portland, Ore.
KSD-TV Saint Louis
KOGO-TV San Diego
KRON-TV San Francisco
KING-TV Seattle
WTVT Tampa
WRGB-TV Albany—Schenectady—Troy

UNITED ARTISTS TELEVISION

555 Madison Avenue, New York
Two leading communications systems in Indiana

IN TV: WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne
RADIO: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne
NEWSPAPERS: The Elkhart Truth (Eve.); The Mishawaka Times (Morn.)
NEW TV SHOWS SEEN OVERSEAS TOO

U.S. distributors get $36 million a year from programs now on networks here; second run sales add another $24 million

A steadily increasing trend to sales of "on-network" tv series overseas by U.S. distributors is looming as a greater factor in the evaluation of the global market.

This pattern of "on-network" sale is different from "off-network" in that it covers the U.S. distributor sale in foreign markets of tv programs—such as a Perry Mason or a Bonanza—currently being run on the networks in this country.

Television program distribution internationally recently is a near-$60 million business this year, and it's estimated conservatively that approximately 60% of this amount, or $36 million, will accrue from the "on-network" area alone.

A check last week of several leading distributors in the U.S. reveals that for many of these top firms, the "on-network" sales practice has supplanted the so-called "off-network" release of programs overseas as the principal revenue source in these markets.

The trend to "on-network," however, is not a new development, and is known to have started as far back as 1953, and for certain programs the pattern has grown over the years. During the 1962-63 season, in fact, approximately 75% of the three networks' prime-time programs were being sold abroad concurrent to their showing here.

Of the $60 million base projected by the television division of the Motion Picture Export Assn. for international distribution, the $36 million in "on-network" distribution is actually considered a conservative estimate. Here are some of the reasons:

- The largest and best-paying international markets, including the United Kingdom, Japan, Australia, Canada and Latin America—are demanding and purchasing the new shows while buying proportionately fewer of the older syndicated and off-network shows—that is, programs which have completed their cycles on CBS-TV, ABC-TV and NBC-TV.
- The most active international marketers—Screem Gems, MCA, NBC Films, CBS Films, and to a lesser extent, the William Morris Agency—are deriving in the neighborhood of 80% of their overseas gross from on-network sales, because they hold the rights to the programs.
- Off-network programs still find a market; but more and more, these productions will find exposure only on stations that cannot afford the newer, more expensive shows and will then face stern competition for time slots with the contemporaneous product.
- Prices Low — Even the active distributors of on-network programs acknowledge, however, that this growing sales pattern does not necessarily mean that overseas markets will pay more for these new shows. They agree unanimously that prices in virtually all overseas air are "unreasonably low" (story, p. 28) and such conditions as quotas, lack of inter-station competition, government monopolies and the availability of U.S. programs in abundance, creating a "buyer's market," have tended to perpetuate prices that U.S. distributors consider inadequate.

Willard Block, international sales manager of CBS Films, pointed out that this emerging pattern has had a subtle but unmistakable influence on depressing prices on occasions, especially for the only moderately successful show. He explained that if a network program is offered one year and not

Investigators snipe at Nielsen researchers

A House Commerce subcommittee had a big day last Thursday taking pot shots, in the name of public service, at the biggest of the television-radio research organizations, A. C. Nielsen Co.

For more than six hours the investigation group headed by Oren Harris (D-Ark.) pried into the methodology of the various A. C. Nielsen Co. broadcast reports (story page 34).

Main targets of the probers were Warren Cordell (left), Nielsen vice president and chief statistical officer in charge of the services, and Henry Rahmel, manager of the media research division and executive vice president. Others who appeared for the Nielsen firm were George Blechta, client relations vice president for station services, New York, and John Boesel, client relations vice president for national services.

The Nielsen witnesses were rouged up as they gave technical answers to lay queries and backed them up with sheafs of charts.
bought internationally, the buyer will insist upon a reduction in price if the
same show is placed on the market the following year. The rationale: the pro-
gram is old; it's been around.

Broadcasting's study last week indi-
cated more than 70 programs carried in prime network time have been sold
to foreign countries during the current
season. The outlook is for a widening
of this sales concept in 1963-64. An
independent study by one of the lead-
ing international distributors, who asked
to remain anonymous, reveals that con-
current programming to be offered
abroad for next season will amount to
a weekly minimum of 12½ hours of
comedy, 31½ hours of drama, 14 hours
of music variety, four hours of panel
shows and 4½ hours of news and public
affairs.

Though the "newness" factor men-
tioned by Mr. Block has been a prime
one in accelerating the growth of on-
network programs abroad, overseas dis-
tributors mentioned other considera-
tions:
• The opening up of stations in key
markets has stiffened competition
to some extent, and stations and adver-
sisers have insisted on programs they
consider "the best," which becomes
translated into "the latest."
• There is a psychological dimension
in that overseas operators want the
programs that are being played in the
number one tv market—the United
States—and are unwilling to play "sec-
ond fiddle." They also want the feeling
of decision-making, acting out the role
of a programming executive, by picking
the shows they predict will be "hits."
• The leading tv film distributors—
Screen Gems, CBS Films, NBC Films
and MCA particularly—have been ac-
tive in the global market for years and
have "used up" their older properties
to a considerable extent. Their pre-
eminence in network programming has
enabled them to consolidate their lead-
ership by selling their concurrent shows.

Growing Market • The practice of
buying concurrent programs dates back
at least to 1953 when several U. S.
shows were bought for Great Britain,
Canada and Australia have been on-
network purchasers for at least eight
years but have stepped up their number
in recent years. U. S. distributors ob-
served that in the last three years the
United Kingdom, Japan and Latin America
particularly have expanded their
concurrent programming purchases
and this practice has spread, on a more
limited basis, to other countries.

In some instances, an overseas broad-
caster may purchase a popular U. S.
series that has been running on a net-
work for several years, and may either
begin to program from the first year's
cycle or from the latest year's output.
In many instances, an overseas station
will buy the initial output, schedule it
52 weeks a year and eventually "catch
up" with the latest episodes.

Lloyd Burns, international vice presi-
dent of Screen Gems, voiced the view
that concurrent programs are demanded
particularly in the UK, Australia, Can-
da and Japan, but said that in Latin
America the main consideration is
"whether it's a good action-adventure
show." He added that it is SG's policy
to sell its new, network programs even
in smaller markets, irrespective of the
low price tag that it may accrue. There
is no attempt, he said, to fork over
instead of a current SG production on
a small-market overseas operator.

Programs for '63-'64 • From the
buyer's point of view, Charles Michelson,
chairman of the Export Department,
Inc., New York, which serves as a
selling agent in the U. S. for Television
Corp., Ltd., Sydney, reported that nego-
tiations now are in progress for pro-
grams to be carried during 1963-64.
Mr. Michelson noted that Television
Corp. generally negotiates for the entire
Australian rights to a series and often
purchases U. S. programs on from four
to six stations.

During the spring Ken G. Hall,
chief executive of Television Corp.
visits the U. S. and screens pilots of
upcoming shows and reviews scripts.
Starting next month Mr. Michelson and
Mr. Hall will evaluate the new pro-
grams and by early or late summer will
have decided on the purchases they
will make of concurrent programs. Mr.
Michelson reported that the vast ma-
jority of shows bought for Australia
are those shown currently in the U. S.
but he added that "we do fill in with
some other product and feature films."

One of the unusual aspects of con-
current sales was pointed out by Alvin
Ferleger, international sales manager
of NBC. He stressed that in Canada, the
buyer insists upon pre-release of new
products, which means that stations
there invariably present U. S. network
programs in advance of their showing
here. Canadian broadcasters have in-
serted on this prerogative, because in
some areas of the country, particularly
those adjacent to Detroit, viewers are
able to pick up U. S. programs.

Extra Servicing • Another sidelight
was noted by Harold Klein, vice presi-
dent and worldwide sales manager of
ABC Films, who pointed out that con-
current programming entails extra serv-
icing, including the distribution of prints
and the need for dubbing. The latter
consideration is highly significant in
Latin America, necessitating a backlog
of 13 or more concurrent shows before
dubbing process is started.

Though the major markets for con-
current shows are the big five of the
United Kingdom, Latin America, Japan,
Better prices for U.S. programs campaign

The Television Program Export
Assn., which represents some of the
distributors of U. S. tv shows abroad,
is planning to undertake a campaign
to increase the prices paid for U. S.
programs in overseas markets.

John G. McCarthy, president of the
TPEA, announced the project
at a news conference in New York
last week after returning from a six-
week business trip to markets in the
Far East, Middle East and Europe.
Mr. McCarthy said he would call a
meeting of the organization's board
of directors shortly to set up a com-
mittee of foreign sales managers to
work with him on a market-by-mar-
tet analysis of pricing throughout
the world.

Mr. McCarthy said that in many
markets of the world prices were
"inadequate." He attributed this
situation largely to quotas and to
price-fixing arrangements among
buyers of U. S. programs. He was
asked by a newspaper what steps
could be taken to raise prices if
overseas buyers continued to resist
increases. He replied TPEA members
were prepared to take "defensive counter measures," but said that only
in an extreme circumstance would
distributors withhold product from
a particular market.

Mr. McCarthy

BROADCASTING, March 25, 1963

28 (LEAD STORY)
At left the principal negotiator for Screen Gems in program sales abroad, Lloyd Burns (l) stands beside S. W. Caldwell, president of the CTV Television Network in Canada, as Ray Junkin (seated), general manager of Screen Gems (Canada) signs a programming contract with CTV. At right on the Hollywood set of the new Clifford Odets-Richard Boone anthology series scheduled for NBC-TV next season, Alvin Ferleger (2d from right), NBC International sales manager, discusses overseas sales plans now being made for the series with (l to r) Mr. Boone, Mr. Odets and Marvin Goodman of the NBC International staff.

Australia and Canada, sales have been made in other markets, including Germany, Italy, Sweden and the Philippines.

Richard A. Harper, director of features and syndicated sales for MGM-TV, reports that the company’s The Eleventh Hour has been sold in Finland, Manila, Nigeria and Italy as well as Canada and Latin America while Sam Benedict has been sold in Manila and Italy as well as in Great Britain and various Latin American nations. Mr. Harper noted that sale of concurrent programs poses certain problems because of dubbing and shipping, and adds to already-heavy print costs. But he acknowledged it’s a growing practice and one under which the distributor must operate in the future.

Tom Seehof, eastern sales manager of Desilu Sales Inc., reported the company has had “excellent results” with The Untouchables and The Lucy Show. Thirteen countries in Latin America have bought The Untouchables and other sales were in the Philippines, Australia, Japan, New Zealand, Lebanon, Sweden, Germany and Canada, he said. Sales on Lucy have been made in Australia, the Philippines, Japan, Great Britain, Germany, Malta, Nigeria, France and Canada.

In general, distributors agree that the emerging pattern is for the older, off-network and syndicated properties to find acceptance in new and/or less developed markets of the world, while the newer, on-network shows are sought and bought in the older, established and flourishing television operations. But officials can point to deviations from the norm in certain countries for certain shows.

A representative list of prime-time, concurrent programming with the name of the international distributor follows (based on available information):

**ABC Films:**
- Ben Casey, I’m Dickenson
- He’s Fenster, Ozzie and Harriet, and Perry Mason’s voice in Japan is supplied by actor Hideo Sato, whose voice has been dubbed into the series for the four years it has been playing in that country, which stresses concurrent network shows.

**CBS Films:**

**Desilu:**
- The Lucy Show, Fair Exchange and The Untouchables.

**MCA:**
- Jack Benny Show, Alfred Hitchcock Hour, Mr. Ed, Wagon Train, Leave It to Beaver, My Three Sons, Wide Country and International Showtime.

**MGM-TV:**
- The Eleventh Hour and Sam Benedict.

**William Morris Agency:**
- The Rifleman, Saints and Sinners, Lloyd Bridges Show, Danny Thomas Show, Andy Griffith Show, Dick Van Dyke Show, New Loretta Young Show, Ensign O’Toole, Mc Keever and the Colonel, The Real McCOys, Sing Along with Mitch and Joey Bishop Show.

**NBC Films:**

**Screen Gems:**
- The Jetsons, Dennis The Menace, Empire, Route 66, The Flintstones, Our Man Higgins, Naked City and Donna Reed Show.

20th Century Fox TV: Dochie Gillis, United Artists Television: Stoney Burke.

Warner Bros. TV: Cheyenne, Hawaiian Eye and 77 Sunset Strip.
ARB updates its television homes figures

Of the 54,901,900 homes in the United States, 90% are television homes according to estimates released last week by the American Research Bureau.

The state and county breakdown shows 49,581,000 tv homes as of July 1962, based on ARB's updating procedures using May 1962 regional census data for each county and state. The figures are for use in ARB reports Jan.-Aug. 1963.

On Dec. 17, 1962, BROADCASTING printed the A. C. Nielsen Co. complete county-by-county radio and television ownership estimates as of September 1962. Nielsen listed 50,003,300 television homes, 91% of an estimated 55,092,400 homes. (The Nielsen figures include Alaska; the ARB figures do not.) The state-by-state figures, which are available in county form in the ARB booklet, follow:

<table>
<thead>
<tr>
<th>STATE</th>
<th>TOTAL HOMES</th>
<th>TV HOMES</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>990,800</td>
<td>730,700</td>
<td>73</td>
</tr>
<tr>
<td>Arizona</td>
<td>405,800</td>
<td>352,900</td>
<td>86</td>
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<tr>
<td>Arkansas</td>
<td>530,800</td>
<td>436,700</td>
<td>82</td>
</tr>
<tr>
<td>California</td>
<td>5,368,600</td>
<td>4,920,800</td>
<td>92</td>
</tr>
<tr>
<td>Colorado</td>
<td>546,400</td>
<td>488,700</td>
<td>89</td>
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<tr>
<td>Connecticut</td>
<td>795,000</td>
<td>748,700</td>
<td>94</td>
</tr>
<tr>
<td>Delaware</td>
<td>135,000</td>
<td>124,300</td>
<td>92</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>250,400</td>
<td>216,000</td>
<td>87</td>
</tr>
<tr>
<td>Florida</td>
<td>1,704,200</td>
<td>1,478,000</td>
<td>85</td>
</tr>
<tr>
<td>Georgia</td>
<td>904,300</td>
<td>921,900</td>
<td>91</td>
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<tr>
<td>Hawaii</td>
<td>162,400</td>
<td>136,500</td>
<td>84</td>
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<tr>
<td>Idaho</td>
<td>202,800</td>
<td>182,400</td>
<td>85</td>
</tr>
<tr>
<td>Illinois</td>
<td>3,179,100</td>
<td>2,920,400</td>
<td>92</td>
</tr>
<tr>
<td>Indiana</td>
<td>1,417,200</td>
<td>1,307,500</td>
<td>92</td>
</tr>
<tr>
<td>Iowa</td>
<td>853,000</td>
<td>787,600</td>
<td>90</td>
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<tr>
<td>Kansas</td>
<td>667,900</td>
<td>622,500</td>
<td>93</td>
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<tr>
<td>Kentucky</td>
<td>870,300</td>
<td>725,900</td>
<td>83</td>
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<tr>
<td>Louisiana</td>
<td>922,600</td>
<td>800,800</td>
<td>87</td>
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<tr>
<td>Maine</td>
<td>226,000</td>
<td>270,400</td>
<td>88</td>
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<tr>
<td>Maryland</td>
<td>906,300</td>
<td>844,200</td>
<td>93</td>
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<tr>
<td>Massachusetts</td>
<td>1,582,800</td>
<td>1,493,900</td>
<td>93</td>
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<tr>
<td>Michigan</td>
<td>2,303,000</td>
<td>2,159,300</td>
<td>94</td>
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<td>Minnesota</td>
<td>1,026,000</td>
<td>925,700</td>
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<tr>
<td>Mississippi</td>
<td>586,500</td>
<td>430,000</td>
<td>73</td>
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<tr>
<td>Missouri</td>
<td>1,391,600</td>
<td>1,243,700</td>
<td>89</td>
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<tr>
<td>Montana</td>
<td>205,800</td>
<td>174,100</td>
<td>85</td>
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<tr>
<td>Nebraska</td>
<td>444,500</td>
<td>406,700</td>
<td>91</td>
</tr>
</tbody>
</table>

*Excluding Alaska

<table>
<thead>
<tr>
<th>STATE</th>
<th>TV HOMES</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nevada</td>
<td>98,400</td>
<td>87</td>
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<tr>
<td>New Hampshire</td>
<td>187,600</td>
<td>174,500</td>
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<tr>
<td>New Jersey</td>
<td>1,900,400</td>
<td>1,816,400</td>
</tr>
<tr>
<td>New Mexico</td>
<td>266,300</td>
<td>224,300</td>
</tr>
<tr>
<td>New York</td>
<td>5,383,100</td>
<td>4,961,200</td>
</tr>
<tr>
<td>North Carolina</td>
<td>1,232,500</td>
<td>1,040,100</td>
</tr>
<tr>
<td>North Dakota</td>
<td>177,300</td>
<td>160,300</td>
</tr>
<tr>
<td>Ohio</td>
<td>2,336,900</td>
<td>2,759,300</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>754,600</td>
<td>672,700</td>
</tr>
<tr>
<td>Oregon</td>
<td>575,400</td>
<td>509,800</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>3,426,400</td>
<td>3,190,000</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>262,200</td>
<td>250,400</td>
</tr>
<tr>
<td>South Carolina</td>
<td>513,600</td>
<td>450,800</td>
</tr>
<tr>
<td>South Dakota</td>
<td>199,700</td>
<td>179,300</td>
</tr>
<tr>
<td>Tennessee</td>
<td>1,027,300</td>
<td>873,500</td>
</tr>
<tr>
<td>Texas</td>
<td>2,885,400</td>
<td>2,542,700</td>
</tr>
<tr>
<td>Utah</td>
<td>253,700</td>
<td>232,100</td>
</tr>
<tr>
<td>Vermont</td>
<td>1,119,200</td>
<td>963,100</td>
</tr>
<tr>
<td>Virginia</td>
<td>921,400</td>
<td>836,200</td>
</tr>
<tr>
<td>Washington</td>
<td>515,400</td>
<td>446,500</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>1,182,200</td>
<td>1,010,900</td>
</tr>
<tr>
<td>Wyoming</td>
<td>103,400</td>
<td>86,600</td>
</tr>
</tbody>
</table>

Business briefly...

The Institute of Life Insurance, through J. Walter Thompson, New York, will sponsor American Landmark: Lexington- Concord, an NBC-TV news special to be telecast Sun., April 21 (8:30-9 p.m. EST).

Scholl Mfg. Co., Chicago, through Donahue & Coe, New York, will participate in ABC-TV daytime shows: Jane Wyman Presents, Who Do You Trust?, Father Knows Best, Day in Court, General Hospital, Seven Keys and Queen for a Day. A two-month flight of Five announcements a week is planned, beginning April 29.

Foremost Dairies, San Francisco, will begin a 13-week tv-radio campaign on April 1 to promote its new milk cartons carrying comic strips on the sides. The company declined comment on details of broadcast campaign. Agency: Guild, Bascom & Bonfigli, San Francisco.

I. Rokeach & Sons, Carlstadt, N. J., has purchased 250 radio spots on New York City and Newark, N. J., stations for its Passover campaign, commencing today (March 25). The spots will run during a two-week period on WOR, WHN, WEVD, WQXR and WINS, all New York, and WVNI Newark. Agency: Co-ordinated Marketing Agency, New York.

Reynolds Metals Co., Richmond, Va., has signed for an alternate weekly hour of the new The Richard Boone Show on NBC-TV next season. The show goes into the Tuesday, 9-10 p.m. period. Lemen & Newell is the agency.

Philadelphia agencies merge

Gresh & Kramer Adv. and Harold S. Gilbert Adv., two Philadelphia advertising and public relations agencies, have completed arrangements for a merger, it has been announced by Bernard J. Kramer, president of the former company, and Mr. Gilbert. The new organization will retain the name of Gresh & Kramer and will remain at 1717 Sansom St. Mr. Gilbert will assume the title of vice-president.

Chesebrough-Pond's groups its accounts

Chesebrough-Pond Inc., New York, has completed consolidation of its advertising activities with the appointment of William Esty Co. to handle its Q-Tips cotton swabs and cotton balls and J. Walter Thompson as agency for its Cutex line of cosmetics.

The new appointments now place all of the firm's cosmetics with JWT and its proprietaries with Esty. Lawrence C. Gumbiner previously handled the Q-Tips account while Doherty, Clifford, Steers & Shenfield the Cutex products. The move was tailored to conform to Chesebrough-Pond's domestic realignment during 1962, when the company divided its marketing operation into two segments, the cosmetic division and the proprietaries and specialties division.

Rep appointments...

- Dixie Network: Grant Webb & Co., West Coast regional representative.
- KAPR Douglas, Ariz.: Elisabeth M.
"PUBLIC SERVICE AT ITS BEST"...

The power of television was never more dramatically demonstrated than when WBNS-TV took 100,000 Central Ohioans into already overcrowded Ohio Penitentiary. The shocking conditions, accentuated by too many people, too few opportunities for rehabilitation, need attention from the Ohio Legislature. To date, mail received at WBNS-TV indicates the Legislature will hear plenty. This kind of editorial impact is what makes television the medium that gets things done, and WBNS-TV the prime mover in the community.

"Telementary No. 66"
Beckjorden, New York, as national representative.

- WHLD Niagara Falls: Mort Bassett & Co. as representative.
- WNEG Tioecoa, Ga., WLYB Albany, Ga., WYNA Tuscumbia, Ala., and WINI Murphysboro, Ill., appoint Hal Walton & Co. as representative.

**NBC-TV easing back on product protection**

A new modification on product protection has been made by NBC-TV. Advertising agencies were told of the two changes which went into effect earlier this month.

An advertiser that has a minute participation in a program no longer receives product protection in an adjacent network show, and opening and closing billboards placed both in the daytime schedule or in participation shows no longer have product protection.

The changes are seen as a continuing trend narrowing the spacing, or protection of advertised products from competing or related products on network tv, particularly the minute advertiser.

In fact, NBC noted the policy revision was necessary because of the continued increase in the number of minute advertisers in network television.

What complicates product protection is the practice of rotating minutes within such program blocks as motion pictures in prime time (next season, as this, NBC-TV will have two such movies, Mondays and Saturdays).

**Also in advertising...**

**Expansion planned** - Ralph Bing Adv. Co., Cleveland, has moved to the top floor of that city's Park Bldg., Public Square. The Bing agency had been located in the Frederick Bldg., East Fourth St., for the past 17 years. Its present move reportedly is to accommodate recently acquired business and will entail the hiring of additional personnel. Ralph S. Bing is agency's president.

**New agency** - Gradle & Briggs, new advertising and pr firm, has been formed by Michael W. Gradle and Carl Briggs, with executive offices at 17100 Ventura Blvd., Encino, Calif. Telephone is 789-5441. Mr. Gradle, formerly manager of advertising and promotion for KNBC (TV) Los Angeles, and previously with Footen, Cone & Belding; Crowell-Collier and Needham, Louis & Broby, is president of the new firm. Carl Briggs, veteran advertising and pr man whose background includes service with the Richard Prosser Agency, Arnoux Corp., Security Title Insurance Co., Grove Mortgage Corp. and Pacific Public Relations, will be vice president. Leonard Murphy, with financial industrial experience, will be secretary-treasurer.

**New Walton offices** - Representation firm Hal Walton & Co. with headquarters in New York has announced the opening of new sales offices in Los Angeles at 1540 N. Highland Ave.; in San Francisco at 681 Market St. and in Atlanta in the William Oliver Bldg.

**A new VPI** - VPI of California has been established by VPI of New York, tv commercial production company. Peck Prior, formerly vice president and general manager of Don Feddersen Commercial Productions, is president of VPI of California, which has opened offices at 1515 N. Western Ave., Hollywood 28. Telephone is Hollywood 6-8691. The eastern and western organizations are operating in close alliance, with directors interchange, as the work demands.

**Harper describes changes in marketing concepts**

The concept of marketing has changed from the "we make it, you sell it" theory to one of "consumer preference built into a producer's design." This is how Interpublic Inc. President Marion Harper Jr. described the impact of automation in marketing to the Sales-Marketing Executives of Chicago last week.

"The essence of marketing is communications," said Mr. Harper, who is also chairman of the board of the American Assn. of Advertising Agencies. "The operation of business today has become, more and more, the management of information...we are dealing far more with data than with things," he said.

Harper foresaw the day when "programmed effort will drive out non-programmed effort," or the era of the "punch card."

He stated that the principle of feedback—relating information from various stages of a process to a central control—has already been applied in marketing, in inventory and warehousing; and increasingly it would come to play a role in product development, advertising, sales promotion and selling.

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**Dale Moudy's spreading the word:**

"WING, the colossus of Dayton Radio and an Air Trails station, is an à la Carte subscriber. This is radio programming at its very best...a great sound," Hear it with Milt Herson and Marv Kempner in Suite 1119A, Conrad Hilton Hotel.

Mark Century Corporation
6 West 57th St., N. Y. 19, N. Y. Cl 5-3741
This is Atlanta...

and she just turned 21!

Atlanta has just jumped to 21st position as a television market in Sales Management's "Survey of Television Markets". The rank is based on Nielsen's average nighttime circulation, which shows a high achievement of potential by WSB-TV—the dominant station in the Atlanta market.

*Copyright Sales Management Feb. 1, 1963 Survey of Television Markets; further reproduction is forbidden.
Is Pulse running a ‘con game’?

REP. HARRIS ASKS THAT QUESTION, THEN PUTS NIELSEN ON HOT SEAT

The accuracy of audience ratings on which $900 million dollars worth of TV and radio timebuying depends was challenged last week by a House Commerce subcommittee.

Chairman Oren Harris (D-Ark.) and his colleagues spent a busy week probing the methodology of A. C. Nielsen Co. and the Pulse Inc. ratings. The questioning was rough at times in the manner of congressional investigations—so rough that The Pulse Inc. was inferentially termed “a con game” by Chairman Harris.

Last Thursday the Special Subcommittee on Investigations turned giant killer, subjecting Nielsen executives to questioning that challenged the authenticity of that company’s methods and hinting that it’s possible to rig Nielsen’s mechanical devices (Audimeter and Recordimeter-Audilog diaries).

And the Thursday probe wound up with open hints that the Nielsen executives hadn’t seen anything yet. Although no definite information was supplied on what was still to come, it was obvious that nearly two years of investigating by subcommittee staff investigators have unearthed material from former Nielsen field men and meter-equipped homes that will maintain interest in the hearing.

Nielsen and Pulse were the main targets last week. Several witnesses testified as to their personal views on ratings in general:

- David J. Mahoney, executive vice president of Colgate-Palmolive, reiterated his suggestion that networks should give guaranteed circulation (Broadcasting, March 11) but voiced willingness to stay with the present ratings system.
- Mrs. Dorothy Rabell, KITT (FM) San Diego, Calif., complained that Pulse ratings don’t adequately report FM coverage.
- Ross Baker, KCCO Lawton, Okla., said an isolated Pulse report hurt his ratings and cut sharply into local and national business.

After hearing the parade of witnesses, the subcommittee kept indicating it wants answers to a single question, “Are broadcasters, advertisers and public Nielsen reports.

His comments were so fiery that Chairman Harris pointed out the subcommittee really wasn’t attacking Nielsen witnesses or the company but merely felt it had a duty, after five years of study, to raise questions about Nielsen and other survey firms.

“Insofar as the networks are concerned,” he said, “90% of the information they rely on comes from your [Nielsen] company. If this is true, and if networks produce $800 or $900 million of advertising per year, your work is very important. We are entitled to raise questions about the methodology and use of statistics. We are not attacking you ‘as such.’ We have developed some interesting things—most-

[Images of David Mahoney, Johnny Carson, and Dr. Sidney Roslow]
used to influence the inner mechanical devices of recorders and thus give a break to 50 kW stations.

The probe took an unusual turn when a key Nielsen witness, Henry Rahmel, executive vice president and media research manager, asked a spectator if his network had been so approached. The witness, Harper Carraine, CBS Radio research director, denied he had ever been given any advice or suggestions along this line.

Another long exchange at the Thursday hearing was based on purported discrepancies in Nielsen local and national radio data on two programs, Speaking of Sports and Alex Dreier on ABC Radio. Earlier testimony by Robert R. Pauley, ABC Radio president, was recalled by the subcommittee to show discrepancies between Nielsen's local and national surveys (Broadcasting, March 11). Mr. Pauley had cited a 1961 Nielsen station index that showed a Dreier program with 371,000 homes on 218 ABC stations whereas Nielsen's local reports covering 17 ABC stations showed the same program reached 368,206 homes.

Nielsen Tolerance • Nielsen witnesses contended the figure, and another purported discrepancy involving Speaking of Sports, were well within the sample tolerance.

All day Thursday subcommittee members sniper at Nielsen's witnesses on the ground they were giving long, technical explanations dealing with stacks of charts. In turn the witnesses said they were merely stating the methodology behind development of samples used for local and nationwide reports. At one point Chairman Harris said Nielsen witnesses were filibustering.

Main Nielsen witnesses were Mr. Rahmel, Warren Cordell, vice president and chief statistical officer in technical charge; George Blechta, client relations vice president for station services, and John Boesel, client relations vice president for national services.

Mr. Rahmel emphasized that Nielsen, in serving advertisers, agencies, broadcasters and program producers, provides a breadth of information that extends beyond simple audience-size or ratings information. He urged the committee to make a clear distinction between questions concerning commercial broadcasting programming policy and questions dealing with the validity of broadcast audience measurements. His detailed explanation of U.S. Census Bureau 400-home samples brought broad questioning from the subcommittee. He said relatively small samples, properly selected, can provide precise estimates. And he stressed the word estimate is "a term of art in the lexicon of statisticians," subject to recognized sample tolerances that are included in Nielsen reports.

Different ways of obtaining research data were explained by Mr. Rahmel—face-to-face questioning, telephone, telephone or face-to-face recall, diary records and meters. After reviewing the history of the three-decades-old Audimeter, he explained Nielsen's newer Recordimeter-Audilog technique. This is based on a machine that registers when the set is turned on (without specifying stations) augmented by detailed diaries of the home's tuning.

'Conditioned' Homes? • The subcommittee was irked by the technical explanations of charts given by Mr. Cordell, who dealt with methodology. He contended there is no evidence that homes with Nielsen meters are "conditioned" by presence of the devices. Investigating congressmen became involved in the use of don't-answer and busy-signal homes in the base of telephone coincidental surveys conducted by Nielsen for checking purposes. Nielsen's own figures showed extremely close similarities for its own station index and its checkups via telephone coincidentals.

Members of the subcommittee were violently critical of Nielsen witnesses' presentation of a series of charts showing viewing and listening habits during special events and comparisons of audience habits by a series of breakdowns. They said they weren't interested in what Nielsen was selling but rather in the way the material was gathered and processed. "You have showed us many documented uses without determining if the tools of measurement are valid," Rep. Moss said.

Getting down to Audimeter film reports, the subcommittee asked about operation of the Nielsen field staff. Field men make eight calls per year in Audimeter homes, the subcommittee was told, and ways of calibrating meters and trouble-shooting were outlined. Field supervisors do their own checking, too, it was stated.

About 10% of Audimeters don't work or present unusable data, Mr. Rahmel said. When Mr. Cordell submitted a 300-page report on a Nielsen checking study with the observation, "This is an unusual report for us in that it gives everything," Chairman Harris scolded the audience for its laughter.

Robert E. L. Richardson, special subcommittee counsel, entered the questioning late Thursday, asking about bias...
and operation of the field men. He and subcommittee members wondered if a few Audimeter homes could be influenced by outsiders and sharply affect Nielsen data.

Asked about pay for field men, Mr. Rahmel said the average was $600 a month, plus expenses and an auto. Mr. Richardson asked if pay started at $1.25 an hour but Mr. Rahmel said the figure applied to a former contract. Then Mr. Richardson asked if field men were paid according to the amount of usable film received at the Nielsen main office. Mr. Rahmel said this was the case, describing it as based on efficiency.

Could Reports Be Faked? A long colloquy followed on the possibility field men could run test checks and fake an Audimeter report by conducting a fake run in their own homes. Mr. Rahmel conceded the chance of dishonesty but emphasized that checkups are careful. He said 88% to 92% of home tapes are usable.

Other questions deal with the length of time the 1,100-plus meters have been in homes, Mr. Richardson hinting some have been in the same homes since 1947. Mr. Rahmel said there is a 12% turnover in homes having meters. Counsel followed with the hint some people might be willing to pay up to $10,000 to know where meters are located, saying he could show 30 examples where homes have been located.

Rep. Moss confessed he was baffled at the type of people who would allow a Recordimeter in their homes, “buzzing and blinking, all for $1 a week.” He asked “Is this home typical?” Mr. Rahmel said Nielsen has data showing the metered audience is a good cross-section.

Mr. Blechta said Nielsen has matched Audimeter and Recordimeter-Audilog (diary) panels of around 1,100 homes each, plus a national panel and local measurements adding up to 44,000 homes recording reception in over 200 tv and 32 radio markets.

A. C. Nielsen, founder of the firm, and A. C. Nielsen Jr., president, were not present at the hearing.

Criticism Hits Pulse • The testimony of Dr. Sydney Roslow, president of The Pulse Inc., concluded Wednesday with a barrage of sharply critical statements by subcommittee members and a professional statistical consultant.

Chairman Harris told Dr. Roslow that while he didn’t want to be unfair, Pulse’s rating service “appears to me to be a con game.”

Rep. Paul G. Rogers (D-Fla.) said the measurement firm’s record had shown him one of “the most shocking examples that I have seen of supposedly a legitimate business.”

Rep. J. Arthur Younger (R-Calif.) said he was “hopeful” Dr. Roslow would refund money to subscribers for receiving payment “under false pretenses.”

Dr. Herbert Arkin, professor of business statistics at the City College of New York and special consultant to the subcommittee, testified that Pulse uses “highly questionable techniques” and recommended an auditing system be established to provide some control over reliability of rating survey information.

In an opening statement Tuesday, Dr. Roslow said his firm attempts to do a conscientious job. “We do not believe that unfounded charges should be spread on the public record before the business involved is given an opportunity to submit its point of view,” he said.

At the conclusion of his testimony Wednesday, and after he had listened to the subcommittee’s strong criticism, Dr. Roslow was asked by a reporter if he had any comment to refute charges raised about his company. The Pulse president said he had no statement to make.

When Dr. Roslow admitted that Pulse formerly used a weighting process (described as a “trade secret”) which it applied to audience share figures that changed more than 50% from one report to the next, Mr. Richardson charged that the “secret” was merely an arbitrary method which allowed Pulse to adjust figures any way it wanted.

Dr. Roslow said neither the FTC nor
Have you ever heard of our "Party Line"?

We don't want to spoil it by trying to compress the whole story of our "Party Line" program into this brief space.

Suffice it to say here that "Party Line" is a participating program on the most popular TV station anywhere near the great Red River Valley. It is producing big results for some big advertisers. For example, we recently offered a Party Line Pattern Book, at $1 a throw. Result: 14,928 copies!

Ask PGW, will you? They have the whole story of this spectacular program.
"Our contemplation of our own accomplishments during the past twenty years must be tempered by a realization of the importance of the contribution of the stations we represent to our success — not just that they have paid us our commissions, but that they have worked with us, suggested, advised, responded to suggestions and advice. Perhaps our happiest accomplishment is that we have been able to work in effective partnership with able broadcast station managers, to the mutual profit of stations and ourselves. And perhaps our happiest augury for the future is the continuation of this teamwork toward the benefit of the national spot industry."

John Blair — April, 1953

These are the words we used to describe our 20th Anniversary in April, 1953. Now on our 30th Anniversary, it is interesting to me to see that they have just as much meaning today as they did ten years ago.

Ours is a personal service company. We have no factories, no warehouses, no inventories. What we do have are people, capable people, and our success as a Company depends entirely on them.

In looking back over our 30 years of radio and television representation, I feel that we have been exceptionally rewarded by our association with outstanding broadcasting management people. They have worked with us very closely; they have advised us, consulted with us, responded to suggestions and recommendations. In short we have been able to form a working partnership of the greatest effectiveness with each of the stations we represent. As I stated in 1953, this is perhaps our happiest accomplishment.

We have been more than fortunate in the caliber of the people we have attracted to our organization. They are able, dedicated people whose primary interest is to do the best possible job for the stations with which they work.

By far the largest part of the compensation of the Blair salesmen comes from an incentive commission plan which Blair initiated when the Company was formed and which is well known to the industry. To put it plainly, the salesmen earn more as they sell more. Furthermore, each of the salesmen and department heads is a stock holder in the Company. All of the stock is owned by active employees of the Company. It is this type of compensation plan along with Company ownership which creates the enthusiasm and the drive which inevitably result in increased sales and a faster rate of growth and progress for the stations.

It should be noted here that the closeness of the relationship between John Blair and Company and station management is probably greater than that of any other similar business. We take an intense personal interest in the operation of the stations represented and have been instrumental in the development of their businesses. By the same token, the operators take an intense personal interest in the development of our Company.

Many years ago we began to build our service departments and they have now, after 30 years, evolved into a very important function in our total operation. These departments work with stations in research, programming, promotion, public relations and advertising.

However, the service departments have another function — that is, to help the salesmen sell. Every project undertaken by any of the service departments must have a direct effect on sales.

We have always felt that a major effort on the part of this Company should be the creation of new business on an industry-wide basis. To this end, five years ago we created the Blair Group Plan; an entirely new method of selling spot radio, principally to advertisers who had not been users of the medium. The plan has been outstandingly successful and has brought many new advertisers into profitable use of the medium. The details of the Plan are by now well known to the industry. We have implemented it with a complete department, with specialized salesmen, estimators and coordinators to make it an efficient and hard-hitting sales device. In addition, the entire radio organization is intimately concerned with the promotion of the Blair Group Plan. In our opinion this Plan is making a very important contribution to the growth of the spot radio industry, through its exposure of the powerful influence of radio to all key advertisers.

In television, we have developed an important creative sales device in the Test Market Plan, which enables an advertiser to assess accurately the results of a spot television campaign. Literally hundreds of advertisers and agencies have employed this plan with outstanding results and have been encouraged in their use of spot television through it.

As we move into our 31st year, already three major projects which will benefit the entire industry have been announced and are in motion. The first is Radio '63; a compelling demonstration of the effectiveness of spot radio, particularly the Blair Group Plan. The second is a national research study which demonstrates the continuing strength of radio.

Similarly, Blair Television is redoubling its efforts in the special projects department. This department, new to the representative field was created in 1962 to encourage the sale of local programs especially in the field of live public affairs broadcasts on the local level, civic events, of high local interest, sports and other local activities of this general nature. Already considerable interest has been created among important national advertisers because of the strong local interest which is generated in their products. As this interest expands through the efforts of the special projects department, the revenue potential for stations will obviously grow.

In our fourth decade, we are confident that continuing vigorous activity of this nature in the interests of our Company, our represented stations and the industry will be a major factor in keeping broadcasting strong and prosperous. We know that our work in this area will continue to receive the enthusiastic support of the stations we represent as it has in the past, and the mutuality of endeavor among the stations and ourselves will continue at a very high level.

John Blair, President
Pulse method changes detailed by Roslow

Dr. Sydney Roslow, president of The Pulse Inc., last week told a House subcommittee investigating broadcast measurement firms (see page 34) that his company has made "rather significant" changes in its methodology since signing a consent order with the Federal Trade Commission in December (Broadcasting, Jan. 7).

Some of the changes Dr. Roslow described:
- Sample size is reported in detail.
- Control of supervisors by Pulse has been strengthened from a contractual to an employer-employee relationship.
- All interviewing is performed after 6 p.m. This reduces not-at-home experiences and ends heresay reports because more people are at home during evening hours and can describe their own listening habits.
- Interviewers are required to make one revisit to question persons absent on initial visits.
- Questionnaires now list all respondents by sex and age, and all listeners in visited households are included.
- Interviewers are required to check each aided-recall questionnaire to indicate that station program rosters have been shown to interviewees.
- All questionnaires must be initialed by respondents.
- Postcards sent to listed interviewees (as a check on interviewer performance claims) request more information about interviews than in the past.
- Interviewers now are evaluated by their field supervisors.
- The rating firm furnishes supervisors composites of each interviewer's raw data.

the Madow committee had criticized his firm for weighting. Chairman Harris said, "I don't care. I don't like you to tell me that this is a trade secret when you can't even define it."

A comparison of staff tabulations of Pulse interviews in Louisville for November 1961 with published Pulse results for that period showed wide variances in many cases. "It just goes every-which-way," Mr. Richardson said. WLOU Louisville, which features Negro programming, was given half its actual share of audience by Pulse, he said.

Dr. Roslow said the weighting was an "unfortunate policy" and was discarded in June 1962 because it wasn't sophisticated enough for automation.

"You rather amaze me that after 21 years [Pulse was founded in 1941] you had not gained sophistication," Rep. Moss commented.

The subcommittee revealed a failure of Pulse to supervise effectively its sample execution and field work when Mr. Richardson showed that some interviews were being conducted repeatedly in counties in the wrong state.

Clark and Floyd are Indiana counties which, with Jefferson County, Ky., comprise metropolitan Louisville. But investigation disclosed that Pulse has been regularly interviewing people in two Kentucky counties: Winchester (Clark County), located 85 miles from Louisville, and Prestonsburg (Fulton County), about 165 miles from Louisville.

Not only was the interviewing being done in the wrong places, Mr. Richardson said, but Mrs. Hazel Newkirk, Pulse's supervisor in Louisville, has sworn to the subcommittee that she has repeatedly pointed out the apparent error to Pulse headquarters in New York, and furnished maps to illustrate the problem.

"What bothers me is," Dr. Roslow said, "that we're probably doing this in the present survey right now." Later he said the error had been rectified in subsequent reports.

Mr. Richardson charged that Pulse had tried to hire back on Monday night a San Diego supervisor whom Dr. Roslow testified had been fired in September 1961 for being "derelict in the performance of her duties."

Dr. Roslow had revealed the dismissal of Mrs. Mae Dutelle Tuesday in an effort to discredit statements regarding performance of Pulse interviewers disclosed on Monday by Mrs. Fred Rabell, a San Diego fm station owner (see page 44).

When Mr. Richardson said Dr. Roslow's statement about Mrs. Dutelle was not in keeping with efforts by his company to re-employ her, Dr. Roslow said he did not know of "any recruiting activity by his associates."

Mr. Richardson also charged that Pulse had hired its entire field staff in San Diego after it learned subcommittee investigators had talked to them. The timing of these dismissals was a coincidence, Dr. Roslow said. Besides, he said, the then-current supervisor, Mrs. Florence Hovland, "had a heart condition."

Pulse efforts to contact other persons who had talked to the subcommittee set off a verbal row during a mid-day
SEE THEM ALL! THE MIGHTY HERCULES, GUEST SHOT, ZOORAMA, ENCYCLOPAEDIA BRITANNICA FILMS, AMERICAN CIVIL WAR, ANIMAL PARADE, FRONTIERS OF KNOWLEDGE, JUNIOR SCIENCE, FEATURE FILMS, IT'S A WONDERFUL WORLD, FELIX THE CAT, and introducing THE MAGIC ROOM.

Visit us at the Carter Room, Pick Congress Hotel 5-8 P.M. for champagne, caviar and a surprise souvenir.
TRANS-LUX TELEVISION CORPORATION NEW YORK, CHICAGO, LOS ANGELES and MIAMI BEACH

(Contents on View—March 30-April 3) at the Television Film Exhibit 1963
**DOMINANCE in the AUGUSTA market**

THE AUGUSTA TELEVISION AUDIENCE ESTIMATES

<table>
<thead>
<tr>
<th>NETWORK AND LOCAL TIME DAY PARTS</th>
<th>STATION AUDIENCE SUMMARY TOTAL HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WJBF (NBC-ABC)</td>
</tr>
<tr>
<td>MONDAY THRU FRIDAY</td>
<td></td>
</tr>
<tr>
<td>5:00 PM to 7:30 PM</td>
<td>33,200</td>
</tr>
<tr>
<td>MONDAY THRU SUNDAY</td>
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<td>5:00 PM to 7:30 PM</td>
<td>31,500</td>
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<tr>
<td>7:30 PM to 11:00 PM</td>
<td>36,000</td>
</tr>
<tr>
<td>11:00 PM to Midnight</td>
<td>7,300</td>
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<tr>
<td>BROAD DAY-PARTS</td>
<td></td>
</tr>
<tr>
<td>MONDAY THRU FRIDAY</td>
<td></td>
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<tr>
<td>9:00 AM to 12:00 Noon</td>
<td>12,300</td>
</tr>
<tr>
<td>12:00 Noon to 6:00 PM</td>
<td>16,500</td>
</tr>
<tr>
<td>SATURDAY &amp; SUNDAY</td>
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</tr>
<tr>
<td>9:00 AM to 12:00 Noon</td>
<td>12,900</td>
</tr>
<tr>
<td>12:00 Noon to 6:00 PM</td>
<td>16,500</td>
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<tr>
<td>MONDAY THRU SUNDAY</td>
<td></td>
</tr>
<tr>
<td>6:00 PM to 10:00 PM</td>
<td>39,700</td>
</tr>
<tr>
<td>10:00 PM to Midnight</td>
<td>14,300</td>
</tr>
<tr>
<td>6:00 PM TO MIDNIGHT</td>
<td>31,200</td>
</tr>
<tr>
<td>9:00 AM TO MIDNIGHT</td>
<td>21,600</td>
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</tbody>
</table>

Both men hotly denied the charges and warned Mr. Plotkin that the subcommittee would be quite deeply upset if any efforts were made to influence witnesses.

Mr. Plotkin said he would try to contact any witness the subcommittee had talked to in an effort to acquaint himself and his client about what the subcommittee had been told.

Since Pulse does not publish information showing margins of statistical variance, Mr. Richardson asked, how can broadcasters and time buyers determine the reliability of Pulse reports?

This would come only in terms of the judgment which a person using a Pulse report might have of a particular market, Dr. Roslow said. Pulse figures can fluctuate as much as 20 to 30% in a stable market, the witness said, but knowledge of station history and programming structures must be considered along with survey statistics.

BBDO is feeding rating figures into computers, Mr. Richardson said. Can computers exercise the kind of personal judgment the witness said was necessary to evaluate ratings? he asked.

Dr. Roslow said he understood the agency uses the computers only as guides for its time buyers.

**Identifying Interviewers** - Careful questioning of Dr. Roslow showed that while his firm tries to keep the identities of its interviewers secret, it is public knowledge that the company is cleared by the National Better Business Bureau and its local offices. Mr. Richardson said that in two of three markets investigated it was learned who the interviewers were because a broadcaster's telephone call elicited the names from local BBB offices.

This is not good, Dr. Roslow said. After admitting that any station following this detective procedure could learn interviewer identities, Dr. Roslow was asked if his interviewers could be influenced.

"People are people," he said.

**'Hyping'** - Since the subcommittee had brought admissions from other rating services that audiences could be artificially inflated ("hyped") through giveaway and stunt promotion programming, Dr. Roslow was asked whether all stations get the same advance notice on when rating surveys are scheduled. Syndicated reports are issued on a regular basis, Dr. Roslow said,
FROM THE FILES OF OUR TRAFFIC DEPARTMENT

August 4, 1947, Iowa-Illinois Gas & Electric Company began its sponsorship of the 8:00 A.M. News. For more than 15 years, this partnership has remained unchanged.

WOC Radio caters to people who buy utility services, appliances, homes, autos, food and clothing. For the most part, our listeners spend paychecks . . . not allowances.
GOING UP!
Daytona Beach
Orlando

NOW FLORIDA'S
THIRD MARKET
AND SPACE AGE
CENTER OF THE WORLD

WESH-TV
FLORIDA'S CHANNEL 2

for Orlando
Daytona Beach
Cape Canaveral

Thomas Wright

so stations would know about them equally.

Special reports, however, are set up at the request and convenience of clients, he said. Other stations are solicited, but the first client has a generous head start if he intends any "hypoing," it was shown.

Dr. Arkin said Pulse's weighting scheme served as a method for doctoring its figures. He said the company made "casual, if any, checks" on tabulations for its earl punch system, and added that statisticians have an old cautioning phrase, "garbage in, garbage out." Referring to variations in figures Pulse produced for its Negro survey in Louisville, the statistician said such data could not be relied on.

It is "very strongly my opinion," Dr. Arkin concluded, that the ratings services should get together and "police their own business," investigate all of their methods and services, publish what they do and how they do it, and provide an audit to give integrity to their figures. There will invariably be sampling errors, Dr. Arkin said, and he advised the measurement firms not to "mess with fractions." Small samples are not better than nothing, he warned; no survey is better than one built around an insufficient sample.

New Rating in Town • What happens when a rating report hits a two-station radio market which hasn't been rated for several years was detailed by Ross B. Baker, general manager of KCCO Lawton, Okla.

The Pulse Inc. surveyed Lawton for KSWO, that city, in September 1962. Mr. Baker said. Since publication of the report in November, showing KSWO had better than 50% of the audience, and that KCCO ranked fourth behind KSWO and two out-of-town stations, his business has fallen off drastically, he said.

National business was hit first, but now the report has been circulated to local merchants, some of whom have been "questioning their own judgment," he said.

The result has reversed KCCO's billings picture: sales in 1962 were improving over corresponding months in 1961 by better than $1,500, Mr. Baker testified, but have slumped so badly since November that in the first two weeks of this month the station is more than $1,500 dollars behind all of March 1962 sales.

Asked how much audience he thought he really had, the manager said "three times what Pulse shows," and he should be ranked number two, about 5 or 10% behind KSWO.

Mr. Baker told the subcommittee of telephone surveys his own staff has made, and of parking lot checks of auto radio dial settings. These aren't professional surveys, and he wouldn't try to sell time on them, Mr. Baker said, but they have given him a general idea of his station's popularity.

Paints Dark Fm Picture • Broadcasters "live and die by the numbers" [rating points], but trying to exist without them "is a matter of Russian roulette," testified Mrs. Fred Rabell, who with her husband owns KITT (FM) San Diego, Calif.

Mrs. Rabell said KITT's experience with the rating firm is "a rather unfortunate story," but indicative of treatment given most fm stations.

Pulse formerly purported to measure all radio listening, but has admitted, since signing a consent order with the Federal Trade Commission in December (BROADCASTING, Jan. 7), that it lists only subscribers, Mrs. Rabell said.

Fm stations are "locked out" of the big advertising agencies because Pulse refuses to detail fm listening in its syndicated reports, subscribed to by most major agencies, she said. Hooper, which does measure and report fm listening, is frequently ignored by time buyers, she said.

Pinchhitter • Mrs. Rabell testified for her husband, confined to a San Diego hospital with diabetes. He is a former president of the National Assn. of Fm Broadcasters and is currently fm director-at-large of the NAB.

KITT appeared in Pulse reports only in 1960 when it was a subscriber to two consecutive reports, Mrs. Rabell said. After that "we disappeared." The station dropped $10,000 in billings when it was omitted in subsequent Pulse reports, she said, even though Hooper reports indicated the station had a measureable audience. So much unspecified fm audience existed in Pulse reports, according to Mrs. Rabell,
FINE FOR FISH

...but
not for the
radio and television
audience. We know you
agree because we’re talk-
ing about “bait” advertising...
of all kinds...sweet-sounding,
pretty copy with a not-so-pretty hook.
Representing 22,000 of America’s
franchised new-car and truck dealers,
NADA has pledged itself to fight false
and misleading automobile advertising.
We invite the co-operation of every
station owner, manager, news editor
and advertising man. Together we
can lick this dishonest minority that
gives our business a black eye,
hurts your business by destroy-
ing believability in advertising,
dermines the sales power of
ethical advertising, and
cheats the public. If
your station has
not as yet estab-
lished its own high
standards of accepta-
bility for automotive
advertising, may we help you?

Please write for a free copy of “Recommended Standards of Practice for Advertising
and Selling Automobiles,” prepared by NADA and the Association of Better Business Bureaus, Inc.

THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION
Official Organization of America’s Franchised New-Car and Truck Dealers  2000 “K” Street N.W., Washington 6, D.C.
"THERE IS MORE CONFLICT WITHIN A SINGLE TROUBLED MIND, THAN IN ALL THE FICTION EVER WRITTEN."

—McKINLEY THOMPSON, M.D., STAFF PSYCHIATRIST, YORK HOSPITAL, LOS ANGELES.
A man with a clarinet and a stammer, goes into fits of violent rage.

A striking blond movie star is loved by everyone—except herself.

These are some of the patients who find their way to the office of Dr. McKinley Thompson, psychiatrist. And these are some of the stories you will see on Breaking Point.

Breaking Point is a new hour-long television drama about the unconscious, uncontrollable, often illogical, self-destructive drives of troubled minds.

And of the help that comes to them through psychiatry.

There are no cliches, no couches, no Viennese accents. Problems are recognized, and the promise given of a brighter future with self-understanding.

Breaking Point, like the Ben Casey show, is produced by Bing Crosby Productions.

With great stars that build audiences. (Paul Richards plays Dr. Thompson. One show stars Oscar Homolka, Scott Marlowe, Sheree North and Millie Perkins.)

And with integrity.

Breaking Point premieres this fall — on ABC Television — along with more than a dozen other new shows.

One's a spectacular series based on a spectacular film (Greatest Show on Earth).

One is 120 minutes of unpredictability (Jerry Lewis Show).

And one show is actually two shows—Arrest & Trial. 45 minutes of chase. (The Arrest). 45 minutes of courtroom action (The Trial).

New shows, new formats and faces, new ideas—all with one thing in common.

Entertainment.

Exciting programming to attract the younger, larger families that we, and you, want to reach.

'BREAKING POINT'
ONE OF THE BIG NEW SHOWS COMING THIS FALL
that there were times when the miscellaneous listening category exceeded the audience share of the highest-rated popular music station in the San Diego market.

Mrs. Rabell told the subcommittee that a Mrs. Maye Dutelle who identified herself (in a sworn statement) as Pulse's former field supervisor for San Diego, told her she had many doubts about the accuracy of reports compiled from interviews she and her workers submitted to the firm.

Mrs. Dutelle told her, Mrs. Rabell testified, that many interviews were conducted in remote rural San Diego communities in report after report. Mrs. Dutelle notified Pulse that it seemed odd to be sending interviewers back into places so often that respondents became irritated, but she said she was instructed to continue the practice.

Mrs. Rabell said she thought some federal intervention was necessary when FM stations faced a "your money or your life" situation.

Balaban's John Box • Subcommittee investigators tried to show that a broadcaster and his assistant had represented to two ratings firms that they had discussed their stations' ratings problems with subcommittee investigators in St. Louis during a February 1962 visit—a month before the investigators reached that city.

John F. Box Jr., executive vice president and managing director of Balaban stations WIL-AM-FM St. Louis and KBOX-AM-FM Dallas, denied that he and his assistant, William T. McKibbin, had made such representations. There must have been some confusion with Federal Trade Commission investigators, Mr. Box suggested.

Mr. Richardson told Mr. Box that this testimony seemed peculiar in light of what the witness had told him and Mr. Sparger March 22, 1962—their first visit to St. Louis. Mr. Box told the subcommittee staff then, Mr. Richardson said, that the FTC investigators had not discussed ratings with Balaban employees.

Mr. Richardson had been referring to letters, phone calls and memoranda from Mr. McKibbin and Mr. Box to W. R. Wyatt of Nielsen and the latter's memorandum to J. K. Churchill, Nielsen vice president in Chicago.

According to a memo, Feb. 19, 1962: "Mr. McKibbin's whole attitude [complaints about Nielsen reports, which the stations had discontinued] centered around the fact that WIL has been involved during the past week with Mr. Sparger and Mr. Richardson of the Harris Committee," Mr. Wyatt wrote his boss.

An Agency View • Given their turn to testify, an advertising agency media executive and a timebuyer insisted that ratings are only a factor among several considered in purchasing time.

But subsequent questioning showed that some of these other factors were based on audience composition and market definition, information which also is supplied by broadcast measurement services.

Miss Mary Lou Ruxton, buyer for Leo Burnett Co., Chicago, said her agency uses Nielsen data "when we can get it," but also accepts Pulse information.

Thomas R. Wright, Burnett media vice president, explained that his agency trains its buyers not to rely on ratings, but to use other factors: station programming, power, audience demographic information, costs and commercial policy.

When buying television time, Mr. Wright said, Burnett gives ratings a "minor" consideration, less than audience share.

Rating reliability, a subject thrown at every media witness, was put to Mr. Wright, who said Burnett left that problem to the agency's vice president for program analysis, Dr. Seymour Banks. Asked if Burnett had ever studied Nielsen's methodology, Mr. Wright said he understood Dr. Banks had said that Nielsen had been "very open" with Dr. Banks.

Determination of which measurement services Burnett uses is up to Dr. Banks, Mr. Wright said.

Mr. Richardson asked the agency executive about statements alluded to him at a conference of advertising executives arranged by Minnesota Mining & Manufacturing Co., MBS and Outdoor Advertising at Wonedoc, Canada in 1961. Mr. Wright said he had probably made statements like the following, which an investigator read from what was described as a transcript of the conference.

On the weight his agency gives to Nielsen radio ratings: "We get it free; it is so valuable. But that is not the only reason for disbelief, believe me, I will tell you the truth, the guys who were taking the Nielsen pocketpiece numbered over 100 in our company. We now have 11 copies. Nobody looks at them. I don't think anybody believes in them."

About the inadequacy of radio ratings: "We know Nielsen can't do the job; Pulse can't do the job. In fact, nobody is doing the job."

Who uses ratings: "It is the supervisor, the associate supervisor, the assistant, the timebuyer, down the line, who is growing in business, who is
learning his lesson. He leans upon this thing. It is the only crutch that he has."

Programming • The subcommittee was curious how the agency was able to keep a check on the programming of 450 television and between 2,500 and 3,000 radio stations with which Burnett deals. Miss Ruxton said the agency maintains information on station programming which is reviewed before each buy.

Since Burnett does not monitor stations but relies on either presentation tapes prepared by the station or programming information provided by the stations, the subcommittee wondered whether it would not be possible that stations furnish samples of their best programming.

Rep. Rogers suggested that if as Mr. Wright had said Burnett time buyers are not required to listen to stations on which they purchase time, then programming “must not be very important.”

He requested program sheets of 10 Florida stations from which Burnett had bought time in the past two months.

Guaranteed Circulation Challenged • The chief advocate of a magazine approach to television—guaranteed circulation—was accused of trying to make the ratings problem worse by requiring more reliance on numbers.

David J. Mahoney, executive vice president of Colgate-Palmolive Co., appeared Monday to recite for the subcommittee a speech outlining his circulation proposals which he had delivered two weeks earlier before a tv workshop of the Assn. of National Advertisers in New York (Broadcasting, March 11).

Chief critic of Mr. Mahoney’s proposal was Rep. Moss. There is no chance to test tv audiences to the exactness guaranteed circulation would require, he told Mr. Mahoney. Instead, the congressman suggested, perhaps networks should tell advertisers candidly that they cannot test, and that “we are charging you this because this is what the traffic will bear.”

Mr. Mahoney maintained that advertisers are entitled to guaranteed circulation because such a system would make the tv networks stand behind ratings.

The Mahoney Plan • Mr. Mahoney explained that his proposal would: “Guarantee audiences so that risks may be more equally shared by networks and advertisers.”

Provide “unbiased research of new shows,” again to balance advertiser risk with the networks.

“Afford greater availability of good regional shows for test-market purposes.”

His plan would depend on a ratings system, Mr. Mahoney said. Colgate-
Palmolive relies on Nielsen, he added. Questioned closely on the importance of ratings to networks and sponsors, Mr. Mahoney acknowledged that networks base their time charges on ratings.

NBC told the subcommittee ratings are only a guide, Mr. Mahoney was told (Broadcasting, March 11). The Colgate vice president said he would think they are more than that. He said they were the principal guide. Pushed a little further on the subject, Mr. Mahoney said he would think ratings are the networks' "basic sales tool."

Seeking from television's ability to deliver mass audiences the same specialization and circulation control obtained from magazines can't work, Rep. Moss said. "You are demanding a standard which at no point has any one been able to come forward and show is attainable," he added.

Mr. Mahoney also said he thought their ownership of all but 12 current programs gave the networks a distinct advantage. "The only advertisers who can sleep well are those few who own controlling interests in successful shows," he said. "They can exert pressure on the networks for choice time periods and other advantages."

The 'Lifeblood' Theme • The first subcommittee witness to speak from the tv performer's viewpoint said Monday (March 18) that the tv networks lean heavily on ratings in making programming decisions. "Your whole life really is based on what happens with these ratings," said Johnny Carson, whose exact same remark made on his program Feb. 11 (The Tonight Show, NBC-TV) interested the subcommittee enough to call him to testify.

"Some performers have lost their jobs on the basis of ratings," Mr. Carson said. Drawing on his own experience, he blamed the demise of two separate programs he did for CBS-TV in the mid-1950's (both titled the Johnny Carson Show) for lack of sufficient rating points to meet competition.

The effect of ratings "is acknowledged now as tremendous," observed Chairman Harris.

Congressmen Rated Too • Told by one congressman that they, too, are rated—"on our votes"—Mr. Carson replied quickly, "Congressmen get a two-year run. Most performers get 39 weeks."

Mr. Carson said he objected to the influence of ratings because, "Ratings as far as I know have no correlation with the quality of a show."

Despite their shortcomings, Mr. Carson admitted, there will have to be some kind of rating system as long as television in the U.S. is commercial and its job is to sell goods.

But, he added, "I don't think loyalty of viewers to a particular commercial message" is shown by ratings.

WARD-TV says solution is dual operation

WARD-TV (ch. 56) Johnstown, Pa., told the FCC last week that for the sake of continued uhf tv in Johnstown the commission should reconsider and grant a ch. 8 drop-in to that city.

The Johnstown uhf operation urged that the commission allow the station to operate ch. 8 along with ch. 56. WARD-TV said that the surrounding terrain, with its mountains and deep recesses, is an obstacle to uhf propagation and does not let it compete with the area's two vhf stations.

WARD-TV has been in operation since the fall of 1953, the station pointed out, as a CBS-ABC affiliate. It competes with WJAC-TV (ch. 6) Johnstown, an ABC-ABC affiliate, owned by Johnstown's only daily newspaper (Johnstown Tribune); and WFGB-TV (ch. 10) Altoona, an ABC-CBS affiliate owned by the Philadelphia Inquirer.

As a result of this competition and WARD-TV's propagation problems the station said it has suffered a very low income. WARD-TV told the commission that a dual vhf-uhf operation would allow the vhf to carry the financial load of the uhf. and is the only solution for continued uhf operation.

ABC last week told the FCC that it supported petitions by Springfield Tv Broadcasting Corp. and Taft Broadcasting Co. for allocation of a uhf channel to Dayton, however, only so that it could be used as a ch. 11 drop-in there. This would allow a dual vhf-uhf operation, such as ABC proposed two weeks ago (Broadcasting, March 18) in asking reconsideration of the FCC's drop-in decision. ABC said it opposed the allocation of the uhf channel only, such as Springfield and Taft requested.

The FCC last week...

- Received application from KTVB (TV) Boise, Idaho, for ch. 13 at La Grande, Ore. The proposed station would have a power of 12.9 kw and be operated as a satellite of KTVB.

- Received application from Integrated Communications Systems Inc. of Massachusetts for uhf ch. 44 in Boston. The station will have a power of 512.9 kw.

- Granted a new noncommercial educational tv station on uhf ch. 42 in Charlotte to The Charlotte-Mecklenburg Bd. of Education. The station will have a power of 233 kw.
RATE YOUR PERSONALITY
Make the deejay ratings test. Call ten (20 or 30 etc.) local phone numbers at random. Ask respondents if they can recognize names of any air personalities on the staff of your competitor. Prompt them with names. Then try your own air names. THEN TRY DICK CLARK! We tried it in three markets and got 12% average recognition among all local radio personalities. DICK CLARK—87%. That means RATINGS! Find out about Dick Clark's phenomenal RADIO ratings. Find out about fabulous sales figures. Hear the local sound of the DICK CLARK radio show. It's big, star-studded, tight, happy—and local. It's you at your very best. Don't buy "syndicated." HIRE DICK CLARK. He's available and reasonable.
Write, wire, call MARS BROADCASTING, INC., 575 Hope Street, Stamford, Conn. (203) 327-2700. See Mars and Clark at the NAB Convention, Suite 1518A, Conrad Hilton.
Two busy years with Newton N. Minow

MOST POLICIES HE USED WERE THERE BEFORE HIM, BUT HE GETS CREDIT

There will be no broadcaster in Chicago for the NAB convention beginning next week who will not recognize Newton N. Minow on sight.

He is the same Newton N. Minow who after two months as chairman of the FCC called tv programming a "vast wasteland" at the 1961 NAB convention in Washington.

He is the same man who, at the 1962 NAB convention in Chicago, said that radio too often is "a bazaar, a clamorous casbah of pitchmen and commercials which plead, beat, pressure, whistle, groan and shout" with "incredibly bad" programming.

Under the New Frontier's two years of leadership at the FCC, broadcasting has been threatened, harassed, cajoled, ridiculed and many, many, believe censored in violation of the U. S. Constitution and the Communications Act.

Next week, Mr. Minow will probably address his last NAB convention as chairman of the FCC. He has not denied the Feb. 11, 1963, BROADCASTING report that he has informed the President of his intentions to resign this spring.

The Record • A close study of the FCC's record over the past two years discloses that practically all of the stricter FCC policies of regulation—except in the areas many believe approach censorship—were instituted before Newton N. Minow.

Mr. Minow, however, quickly embraced the toughened FCC policies adopted prior to his arrival (see below)

Collins, Minow: togetherness on tv

NAB'S PRESIDENT THINKS MAGAZINE CONCEPT HAS 'GREAT APPEAL'

LeRoy Collins, NAB president, came out last week for the magazine concept in television and said the idea of clustering commercials to avoid program breaks "has great appeal to me."

Gov. Collins's latest recommendations for revisions in industry practices were made during a television appearance with Newton N. Minow, FCC chairman. The two engaged in an informal conversation on A Moment With, . . . a half-hour program taped last Tuesday for later broadcast on WRC-TV Washington and perhaps on other NBC owned and operated stations if they decide to clear time. The program was done without script, although Messrs. Minow and Collins conferred beforehand.

The magazine concept was one of several subjects that were amiably discussed.

Both Messrs. Minow and Collins spoke warmly, and at some length, about the late Eleanor Roosevelt (Mr. Minow had brought along a picture of his three children and Mrs. Roosevelt; Gov. Collins recalled her as "a wonderful friend" and, at Mr. Minow's prompting, related some of his experiences as chairman of the 1960 Democratic national convention at which Mrs. Roosevelt's appearance set up exuberant demonstrations).

Both reflected (each at the prompting of the other) on achievements during the two years that Mr. Minow has been chairman of the FCC and Gov. Collins head of the NAB, and

both agreed that although each job has presented some frustrations, progress has definitely been made.

Mr. Minow complimented Gov. Collins' on his efforts to gain access for broadcasters to cover House committee hearings. The House Rules Committee buried the proposal the day after the program was taped.

Clustered Spots • The magazine concept for television came up when Gov. Collins asked Mr. Minow to tell about his recent trip to Geneva, for international conferences, and to London to inspect the BBC and the British commercial television system. Mr. Minow explained that the commercial system in England prohibits sponsorship of programs. It sells spot commercials that are "run together, perhaps six at a time, at the beginning or at the end of a program."

As Mr. Minow explained it: "In the middle of a serious thing you don't get an anti-acid commercial. Many people think that this system ought to be adopted here."

Gov. Collins joined in: "In other words, that will improve the art, so to speak, because you won't have a mood that is developed by serious drama interrupted by a commercial, say, dealing with rat poison or dog food or something that would be a clash with the mood created by the drama, and so it would be improvement for art's sake."

Mr. Minow pointed out that there were arguments for and against the adoption of the magazine concept in American tv. To eliminate sponsor identification with programs might discourage programs like the specials sponsored by Hallmark cards.

"I know Mr. Hall [Joyce Hall, head of Hallmark]," said Gov. Collins, "and I think he makes a great contribution to television . . . but it would seem to me that some type of arrangement could be worked out that would still allow for that but still would provide so-called magazine concept at the same time."

Gov. Collins added: "The big advantage, aside from the art, is the fact that it would relieve the broadcaster from the pressure of sponsors and their fears and concerns about people who don't like the particular program taking it out on their product, and that sort of thing."

To Each Its Own • Mr. Minow pointed out that the British television system differed in several respects from American tv. He added: "I, as you know, have occasionally been critical of American broadcasting, but I'd say that certainly our system need not be ashamed when it's stacked up with what else is going on around the world."

In answer to a cue from Gov. Collins, Mr. Minow said he was "encouraged" by progress made during his administration. Three developments he mentioned were space communications, educational television and congressional enactment of the law that will require all tv sets to receive both vhf and uhf signals.

In answer to a cue from Mr. Minow, Gov. Collins said of his
and is generally given the credit for much that has transpired. The chairman has been highly effective in spotting key people throughout the commission staff who think like him. In some instances where the FCC has rejected a Minow viewpoint, individual staffers have nevertheless acted as if it were policy.

A case in point is an FCC letter to a midwestern tv station asking why it had dropped CBS Reports and what it programmed in the same time period. Chairman Minow had wanted such questions included in the program reporting form; the commission had rejected this idea but the letter went out anyway.

The lead story in the April 10, 1961, issue of Broadcasting (nearly a month before the vast wasteland speech) pointed out that a “new regulatory wind is reaching tornado proportions in Washington and it could be an ill wind for many broadcast licenses.”

A reappraisal of performance standards to be required of licensees at renewal time was then taking place on the staff level, the article pointed out. This was one month after the new Commissioner Kenneth Cox became chief of the Broadcast Bureau.

Chairman Minow termed the new attitude a “vigorous application of the law.” Freedom of speech, he has said, should not be confused with freedom to break promises to exploit a public trust—a broadcast license. But the staff did not stop with holding a station to its promises.

Ill-fated Drive * In a campaign begun last spring, the FCC’s Broadcast Bureau started, on its own, to defer renewal applications of tv stations which did not promise regularly scheduled, local, live, public service programs in prime time. This situation was first brought to the attention of a majority of the FCC members in a Dec. 3, 1962, Broadcasting article. The story highlighted the experiences of WKY-TV Oklahoma City in (1) its bid for a renewal and (2) application for approval of the purchase of KVT (TV) Ft. Worth-Dallas.

The same article disclosed that the staff had asked the FCC to defer the licenses of some 100 California stations for alleged programming deficiencies.

As a result, the full FCC reviewed the authority it had delegated to the staff and took these actions: (1) Ordered WKY-TV renewed and (2) two weeks ago, ordered renewed the licenses of tv stations, which had been deferred by the staff, without regard for prime time, local public service programming (Broadcasting, March 18).

This latter action was taken on a 5-2 vote, with dissents by Chairman Minow and Commissioner E. William Henry. Since that action, a third Kennedy appointee—Mr. Cox—has replaced Commissioner T. A. M. Craven.

But even with Commissioner Cox now having a vote, the New Frontier still needs one more to make its position stick that the FCC can force tv stations to schedule certain programs during given time periods. And, with Mr. Minow scheduled to leave the FCC soon, the minority position will be weakened rather than strengthened.

Barring unexpected circumstances, four Kennedy appointees will not serve at one time on the FCC until June 30, 1964—when Commissioner Frederick W. Ford’s term expires. There now are three—Messrs. Minow, Henry and Cox—with a fourth New Frontier appointment to succeed Chairman Minow.

Dark Days * The FCC’s more leisurely attitude toward license renewals actually began in 1959 with the rigged quiz show and payola disclosures by Congress and subsequent legislation. Then, late that year, the FCC adopted anti-payola rules and quizzed all broadcast licensees on payola practices.

In March 1960, Commissioner Ford succeeded John Doerfer as chairman and (1) established the FCC’s Office on Complaints & Compliance and (2) started working on what Commissioner Ford terms the “magna carta” of broadcasting—The July 29, 1960, program policy statement. Commissioner Rosel Hyde dissented to this statement, maintaining that under it the FCC restricts competition and discourages programming changes and innovations.

Congress, in September 1960, passed
legislation permitting the FCC to fine stations for rules violations and to issue licenses for less than three years. The commission also had asked for authority to order a violator off the air temporarily but the Senate removed this provision from a House passed bill.

The FCC then adopted its own rules covering short term renewals (effective in December 1960) and fines (effective the following Feb. 13). The agency wasted no time in using the new power—five stations owned by Richard Eaton received short term renewals the same month and KDWB Minneapolis-St. Paul was fined in March 1961, two weeks after Chairman Minow joined the FCC.

Then KORD • Although the chairman was not around when the FCC began moving toward its promise vs. performance policy statement, he cast the deciding vote in ordering a renewal hearing for KORD Pasco, Wash., on programming representations. This action, on a 4-3 vote, came at the FCC's March 23, 1961, meeting, three weeks after the New Frontier took over at the commission.

Four months later, the FCC granted KORD a one-year license and at the same time wrote all licensees that they would be expected to live up to program representations. In program sanctions since then, the FCC nearly always quotes either the 1960 policy statement or the KORD decision, or both.

In adopting the 1960 statement, the FCC expressly rejected the contention that it has the authority to require licensees to broadcast specific types of programs within specific time periods—the very action the staff was attempting in the tv renewal cases above. "With respect to this proposition, we are constrained to point out that the First Amendment forbids governmental interference," the FCC said in its program policy statement.

One of the FCC members who approved the policy statement had this in mind when he said of the disclosure on staff letters to tv stations because they were not regularly scheduling public service in prime time: "You caught us in outright censorship.

Fear with Club • When Mr. Minow became chairman of the FCC in March 1961, an administration source who refused to be identified said that "quality" programming in ever-increasing doses will be given the public through "fear, the moral persuasion technique and with an obvious club over the broadcaster's head." And, just three weeks ago, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, criticized Chairman Minow for the "real hammer" the FCC is wielding over the heads of broadcasters in renewal matters (Broadcasting, March 11).

The NAB has been strangely silent over the efforts of the FCC staff to force tv stations to alter their prime time program schedules to include local, live public service. No public statement on the subject has been made by the NAB or its president, LeRoy Collins, even though five of the seven commissioners themselves have publicly rebuked the commission staff.

In his confirmation hearing before the Senate, Mr. Minow promised that as FCC chairman he would improve programming. He said that he would do this through the power the FCC has in withholding or granting a station's license renewal.

In another move toward a closer check of licensee's programming, the FCC has been trying to adopt new program reporting forms since February 1961. Two separate proposals have been released for industry comment and a third is on the way.

Again, Commissioner Ford was the prime mover in this tightening move —started before his successor as chairman joined the commission.

The Headliners • Many FCC sanctions have been taken against stations for programming matters which have received wide publicity—and a large portion of these actions were begun under the chairmanship of Mr. Ford. He agreed with the majority that the staff had gone too far in trying to withhold tv renewals. Mr. Minow was sworn in as a member and chairman of the FCC March 2, 1961, succeeding then Chairman Ford.

The present chairman has been in on the "kill" in many instances but played no role in original actions which placed licenses in jeopardy. For instance, the ex parte cases, which had either been decided or set for rehearing before Minow.

The KRLA Los Angeles license renewal hearing for programming and other violations was ordered in 1960, as was the KWK St. Louis revocation proceeding, again on programming. The KWK case is still pending while the FCC refused to renew KRLA, which has appealed to the court.

WDKD Kingstree, S. C., was placed on the carpet in March 1961, at the second FCC meeting presided over by Chairman Minow. A WDKD disc jockey was charged with making "coarse, vulgar, suggestive" remarks over the air and the license, with lack of candor and misrepresentations to the FCC. This case, too, is now in the courts. The first FCC fine came a week later—the chairman's third meeting—levied against KDWB Minneapolis-St. Paul for non-programming violations. Mr. Minow was not around when the
LOOK FOR THE BLACKBURN MEN AT THE N. A. B. CONVENTION

All Blackburn men will attend the N.A.B. Convention in Chicago. They’re looking forward to meeting with you, whether you have plans to buy, sell, use our other services, which include financing and appraisals, or just visit. You’ll find them at the ESSEX MOTOR INN, Suites 801-802. (Across from the Conrad Hilton.)

BLACKBURN COMPANY INCORPORATED
RADIO-TV-CATV-NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS
first short-term licenses were issued although it must be admitted that he has pursued with vigor both types of sanctions—short-term licenses and fines.

Many fines, short-term licenses, renewal hearings and revocations have followed—many of which now are outstanding before the FCC. In these and other actions, the chairman has played a leading role.

For example, there is the FCC's Suburban decision under which broadcasters are required to survey local program needs in submitting an application for renewal. This case was decided in July 1961 and has since been upheld by the U. S. Supreme Court. It involved an application by Suburban Broadcasters for a new fm station in Elizabeth, N. J., which was denied on a 4-2 vote because no effort had been made to determine local programming needs.

One of the chairman's first actions, in April 1961, was to instigate an inquiry to determine how a vhf channel in New York and Los Angeles could be assigned to educational tv. At that time, all seven vhf channels in each city were occupied by commercial stations and it came at a time when WNTA-TV New York was trying to sell. As a result, and with the active participation of the chairman's office, WNTA-TV (ch. 13) was sold to educators at a lower price than commercial interests offered.

There are many things the chairman has publicly advocated—mostly repugnant to broadcasters—which he has not been able to accomplish. Among these are license fees, the magazine concept of advertising, required free time for political candidates, network regulation, restriction of newspaper ownership in non-competitive situations, FCC adopting of the NAB codes on commercial time standards and relaxation of the rules to permit educational tv stations to collect revenues for the sale of time.

Powers Denied • Two attempts have been made to secure additional powers for the FCC chairman, who has often expressed frustration at his inability to get things done because of (1) due process and (2) the equal status of all seven commissioners. In May 1961, the week of the vast wasteland speech, President Kennedy sent to Congress a reorganization plan for the FCC which critics maintained would have made the chairman a "czar." It was vetoed by Congress without much delay.

A year later, a private management study financed by the government recommended that the FCC "take the crucial step of making its chairman chief executive officer in fact as well as name." While the FCC has approved many of the recommendations in this report, it has stoutly refused to relinquish powers from the seven to the one.

One Accomplishment • The well-publicized statements of Chairman Minow have been directly responsible for a huge increase in the number of complaints filed with the FCC. For the fiscal year ending last June 30, the commission received over 12,000 letters complaining about radio and tv, "a substantial increase over the previous year.

As might be expected, dislike of specific programs brought by far the largest number of complaints—35%. The chairman has repeatedly urged the public to make such complaints to the FCC. This, over the silent objections of other members who say such letters just clog the FCC's overburdened staff since the agency is expressly forbidden from reviewing individual programs.

Eight months after his vast wasteland speech, Chairman Minow outlined his philosophy in a speech before the San Francisco Commonwealth Club. "Those of us at the FCC have a right to freedom of expression," he said. "I will continue to speak out, to nudge, to exhort, to urge..." better programming.

Cries of censorship, he charged, are false cries. "If there are not examples of censorship, I suggest that broadcasters stop defending against an enemy who is not there," he challenged.

Five of his colleagues on the FCC, members of Congress and most Washington attorneys in communications practice now are pointing to the WKY-TV renewal as a clear example of attempted censorship—not by the commission itself but by the FCC staff with the endorsement of the Kennedy-appointed members.

As the chief regulator of the radio-television industry, Chairman Minow has been in the public spotlight as no other chairman in history. He has far outshone many much higher ranking government officials in commanding press coverage.

He has traveled from coast to coast making speeches—often about how tv programming must be improved and how he proposes to do it. The 37-year-old Chicago attorney has been given credit for all that is good on television.

And, for all that is bad, he asks the public to come to him for salvation.

Most comments oppose FCC's fm allocations

CRITICIZE OMISION OF MANY COMMUNITIES FROM PLAN

The FCC last week was warned that its proposed table of fm allocations may leave some communities without an fm service, while facilities in others may lie unused.

This was the tone of comments by the Asgn. of Federal Communications Consulting Engineers, Fm Unlimited Inc, and more than 150 others in comments received at the commission last week.

The allocations table for the 80 commercial fm channels in the U. S. proposes to make 2,730 fm assignments to specific cities within the continental limits of the U. S., and was the final step in the FCC's plans to revamp fm (Broadcasting, Dec. 24, 1962).

The AFCCE told the commission that it opposes a table of assignments based on a minimum mileage separation, which assumes that all stations will operate with maximum power and antenna height. The engineers did agree, however, with the establishment of new classes of stations, zones and maximum power limitations. Fm Unlimited asked the commission why the agency felt that the presently proposed table would work in view of the failure of the 1946 tentative table of assignments, which was dropped in 1958.

The AFCCE recommended that the FCC adopt a "go-no-go system" for making allocations. The association suggested that the 1 mw/na contour be protected, and that all contours be determined by the use of propagation curves. This go-no-go plan had pre-
...leave sooner—get there faster!

It's there in hours...and costs you less!

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CALL YOUR LOCAL GREYHOUND BUS TERMINAL OR MAIL THIS CONVENIENT COUPON TODAY

BROADCASTING, March 25, 1963
viously been urged by NAB (Broadcasting, Feb. 18) which felt that the proposed table is too rigid.

Protected Contour • AFCCE said that "both day and night [fm] is comparable to am daytime service." The association reminded the commission of the achievements in am service in reducing areas not having their own primary service, from 29.8% in 1940, to 0.3% in 1960, when the protected contour concept was used for making assignments. AFCCE credited the NAB's study of am growth problems with the above information which was presented to the FCC last Jan. 7 (Broadcasting, Jan. 14).

"This is substantial evidence that by use of a protected contour concept of allocation, the objectives of providing service to the people of the U. S. can well be achieved. It permitted the growth of the [am] service as the population and demand for service increased," AFCCE said.

The objectives of the commission in providing fm service to the country will not be achieved by the proposed table of allocations "simply because the mileage separation system and the table of assignments precludes more than one service to many communities, and thereby seriously limits the possible expansion of multiple fm service," AFCCE said.

Fm On The March • AFCCE added that fm provides a greater potential for a nationwide nighttime radio service than does am, due to the physical nature of the service. Fm Unlimited said "Fm is destined to replace am as the basic radio service," and is the means of local community expression.

AFCCE said that the addition of a new fm channel to the table of assignments indicates that the commission has determined where the population growth will occur, and where the need for a facility will develop. AFCCE said that it was unaware that such a study of population had been made.

"The actual fact," the association said, is that the assignments were made where they would "fit" separation requirements set forth in the rulemaking.

Five Year Plan • AFCCE told the FCC that one way the commission could limit concentration of fm channels in larger cities would be to place a limit on the number of assignments, basing that number on the city's population. This limit could be effective for a five year period with the FCC having the option to extend it for an additional five years. AFCCE added that this type of limitation could be applicable "to a protected contour system of allocation."

AFCCE said that the faults in the distribution of all types of broadcast facilities are twofold. First is the problem of meeting the necessary co-channel separation, and secondly that new assignments are based on locations of the existing stations as a nucleus.

The commission's objective of having nighttime fm supplement the daytime am service has not been met by the proposed allocations table, according to AFCCE. The association noted that in Georgia there are 52 communities with daytime only am stations that have not been given any fm channel. "The need for nighttime primary aural service cannot be met with am frequencies."

Fm Unlimited agreed and told the commission that the table proposed much misallocation of channels. It told the commission that fm is not a supplemental service for am, and feels that 4,000 to 5,000 fm outlets should be established across the country. Fm Unlimited said don't "force fm to go through the same tortuous muddle" that vhf television has gone through.

AFCCE told the FCC that as much of the population of the U. S. as is possible should be allocated two fm facilities. Yet, AFCCE said, under the proposed table it would seem that some communities are without hope for even one fm service.

This was also the view held by the majority of the mass of comments filed last week—that their particular communities would not be given fm channel assignments, or that their one channel did not provide for future needs.

Advisory Committee • Fm Unlimited urged that an Fm Standards Committee be formed. The committee could be recruited from fm broadcasters, technical people and others well acquainted with the fm industry.

The committee could re-evaluate fm's state of being, and formulate a "realistic set of standards that relate existing conditions with future developments, based on practical rather than theoretical ideals." Such a committee could arrive at a workable solution within three months, Fm Unlimited said, adding, people working in the fm industry know the industry best and can best serve the public in its development.

Fm Unlimited also suggested that the classes of fm services be expanded from three to six classes, which would provide for better future development.

CBS and NBC filed comments supporting the commission's proposed table. CBS upheld the mileage separation theory, but on a go-no-go basis. NBC said the table "should diminish considerably the difficulties and delays inherent in many alternative methods of assignment."

GOVERNMENT SECTION CONTINUES ON PAGE 126

BROADCASTING, March 25, 1963
Sale's successes build film's market

PATTERNS CHANGE BUT SPONSOR DEMAND FOR PRODUCT CONTINUES

It's the sales success enjoyed by advertisers that is building present demand for syndicated and feature film product.

This is certain whether properties are first-run motion pictures, off-network programs, cartoons or one of the many other program categories which are offered in abundance by syndicators.

For the advertiser, the syndicated program, if selected and scheduled with care, can be an effective vehicle. This applies to all sponsors no matter whether their distribution patterns are national, regional or local in character.

As syndication business has changed and become more flexible in what it offers the advertiser, he in turn has had to learn how to employ the syndicated product in different ways.

Changing Patterns • The pattern of advertiser purchases has changed over the past five or six years. Where buyers were once predominantly big regional distributors who bought a series of programs for use throughout their territories, today the majority of sales are on a one-minute participation basis. But this system has its advantages in added flexibility and syndicated properties are continuing to prove their advantages as spot carriers.

Although big regional sponsorships have diminished there are still many of them. Some of their success stories have been outlined below.

Advertiser experience with syndication provides additional sales successes for the already stuffed portfolio of the television medium.

An off-network western drama boosts chain-saw sales for one advertiser who now looks to it to perform equally well for its outboard motor company.

A cartoon series sells potato chips at a better clip, and in a special promotion moves more loaves of bread from company to consumer.

Symphony concerts not only appeal to audiences but to advertisers. Banks, savings and loan firms and utilities like them as image builders.

Food product advertisers are among those tasting success with syndicated programs—a canned beef advertiser and a national canned tuna company, for example, find them to be natural aids to distribution demands.

The following stories of advertiser success are typical.

'Ripcord' Wins Renewal • The proof of the value of syndicated series to an advertiser, particularly a regional advertiser, lies in the all-important renewal. Recently, the United Artists Television half-hour series, Ripcord, completed its first-year run for California Oil Co., Western Division, in eight southwestern markets—and the client promptly renewed!

California Oil's satisfaction with Ripcord is especially heartwarming to UA TV in these days when regional advertisers, once the backbone of the syndication business, have virtually disappeared from the scene. Full sponsorship of Ripcord by California Oil is on KBRC-TV Abilene, KVII (TV) Amarillo, KROD-TV El Paso, KCBD-TV Lubbock, KOSA-TV Midland-Odessa, and KSYD-TV Wichita Falls, all Texas, and KOB-TV Albuquerque and KSWS-TV Roswell, both New Mexico.

Jack W. Snapp, media director of White & Shuford, Denver, which placed the order for California Oil, reported that the first-year Ripcord was bought because it was felt that the series would have audience appeal and would lend itself to effective merchandising. He said the results were satisfactory on both counts.

He noted that the series, centering around the exploits of sky divers, lent itself to such promotional efforts as skydiving contests and exhibits, local contests and unique displays. He added that audience appeal proved high, and, in many instances, Ripcord out-rated network programs. He said ratings have been ranging from mid-20's to the 30's.

The decision to renew the series, Mr. Snapp said, was prompted by the substantial ratings, station approval and merchandising-promotional opportunities.

Bridge Sells Van Lines • “We feel that Championship Bridge has definitely accomplished its objective for North American Van Lines in its first two years.”

This summation of a syndicated show's effectiveness comes from a company which five years ago could not find a tv program which would, in its opinion, reach the specialized audience it needed to sell its service.

North American's sales have increased 11.7% from 1961 to 1962, according to a company spokesman, who added that “since the major portion of our advertising dollar goes into Championship Bridge, it deserves a lot of credit.”

And in 1963, after only two months, sales had risen 14.5% during the period as compared to a year ago, he added.

In the past, North American's problems in finding a tv show stemmed from the fact that it had to reach a highly specialized audience—the moving American. “We just couldn't find such a concentrated audience in any one tv program.”

Then Walter Schwimmer Inc., Chicago, began syndicating Championship Bridge. North American did some research and found that bridge players had much in common with mobile groups—age between 25 and 44 years; occupation salesman or executive type; and a family man having one or more children.

Hoping to reach an estimated four million viewers, North American bought the show, and after two years on the air found that its original estimate had in actuality more than doubled.

Additional research of a sampling of 3,000 people from 10 metropolitan areas revealed that of those holding down "prestige jobs," 34.2% watched Championship Bridge and of this group, 77.2% had been moved by a van line during the past ten years. A connection was also seen between salaries and viewers, with the higher income brackets holding the greatest percentage of viewers.

When asked if they would consider North American in their next move, 41.3% in the viewer group answered...
SALE'S SUCCESSES BUILD FILM'S MARKET continued

affirmatively, as compared to 15.7% in the non-viewer group.

Rinks Buys 'Maverick' • The trend in film syndication these days is one of selling films directly to stations, rather than to regional or national advertisers.

Among the notable exceptions to this trend has occurred in Ohio, where Rinks Bargain City has purchased the Maverick series from Warner Bros. for presentation on three Ohio stations.

Rinks Bargain City, through its Cincinnati agency, Cye Landy Advertising, is currently beaming the Maverick show over WCPQ-TV Cincinnati, WIMA-TV Lima and WHIZ-TV Zanesville. Reports from Warner's midwestern sales manager indicate that both client and agency are doing quite well, and are happy with the unique arrangement.

In fact, according to a Cye Landy official, one out of every four people who come into Rinks Bargain City in Cincinnati comments on having seen the company's commercials on the Maverick show.

Savings & Loan Symphony • A syndicated program need not be of mass-appeal in order to attract audiences and sponsors. Seven Arts Assoc. points to its series of 13 Boston Symphony Specials (one-hour programs), now sold in 32 markets and attracting substantial advertiser support, to prove the thesis there is a substantial minority audience for television.

The specials are regarded as a "prestige" vehicle, suited particularly to the needs of institutional advertisers and banks who have been highly active. The series has garnered 10 banks and savings and loan associations as sponsors.

An unusual commercial success story revolves around the Home Federal Savings & Loan Assn., Columbia, S. C., which is sponsoring the Boston Symphony series on WIS-TV in that city. Company officials recounted that a tourist couple, on a weekend visit to their son who is attending a Columbia, S. C., school, saw a recent symphony telecast on a set in their motel room. They were so impressed with the program and had such a warm feeling for the advertiser that they opened a $10,000 savings account with Home Federal Savings & Loan Assn. the following morning.

Bunker Hill Likes 'Shannon' • Beefing up the sales of Bunker Hill Canned Beef products was a task given to television. The vehicle: Screen Gems' Shannon action adventure series. The result: a big increase in beef-eaters in 12 Southern markets.

Sales manager of the Bedford, Va., firm, Joseph Valiant, had this to say about the tv venture: "A 19% sales increase of Bunker Hill Canned Beef products during the first quarter of

1962 resulted solely from sponsorship of a half-hour, first-run syndicated adventure series...." [Shannon].

Mr. Valiant points out that all of the company's advertising in other media remained unchanged before, during and after the sponsorship of Shannon so the first-quarter sales jump "must logically be attributed to [that] series."

Bunker Hill had been in television before, explains Mr. Valiant. "We've been spending most of our advertising budget in television for the past 10 years, telecasting everything from hillbilly bands to The Cisco Kid." The company began carrying Shannon on WSB-TV Atlanta and within three months was using the vehicle in 11 other markets: WFMY-TV Greensboro, N. C.; WXEX-TV Richmond; WRAL-TV Raleigh, N. C.; WDBJ-TV Roanoke, Va.; WSOCTV Charlotte, N. C.; WTAR-TV Norfolk, Va.; WIS-TV Columbia, S. C.; WCJB-TV Bristol, Va.; WHIS-TV Bluefield, W. Va.; WFBC-TV Greenville, S. C.; and WITN (TV) Washington, N. C.

McCulloch Goes With 'Deputy' • McCulloch Motors Inc., Los Angeles, whose chain-saw division is currently sponsoring NBC Films' The Deputy in 130 markets around the country, has picked up the option on the show and will advertise its Scott Outboard Motors in about 75 markets for another 13 weeks. The campaign for Scott will begin in mid-April.

According to a spokesman from McCulloch's agency, Fuller & Smith & Ross Inc., Los Angeles, sponsorship of The Deputy "is doing everything we expected it to and much more." The spokesman added that chain-saw sales are up over the industry's rate of sale.

McCulloch is a second-year customer of NBC Films: The advertiser sponsored the syndicator's Royal Canadian Mounted Police for 26 weeks last year, in approximately 100 markets.

McCulloch went into tv because its chain saws "should be demonstrated" to the potential buyer. A spokesman said McCulloch wants to reach, among others, the "casual user"-the homeowner that wants to cut down a tree in his yard; the overnight camper.

The spokesman noted that tv advertising for McCulloch's chain saws "has done something for the industry." Not many people, he said, are familiar with the product, and McCulloch's tv usage may have helped to acquaint the public.

In addition to its tv usage, McCulloch advertises in radio and in print.

Bread and 'Bozo' • In September, 1962, WAST-TV Albany, N. Y., inaugurated a live Bozo the Clown program, syndicated by Jayark Films Inc., with Betty Lou bread as sponsor.

According to a report from Jayark, the station combined a program promotion with a promotion for the advertiser, by using specially imprinted "Bozo" balloons as a give-away to the children in the studio audience. WAST-TV was, up to now, sending 6,000 balloons with the imprint "It tastes better with Betty Lou Bread."

In addition, the station has ordered about 100 gros of the "Bozo" walking doll as a premium item for the sponsor.

The animated Bozo the Clown library, which has been on the air for four years, has been sold in over 200 markets.

'Biography' for Utility • Pacific Gas & Electric Co., San Francisco, seeking entertainment and prestige values in a television program, is cooking with gas and electricity in its sponsorship of Official Films Inc.'s half-hour actuality series, Biography, in seven California markets.

The stations are KRON-TV San Francisco, KERO-TV Bakersfield, KHS-L-TV Chico-Redding, KIEM-TV Eureka, KFRE-TV Fresno, KSB-WTV Salinas-Monterey-San Jose and KSBY-TV San Luis Obispo-Santa Barbara.

"For an institution like ours, which is more interested in image than product, we find it refreshing to discover that viewers write in and say they like the show for its entertainment and prestige values plus the quality of the production," comments A. James McCollum, PG&E advertising and publicity manager.

Mr. McCollum calls Biography an all-family show, with children and their parents viewing the program together. As a result, Biography has garnered consistently high ratings, which, Mr. McCollum says, means a substantial
NOW ENHANCED BY THE MOST DISTINCTIVE EXTRA SERVICES EVER PROVIDED BY ANY SYNDICATOR!

DICK POWELL'S ZANE GREY THEATRE

HOST: DICK POWELL

HERE'S WHAT'S AVAILABLE TO HELP YOU REALIZE ITS GREAT POTENTIAL...

- 145 different, per episode "coming attraction" trailers
- Per episode action photos with titles, bios and synopses
- "Network calibre-or-better" promo kits including telops, :10, :20 and :60 second filmed trailers, ad mats, on-air announcements, bios, etc.
- Two weeks before playdate film delivery for taping promos (by request)
- Color photos on loan basis
- Sales helps to station reps for more national spot business

BY FAR THE MOST DISTINGUISHED AMONG ALL OFF-NETWORK SERIES!

- Over 150 dazzling, exploitable stars
- 145 compact, action-filled "miniature movies" produced against a sweeping Western background

A CALL TO US WILL BRING YOU DETAILS

"PROVEN PROGRAMMING" FROM

FOUR STAR DISTRIBUTION CORP.

600 FIFTH AVENUE
NEW YORK 20
NEW YORK
LT-18530

and responsive audience for the company’s commercials, which are both institutional and sales messages. The institutional announcements are themed to dramatic evidences of PG&E’s engineering enterprises, such as atomic electricity development and the stringing of lines by helicopter. Sales messages are directed toward expanding the use of gas and electrical appliances. The agency for PG&E is BBDO, San Francisco.

PG&E makes available prints of the series to schools and considers this service of value both to the advertiser and the children and teachers.

**Popeye Promotion** • Advertisers often use syndicated cartoon shows for special local promotions.

A “toy sweepstakes” by Millbrook Bread is one current example of such a promotion, which is drawing successful results on “The Good Ship Popeye,” over WTEN (TV) Albany, N. Y., a children’s show built around King Features Syndicate’s Popeye cartoons.

To enter the sweepstakes, listeners of the program were asked to visit the Millbrook shelf display at the supermarket and pick up entry blanks. Although they were not required to do so, the young Popeye fans were also asked to send an end wrapper from a Millbrook loaf along with the entry blank.

Over 3,000 entries were reported sent during the first five weeks of the eight-week promotion. And 99% of the entries were accompanied by the Millbrook end wrapper.

WTEN (TV) reported that the Millbrook promotion drew more mail than any previous promotion tied in with a visit to the sponsor’s point of purchase.

**Lay’s Likes Cartoons** • Frito-Lay Inc.’s Lay’s potato chips sales in Southwestern markets have climbed 15% annually over the last two years, a growth directly correlated to the company’s use of television. Frito Lay picked up CBS Films’ cartoon series, *Deputy Dawg*, as the vehicle to carry its Lay’s message in 1961, got unexpected mileage out of it, and continued sponsorship of the show through 1962.

Paul Patterson, account executive for Lay’s potato chips at Liller, Neal, Battle & Lindsey, Atlanta, explains that the cartoon series is especially suited to the promotion of premium offers. Lay conducted 11 “special-offer” marketing schemes in 1961 and ’62.

Mr. Patterson reports that sales of Lay’s Twins package (two for one) quadrupled over the two-year period. The whole Lay chips budget, with the exception of some hus-carding, was put into sponsorship of *Deputy Dawg* on some 45 stations in the company’s southern marketing district. The show was carried on an alternate week basis at an expense of about $425,000 annually.

Effectiveness of the cartoon series in delivering the Lay message can be read in terms of numbers reached. Nielsen figures for March-April 1962 indicate that Lay’s sales messages were attracting about 3,777,500 viewers in 1,717-050 television homes.

In 35 Lay markets rated by Nielsen (remaining markets were projected) *Deputy Dawg* had an average rating of 23.4. The commercial minute cost-per-thousand was an attractive $2.09.

CBS Films has begun the third year of Deputy Dawg production. The new series will be available in color.

**Science Fiction Success** • Earl Hollenbeck of Blackman-Hollenbeck Ford, Fresno, Calif., said his company is considered “a shrewd buyer.”

And, Mr. Hollenbeck said, “we knew a good thing when we saw it.”

The “good thing” Mr. Hollenbeck saw was sponsorship of Allied Artists’ Science Fiction Features over KIEO-TV Fresno. And his reaction after watching the show overwhelmingly outscore three competitors in the 6-7:30 p.m. time slot is summed up briefly: “The audience exceeded our expectations, and the sales results were tremendous.”

Blackman-Hollenbeck originally bought the show on a 13-week basis, but it took the company only five weeks to note the impact of its advertising, and to buy the show for a year. The company uses nine commercial minutes per show, divided up among 4-5 spot announcements.

Mr. Hollenbeck said that his company buys nothing but tv advertising, and in regard to the Science Fiction Features in particular, he said: “The show speaks for itself.”

Here is what the show has done for Blackman-Hollenbeck in cold facts. Reaching 48% of the viewers in a four-station area, the advertising has prompted a sales increase of 30%, according to

The Science Fiction features sponsored by Blackman-Hollenbeck Ford in Fresno have brought “tremendous” sales results, says Mr. Hollenbeck.

Mr. Hollenbeck, directly traceable to the tv advertising on the show.

**Paradise Participations** • Sponsor satisfaction with 20th Century-Fox TV’s *Adventures in Paradise* series is no secret at KSLA-TV Shreveport, La. At that station all five participants stuck with the show when it changed time periods recently.

The 91-hour-long episodes of South Sea adventure, with Gardner McKay and guest stars, “has been sold out almost from the day it went on the air last September,” according to KSLA-TV program director John Renshaw.

Advertisers in the program are Procter & Gamble, Breast O’ Chicken tuna, Jack’s Beer, Sprite (soft drink) and OJ’s Beauty Lotion.

Ratings of the program attest to its popularity in the Shreveport market and give an explanation of high sponsor interest. ARB’s November-December report gave the show an average of 54,000 homes and a metropolitan share of 47%.

**Optical Firm Pleased** • Eyeglass sales through television?

Why not?

That’s the report from Texas State Optical, a huge 94-office optometric firm in the state of Texas, which reports it is “completely delighted” with results of its tv advertising in 15 Texas markets.

Thanks to an impetus started by the sponsorship of ABC Films’ *One Step Beyond* series in the Rio Grande Valley area, Texas State Optical now allot 60% of its total advertising budget to television, and according to TSO director of public relations W. Ed Allen, the tv advertising outpulls the other media by far.

The *One Step Beyond* series, a half-hour excursion into the realm of extrasensory perception released several years
ago as Alcoa Presents, was first sponsored by Texas State Optical over Weslaco-Harlingen station KGBT-TV, and was greeted by what Mr. Allen termed “fantastic ratings.” As a result, TSO expanded the series into three more areas—KXII-TV Midland-Odessa, KXII-TV Sherman-Denison, and KTSN-TV El Paso.

And the general results?
In each situation where the One Step Beyond series is running, Mr. Allen reports, the show is doing an outstanding job in the ratings, and in the organization’s sales curve.

Classical Example • A bank in Arizona, by advertising on a classical music program syndicated from Chicago, has found television a happy medium for reaching a particular segment of viewers.

Thanks to its sponsorship of Great Music from Chicago on KTVK (TV) Phoenix (Sundays, 10-11 p.m.), Greater Arizona Savings and Loan Assn. “reaches an audience that we are particularly interested in,” according to bank president Maxwell E. Greenberg. Mr. Greenberg said sponsorship of the program “has resulted in a substantial increase in new savings accounts.”

Great Music from Chicago, which Mr. Maxwell said “has made an outstanding contribution to the cultural life of Phoenix through television,” is made available through WGN Syndication, Chicago, and is currently appearing in 45 markets within the continental U. S., plus markets in Argentina, Uruguay, Canada and the Virgin Islands.

Winner of a George Foster Peabody award in 1959 for television entertainment, Great Music from Chicago features the Chicago Symphony Orchestra with guest soloists and conductors.

Film distributors and their Chicago locations

Television Film Exhibit ’63 has attracted the majority of the major syndicators and film distributors. Located in the Pick-Congress Hotel, just north of the Conrad Hilton on Michigan Ave., the exhibits will be open from March 30th through April 3. Major exhibitors and other film distributors are listed here with their locations. For film distributors not listed here check NAB Convention listings, page 116.

ABC FILMS INC.
Conrad Hilton, Suite 2300
Headquarters: 1501 Broadway, New York 36.
Branches: 360 N. Michigan Ave.,
Chicago 11.
190 N. Canon Dr., Beverly Hills, Calif.
P. O. Box 653, Covington, La.
Carlton Tower, Suite 1315,
2 Carlton St., Toronto.

Personnel: Henry G. Plitt, president;
Harold J. Klein, senior vice president and director of world-wide sales; John F. Tobin, vice president in charge of domestic syndication; Irving Paley, director of advertising and promotion; Phillip Conway, Eastern Div. manager; Michael G. Gould, Central Div. manager; William Seiler, Southern Div. manager; Howard M. Lloyd, Western Div. manager.

Films available:
Wyatt Earp.
The Rebel.
Casper the Friendly Ghost & Co.
One Step Beyond.
Adventures of Jim Bowie.
Man With a Camera.
Congressional Investigator.
Consult Dr. Brothers.

Sheena, Queen of the Jungle.
The Court of Last Resort.
The Three Musketeers.
The New Breed.
Exclusive!
Meet McGraw.
26 Men.
Expedition!
The People’s Choice.
Straightaway!
The Playhouse.
High Road.
Counterthrust.
Girl Talk.
The Herald Playhouse.
The Cheaters.

ALLIED ARTISTS TELEVISION CORP.
Pick-Congress, Shelby Room
Headquarters: 165 W. 46th Street, New York.
1232 S. Michigan Ave., Chicago.
4376 Sunset Dr., Hollywood.
2204 Commerce St., Dallas.
186 Luckie St., Atlanta.

Personnel: Robert B. Morin, vice president and general sales manager; C. P. Jaeger, national program manager; Barry Lawrence, director of promotion, advertising and publicity; James C. Stern, Central Div. sales manager; Roy George, Southwestern Div. sales manager; Sidney Cohen, Western Div. sales manager; Elliot A. Benner, Central Div. account executive.

Films available (number of episodes in parentheses):
Air Power (26).
Amos ’n’ Andy (77).
Annie Oakley (81).
Assignment Foreign Legion (26).
U. S. Border Patrol (39).
The Brothers Brannagan (39).
Cavalcade of the ’60s—Group I (40).
Cavalcade of the ’60s—Group II (32).
Science Fiction (22).
Bowery Boys (48).
Bomba, the Jungle Boy (13).

CBS FILMS INC.
Conrad Hilton, Suite 2319
Branches: 1317 Peachtree St., Atlanta 9.
630 N. McClurg Court, Chicago 11.
622 Fidelity Union Life Bldg., Dallas 1.
Sheraton-Palace Hotel, 140 Jessie St., San Francisco.

Personnel: Sam Cook Digges, administrative vice president; James T. Victory, domestic sales vice president; Ralph M. Baruch, international sales vice president; Fred J. Mahlstedt, managing director, operations, domestic and international; Joseph B. Irwin, director of business affairs; Henry T. Gillespie, midwestern division manager; Carter Ringlep, southwestern division manager; Edward Hewitt, western division manager; Jack Waldrep, Atlanta office manager; Eugene Moss, sales promotion manager; William Weiss, vice president and general manager of Terrytoons division.

Films available (number of episodes in parentheses):

Mr. Plitt

Mr. Morin

Mr. Digges

BROADCASTING, March 25, 1963
Gower Hooper, Victor, (SPECIAL personnel: manager; executive; president; Arnold Friedman, advertising department.

Films available (number in parentheses):

Feature films (33).

FOUR STAR DISTRIBUTION CORP.

Pick-Congress, Victorian Room
Headquarters: 600 Fifth Ave., New York.

Personnel: Leon Firestone, vice president and general manager; Burt Rosen, executive administrative assistant; Leo Gunman, advertising editor; Bud Brooks, sales representative; Dick Feiner, sales representative; Bill Hooper, sales representative; Jerry Weisfeld, sales representative.

Films available (number of episodes in parentheses):

Dick Powell's Zone Grey Theatre (145).
The Detectives (67).
Stagecoach West (38).
Target: The Corruptors (35).
The Law and Mr. Jones (45).

HOLLYWOOD TELEVISION SERVICE

Pick-Congress, Suite 319

Personnel: David Bloom, general sales manager; David Bader, Eastern Div. manager: Mal W. Sherman, Western Div. manager; Ken Weldon, Central Div. manager; Elvin Feltner Jr., Southern Div. manager; Vonn Neubaur, Southern representative; Bryan D. Stoner, Midwest Div. manager.

Films available (number of episodes in parentheses):

Science Fiction Cliff Hangers (191).
Jungle Adventure Cliff Hangers (104).
we’ve gone around the world...to bring you Volume 6
THE INTERNATIONAL VOLUME

Our new selection of critically acclaimed
feature motion pictures is assembled in Volume 6,
"THE INTERNATIONAL VOLUME"-
Seven Arts new release of "Films of the 50's."
See them at Seven Arts' TFE suite in the
Pick-Congress Hotel, Chicago, March 30—April 3
or call your nearest Seven Arts' representative.
**KING FEATURES SYNDICATE**

*BROADCASTING*, (SPECIAL edition) (143).

Branches:
- Papaye (220).

**MCA-TV**

*Conrad Hilton, Suite 2300*

- 1371 Peachtree St., N.E., Atlanta.
- 519 E. Trade St., P. O. Box 1503, Charlotte.
- 425 N. Michigan Ave., Chicago.
- 426 Transportation Bldg., Cincinnati.
- 1172 Union Commerce Bldg., Cleveland.
- 2311 Cedar Springs, Dallas.
- 1415 Northwestern Bank Bldg., Minneapolis.
- 504 Delta Bldg., New Orleans.
- 101 Jones Bldg., Seattle.
- Chemical Bldg., Rm. 1110, St. Louis.
- Revue Studios, 3900 Lankershim Blvd., Universal City.
- 180 University Ave., Toronto.
- 1434 W. Ste. Catherine St., Montreal.


**METRO-GOLDWYN-MAYER TELEVISION**

*Pick-Congress, Washington Room*

Headquarters: 1540 Broadway, New York.
- 340 Victoria St., Toronto.

Personnel: John B. Burns, vice president for sales; Richard A. Harper, director, syndication and feature film sales; Edward Montanus, Central sales manager; Charles Alsip, Western sales manager; Louis Israel, Southern sales manager; Richard G. Yates, account executive; Paul B. Mowrey, account executive; Karl Von Schallern, account executive; Alex Horwitz, account executive; William Robinson, Canadian sales manager; Alister Banks, Canadian account executive; Herman Keld, sales coordinator; Alfred Ordover, research director; Keith Culverhouse, director, advertising and promotion.

Films available (number of episodes in parentheses):
- '61 Features (30).
- '62 Features (30).
- '63 Features (30).

**MGM CARTOONS**


**NBC FILMS INC.**

*Drake Hotel*

Headquarters: 30 Rockefeller Plaza, New York.
- Personnel: George A. Graham Jr., board chairman, NBC Enterprises; Morris Rittenberg, president; William Breen, vice president, sales; Bob Blackmore, Midwest sales manager.


**OFFICIAL FILMS INC.**

*Pick-Congress, Columbia Room*

Headquarters: 724 Fifth Ave., New York.

In over 30 markets to date, Seven Arts’ series of 13 one-hour TV Concert Specials featuring the Boston Symphony Orchestra has registered an impressive commercial success story for a variety of sponsors.

In 10 of these markets for example, the series is/was sponsored by a local bank or savings and loan association as follows:

- Bangor, Me. (WABI-TV) Merchants National Bank of Bangor
- Des Moines, Iowa (WHO-TV) Valley City National Bank
- Fargo, N. D. (WDAY-TV) Gate City Savings & Loan Association
- Fresno, Calif. (KMOV-TV) Sequoia Savings & Loan Association
- Lexington, Ky. (WKYT) Bank of Commerce
- Louisville, Ky. (WAVE-TV) Citizens Fidelity Bank
- New York, N. Y. (WNEW-TV) Manufacturers Hanover Trust Co.
- Omaha, Neb. (WOW-TV) Nebraska Savings & Loan Association

In addition to banks and/or savings and loan associations, other sponsors of the Boston Symphony Orchestra series include Scott-Stewart Volkswagen in Erie, Pa.; The Stewart Dry Goods Co., which is co-sponsoring the series with the Citizens Fidelity Bank in Louisville, Ky.; Music Manor in Reno, Nev.; Miller Piano in Jacksonville, Fla. and the Manufacturers Light and Heat Co., which is co-sponsoring the series with the Security National Bank in Wheeling, W. Va.

Of particular significance to these sponsors is the public and critical acclaim received for these 13 brilliant concerts conducted by Erich Leinsdorf, Charles Munch, Aaron Copland, William Steinberg and Richard Burgin.

For further information and to arrange a screening of our 15-minute Boston Symphony Story and/or a complete concert, please contact your nearest Seven Arts salesman.
Personnel: Seymour Reed, president; Howard B. Koerner, vice president; Robert A. Behrens, vice president, sales; Johnny Johnston, director of national sales; S. Allen Ash; Ken Byrnes; Stan Byrnes; Al Lan-ken; John Lewis.

Films available

(number of episodes in parentheses):

Biography I.
Biography II, Little Rascals (90).
Decoy.
Cartoons (41).
Almanac (377).
Greatest Headlines of the Century Sportfolio (260).
Peter Gunn (114).
Mr. Lucky.
Yancy Derringer (34).
Wire Service (39).
My Little Margie (126).
Trouble With Father (130).
Adventures of Robin Hood (143).
Star Performance (156).

WALTER READE-STERLING INC.

Pick-Congress, Suite 315
Headquarters: 6 East 39th St., New York.
Branches: 100 W. Monroe St., Chicago.
1680 N. Vine St., Hollywood.

Personnel: Saul J. Turell, president; Elliott Abrams, sales; Bernice Coe, sales; Alan Gleitzman, sales; Kenneth Jaffe, sales; Robert Schlessel, sales.

Films available

(number of episodes in parentheses):

Cinema 70 (84).
Golden Age of Hollywood: Silents Please (39).
The Special of the Week (26).
The Golden World of Opera (26 feature length, 39 hours).
Adventure Theatre (78).
Abbott & Costello (52).
Chatter's World (150).
The Big Moment in Sports (150).
Time Out for Sports (52).
Bowling Stars (52).
Capt'n Sailorbird Cartoons (184).
Crusade in the Pacific (26).

WALTER SCHWIMMER INC.

Headquarters: 75 E. Wacker Dr., Chicago I.

Personnel: Walter Schwimmer, president.

Films available

Let's Go To The Races.
The Hambletonian.
World Series of Golf.
Championship Bridge.
Championship Bowling.

SCREEN GEMS INC.

Pick-Congress, Roosevelt Room
Headquarters: 711 Fifth Ave., New York.
Branches: 1112 Peachtree St., N.E., Atlanta.
318 N. Pearl St., Dallas.
230 N. Michigan Ave., Chi-
cago.
1334 N. Beachwood Dr., Hollywood.

Personnel: Jerome Hyams, executive vice president and general manager; Robert Seidelman, vice president in charge of syndication; Dan Goodman, Eastern sales manager; Don Bryan, Southern sales manager; William Hart, Midwestern sales manager; Frank Parton, Southwestern sales manager; Marvin Korman, advertising and promotion manager.

Films available

(number of episodes in parentheses):

Columbia and Universal-International Features (300).
Hanna-Barbera Cartoons (156).
Festival of Performing Arts (10).
Shannon (36).
Medicine of the Sixties (24).
Manhunt (78).
Tightrope (37).
Two Faces West (39).
Award Theatre (78).
Pick A Letter.

SEVEN ARTS ASSOCIATED CORP.

Pick-Congress, Buckingham Room
Headquarters: 270 Park Ave., New York.
Branches: 8922-D N. La Crosse (P.O. Box 613) Skokie, Ill.
5641 Charlestown Drive, Dallas.
3562 Royal Woods Drive, Los Angeles.
11 Adelaide St. West, Toronto.

Personnel: Terry H. Lee, vice president for business planning and development; Buddy Ray, operations manager; Jacques Liebenguth, sales manager.

Films available

(number of episodes in parentheses):

Divorce Court (130).
**B-ware Don in Jungle-la (130).**
**Communism R. M. E. (13).**
**The Littlest Hobo (34).**

**TRANS-LUX TELEVISION CORP.**

**Pick-Congress, Carter Room**


520 N. Michigan Ave., Chicago.

Personnel: Richard Brandt, president, Trans-Lux Corp.; Richard Carlton, vice president, Trans-Lux TV Corp.; Roslyn Karan, coordinator, Encyclopaedia Britannica Film Library; Barbara Wilkens, director of publicity; M. E. Ormond, Midwest Div. manager; Arthur Manheimer, Western Div. manager; Murray Oken, Eastern Div. manager.

Films available (number of episodes in parentheses):
- Encyclopaedia Britannica Film Library (800).
  - *The American Civil War* (13).
  - *Frontiers of Knowledge* (26).
  - *Junior Science* (39).
  - *Feature Pictures.*
  - *It’s A Wonderful World* (39).
  - *Zorroama* (78).
  - *The Mighty Hercules* (30).
  - *Guest Shot* (26).
  - *Felix The Cat* (260).
  - *Magic Room* (39).

**TWENTIETH CENTURY-FOX TELEVISION INC.**

**Pick-Congress, Music Room**

Headquarters: 444 W. 56th St., New York.

Branches: 197 Walton Ave., N. W., Atlanta.
Fox Studios, Beverly Hills, Calif.
1260 S. Wabash Ave., Chicago.

Personnel: George T. Shupert, vice president; Alan M. Silverbach, director of syndication; William L. Clark, Eastern Div. sales manager; Crenshaw Bonner, Southern Div. sales manager; John P. Rohrs, Central Div. sales manager; Donald Ioannes, Western Div. sales manager.

Films available (number of episodes in parentheses):
- *Century I* (30).
- *Adventures in Paradise* (91).
- *Hong Kong* (26).
- *Five Fingers* (16).
- *Follow the Sun* (30).
- *Bus Stop* (25).

**UNITED ARTISTS CORP. INC.**

**Pick-Congress, Lincoln Room**


**UNITED ARTISTS TELEVISION CORP.**

Headquarters: 555 Madison Ave., N.Y.

Branches: 520 N. Michigan Ave., Chicago.
7324 Santa Monica Blvd., Hollywood.


Films available: (number of episodes in parentheses):
- *Showcase for the Sixties* (33).
- *A-Okays* (32).
- *Box Office Group* (26).
- *Popeye Cartoons* (337).
- *RKO Feature Library* (400).

**VIDEO HOUSE INC.**

**Pick-Congress, Suite 323**

Headquarters: 48 W. 48th St., N.Y.

Personnel: Albert G. Hartigan, vice president, general sales manager; Johanna Masucci, secretary.

Films available (number of episodes in parentheses):
- *Out-of-the-Inkwell* (100).

**WARNER BROS. PICTURES INC., TELEVISION DIV.**

**Pick-Congress, Park View Room**

Headquarters: 666 Fifth Ave., N. Y.

Personnel: Joseph Kotler, vice president; William P. Andrews, Western Dist. sales manager; John W. Davidson, Southeastern Dist. sales manager; Michael S. Kievman, Central Dist. sales manager; Jack E. Rhodes, Northeastern Dist. sales representative; Gordon A. Hellmann, sales promotion manager.

Films available (number of episodes in parentheses):
- *Maverick* (124).
- *Sugarfoot* (69).
- *Brongco* (68).
- *Surfside 6* (74).
- *The Roaring 20’s* (45).
- *Bourbon Street Beat* (39).
- *Lawman* (156).
Leslie Charteris’

The comes to

.... the only first-run, one-hour adventu
From stories written by Leslie Charteris, world-famed creator of The Saint...filmed in the glamor centers of the world where Charteris went for his material and backgrounds—New York, London, Paris, Rome, Nassau, Geneva, Southern Spain and more...with production that is polished and professional, meticulous down to the smallest detail...and in every episode, beautiful women who are attracted to Simon Templar—The Saint—as he is to them...comes television's only series of its kind 39 first-run full-hours of adventure, mystery and suspense

THE SAINT
a series identified only with success...
	novels—35 titles with more than 60 million copies sold, translated into virtually every written language

radio—from 1945 to 1951, giant shares of audience coast-to-coast on NBC, CBS and Mutual networks

movies—10 box office hits produced by RKO with such stars as George Sanders and Louis Hayward

mystery magazine—five separate editions printed every month in the United States, England, France, Netherlands and Brazil.

newspaper strip—a regular feature in more than 75 papers with a total circulation in the millions

...success that insures for the series an avid, pre-sold audience in every market it plays.

Immediately available...call or wire collect for details and screening.

INDEPENDENT TELEVISION CORPORATION
555 Madison Avenue • New York 22, N.Y. • Plaza 5-2100
17 Gt. Cumberland Place • London W1 • Ambassador 8040
100 University Avenue • Toronto 1, Ontario • Empire 2-1165
Mexico City • Paris • Rome • Buenos Aires • Sydney
and offices in principal cities in 45 countries around the world

Meet The Saint in Chicago,
March 30-April 3,
Pick-Congress Hotel, Suite 325.
Stations look at film programming

THREE OUT OF FOUR WOULD LIKE TO HAVE MORE PRIME-TIME PRODUCT

A wide demand for more and better syndicated film programs is shown among television stations in the United Stations, with three-out-of-four stations reporting they would like more prime-time programming from syndicators.

This finding, along with many others that probe deeply into the major aspects of tv station programming and the films made available to them, are shown in an industrywide tv survey conducted by Broadcasting.

The results bring to light many facts and trends that heretofore have been suspected but not scientifically documented. The survey findings are based on a 30% response to a lengthy questionnaire sent to all 569 tv stations, with 169 questionnaires processed in an analysis of the replies.

Clearer Picture • Purpose of the survey was to obtain a better picture of the exact programming requirements of the industry along with station reaction to the films currently available.

An analysis of replies yields basic information that will serve as a guide to syndicators and other program suppliers. They show what types of programs are in short or adequate supply, in the opinion of tv stations. They reveal, also, the types of syndicated films stations desire.

Besides the tabulated data (see below), the responding stations supplied illuminating suggestions to syndicators. These include both favorable and unfavorable comments on the product presently available. They include, too, detailed suggestions dealing with the types of films they want to buy. The 30% sample is believed to represent a fair cross-section of operating tv stations.

The first industrywide insight into the amount of network programming dropped by stations to make way for feature films or syndicated programs is provided by the survey.

Half of operating tv stations have dropped one or more network programs this season in prime time to make way for feature films, it was revealed.

An interesting finding came from the question, "Have you done more of this substitution of feature films for network programs in prime time this season as compared with previous seasons?"

The finding: 83.6% of replying stations have not substituted feature films for prime-time network programs this season in comparison with their operating practice in previous seasons; 16.4% have done more substituting than in the past.

A question that went right to the heart of the syndication situation dealt with the current need for prime-time, first-run syndicated shows. It showed that 73.5% of station answers said "Yes," indicating a definite need and desire for such shows; 26.5% answered "No."

In the 169-station sample which answered two-out-of-five stations are located in three-station markets; one of four in two-station markets; one of six in four-station markets; one of eight in single-station markets. Minor segments were located in markets having five or more stations; several are in eight-station markets.

Here are some high spots brought out by the survey:

1. Three reruns are about the limit for films of all types, in the opinion of a majority of stations.
2. A majority consider the present supply of good feature films adequate.
3. Of all film programs (by length), 30-minute films are in largest supply.

1. Size of markets from which replies were received.

<table>
<thead>
<tr>
<th>No.</th>
<th>% of stations</th>
<th>No.</th>
<th>% of replies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>12.0</td>
<td>5</td>
<td>3.0</td>
</tr>
<tr>
<td>2</td>
<td>24.6</td>
<td>6</td>
<td>1.8</td>
</tr>
<tr>
<td>3</td>
<td>40.1</td>
<td>7</td>
<td>1.8</td>
</tr>
<tr>
<td>4</td>
<td>15.6</td>
<td>8</td>
<td>1.2</td>
</tr>
</tbody>
</table>

2. Number of hours per week devoted to local live programming.

<table>
<thead>
<tr>
<th>No.</th>
<th>% of hours</th>
<th>No.</th>
<th>% of replies</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-5</td>
<td>4.9</td>
<td>31-40</td>
<td>6.9</td>
</tr>
<tr>
<td>6-10</td>
<td>21.7</td>
<td>41-80</td>
<td>6.6</td>
</tr>
<tr>
<td>11-30</td>
<td>63.9</td>
<td>Over 80</td>
<td>—</td>
</tr>
</tbody>
</table>

- A third of the stations have 100 to 500 feature films in reserve; one out of five has over 1,000 in reserve; many have over 2,000; several have 3,000; a few have over 4,000 feature films in reserve; and one of eight has 500-1,000.
- Nearly two-thirds of responding stations devote 11 to 30 hours a week to live programming; one of five devote 10 hours a week to live material, one of 20 devote 31-40 hours a week.
- Two out of five stations devote 11 to 28 hours a week to film or tape programs; one of five devotes 29 to 40 hours a week to such programming.

An interesting response from stations was produced by a question asking which types of programs they desired more. Adventure films led in the three categories of programs—features, one-hour and 30-minute programs.

Next in demand are dramatic programs, particularly in the feature and one hour types (see table, page 78). On the other hand comedies rank second among types of 30-minute programs desired. Comedies rank third in feature and one-hour programs.

Westerns rate a poor fourth among types of programs most desired, analysis of the survey shows. Detective stories run a shade below westerns.

Three Reruns Common • The analysis of rerun practices brings to light revealing data on the number of times stations run their films. In the case of feature films, for example, three reruns is the most popular practice, closely followed by two and then a single rerun. Occasionally stations rerun a feature as often as five or even 10 times. The largest number of feature film most rerun was found to be three.

As to 30-minute films, the returns show that over 43% of stations follow an average practice of two reruns compared to nearly 33% for a single rerun. Only one of eight stations follows a practice of three reruns for 30-minute films. Reruns beyond three are negligible.

The most reruns for 30-minute films, the questionnaires revealed, average three at 25.7% of stations. About tied around the 20% mark are two and four reruns of 30-minute films; one rerun is the most allowed at about 13% of stations.

It's interesting to note that about 7% of tv stations will permit no reruns for either feature films or 30-minute programs.

The most popular type of non-network programming is the 30-minute segment, the figures show, with half of responding stations scheduling between 11 and 30 hours a week with programs of that length.

Programs two hours long consume a relatively small amount of the week's nonnetwork material. About one out of five stations devotes 0-5 hours a week to two-hour segments, mostly feature films. Only three stations in the sample program two-hour features more than 30 hours a week.

One out of three stations programs 90-minute nonnetwork segments 0-5...
Judge TV picture quality here and you'll be fooled!

View it on a tv tube and you'll see why today's best-selling pictures are on SCOTCH® BRAND Video Tape

Don't fall into the "April Fool" trap of viewing filmed tv commercials on a movie screen in your conference room! The only sensible screening is by closed circuit that reproduces the film on a tv monitor. Then you know for sure how your message is coming through to the home audience.

When you put your commercial on "SCOTCH" Video Tape and view it on a tv monitor, you view things as they really appear. No rose-colored glasses make the picture seem better than it will actually be. No optical-to-electronic translation takes the bloom from your commercial or show. Every single image on the tape is completely compatible with the tv tube in the viewer's home.

You've just completed a commercial you think is a winner? Then ask your tv producer to show it on a tv monitor, side-by-side with a video tape. Compare the live-action impact and compatibility that "SCOTCH" Video Tape offers agencies, advertisers, producers, syndicators. Not to mention the push-button ease in creating special effects, immediate playback, for either black and white or color. Write for a free brochure "Techniques of Editing Video Tape", 3M Magnetic Products Division, Dept. MBX-33, St. Paul 19, Minn.

See us at the NAB Show Booth 19W

"SCOTCH" IS A REGISTERED TM OF 3M CO., ST. PAUL 19, MINN.
STATIONS LOOK AT FILM PROGRAMMING continued

hours a week compared to one out of four that uses such programs 11-30 hours a week and one out of five that devotes 6-10 hours to 90-minute programs. Obviously one-hour programs are important in station schedules. Two out of five stations devote 0-5 hours weekly to one-hour segments; one out of four, 6-10 hours; one out of five, 11-30 hours a week.

Programs 20 minutes long are not important in the nonnetwork scheduling of most stations. On the other hand nearly two out of three stations devote 0-5 hours a week to quarter-hour programs and one out of three devote 0-5 hours to 10-minute programs. Several stations listed substantial time devoted to five-minute programs.

Views of Stations • Perhaps the best picture of the way the consumer (tv station) feels about syndicated product can be obtained by a review of the individual comments that came with questionnaires. About half of the respondents took advantage of the chance to voice views on the type of service supplied and the particular needs of the station.

Commenting generally on syndicated programming, several respondents submitted views on types of films desired. They said:

"Let's have lots of color." 
"We need more quality, first-run syndication. There is still a market for it." 
"Need new first-run product, not off-network."

They suggested, too, specific types of programs; a number calling for films tailored for children. They want worthwhile and entertaining programs; one asked for "fresh material." Also desired for children are good-quality cartoons, features and half-hour films.

As to feature films, comments on the present supply ranged from "barely adequate" and "reasonably adequate" to "not adequate in quality," "not adequate for children" and "adequate for short-term but not for long term." Among specific types desired are science fiction and action-adventure along with many requests for a "good balance" of variety features.

In the one-hour category, respondents asked for documentary, biographical and war films; sports; science-fiction; variety, both balanced and unusual, and special features.

The largest number of comments dealt with 30-minute programs. Respondents were eloquent in stating their complaints as well as their desires. First there were a number who discussed the present supply of 30-minute films. Most said there was an adequate supply of reruns, non-first-run, poor and old films. They saw a scarcity of top-quality 30-minute syndicated shows, one respondent noting the available shows don't match network quality, primarily because of cost factors. One station respondent said "the supply of 30-minute, first-run syndicates has dwindled to almost nothing." A shortage of 30-minute agricultural programs of the public service type was noted, along with a need for family-type material suitable for the 7-7:30 p.m. slot and country-music programs.

A central time zone station explained there is "a large pool of unsold half-hours available" in the area.

More 30-minute programs of this type were desired: suspense, biography, sports, musical, unusual variety and travel.

Distinction Wanted • Finally one respondent asked for "singularly distinctive syndication such as Steve Allen, Jerry Lester and public service types." No special time segment was mentioned.

The matter of program supply brought a number of observations. One large station said it had 3,750 feature film titles under contract and found little else available, aside from first-run movies, that doesn't appear "low-budget and lacking good direction and production." Another said it has over 2,300 feature film titles, many still first-run. Here are several other comments, somewhat diverse in content: "Feature film is rapidly diminishing"; "supply generally adequate"; "we're short of syndication, regardless of time periods"; "in largest supply are poor half-hour syndicated"; "short of first-run, off-net."

Of course the price problem bothers stations when they're in the market for new products. Here's one proposal, "Distributors should work on a station classification price; overall costs are too high especially if the film is run in low-cost time periods."

Prices of syndicated films "are way out of line," a station suggested. Another added, "Please, syndicators, keep the cost down." More comments, "market too small to sell prime-time, first-run syndicated programs"; "syndicated film is practically extinct and if available the price is way out of line."

Criticism • Many stations responding to the questionnaire commented on the

Executive committeeemen for "TFE-'63" examine floor plan of TFE members' exhibit space in Pick-Congress Hotel, Chicago: (l to r) Harvey Victor, Jayark Films; Richard Carlton, Trans-Lux; Bob Rich, Seven Arts; Bob Seidelman, Screen Gems, and Alan Silverbach, 20th Century-Fox. Promotion committee for event consisted of Keith Culverhouse, MGM Television, and Gene Plotnik, King Features.

3. How is your supply of various lengths of film?

<table>
<thead>
<tr>
<th>Length</th>
<th>Adequate</th>
<th>Adequate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full length</td>
<td>98.7%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Feature film</td>
<td>80.6%</td>
<td>19.4%</td>
</tr>
<tr>
<td>One-hour features</td>
<td>75.4%</td>
<td>24.6%</td>
</tr>
</tbody>
</table>

4. How many feature films do you have in reserve?

<table>
<thead>
<tr>
<th>No.</th>
<th>% of films</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.5</td>
<td>31-50</td>
</tr>
<tr>
<td>6.6</td>
<td>100-500</td>
</tr>
<tr>
<td>5.0</td>
<td>500-1000</td>
</tr>
<tr>
<td>2.7</td>
<td>Over 1000</td>
</tr>
</tbody>
</table>

BROADCASTING, March 25, 1963
Every 2½ minutes an Air France airliner arrives or departs somewhere in the world

And that "somewhere in the world" can be practically anywhere. For Air France is the world's largest airline, covering 201,000 route miles. Linking 126 cities in 71 countries... the world's largest network of unduplicated air routes. • Air France Boeing 707 Intercontinentals and Caravelles alone service 90 destinations. In North America there are seven Air France jet gateways to Europe: New York, Chicago, Los Angeles, Houston, Mexico City, Montreal, Anchorage. In Europe, our jets fly to more destinations than any other airline. • The result: in 1962 Air France flew 3½ million passengers to all parts of the world. In 1963 even more will fly Air France. And an even larger jet fleet will be there to serve them. • And wherever they go, the familiar Air France office is there to smooth the way. In North America more than 40 Air France offices serve the traveler. And every office is staffed by people who speak the international language of friendliness and service. • Small wonder that the airline that is first in international commercial passenger experience is first choice of experienced air travelers all over the world.

AIR FRANCE
THE WORLD'S LARGEST AIRLINE

BROADCASTING, March 25, 1963
SUCCESS STORY

Produced on a modest motion picture budget, THE LITTLEST HOBO has already grossed nearly 20 times its original cost in U.S. distribution. Now, reaping equally successful box office returns in foreign distribution.

A proven exciting adventure picture geared to adult entertainment values—but with sure-fire appeal for all ages.

Reviews from cities of every size and geographic location make every sales point agencies and sponsors want to hear. The following are only 4 out of 80 in our files.

REVIEWS

"THE LITTLEST HOBO, is for the whole family. The star, a German Shepherd dog named London, will amaze you."
—Walter Winchell

"But mark you this: children have no corner on the laughter market at THE LITTLEST HOBO! Nor on the tears and exciting suspense it evokes. THE LITTLEST HOBO is both an heroic fairy tale for children and a sophisticated fantasy for grown-ups. The star, the great German Shepherd dog, London, is the smartest ever seen on the screen. THE LITTLEST HOBO is a gem of motion picture making."
—Kay Procter, Los Angeles Examiner

"HOBO CANINE COMEDY. THE LITTLEST HOBO is a gem of entertainment and artistry on a very high budget of intelligence and imagination. A 'sleeper'. This makes one hope that the picture's success will prompt a sequel dealing with further exploits."
—Jack Moffitt, Hollywood Reporter

"Shoppers for that 'something different', will be attracted to this unusual concept of a 'vagabond' German Shepherd dog, possessed of human qualities and understanding. Rating: Very Good."
—Motion Picture Herald, New York

GUARANTEED RATING FACTORS

Actually an audience tested TV "pilot", the movie, THE LITTLEST HOBO, has already favorably preconditioned a large number of American families to the television programs.

The family appeal of the star of this adult-action series is pointed up by the fact that 18 million U.S. families own 26 million dogs and spend over 395 million dollars on them annually.

The mature audience appeal of these exciting and dramatic adult-action adventures filmed throughout the world PLUS the equally important all family appeal of a handsome, intelligent German Shepherd adds up to a saleable, rating-getting series in any survey—any market.
The star of THE LITTLEST HOBO television series, the magnificent German Shepherd, London, literally roams the world over seeking adventure. London ranges widely in his exciting travels—from the nocturnal jungles of the major cities to the vast reaches of the majestic Rockies. He wanders anywhere—by train, plane, ship; throughout America and foreign countries. His friends include the flying soldier of fortune in Hong Kong and the French Poodle from his Paris adventures. In each episode he meets new people in new locales. Each adventure’s changing co-stars and supporting players are drawn from the industry’s finest actors. The story policy is straight drama but the situations vary from Hitchcock suspense to Lucy-type humor.

Offices in: CHICAGO, LOS ANGELES, HOUSTON; ATLANTA / 500 PARK AVE., NEW YORK
STATIONS LOOK AT FILM PROGRAMMING continued

quality of syndicated product. "The syndicators have hurt themselves by turning out programs way behind network standards, and all say it's for budget reasons," a station commented. "Now most have no budget at all. Some syndicated programs are so poor, many free films are better to program." In agreement was another respondent, "First-run syndication films for local nonnetwork affiliates are extremely poor. The price structure on off-network syndication is unrealistically high."

A respondent said, on the other hand, that the supply of programs for nonnetwork programs "is excellent." This was offset by another comment, "We never get good ratings with syndicated shows." Aside from documentaries, the supply is "generally undistinguished," in the opinion of a respondent, and another noted, "there seems to be less fresh product coming forth."

The off-network situation inspired many respondents to offer thoughts. Where one station said off-network reruns are "excellent and rate extremely high," another said there were "too many of them and not enough new material." The latter added, the off-network packages "are too big in number of runs and episodes." Adverse reaction from prime-time network reruns was pointed out by a respondent and another said "too much accent on reruns is detrimental to the long-range interests of the industry."

A Los Angeles station stressed the special problem of multi-station markets, contending the supply of syndicated films is inadequate aside from network reruns. "First-off-net series are disappointing, at least in Los Angeles, in ability to pull audiences," this respondent said. "Every Los Angeles station that bought off-network shows is obtaining ratings 40% or more below pre-season estimates."

These replies must be accepted as a series of individual observations, supplementing the tabulated findings in the tables. While some are critical of syndicators, the other side of the picture is presented in this observation, "Although reasonably high-budget, first-run action-adventure series are practically nonexistent, I feel there will be a resurgence in the syndicated business resulting in better product although in less number than five years ago."

It was suggested in one case that network shows are being syndicated too soon after being dropped by the networks, leading to flooding of markets with shows too recently viewed. And complaint was made that "distributors seem to think reruns from network are worth as much as first-run programs."

Finally a frank station operator conceded, "There's a lack of station schedule time to provide an incentive to syndicators." And another respondent, agreeing with this view, added, "The networks approach more and more on station time, all with the blessing of the station sales department. Sales could function well with 100% net programming, simply selling participations and adjacencies, but this isn't good programming. Now the nets are stepping into our early evening news time."

5. How station programming is scheduled.

<table>
<thead>
<tr>
<th>No. hours</th>
<th>% of stations responding</th>
<th>Hours not fed by network</th>
<th>Nonnetwork hours devoted to film or tape</th>
<th>Nonnetwork hours devoted to local live</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-28</td>
<td>.6</td>
<td>18.2</td>
<td>53.7</td>
<td>94.6</td>
</tr>
<tr>
<td>29-40</td>
<td>—</td>
<td>29.7</td>
<td>20.7</td>
<td>4.9</td>
</tr>
<tr>
<td>41-60</td>
<td>2.4</td>
<td>35.2</td>
<td>10.3</td>
<td>.6</td>
</tr>
<tr>
<td>61-80</td>
<td>1.2</td>
<td>9.1</td>
<td>9.8</td>
<td>—</td>
</tr>
<tr>
<td>81-120</td>
<td>49.1</td>
<td>6.7</td>
<td>4.9</td>
<td>—</td>
</tr>
<tr>
<td>Over 120</td>
<td>46.7</td>
<td>1.2</td>
<td>.6</td>
<td>—</td>
</tr>
</tbody>
</table>

* FCC regulations require minimum of 28 operating hours per week.

6. Number of times films are shown (average number and most reruns):

<table>
<thead>
<tr>
<th>No. times</th>
<th>Average feature films reruns</th>
<th>Average most reruns feature films</th>
<th>Average reruns 30-minute films</th>
<th>Most reruns 30-minute films</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>6.9</td>
<td>6.3</td>
<td>7.1</td>
<td>3.4</td>
</tr>
<tr>
<td>1</td>
<td>17.8</td>
<td>13.2</td>
<td>32.9</td>
<td>12.8</td>
</tr>
<tr>
<td>2</td>
<td>19.5</td>
<td>14.5</td>
<td>43.2</td>
<td>20.9</td>
</tr>
<tr>
<td>3</td>
<td>24.5</td>
<td>19.5</td>
<td>12.9</td>
<td>25.7</td>
</tr>
<tr>
<td>4</td>
<td>17.0</td>
<td>17.6</td>
<td>1.3</td>
<td>20.3</td>
</tr>
<tr>
<td>5</td>
<td>6.9</td>
<td>13.2</td>
<td>.6</td>
<td>4.1</td>
</tr>
<tr>
<td>6</td>
<td>5.7</td>
<td>14.5</td>
<td>.6</td>
<td>2.7</td>
</tr>
<tr>
<td>7-10</td>
<td>1.9</td>
<td>9.4</td>
<td>—</td>
<td>6.8</td>
</tr>
<tr>
<td>Over 10</td>
<td>.6</td>
<td>4.4</td>
<td>1.3</td>
<td>3.4</td>
</tr>
</tbody>
</table>

7. Of the following types of programs, of which would you like more?

<table>
<thead>
<tr>
<th>Type of program</th>
<th>Feature films</th>
<th>One-hour programs</th>
<th>30-minute programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western</td>
<td>11.8</td>
<td>8.2</td>
<td>7.5</td>
</tr>
<tr>
<td>Comedy</td>
<td>14.4</td>
<td>15.4</td>
<td>20.8</td>
</tr>
<tr>
<td>Drama</td>
<td>20.3</td>
<td>19.1</td>
<td>15.3</td>
</tr>
<tr>
<td>Adventure</td>
<td>36.1</td>
<td>30.3</td>
<td>26.3</td>
</tr>
<tr>
<td>Detective</td>
<td>9.5</td>
<td>7.5</td>
<td>9.0</td>
</tr>
<tr>
<td>Other</td>
<td>7.5</td>
<td>4.1</td>
<td>2.4</td>
</tr>
<tr>
<td>None</td>
<td>—</td>
<td>15.4</td>
<td>18.8</td>
</tr>
</tbody>
</table>

8. How many prime-time network programs, if any, have you dropped this season to make way for a feature film or syndicated program?

<table>
<thead>
<tr>
<th>No. programs</th>
<th>% of stations</th>
<th>No. programs</th>
<th>% of stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>20.5</td>
<td>5</td>
<td>.6</td>
</tr>
<tr>
<td>2</td>
<td>14.9</td>
<td>6</td>
<td>1.2</td>
</tr>
<tr>
<td>3</td>
<td>4.3</td>
<td>7</td>
<td>.6</td>
</tr>
<tr>
<td>4</td>
<td>8.1</td>
<td>None</td>
<td>49.7</td>
</tr>
</tbody>
</table>

Asked if more of this kind of substitution this season, was done this year as compared with previous seasons 16.4% of stations responding said "yes."
He's patrolling the city limits... Ours!

Main Street doesn't end with the sidewalks. Not any more.

Ask the GI patrolling the Brandenburg Gate. His Main Street ends at the East in Berlin. His western terminus may be Korea or Okinawa.

To protect and maintain an enduring freedom for those city limits, 2,750,000 Americans are now in uniform... with more being enlisted daily. But it's our obligation to see that our GI's hold the spirit of their cause... the conviction of their courage.

We can help them do it... by helping the USO. Because the USO reaches GI's across America and in 32 military areas around the world. Those GI's can't be on the streets where they live, but the USO brings Main Street, U.S.A. to them... with companionship, relaxation... spiritual help.

But more USO's are needed. Your money is needed. So that no GI will ever have to wonder—even for a minute...

"Does anybody know I'm here?"

Support the USO through United Fund or your Community Chest

Published as a public service in cooperation with The Advertising Council.
Using HAWAIIAN EYE as their firm name, a team of private investigators—Robert Conrad, Anthony Eisley and Grant Williams—find excitement and romance in the never-ending variety of characters who rendezvous in exotic Hawaii. With their friends—Troy Donahue as the handsome Special Events Director at a resort hotel, Connie Stevens as the lovely singer-photographer, and Poncie Ponce as the fun-loving taxi driver—the bachelor investigators are constantly involved in spine-tingling suspense and action.

Now in its fourth season on the network, HAWAIIAN EYE against strong competition compiled an average 20.4 rating and a 31.2 share of audience* during its first three full seasons. Available on an individual market basis—for fall start.

* Nielsen Multi-network (Oct. Apte averaged)
107 HOURS OF ACTION-PACKED WESTERN DRAMA

Starring Clint Walker, CHEYENNE is the first of the great Warner Bros. western hours—and one of the greatest in television history. Standing six-feet-six-inches in height, Walker as Cheyenne Bodie presents a towering figure of strength. A figure that inspires warm thoughts among the beautiful...admiration among the lawful...and cold fear among the lawless. To a man like Cheyenne Bodie, no obstacle is too big to tackle, no danger too big to risk, in his efforts to break the lawless spirit of the west to the halter of peace.

In its six full seasons on the network, CHEYENNE won an average Nielsen National rating of 24.8, good for a 38.6 share of audience.* Now available on an individual market basis—for fall start.

*Oct-Apr averages

WARNER BROS. TELEVISION DIVISION 666 Fith Avenue, New York 19, N.Y., Circle 6-1000

ALSO: MAVERICK • SURFSIDE 6 • SUGARFOOT • THE ROARING 20'S • BRONCO • BOURBON STREET BEAT • LAWMAN • HAWAIIAN EYE
ON TAP AT THE CONVENTION

Official agenda for the 41st annual NAB Convention in Chicago's Conrad Hilton Hotel, March 31-April 3, is listed below. Also listed are unofficial and related meetings and activities. The Engineering Conference agenda begins on page 88 and engineering exhibitors on page 96. All rooms are in the Conrad Hilton unless indicated otherwise.

Registration • Saturday, March 30—9 a.m.-5 p.m.; Sunday, March 31—8 a.m.-6 p.m.; Monday, April 1—8 a.m.-6 p.m.; Tuesday—9 a.m.-5 p.m.; Wednesday—9 a.m.-5 p.m. Lower Lobby.

Exhibits • Sunday, March 31—12 noon-9 p.m.; Monday, April 1—9 a.m.-9 p.m.; Tuesday—9 a.m.-7 p.m.; Wednesday—9 a.m.-6 p.m. East and West Exhibit Halls.

SUNDAY, March 31

NAB Fm Day Program • 2:30-5 p.m., Continental Room.


FM Forum: Messrs. Strouse; Dillard; Tanner; N. L. Benton; WLOL-FM Minneapolis; Merrill Lindsay, WSOY-TV Decatur, Ill.; Fred Rabell, KITT (FM) San Diego; Henry Slavick, WMC-FM Memphis (all members of NAB Fm Committee).

[NOTE: Delegates to the NAB Convention are invited to attend the program of the National Assn. of Fm Broadcasters in the Waldorf Room beginning at 10:30 a.m. Sunday, March 31.]

Television Assembly • 3:30-5 p.m., Waldorf Room.


MONDAY, April 1

Grand Assembly (Management and Engineering Conferences) • 10:30 a.m.-12 noon, Grand Ballroom.

Award to Mr. Hope, with the comedian then slated to address the delegates. On the platform also will be Illinois Gov. Otto Kerner who will welcome the broadcasters to Chicago.

The three traditional management conference luncheons are expected to draw a lion’s share of attention because of the three major speeches to be delivered. Gov. Collins will speak Monday, FCC Chairman Newton N. Minow Tuesday and Michigan Gov. George Romney on closing day.

After attending the joint meeting Monday morning, the engineers will open their annual conference that afternoon and sessions will run concurrently with the management meetings. The technical delegates will join the managers again for the closing Wednesday afternoon panel of FCC members, an established major feature of the convention.

The engineers also will hold their own luncheons each day with the following speakers: Dr. Edward E. David, Bell Telephone Labs, Monday; Sidney Metzger, manager of Project Relay, RCA, Tuesday, and Dr. Simon Ramo, Thompson Ramo Wooldridge Co., Wednesday.

Everett E. Revercomb, NAB secretary-treasurer, will again serve as convention manager as he has done for the past several years. Howard H. Bell, vice president for planning and development, heads the convention program arrangements, and William L. Walker, assistant treasurer, is in charge of registrations. Mr. Walker has been in Chicago the past several days making final arrangements.

NAB executive offices for the convention will be on the third floor of the Conrad Hilton. John M. Couric, manager of public relations, will man a complete newsroom for the use of all accredited representatives of news media. The NAB also will set up a recording studio for the use of stations wishing to provide on-the-spot coverage.

Tv Election • A major order of business will come Wednesday morning with the election of four directors to the NAB TV Board. Among those whose terms expire, and who are not eligible for re-election, is Clair R. McCollough of the Steinman Stations, chairman of the NAB combined boards. Others whose terms expire include James D. Russell, KKTV (TV) Colorado Springs and co-chairman of the 1963 convention; Otto P. Brandt, KING-TV Seattle; Robert F. Wright, WTOK-TV Meridian, Miss., and the three network directors—Mortimer Weinbach, ABC-TV, William B. Lodge, CBS-TV, and David C. Adams, NBC-TV, who are appointed.

Ben Strouse, WWDC-AM-FM Washington, is co-chairman of the convention along with Mr. Russell. They are vice chairmen of the NAB radio and tv boards, respectively. Other convention committee members include:

John S. Booth, WCHA Chambersburg, Pa.; George T. Frechette, WFHR Wisconsin Rapids, Wis.; Gordon Gray, WKTV (TV) Utica, N. Y.; Willard Schroeder, WOOD Grand Rapids, Mich.; Mike Shapiro, WFAA-TV Dallas; Lester G. Spencer, WKBV Richmond, Ind.; Eugene S. Thomas, KETV (TV) Omaha, Neb., and Robert F. Wright, WTOK-TV Meridian, Miss.

Official agenda, other events . . page 82
‘Where to find it’ directory . . . page 122
Technical papers, agenda . . . page 88
Major displays at exhibits . . . . page 96

Invocation, The Venerable Canon J. Ralph Deppen, Archdeacon of the Episcopal Diocese of Chicago. Welcome, the Honorable Otto Kerner, Governor of Illinois. Special message from President John F. Kennedy.

Presentation of NAB Distinguished Service Award to television personality Bob Hope by NAB President LeRoy Collins. Address, Mr. Hope.

Management Conference Luncheon • 12:30-2 p.m., International Ballroom.


Introduction of the Speaker, Clair R. McCollough, Steinman Stations, Lancaster, Pa., chairman, NAB Board of Directors. Address, The Honorable LeRoy Collins, president, NAB.

Management Conference Assembly • 2:30-5 p.m., Grand Ballroom.


TUESDAY, April 2

Radio Assembly • 10 a.m.-12 noon, Grand Ballroom.


Television Assembly • 8:15 a.m.-12 noon, Waldorf Room.

Continental Breakfast.


The Station Image—Local Programming and Public

CONTINUED ON PAGE 86
4 Cameras to
For Each Program Requirement, an RCA

For the Best
4½" I. O. Picture—TK-60

Designed to get the most out of the 4½" tube, the TK-60 camera produces the ultimate in fine pictures. You can control contrast and mood as never before. Super stabilized circuits assure unvarying picture quality, and eliminate adjustment delays. Its striking appearance and built-in production features make it every inch the "Camera of the Sixties".

For the best 3" I. O. Picture—TK-14

The TK-14 is designed to take full advantage of the 3 inch I.O. tube. It's the standard of the broadcast industry. With its new improved circuitry, it affords higher resolution and shorter set-up time. It's a camera you will commend for its excellent pictures, high reliability, and conservative cost.

The popularity of RCA Television Cameras is proved by their use in more U.S. Stations than all other makes combined! Find out why most TV shows start with RCA cameras. See your RCA Regional Representative. Or write RCA Broadcast and Television Products, Building 15-5, Camden, N.J.

SEE ALL FOUR RCA TV CAMERAS IN OPERATION AT THE NAB!

BROADCASTING, March 25, 1963
Choose from!

TV Camera—without Compromise in Design

For the Finest Vidicon Quality—TK-15

The TK-15 is a proven, professional-type vidicon camera from RCA. Now with Automatic Picture Control, this famous camera adjusts itself for lighting variations to assure the best vidicon picture. Simplified low-cost operation and maintenance. Excellent for many studio situations and for closed circuit.

For Living COLOR TV—TK-41

You naturally go to RCA for color because the TK-41 is the Premier Color Camera—standard of the world. Now includes all the latest design features: super stabilized circuits, precision yoke, and prism optics. It assures simplified operation, pinpoint registration, living-color pictures.

RCA

The Most Trusted Name in Television
CONTINUED FROM PAGE 83

Service, moderator, Mike Shapiro, WFAA-TV Dallas; panelists, John F. Dille Jr., WSJV (TV) Elkhart-South Bend and WKJG-TV Fort Wayne, all Indiana; Harold Essex, WSJS-TV Winston-Salem, N. C.; A. Louis Read, WDSU-TV New Orleans; W. C. Swartley, WBZ-TV Boston.

Here's How, presentation of TV Information Office by Roy Danish, TIO president. Introduction by Clair R. McCollough, Steinman Stations.

Management Conference Luncheon • 12:30-2 p.m., International Ballroom.


Introduction of Speaker, LeRoy Collins, president, NAB. Address, The Honorable Newton N. Minow, chairman, FCC.

2-5 p.m. No sessions scheduled (This period is not programmed to permit delegates to visit exhibits and hospitality suites.)

WEDNESDAY, April 3

Labor Clinic (closed session) • 9-10:15 a.m., Grand Ballroom.


Radio Assembly • 10:30 a.m.-12 noon, Grand Ballroom.

The Importance of Radio's Dollar Volume Figures, a presentation of the Station Representatives Assn. by Edward Codel, president, and featuring spokesmen from advertisers, agencies and radio stations. NAB Radio Research, Melvin A. Goldberg, vice president for research, NAB.

The Next Time Around, Robert T. Mason, WMRN Marion, Ohio, chairman of the All-Industry Radio Music License Committee.

Television Assembly • 10:30 a.m.-12 noon, Waldorf Room.

NAB Tv Board Elections, presiding, William B. Quarton, WMT-TV Cedar Rapids, Iowa, and chairman, NAB Tv Board of Directors.


Management Conference Luncheon • 12:30-2 p.m., International Ballroom.


General Assembly (Management and Engineering Conferences) • 2:30-5 p.m., Grand Ballroom.


Annual Convention Banquet • 7:30 p.m., International Ballroom.
Special Convention Features

(a part of the official convention program)

FRIDAY, March 29

2:30 p.m. Assn. for Professional Broadcasting Education, committee meeting. Room 9.

SATURDAY, March 30

9 a.m.-5 p.m. Assn. for Professional Broadcasting Education, board meeting. Room 9.

9:30 p.m. National Assn. of Fm Broadcasters, business meeting. Waldorf Room.

10 a.m. QXR Network, meeting and luncheon. Rooms 18 and 19.

2 p.m. Assn. of Maximum Service Telecasters, technical committee meeting. Sheraton-Blackstone.

2 p.m. National Assn. of Fm Broadcasters, fm session. Waldorf Room.

3 p.m. ABC-TV affiliates, meeting and presentation. International Ballroom.

5:30 p.m. ABC Reception. International Ballroom.

6:30 p.m. Assn. of Maximum Service Telecasters, board meeting. Sheraton-Blackstone.

7:30 p.m. ABC-TV affiliates banquet. Grand Ballroom.

SUNDAY, March 31

8:30 a.m. Assn. of Maximum Service Telecasters, breakfast. Bel Air Room.

9 a.m. Institute for Broadcast Financial Management, board meeting. Sheraton-Blackstone.

9:30 a.m. National Assn. of Fm Broadcasters, fm session. Waldorf Room.

9:30 a.m. Assn. of Maximum Service Telecasters, membership meeting. Beverly Room.

9:30 a.m. Assn. for Professional Broadcasting Education, membership meeting. Upper Tower.

10 a.m. Daytime Broadcasters Assn., membership meeting. Williford C Room.


11 a.m.-5 p.m. ABC Radio Network affiliates meeting and luncheon. Williford A and B Rooms.

12:30 p.m. CBS-TV affiliates board luncheon. Room 12.

1 p.m. Assn. of Maximum Service Telecasters, board meeting. Bel Air Room.

2:30 p.m. NAB Radio Code Review Board, meeting. Room 19.

2:30 p.m. National Assn. of Tv Program Directors, membership meeting. Williford C Room.

4 p.m. Assn. for Competitive Tv, membership meeting. Room 14.

4 p.m. Clear Channel Broadcasting Service, membership meeting. Room 18.

4-6 p.m. Tour of WGN Mid-America Broadcast Center. Buses leave 8th Street entrance of Conrad Hilton at 4 p.m.

5 p.m. Assn. for Professional Broadcasting Education, reception. Beverly Room.

6 p.m. CBS-TV affiliates reception and banquet. Ambassador West Hotel.

6:30 p.m. NBC Radio and Tv affiliates reception and banquet. International Ballroom.

MONDAY, April 1

7:30 a.m. Assn. on Broadcasting Standards Inc., breakfast. Room 14.

8 a.m. Tv Stations Inc., breakfast. Mayfair Room, Sheraton-Blackstone.

8:30 a.m. NAB Broadcast Engineering Conference Committee breakfast. Room 10.

TUESDAY, April 2

2:30 p.m. NAB Tv Code Review Board, board meeting. Room 18.

2:30 p.m. All-Industry Tv Music Licensing Committee, business meeting. Room 14.

7:30 p.m. Broadcast Pioneers banquet. Grand Ballroom.

WEDNESDAY, April 3

8 a.m. Society of Tv Pioneers, breakfast. Lower Tower.

5 p.m. NAB Radio Board of Directors, Room 18.

5 p.m. NAB Tv Board of Directors, Room 19.
TECHNICAL PAPERS

The 17th annual Broadcast Engineering Conference, running concurrently with the NAB convention April 1-3 in Chicago's Conrad Hilton Hotel, will feature 22 technical papers on the latest technical developments in broadcasting.

As in past conventions, the technical delegates will join management for the opening general assembly Monday morning (April 1) and for the closing FCC panel Wednesday afternoon. The engineers will hold their own luncheons each day and will hear speeches by Dr. Edward E. David, Bell Telephone Labs (Monday); Sidney Metzger, manager for Project Relay, RCA (Tuesday), and Dr. Simon Ramo of the Thompson Ramo Wooldridge Co. (Wednesday).

NAB President LeRoy Collins will greet the engineering delegates during their opening technical session Monday afternoon. Technical papers that afternoon will be devoted to both radio and tv topics. On Tuesday morning, the radio and tv engineers will split up for separate sessions and will meet together again Wednesday morning for subjects of common interest.

Like the management delegates, no engineering sessions are scheduled for Tuesday afternoon so that convention attendees may visit the engineering exhibits and hospitality suites. Many of the engineers also are expected to attend sessions at the NAB Fm Day program Sunday, March 31.

Highlight of the Wednesday luncheon will be the presentation of the annual NAB Engineering Achievement Award to Dr. George R. Town, dean of engineering, Iowa State U. Ames, Iowa. The presentation will be made by George Bartlett, manager of engineering for the NAB.

Chairman of the Engineering Conference Committee is Orrin W. Towner, director of engineering, WHAS-AM-TV Louisville. Other committee members include Mr. Bartlett; William S. Dut- tera, NBC; J. B. Epperson, Scripps-Howard Broadcasting Co., Cleveland; James E. Gray, WYDE Birmingham; Albin R. Hillstrom, KOOL-AM-FM-TV Phoenix; Clyde C. Hunt, Post-Newsewck Stations, Washington; Leslie S. Learned, Mutual; Frank Marx, ABC; James D. Parker, CBS-TV, and Jack Petrik, KETV (TV) Omaha.

Following is the full program for the Broadcast Engineering Conference, with summaries of technical papers:

Monday, April 1
10:30 a.m.—General Assembly, Grand Ballroom, Conrad Hilton.
12:30 p.m.—Engineering Luncheon, Williford Room.

Presiding: William S. Duttera, director allocations engineering, NBC.

Speaker: Dr. Edward E. David, director, Computing & Information Research Center, Bell Telephone Labs.

Mr. Collins Mr. Towner

Mr. Epperson Mr. Learned

Mr. Klink

Dr. David Mr. Duttera

2:30 p.m.—Technical Session, Continental Room.

Presiding: J. B. Epperson, engineering vice president, Scripps-Howard Broadcasting Co.

Session Coordinator: Leslie S. Learned, director of engineering, MBS.

Opening of 17th Annual Broadcast Engineering Conference—LeRoy Collins, president, NAB.

2:40-3:05 p.m.

“The Use of Spectrum Display in Broadcast Monitoring.” by Granville Klink, chief engineer, WTOP Washington, D. C.

During the last few years, the FCC has used spectrum display equipment in its monitoring stations to provide increased capability for detecting the effects of improper operation. This paper relates several experiences in which citations and advisory notices were issued as a result of this type of surveillance, and describes a new kind of monitor that was developed to assist broadcast stations in locating and correcting the source of trouble.

The monitor consists basically of a receiver and a spectrum display unit on one chassis. It covers the fm and vhf television channels and displays the spectrum in segments of from 50 kc to 2 mc on a 5-inch screen calibrated horizontally in frequency deviation and vertically in decibels.

3:10-3:25 p.m.


Over the past 21 years the NAB has been instrumental in the development of audio recording and reproducing standards which are applicable to discs and tape. The first standards were adopted by the association's board of

BROADCASTING at NAB

A full staff of editors, reporters and advertising representatives of Broadcasting Publications Inc. will attend the NAB convention March 31-April 3, to be held in Chicago. Headquarters and open house will be in Suite 706A of the Conrad Hilton. A separate newsroom will be opened Saturday, March 30, with staff men assigned to cover every convention event and meetings not on the NAB’s official agenda.


Representing Television Magazine will be Ken Cowan, Don West and Frank Chizzini.
Well behaved transmitters

DON'T WHISPER!

Stay listenable with Audimax!

Undulating audio is not listenable! When it shouts—unpleasantness! When it whispers—strain! Every time your listener touches his volume control, you stand a chance of losing him! Audimax—the monitor with a memory—rides your output gain control with super-human speed. When levels are correct, gain remains constant—this is the Audimax Gain Platform. Audio output remains on a natural listening keel at maximum modulation. There’s no distortion, compression, thumping or pumping. No audio “holes.” Audimax is not a Compressor, Limiter or AGC. Audimax is a control computer, complete with memory and judgement. You merely set the Gated Gain Stabilizer to recognize noise and background effects, and electronics takes over. Proper levels are maintained; gain is held constant during pauses or returned to normal at standby—automatically. To get listener loyalty—and keep it—you need Audimax! It pays!

CBS LABORATORIES
High Ridge Road, Stamford, Connecticut
A Division of Columbia Broadcasting System, Inc.

SEE US AT NAB, CHICAGO, MARCH 31—APRIL 3, BOOTH 72W FOR AUDIMAX IN ACTION, OR WRITE FOR FURTHER INFORMATION.

BROADCASTING, March 25, 1963
NAB PREVIEW

TECHNICAL PAPERS CONTINUED

directors in 1942, with subsequent revision in 1949, 1950 and 1953. Since the last revision, countless new developments have taken place in this field which make many of the existing standards obsolete and outdated. Areas such as multi-track, stereo cartridge tape are but a few recent developments which are not now included.

The NAB recording and reproducing standards committee along with its various working groups, is diligently pursuing this effort not only to bring the present standards in step with today's techniques but to insure interchangeability between users. This talk will review the status of the present recording and reproducing standards activities.

3:30-3:55 p.m.

“Sound Reinforcement in Television Theaters.” by A. PIERCE EVANS, project engineer, CBS-TV.

An important element of many television broadcasts, the reaction of the studio audience to the performance, is dependent upon good sound reinforcement. In both the design and operation of the sound reinforcement system, problems are encountered which are unique to television studios. New approaches to these problems, utilizing recent advances in the state of the art, are presented.

4:45 p.m.

“Broadcast Engineering Activities in Canada,” by M. LEVY, consultant, Canadian Assn. of Broadcasters.

This paper describes briefly the various organizations dealing with broadcasting matters such as the Canadian Dept. of Transport, the Canadian Radio Technical Planning Board and its various technical Committees, the Canadian Assn. of Broadcasters, and the way they collaborate to study problems connected with broadcasting, analyze proposed regulations and plan future expansion and activities.

A review of some technical activities of the CAB, particularly in the fields of frequency allocations, tv receiver interference to am radio receivers, space broadcasting will be discussed.

4:30-5 p.m.

“A Method of VLF Television Scan Synchronizing,” by ROBERT M. MORRIS, staff engineering consultant, ABC.

It has been the desire of television broadcasters for many years to be able to switch, montage, and create visual effects with pictures from remote cameras and sources with the facility normal with cameras all under the same roof. The gen-lock or sync-lock has been the only answer to this need and it unfortunately is only a partial and not too satisfactory answer where more than one remote source is involved. In such cases it has been necessary to lease separate video lines for purposes of synchronizing the separate remote sources which, when it is possible, is expensive.

This paper describes a new technique applicable to the scan synchronizing of multiple picture sources at different locations based upon developments for satellite and missile tracking. Equipment which will provide a coherent lock with vlf radio signals for the control of sync generators is described together with its method of use and some of the problems associated with this new application of precision control.

Tuesday, April 2

9 a.m., Technical Session, Radio, Continental Room.

Presiding: JACK PETRIK, chief engineer, KETV (TV) Omaha, Neb.

Session Coordinator: CLYDE M. HUNT, vice president for engineering, Post-Newsweek Stations, Washington.

9-9:25 a.m.


On Feb. 20, 1963, the commission adopted a report and order amending its rules to permit the use of automatic logging devices for recording information normally required to be entered manually in the operating logs of broadcast stations. The rules, as amended, also make other changes in logging procedures. The new rules concerning program, operating and maintenance, and their effects on the operation of broadcast stations, as well as the specific requirements relating to automatic logging equipment, will be discussed in detail.

9:30-9:55 a.m.

“Practical Considerations for Fm Multiplex Monitoring,” by CHARLES E. DIXON, development div., Collins Radio Co.

Every fm broadcaster who has made the switch to stereo multiplex has been faced with a perplexing monitor problem. The electronics manufacturing industry has been concerned primarily with building stereo multiplex transmitting equipment and has not provided the stereo broadcaster with a monitor tailored specifically to fit his needs. Transmitter manufacturers have had to build specialized test equipment in order to prove the quality of their stereo transmitter to the FCC for type acceptance purposes, but generally this equipment has not been made available to the broadcasters. This paper will discuss the fm stereo multiplex monitor requirements and how the application of such a monitor will benefit the stereo broadcaster.
10:10:25 a.m.

"Broadcast Transmitter Harmonic Considerations," by C. V. Clarke Jr., project engineer, Gates Radio Co.

With our ever-increasing use of the spectrum and the over-crowded conditions which exist today in all bands, it is now more important than ever that spurious emissions must be kept to a minimum. Harmonic radiation not only creates interference to other services, but may disrupt vital communications which are instrumental to public safety. The commission has recognized this fact by placing stringent rules on the radiation of harmonics by users of broadcast equipment. This paper will discuss the effects of loads, whose impedance varies with frequency, upon the harmonic emission from a broadcast transmitter. A method for measuring harmonic radiation will also be discussed.

10:30-10:55 a.m.

"On the Go with Radio," by Vincent P. Marlin, chief engineer, WFBL Syracuse, N.Y.

With ever-changing programming formulas in radio, the station engineer's ingenuity is constantly being called upon to develop equipment which will satisfy these demands for speed and portability. This paper deals with the design, construction, and operation of a remote trailer . . . a complete station on wheels. Such matters as remote pickup equipment, cue circuits, control of programs, and layout of equipment will be discussed in detail. Summarizing the paper will be a recap of all problems encountered in over 140 remote broadcasts of 4,504 actual "on-air" hours and how these problems were solved.

11:10:25 a.m.

"A New Digital Phase Monitor," by John K. Birch, Vitro Electronics, Silver Spring, Md.

Phase monitors used presently with directional arrays are limited in accuracy, or resolution, and are not adaptable to remote control. This paper describes a new monitor which has been developed to measure with great accuracy, and which, in addition, may be programmed and read over telephone lines.

The phase meter section of the monitor utilizes the time interval method of measuring phase, displaying the angle in degrees on a digital counter. Tower current is indicated as a deviation from the assigned current ratio, on a differential type of voltmeter. Variations in the system are available, depending upon the amount of accuracy required. The digital techniques employed make possible future refinements of the system, such as tape printers or chart recorders as readout devices.

11:30 a.m.-12 noon

"A New Method of Broadcasting Three Dimensional Stereophonic Sound," by Kenneth R. Hamann, chief audio engineer, WDKC Cleveland.

The true reproduction of sound source localization frequently demands more than two distinct channels for transmission from the studio or concert hall to the listener. Two-channel stereophonic systems all too often leave a "hole in the middle" which detracts from the feeling of realism that the sound reproduction system should provide. Stereophonic recording systems involving from 3 to 10 discrete channels have been in existence for some time. Various techniques have been employed in their transmission but all have had their shortcomings. This paper will describe the adaptation of a unique three-channel system for broadcast use which is currently in operation at WDKC in Cleveland.

9 a.m.—Technical Session, Television, Upper Tower


Session Coordinator: James D. Parker, director, IV-F Engineering, CBS-TV.

9-9:25 a.m.

"Design and Installation of a TV Antenna for Simultaneous Operation on Two VHF Channels," by Richard K. Blackburn, technical director, Ganett radio and TV stations, Rochester, N.Y.

WHETV and WROC-TV, both Rochester, N.Y., are now operating on chns. 10 and 8 using a common antenna. Both stations operate at a power of 316 kw and use the only such television antenna system in operation in the U.S. The antenna is fed by four transmission lines in order that the upper or lower half may be fed separately and, thus, constitute a spare antenna system for use in case of feed line or transmission line failure. This paper will describe the design parameters of this system including vertical and horizontal performance. System response compared to design goals will be discussed.

9:30-9:55 a.m.

"Simplified Operating Practices for Studio Image Orthicon Cameras" (Film), by Joseph A. Flaherty, director of technical facilities planning, operations department, CBS-TV, New York.

This film portrays simplified operating practices for 4½" image orthicon cameras which are employed by CBS-TV to obtain consistently high quality results in normal day-to-day operations. Special emphasis is given to demonstrating the inter-relationship of lighting, scene contrast, camera exposure, and object-to-image transfer characteristics, and to relating these variables to final image quality. Practical methods are illustrated which standardize some of these variables to permit simpler operation.
NAB PREVIEW
TECHNICAL PAPERS CONTINUED

with more predictable and consistently higher quality results.

10-10:55 a.m.

"Remote Control of TV Transmitters," by GEORGE W. BARTLETT, NAB manager of engineering.

Over the past 10 years the broadcasting industry has been attempting to modernize its operating techniques in order to bring them into step with those of other services. The adoption of remote control operation for am and fm transmitters was a move in this direction and is now an accomplished fact at over 2,500 am/fm stations. This symposium will discuss the NAB field testing program which is currently underway at 5 stations. A program designed to test the dependability, accuracy and reliability of tv remote control equipment.

Symposium participants include Mr. Bartlett, R. B. MARVE, manager, low power transmitter engineering, RCA; B. T. NEWMAN, broadcast sales, General Electronic Labs; F. J. BIAS, technical products operation, General Electric Co.; WILLIAM P. KRUSE, Gates Radio Co., and JOHN A. MOSELEY, president, Moseley Assoc. Inc.

NAB engineering award

Dr. George R. Town, dean of engineering at Iowa State U., Ames, will be presented the 1963 NAB Engineering Achievement Award during the closing luncheon April 3 of the engineering conference in Chicago (see OUR RESPECTS, page 169).

George Bartlett, NAB manager of engineering, will make the presentation.

The 1962 engineering award went to Ralph Harmon, vice president for engineering of Westinghouse Broadcasting Co.

by NBC in construction of several color facilities over the last 10 years would be of interest to other broadcasters just entering this new medium. The several system factors that have to be taken into consideration in the installation of monochrome equipment take on added importance in color and must be executed and checked to far greater accuracy. In addition, several new problems are introduced which are of little or no significance in black-and-white broadcasting.

The paper describes some of the precautions taken by NBC in laying out and constructing color facilities, and outlines some of the procedures used in alignment and proof of performance tests.

11:30-11:45 a.m.

"Intercity Television Network Service Today," by SHELDON C. JENKINS, transmission engineer, American Telephone & Telegraph Co.

The Bell System provides thousands of miles of intercity television channels. While a few channels are used for educational purposes and others are used occasionally for closed circuit applications, nearly all of the channel mileage is used for network transmission. This paper will describe the various systems of intercity television network service both past and present. It will concern itself with such matters as the role played by the switch or operating centers, describing equipment now in use and the techniques used by AT&T in the transmission of video information.

12:30 p.m.—Engineering Luncheon, Wiliford Room

Presiding: LESLIE S. LEARNED, director of engineering, Mutual.

Speaker: SIDNEY METZGER, manager communications systems, project Relay, RCA Astro-Electronics Div.

Tuesday Afternoon, April 2—No sessions scheduled after luncheon. This period is not programmed to permit delegates to visit exhibits and hospitality quarters.

Wednesday, April 3

9:00 a.m.—Technical Session, Continental Room

Presiding: FRANK MARX, president, ABC Engineers, ABC.

Session Coordinator: JAMES E. GRAY, chief engineer, WYDE Birmingham, Ala.

9-9:25 a.m.

"Recent Developments in Videotape Recording," by GRANT M. SMITH, senior electrical engineer, Ampex Corp.

Since the introduction of the Videotape recorder, the number of tape machines in use continues to increase. Approximately 1,300 machines...
RCA Field Mesh Image Orthicons 7293A and 8093A

Sharper and Quieter Picture Reflects Tube Improvements

You can see the difference. It shows in the upgraded picture quality when you use the improved RCA-7293A in your black-and-white camera chains. Look for the red base. It's your cue to confidence that you have the RCA-7293A with high signal-to-noise ratio, improved sharpness, and a high signal output. Its operational flexibility and life expectancy are equivalent to those of RCA-5820A.

In addition, RCA-7293A produces all the RCA Field Mesh design features: better camera focus, less "edginess", and better geometry. It embodies RCA's quality assurance in uniformity for highlight response, background shading, high effective sensitivity and anti-ghost benefits.

RCA-8093A is the Field Mesh Image Orthicon recommended for high quality tape recording. When particular attention is paid to light-level control and lighting uniformity, this tube produces even higher signal-to-noise ratio and longer gray scale reproduction.

You can choose from a complete line of RCA Field Mesh Image Orthicons, including: RCA-7513 and the matched set RCA-4415 & 4416 for color; and for black-and-white: RCA-7293A, 7295B, 7389A, and 8093A. Ask for them at your AUTHORIZED DISTRIBUTOR OF RCA BROADCAST TUBES.

RCA ELECTRON TUBE DIVISION, HARRISON, N.J.

The Most Trusted Name in Television
Mr. Smith

were in operation as of January 1962, and undoubtedly this number has increased well above this figure. Recent noteworthy events have been the introduction of transistorized circuitry, simplified means for color recording, improved heads, editing techniques and miniaturization. This paper will describe the recent developments which have been incorporated in the new Ampex single console four-head videotape recorder.

9:30-9:55 a.m.

“What to Look for in New Designs Using Transistors,” by R. N. Hurst, broadcast studio engineer, RCA.

Broadcast engineers who make no attempt to become acquainted with transistors will very rapidly find themselves unable to participate in some of the liveliest technical conversations in the industry. The transistor, scarcely more than 10 years old, has been refined and developed to the point where it is a fast-rising contender for many of the circuit functions required in broadcast equipment, both audio and video. With the passing of each day more and more equipment being redesigned to use transistors. The present trend toward miniaturization also requires the application of these new devices.

This paper will discuss in detail, several areas where the characteristics of transistors require a different design philosophy than tube circuitry, and how this philosophy may be applied.

10:00-10:25 a.m.

“An Automated Audio Console,” by Edward M. Mullin, project engineer, ITA Electronics Corp.

Today’s emphasis on a tight program format often taxes the proficiency of even the best audio operators. Many stations have realized the difficulty of maintaining their high standards of station operation in programming and have been searching for a method of simplifying the console operator’s task. Top 40 type

Mr. Mullin

of programming, the multiplicity of duties, and the consolidation of numerous functions formerly carried out by several personnel have added measurably to the tasks confronting control room personnel.

This paper will discuss the problems involved in the development of an automatic audio console designed to alleviate many of the problems now confronting the control room operator.

10:30-10:55 a.m.

“The ABC Color Operating Standards,” by A. W. Malang, chief video facilities engineer, ABC-TV.

After ABC-TV reached the decision to commence color broadcasting, it became rapidly apparent that color operating practices were far from standardized, and were in fact considered by some to be incapable of being standardized. In order to accomplish network broadcasting on a clock time basis ABC-TV finds it advantageous to play back each show a number of times in different places. Hence, if the color shows (as of this date film only) were to be of consistent and comparable quality, standardization was mandatory.

The measure of success of this program has been exemplified by the comments of viewers and affiliates, in which consistent high quality of the color programs has been expressed.

11:15-11:25 a.m.

“A New Approach to a Color Film Channel,” by I. C. Abrahams, consultant, advanced engineering, General Electric Co.

This paper describes a new system, which makes use of a fourth tube, whose exclusive function is to pick up the luminance information from the slide or film. The use of this tube for such a purpose permits obtaining improved sharpness of the luminance signal, since its output is independent of the color signal. On the other hand, the registration of the three images of the other three channels is not nearly so critical, since they contribute only to the chromaticity of the picture.

Superior sharpness is therefore obtained for both the color picture and the monochrome picture. Although there are color errors which theoretically arise in a system of this type, it will be shown that these are not of practical consequence in the final analysis.

11:30 a.m.-12 noon

“RF Interference Reduction in Television Pickups,” by J. L. Hathaway, staff engineer, NBC.

This paper describes the nature of radio frequency interference which has degraded and even ruined a few NBC-TV field programs over the past years. It outlines some efforts to eliminate interference by cut-and-try brute force methods. Further, it points out two practical methods of definitely reducing the deleterious effects of radio interference; one of these utilizing the newly developed filter which is described in detail.

12:30 p.m.—Engineering Luncheon, Williford Room.

Presiding: Orrin W. Towner, chairman, Broadcast Engineering Conference Committee, director of engineering, WHAS-AM-TV Louisville.

Presentation of Engineering Achievement Award: by George W. Bartlett, manager of engineering, NAB.

Acceptance of Award: Dr. George R. Town, dean of engineering, Iowa State U., Ames, Iowa.

Speaker: Dr. Simon Ramo, vice chairman, Thompson Ramo Wooldridge Co.
Improved RCA Image Orthicon RCA-5820A
Has No Match for Tube-to-Tube Uniformity

The key to telecasting's highest performance uniformity from tube-to-tube is RCA-5820A, the Image Orthicon respected as "standard" of the industry.

On every major characteristic by which TV pictures are measured, RCA-5820A is quality assured. If you use RCA-5820A, you can get another like it with complete confidence. How can you be sure? Each and every RCA-5820A is tested and rated in three different cameras and given a final, thorough operational check prior to shipment!

The excellence you buy in today's RCA-5820A includes: High signal-to-noise ratio, uniformity of signal output and background, high sensitivity and improvements in resolution capability.

This RCA Image Orthicon is recognized as an exceptional all-purpose type for studio or remote use. It features microscopic gun alignment, gold-plated grids, and pre-tested mesh to assure reduced microphonics.

A leader in TV Camera Tube development since the early days of television, RCA today offers a complete line of Image Orthicons for black-and-white and color.

SEE YOUR AUTHORIZED DISTRIBUTOR OF RCA BROADCAST TUBES.

RCA ELECTRON TUBE DIVISION, HARRISON, N. J.

The Most Trusted Name in Television

For name and address of your local distributor write or call your nearest RCA Distributor Products Sales Office—New York, N. Y.: 36 W. 49th St., MUrrey Hill 9-7200; Needham Heights 94, Mass.: 80 "A" St., Hilcrest 8-8460; Washington 7, D. C.:1725 "K" St., S.W., Federal 7-8500; Atlanta, Ga.: 134 Peachtree St., N.W., Jackson 4-7703; Cleveland, Ohio: 1621 Euclid Ave., CLarke 1-3400; Chicago, Ill.: Merchandise Mart, 467-5900; Dallas 9, Texas: 7001 Carpenter Freeway, MEIrose 1-3050; Kansas City 14, Mo.: 7711 State Line, EMerson 1-6400; Los Angeles 22, Cal.: 6801 E. Washington Blvd., RAmond 3-8301. See the RCA Image Orthicon Display at NAB.
CONVENTION EXHIBITS

Manufacturers of broadcast equipment will show their newest products along with established lines in the lower lobbies of the Conrad Hilton Hotel in Chicago. Following are descriptions of the principal products to be on display in the two separate exhibit halls. The exhibit space designated is in the Conrad Hilton unless otherwise indicated.

Station representatives, networks, syndicators and miscellaneous industry service firms are listed on following pages, including personnel attending the convention. These are based on information available as Broadcasting went to press.

A list of manufacturers of equipment who will maintain hospitality suites will be found in the "Where to Find It" directory (page 122).

ALFORD MANUFACTURING CO.
Space 21W
Alford this year will show tv and fm antennas, diplexers, coaxial switches, vestigial sideband filters, RF measuring instruments.
Personnel: Harold H. Leach, Gerald Cohen.

ALTO FONIC TAPE SERVICE INC.
Space 32W
AMPEx CORP.
Space 28W
Four new products will be introduced: the VR-1100, low-cost, all transistor Videotape recorder; Editite time element control system for precise automatic editing and full animation on tv tape; Mark IV heads, new design long-life video heads for VR-1000 and VR-1100 recorders; 602 Audio Recorder, an improved field recorder/playback for broadcast, industrial and educational use.
Also to be shown are the VR-1000C Videotape recorder equipped with Intersync tt signal synchronizer, Amtec time element compensator, electronic editor, Editite and Colorite, direct color recovery system; VR-1500 portable closed circuit Videotape recorder; 7½" conversion kit for VR-1000 recorders; Marconi Mark IV monochrome camera chain; Marconi eight-event store and switching unit; PR-10 professional audio recorder; SA-10 speaker/amplifiers and MX-10 mixer; 354 broadcast recorder with new four-position head and full line of audio tape and UST prerecorded tapes.
Personnel: C. Gus Grant, Tom Davis, Tom Merson, Bob Day, George Shoaf, Jack Miller, Tom Washburn, Gregg Perry.

ANDREW CORP.
Space 70W
Andrew will feature its Multi-V antenna, providing full performance data, its accessories and Andrew pattern services. The Multi-V is now cataloged in standard sizes up to 16 bays. A new Helias display will be made, featuring a large selection of flexible coaxial cable. Coaxial transfer switches for rapid switching of pairs of transmissions will also be displayed. The switches will be shown in operation and with construction details.

AUTOMATIC TAPE CONTROL INC.
Space 22W
Complete station automation will be on display, including the new SP-10-1 systems Programmer. The Programmer is said to be capable of handling up to 10 audio sources in any random pattern desired. Program planning is dialed into the unit in the sequence desired. The modular concept of ATC automation and the ease of designing and assembling complete systems exactly matched to format requirements will be stressed.

BALL BROTHERS RESEARCH CORP.
Space 23W
Equipment for converting standard black & white or color tv signals into

What's going on in Suite 1119A?
Dick Lawrence knows. That's where you'll hear Radio à la Carte. He's heard it with John Alexander and they bought it for WFLA in the Tampa, St. Pete markets. Dick says: "I'm happy to endorse Radio à la Carte."
Corner Marv Kempner at Suite 1119A, Conrad Hilton Hotel. Hear it yourself.

Mark Century Corporation
6 West 57th St., N.Y. 19, N.Y. Cl 5-3741
Choose RCA-4415 & 4416 for Your Big Year in Color

Colorcast schedules are growing heavier. And heavier. And heavier. Get set now to deliver the sharp, true, bright pictures sponsors demand for their programs and commercials. Replace with RCA Image Orthicons 4415 & 4416. For RCA insists on highest quality performance in its color image orthicons. And has invested more to get it.

The RCA 3-tube factory-matched set in your camera produces exceptional pictures in color receivers, as well as high resolution pictures with normal tone rendition in black-and-white sets...at lighting levels available in black-and-white studios! There's no problem of high scene-lighting temperatures...no need for extra air-conditioning. And many lighting costs usually associated with highest quality indoor color pickup are avoided.

RCA precision construction, Field Mesh, plus finely matched tube characteristics assure you excellent picture registration and uniform color balance over the entire scanned area.

Also available is RCA-7513, an Image Orthicon for highest quality color pickup using conventional color TV lighting. Ask about RCA Image Orthicons locally. SEE YOUR AUTHORIZED DISTRIBUTOR OF RCA BROADCAST TUBES.

RCA ELECTRON TUBE DIVISION, HARRISON, N. J.

For name and address of your local distributor write or call your nearest RCA Distributor Products Sales Office—New York, N. Y.: 36 W. 49th St., Murray Hill 9-7200; Needham Heights 94, Mass.: 80 “A” St., Hillcrest 4-8480; Washington 7, D. C.: 1725 “K” St., S. W., Federal 7-5500; Atlanta, Ga.: 40 Peachtree St., N. W., Jackson 4-7703; Cleveland, Ohio: 1521 Euclid Ave., Cherry 3-3450; Chicago, Ill.: Merchandise Mart, 467-9500; Dallas 7, Texas: 7901 Carpenter Freeway, MElrose 1-3050; Kansas City 14, Mo.: 7711 State Line, EMerson 1-6462; Los Angeles 22, Cal.: 6801 E. Washington Blvd., RAymond 3-8361.

SEE THE RCA IMAGE ORTHICON DISPLAY AT NAB.
digital form for ease of transmission, switching and regeneration will be on display.

BAUER ELECTRONICS CORP.
Space 56W
Bauer Electronics this year will display the Model 707 1 kw transmitter, the Model FB-5000J 5000 w transmitter and the Model 440 “Log Alarm” automatic logging device. It will be the first NAB Convention display for the latter two items.

BOSTON INSULATED WIRE & CABLE CO.
Space 71W
Tv camera cables, special application tv cameras, microwave equipment, and cable assemblies will be among this year's display.
Personnel: Alden C. Davis, Hubert Goodwin, Jack E. Ferrer.

BROADCAST ELECTRONICS INC.
Space 14E
Broadcast Electronics this year will show four new products—a recorder-playback cartridge unit, a phase monitor and two variations of existing models—in addition to regular items in their line.
The new cartridge unit, Spotmaster Model 500 DL, is capable of delaying broadcast of programs from 6 seconds to 30 minutes and was specially designed to help the broadcaster eliminate objectionable language, for instance, on telephone interview type programs.
The new phase monitor, Model 28V-2, will handle both 6 element arrays, with additional inputs supplied on request, and occupies less than 9 inches of rack space. It measures phase angle, current ratios and amplitude on a single meter with 7" scale length. Measurement accuracy is 1° with repeatability to ½°.
Spotmaster Models 500A and 505A, the other new products being shown, are variations of Spotmaster Models 500 and 505. In addition to these new items, 7 products from the regular Broadcast Electronics line will be shown, including recorder, playback, recorder-playback combination unit, equalized turntable preamplifier and cartridge racks.
Personnel: Ross Beville, Jack Neff, Don Smith, Dave Durst, Jim Woodworth, Ben Strouse.

CHARLES BRUNING CO.
Space 41X
The Copyflex diazo machine line for simplified program logging and a newly developed system for sales contracts and billing will highlight the firm's exhibit. Bruning will also exhibit its new Copytron electrostatic dry copier machine.
Personnel: Eugene Bonk, Garwin Dawley, Don Sanders.

CBS LABORATORIES
Space 72W
CBS Labs this year will exhibit Audi-max automatic level controls, test records, VA-1 transistorized video distribution amplifiers, digital display devices for statistical reporting, and other products in their line.
Personnel: Elliot R. Kurtz, Marvin Kronenberg, Emil L. Torick

CENTURY LIGHTING CO.
Space 19E, 14E
Century will be lighting the General Electric and Visual Electronics demonstrations areas.
Personnel: Edward F. Kook, George Gill, Rollo Gillespie Williams

CHRONO-LOG CORP.
Space 47W
Sequential Television Equipment Programmer (STEP) is an automation system for tv switching, designed to switch video and audio, start and stop film projectors and tape units and operate slide projectors. STEP permits programming an entire day's switching sequences in advance. The sequence can be checked out through a preview mode. Provision for last minute changes and operator override is provided in the programmer.
Chrono-Log Digital Clocks have been used to provide digital outputs of time for network coverage of astronaut flights. They can be used for coverage of sporting events and other events where viewer interest is centered on the importance of time.

COLLINS RADIO CO.
Space 27W
The transistorized 900C-1 Fm Stereo Modulation Monitor will be among the

Commercial Producers, Incorporated
BOSTON, MASSACHUSETTS

Cordially invites NAB members to
Hospitality Suite 918A
Conrad Hilton Hotel
open from 10:00 AM .... until
Now! An RCA Image Orthicon with picture pickup fidelity so high, it's like bringing your audience right into the studio.

That's RCA-7295B...a new 4 1/2" type unilaterally interchangeable with the 7295 and 7295A. Tighter performance limits and additional tests and inspections at RCA have refined processes and materials to such an extent that performance of this TV Camera Tube rivals that of any Image Orthicon on the market.

With this 4 1/2" Image Orthicon, you get the ultimate in flexibility for high fidelity pickup in black-and-white TV. Because you get: improved background uniformity, higher signal output levels, better signal uniformity, higher signal-to-noise ratio, improved detail response, reduced microphonics, and stable sensitivity.

All these improvements had to come in a tube from RCA—a leader in TV Camera Tube development since the early days of television. Ask locally about a complete line of RCA Orthicons for color and black-and-white telecasting. SEE YOUR AUTHORIZED DISTRIBUTOR OF RCA BROADCAST TUBES.

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new equipment at the Collins display. The 90C-1 measures main channel, sub channel, pilot carrier and SCA carrier insertion; it will measure stereo separation, crosstalk and pilot phase; provides stereo and monaural output for proof of performance measurements, plus output connections for measurement of an and noise and distortion.

Also new is the 26U-2 Stereo Peak Limiting Amplifier, featuring gated limiting action for maximum stereo separation, compatible with complete limiting capabilities.

New Marti equipment, sold by Collins, will be the M30B/TPS higher powered remote broadcast transmitter, and the 11RS-2R new improved matching receiver.

The company will also display the 830D-1A 1 kw fm transmitter, the 830F-1A 10 kw fm transmitter, A380-2 direct fm exciter, 786M-1 stereo multiplex generator, 808A-1 remote console and other am and fm stereo equipment.

The display will show a Collins 300F 250 w transmitter installed in 1938 at WGAU Athens, Ga. It was the winner of the company’s recent oldest transmitter contest and was in continuous daily service from 1938 until it was replaced with a 20V-3, supplied by the company, earlier this month. A 20V-3 will also be on display.


COMMERCIAL RECORDING CORP.

Space A-East

A complete line of station 1D and promotional jingles, plus commercial jingles will be exhibited.

Personnel: John J. Coyle, Buddy Harris, Walter Wiececke, Bud Curry.

CONRAD DIV. OF GIANNINI

Space 7E

Conrad will offer four new products for view at the convention, a color master monitor, a transistorized monitor, a kinescope recording chassis and an audience and studio monitor. The master monitor utilizes 95 transistors and 21 tubes and has a precision decoder. The color monitor’s only operating controls are contrast and brightness. The transistorized monitor, 8 inches and fully regulated, features a DC coupled video amplifier with keyed backporch clamp. It has a two channel video input and diode switcher, light weight, size adjustment and a horizontal displacement switch.

The new kinescope recording chassis is designed to fill the gap between the studio monitor and the elaborate professional kinescope recording monitor. It features internal blanking, video phase reversal, sweep reversal, aperture correction and regulated high and low voltage. The new audience and studio monitor, the CVA23, is a voltage regulated utility monitor offering full 10 mc bandwidth, but uses a 23-inch rectangular tube.


CONTINENTAL ELECTRONICS

Space 25W

Continental Electronics, a subsidiary of Lear-N-Vought Inc., this year will exhibit its 5/10 kw transmitter, remote control and fault alarm equipment, monitor receiver and magniphone. In way of new products it will show a new vidicon camera chain.


CUMMINS ENGINE CO.

Space 36W, 37W

This will be the first year of Cummins’ exhibit of its line of standby diesel generator systems which range from 60 kw to 400 kw. The exhibit will be newly designed by Elliot-Noyes, featuring cutaway model in action, lighting up display when regular power cuts off.


DRESSER-IDEICO CO.

Space 61W

A display of the firm’s tv, fm, microwave towers; their design, construction and inspection will be shown.


DYNAIR ELECTRONICS INC.

Space 49W

Two completely new lines of solid-state modular amplifier units, a new solid-state switching equipment, broadcast transmitters, closed circuit tv transmitters and other signal processing accessories will make up the Dynair exhibit.

The new amplifiers are the Series 1000 Equipment, a complete line of video and pulse modular amplifiers which plug into a 13½ inch-high frame; and the Series 3000 Equipment, similar except the modules mount in a 3½ inch frame and 12 modules may be mounted in a 19 inch width. The advanced design parameters include 20 mc bandwidths, minimum power and space requirements, meantime between failure ratings of approximately 5,000 hours, differential phase and gain of nominal amounts and minimal crosstalk.

The Series 5100 Switching Equipment is a remote controlled, solid-state, expandable modular system providing switching of signals free 20 mc information from any number of inputs to any number of outputs.

The TX-1B closed circuit tv transmitter and the TX-600H broadcast transmitter will also be shown. The TX-600-H produces 600 w visual and 90 w audio.


ELECTRA MEGADYNE INC.

(successor to EMI/US)

Space 4E

New equipment this year includes: a dial-operated monitor system, designed for greater simplicity in selecting various video/audio program sources from remote locations; a solid-state four output distribution amplifier; a solid-state four output pulse distribution amplifier; a custom designed switching system; a completely automated tv studio with advanced design vidicon cameras mounted on remote control pan and tilt heads.

Other equipment to be shown are the 4½ inch image orthicon cameras, a vidicon color camera, a new 2:1 vidicon and a display in EMI’s design and construction of custom audio and video control equipment.


ELECTRONIC APPLICATIONS INC.

Space 20W

Several new microphones, the C-12A, CKS4 and C-60 capacitor microphones will be shown. Also to be introduced is the new model D19C microphone for use where very, very high quality is needed, according to the manufacturer. The microphone was designed with a

BROADCASTING, March 25, 1963
shock-lock stand.


ELECTRONICS, MISSILES & COMMUNICATIONS INC.

Space 53W

EM&C this year will show vhf and uhf translators, translator accessories and uhf transmitters.

Personnel: Dr. B. W. St. Clair, Robert F. Romero, Henry Shapiro, Melvyn Lieberman, H. C. McKenzie.

GATES RADIO CO.

Space 44W

Several new products will be featured, including the new BC-1G 1 kw am transmitter which is completely re-styled externally and improved internally. It will be displayed along with a compatibly styled BC-5P-2 5 kw am transmitter.

Two Gates fm transmitters also will be shown: the 1000 w and 5000 w models for stereo programming. The M-6095 Cascade exciter and M-6146 stereo generator, two stereo consoles, a stereo limiter and new turntable pre-amplifier will be on display.

An operating exhibit of the new Cartritape II, three-cue tone cartridge tape system will be featured. The system offers a choice of one, two or three cue tones in a system that can be increased as needed by adding plug-in amplifiers.

Three new Gates microphones will be introduced and 10 audio consoles, including the three transistor models introduced at last year's NAB, will be on display.

Also featured will be a model of a 50 kw helicopter transportable system, which the company will soon deliver to the U. S. Army Signal Corp.


GENERAL ELECTRIC CO.

Space 19E

A new line of uhf transmitters and uhf zig-zag panel directional antennas will be introduced by GE. According to the company the frequency drift in the new antenna is no more than five parts in 10 million and is inherent in the transmitter design. Heart of the series is TT-55-A 100 w transmitter with transistorized crystal oscillator circuits for visual and aural carrier frequencies.

It can be used for certain low-power applications, but in most cases will serve as the driver for the TT-56-A, a new 12.5 kw transmitter, or the TT-57-A, a new 25 kw transmitter. The new transmitters require 35% less floor space than other models in the same frequency range.

The new antenna is the first non-resonant panel type available for uhf, according to GE. It makes available an almost limitless variety of directional radiating patterns. Made up of zig-zag panels, specific antenna designs are developed from a computer program which interpolates between closest values for more than 150 previously calculated patterns.

Other new products to be shown are 3" image orthicon color camera, professional live vidicon camera, color film camera, black and white continuous motion picture film projector, transistorized sync generator, 3" image orthicon black and white camera and educational tv studio package.

GE describes its four-camera film unit with four camera pickup tubes instead of the usual three as an advanced concept, based on a new transistorized vidicon camera to be introduced at the NAB show.

Three vidicons produce only chrominance information, the fourth serving as a monochrome camera carrying all the picture detail and brightness. H. E. Smith, technical products marketing manager, said the new color film system (PE-24-A) provides operating stability and reliability.

The system works on the coloring book principle in which a complete black-and-white picture is drawn and the color filled in. A single broadband vidicon channel produces the black and white image and three other vidicons fill in electronically with color.

Other items on exhibit will include 1 kw vhf high channel transmitter, 2,000 mc microwave antenna, helical antenna, portable and rack-mounted 2,000 mc relay, 4½" image orthicon vidicon channel produces the black and white film vidicon camera, film center multiplexer, black and white calibrator monitor, complete line of television monitors, relay switching system, transistorized remote audio amplifier, line of audio equipment.


GENERAL ELECTRONICS LABS INC.

Space 41W

The line of fm transmitters—1, 15 and 30 kw will be shown. Other products on display include stereo generators; SCA generators; stereo control consoles; fm relay receivers; GEL. Rust remote control equipment and GEL's new Autotelelog.


GPLL DIV., GENERAL PRECISION INC.

Space 12E

GPLL will introduce for the first time its new Precision 800 vidicon viewfinder camera chain and its Precision 580 vidicon film chain.

On display also will be GPLL's high resolution vidicon film chain, Model PA-550: 35 mm telecast projector, Model PA-200 and its tv projection system, Model PB-615.


HARWALD CO.

Space 68W

The Mark IV auto-load inspect-o-film machine with electronic graph recording scratch detection, will be featured. The Model U Mark II inspect-o-film, Junior Deluxe inspect-o-film, Splice-o-film automatic splicer, Sonomatic and Admatic continuous rear projection slide projectors will also be shown.


INTERNATIONAL GOOD MUSIC INC.

Space 65W

The Simplimation, IGM's automation equipment will be featured at the display. Also to be shown are the Heritage, Premier and Sovereign programming.

Personnel: Rogan Jones, Charles
Sprague, Gene Wagner, Homer Griffith.

INTERNATIONAL NUCLEAR CORP.
Space 3E

Transistorized equipment will make up INC's exhibit. Included are the TDA-2 video/pulse distribution amplifier, TDA-26 high gain video amplifier and TCA-3 camera amplifier.

Personnel: Raymond L. Weiland, Sondra Darlene Ewing.

ITA ELECTRONICS CORP.
Space 15E

ITA this year will show their line of fm and transmitters, fm and tv antennas, consoles, documenters and accessories.


JAMPRO ANTENNA CO.
Space 39W

On display will be a new single bay ch. 13 tv batwing antenna, Jampro type JAT 1/13H. A full scale antenna, capable of 10 kw input, it is designed for standby use.

Also to be shown is the Jampro fm radiating element featuring digital tuning, which permits simple end cap adjustment on the tower. This new method will permit extremely low VSWR ratios to be easily obtained, the company says.

Personnel: Peter Onnigian, Larry Seese, Taro Yodokawa.

JOHNSON ELECTRONICS INC.
Space 52W

Johnson Electronics will exhibit its transistorized equipment for background music. The display will feature tuners, amplifiers, demonstrators, and the company's Portasound Johnsonaire equipment. The tuner will have a new type chassis that will be introduced at the exhibit.


KLEIGL BROS.
Space 1E

A new SCR semi-conductor dimmer, which uses a silicon controlled rectifier, and a new line of quartz lighting fixtures will be shown. Also on display will be Kliegl's regular products—a complete line of tv lighting fixtures, accessories, wiring devices and control equipment for monochrome and color telecasting.


KRS ELECTRONICS
Space 38W

On display will be the KRS Stact Broadcaster, a six-deck cartridge tape recorder, featuring a reversible cartridge and complete remote control. The unit fits in 14 inches of rack space. The KRS three-deck recorder, which provides a complete tape cartridge system in one cubic foot area, will also be shown.


LOGOS LTD.
Space F-East

Color tape to film transfer systems will be exhibited along with black and white film techniques and complete video color facilities production.

Personnel: Charles F. Riley, Frank Thompson, Richard P. Sullivan.

MACARTA INC.
Space 42W

The West Des Moines company this year will display automatic magnetic tape cartridge recording and playback equipment and automatic tape magazine reconditioning and reloading products.

Test instruments designed for tape machinery and new dual-channel recorders and playbacks will also be shown.


MAGNETIC PRODUCTS DIV., 3M CO.
Space 19W

Displayed for the first time will be 3M's new Storette cabinet with audible range. The exhibit also will include the line of Scotch brand sound and video recording tapes. Mincom, a 3M subsidiary, will show its drop-out discriminator in the same space.

Mincom personnel: Ed Walsh.

3M personnel: W. H. Madden, P. B. Van Deventer, Forrest Watson, Tom Madden, William Herriot, Bob Ferderer, Don Rushin.

MAGNE-TRONICS INC.
Space 46W

The Programmer, a completely automatic tape playback system, featuring four tape units together with control system and clock, will be shown. The Programmer is manufactured by Tape-athon for use with the Magne-Tronics Motivational Music program service. A new tape rewinding system will also be displayed.


McMARTIN INDUSTRIES INC.
Space 43W

A transmitter SCA multiplex receiver is being introduced at this year's display. Tube models will also be shown.

The complete line of fm and SCA multiplex, frequency and modulation monitors, including the new RF amplifier, TBM-2500, will be displayed. The RF amplifier enables remote operation of any McMarten monitor and may also be used with other presently owned monitors where an established fm station is planning a new remote operation. Other monitors include the TBM-4000 and the TBM-3000/3500 combination.

Another new product is the TBM-1200 fm stereo rebroadcast receiver, with extremely high sensitivity—lug for 30 db of quieting. The receiver's output is capable of directly modulating certain fm stereo and/or SCA multiplex transmitters without going through signal demodulation and regeneration. The frequency response of the receiver is 20 to 100,000 cps ± ½ db with extremely low phase shift.

On display again this year will be the TBM-1000 and TBM-2000 fm and SCA multiplex relay receivers. A 32-watt transistor audio amplifier, new to the line, will be shown also.


MIRATEL ELECTRONICS INC.
Space 34W, 35W

Featured will be Miratel's complete new line of all transistor monitors, the first of which this company introduced last year. Included will be 8-inch through 21-inch sized monitors in rack and cabinet models in Miratel's "T" series, and the new "I" instrumentation series which features high and low voltage regulation and overscan and underscan.

Audio operated relays for program failure alarm and the Conelrad receiver line will also be displayed.

Personnel: W. S. Sadler, R. B. Hackenberger, N. C. Ritter, B. J. Klind-


These are the products G.E. introduced at the last two NAB shows

Not only did we introduce them, but we sold them, shipped them, installed them—and now they are operating successfully all over the country.
1963: PE-23-A Studio Vidicon Camera Channel
• PE-24-A 4 Vidicon Color Film Channel • PE-25-A Color Live Channel • BC-31-B Transistorized Monaural/Stereo Console • BA-32-A Transistorized Program Amplifier • BA-29 Transistorized Gated Unilevel Amplifier • TV-102 Transistorized Video D.A. • PG-5-A Transistorized Sync Generator • TT-55-A, 56, 57 UHF Transmitters • TY-96-B Zig Zag Panel Antenna

These are new products you can expect to see at this year’s show

They are ten more reasons why you can continue to look to General Electric for the newest and best in broadcasting equipment. See them at Booth 19-E.

Progress Is Our Most Important Product

GENERAL ELECTRIC

Technical Products Operation, Syracuse, N.Y.
What's cooking, CHUM?

Plenty, says Al Slaight of Toronto’s CHUM: “Radio à la Carte is a great programming service. I heard it, I liked it, I bought it.”

Visit Marv Kempner. He’ll be holed up in Suite 1119A, Conrad Hilton Hotel.

Mark Century Corporation
6 West 57th St., N.Y. 19, N.Y. Ct 5-3741

NAB PREVIEW

EXHIBITS CONTINUED

worth, D. Schulte, and P. Vogelgesang, H. T. McAdams.

MITCHELL VINTEN INC.

Space 62W

Mitchell Vinten will exhibit its Heron crab crane, a new hydraulic powered crab crane designed for use in large studios for the production of musical and dramatic shows, and features new control and drive systems. A heavy duty pedestal that provides a 50% greater range of vertical camera movement and a lower center of gravity. A lightweight pedestal for use with vidicon cameras. A remote broadcast dolly for use with mobile cameras used in the field, but portable enough for two men to carry it. Pan and tilt heads, called the Mark 3 Head, that have been adapted for color use as well as monochrome; the Mark 3 will be shown in action at the exhibit and is designed to be used with vidicon equipment and the lightweight pedestal described above.


MOBILCOLOR INC.

Space 60W

Developers of synchronized sound and color presentations for major radio promotions, the Mobicolor spring and Christmas radio promotions will be displayed.


MOSELEY ASSOC. INC.

Space 48W

Moseley will exhibit a dual 950 mc aural STL, a radio remote control system, a wire remote control system, a 10 w fm exciter, an fm stereo generator, and an SCA subcarrier generator. The fm exciter is new this year, as is the dual 950 mc aural STL. Moseley says the exciter is designed as a replacement exciter for fm transmitters and low power educational service. The dual STL is designed for fm stereo service as planned in the FCC’s new rulemaking to allow fm stations to make two simultaneous broadcasts on one aural STL channel for stereo broadcasting from the studio to the station’s transmitter.

Personnel: John A. Moseley, Howard M. Ham Jr., and George L. Kladrnik.

OZALID PRODUCTS

Space 63W

Duplicating equipment and materials for copy systems will be shown.

Personnel: Richard Lyman.

PEPPER SOUND STUDIOS INC.

Space D-East

Custom musical productions for radio and tv and radio station library service will be on display.


RADIO CORP. OF AMERICA

Space 5E, 6E, 10E

Studio demonstrations of fm stereo broadcasts will be among the features of the RCA exhibit. The latest transistorized equipment for radio stations, as well as new am remote automatic logging and control equipment designed to scan transmitter meter readings and to record permanently all operating parameters required by FCC regulations, will be introduced. The exhibit will have the first public showing of new tv film equipment and a preset switcher for controlling up to 10 tv program segments. A “live” tv studio will be set up to demonstrate four cameras—three for black-and-white and one for color. Exhibit visitors will be able to compare, side-by-side, the detail, shading and other features of pictures produced by the cameras on the same scene.

In tv tape recorders, RCA will show its TR-22, an all solid-state machine, operating in color. The TR-2, a universal type recorder capable of being used with a wide range of accessories, will demonstrate “pixlock, half-speed operation” and other features.

RCA’s exhibit space has been enlarged to accommodate a bigger display of broadcast equipment. It will be in the same location as last year’s exhibit and will include developmental models of future tv broadcast equipment.

The electron tube division’s display in Space 10-E will include image orthicon, vidicon, large power tubes, electronic instruments, microphones, nu-vistors, intercoms, batteries, dark heater tubes, novar tubes, citizen band radio, minireeds, transistors and high-fidelity components.


RAYTHEON CO.

Space 11E

Raytheon, equipment division, will exhibit its tv microwave relay equipment, a dual-link hot-standby studio to transmitter link and a portable microwave system for remote pick-up applications. The two systems consist of new KTR-1000K microwave equipment featuring wideband transmitter monitor regulated DC filament power, video modulators and transmitter klystron, and temperature compensated klystron anode voltage supply.

Personnel: Don Smith, Robert Keller, George Hinckley, Gene Love, Hugh Bannon, Henry Geist, Jack Banister, Phil Cass.

RIKER INDUSTRIES INC.

Space 58W

Riker Industries will display its expanded line of video modules which may be used in studio and master con-
STONEY BURKE
Music by
DOMINIC FRONTIERE

DOMINIC FRONTIERE, vice-president and musical director of Daystar Productions, was a violin prodigy at two and an accordion virtuoso at age six. As a young concert soloist and pop artist he gained acclaim all over the world. As composer-arranger-conductor, he has distinguished himself in recordings, the theatre, motion pictures and in TV. He has just completed the music of eight pilot shows for new series.

BROADCASTING, March 25, 1963

and there are 104 other regular network programs which use BMI music.

BROADCAST MUSIC, INC.
589 FIFTH AVENUE,
NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL
Now **GATES Microphones!**

**SPECIAL INTRODUCTORY OFFER**

Clip this ad and attach to your order—take 5% discount! 10% discount applies on orders for six or more microphones! Offer expires April 30, 1963.

**G-100**

A rugged dynamic microphone with smooth frequency response and low wind noise. Ideal for remote control for control room and studio. Has omnidirectional pattern when held upright—cardioid when horizontal. Finished in Gates TV gray finish, 150 ohm impedance, 20 ft. cord supplied. $37.50

**G-200**

A slim, trim dynamic microphone inconspicuous on a camera. Has extended frequency range for excellent music reproduction. Adaptable to any broadcast or professional use. Gates TV gray finish, 150 ohm impedance, 20 ft. cord supplied. $51.50

**G-300**

Our finest microphone. True hi-fidelity reproduction of the entire audible range. Don't let the price fool you—compare the G-300 with the best available. Recommended for FM—any application where faithful reproduction of voice and music is important. Gates TV gray finish, 150 ohm impedance, 20 ft. cord supplied. $60.50

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**NAB PREVIEW**

**EXHIBITS CONTINUED**

trol facilities. New products to be displayed will be all-transistor modules for:

Sync generator with deluxe sync lock, expandable special effects generator with joy stick positioner, versatile video switching system, automatic vertical interval test signals, sync comparator, stabilizing amplifier, a "revolutionary" power pulse distribution system and a VIT black and white reference generator.

Other new Riker transistorized modules are for: color bar generator, burst flag generator, color standard, video d.a., bar and dot generator and for a complete line of video test signal generators.


**ROHN SYSTEMS INC.**

**Space 50W**

Display will include am, fm and microwave towers, reflectors and associated equipment.


**SARKES TARZIAN INC.**

**Space 17E**

Sarkes Tarzian, broadcast equipment division, will exhibit a complete and integrated tv station complex. It will feature: studio camera equipment, film camera and projection equipment; heterodyne repeater, high and low power terminal microwave; simple mobile switching system through production studio switch equipment, with two variations of special effects systems. The exhibit will also feature the first showing of the completely transistorized studio equipment product line, cameras, film systems, synchronizing generators, switching and special effects equipment, and terminal distribution gear. This equipment will feature a new concept in industrial design.


**SCHAFFER ELECTRONICS**

**Space 73W**

Schafer products shown will include automation equipment, program automation systems, spotters, transmitter remote control and automatic logging equipment.


**SESAC INC.**

**Space E-East**

A new lp package will be introduced by SESAC. The *Just a Minute!* package consists of 10 lp's for themes and program features. Each cut is 60 seconds and is performed by a combo, orchestra or symphonic pops orchestra.


**SONY CORP. OF AMERICA**

**Space 31W**

A newly developed portable video tape recorder (TV 100) will be shown for the first time by Sony. It is transistorized and has push-button operation. The units are the first production models, flown in from Japan last week. Prototypes have been in use in Japan.

Sony's vtr portable is roughly the size of a suitcase—17½x25x16½ inches. It weighs 145 pounds and operates on AC current. Besides broadcast applications, Sony says the portable is suitable for closed-circuit, industry, school and hospital applications. A slowdown procedure cuts the movement to 1/60th of regular speed to permit analysis of action. It is said to use about a third the tape required normally.

Personnel: Bruce Birchard, Hugh Young, M. Morozano, K. Tsunoda.

**SOUNDSCRIBER CORP.**

**Space 54W**

Ben Mochan will exhibit its Soundsciber S-124 monitor. The S-124 is a single-channel recorder that maintains an automatic, unattended watch over daily transmissions. Only one tape change a day is needed with the S-124, saving the trouble of short-time recordings by the station staff.

Personnel: Gerald Northern, Charles Stancik, Robert Cooksy, Donald Fox.

**SPARTA ELECTRONICS**

**Space 56W**

Two models of Spartamatic cartridge systems, including stereo cartridge tape system and portable cartridge playback unit will be shown. An A-50 portable studio: an A-10 audio console and a Timecaster, which automatically gives the correct time with a jingle or other cued material by pushing a button will also be on display.

A new Sparta reel-to-reel tape record-
HERE'S YOUR ENTIRE STUDIO CREW...

WHEN YOU USE A GENCOM REMOTE CONTROL CAMERA SYSTEM

Because one man can operate two cameras, and be the performer on-camera when he desires, the new remote-control studio camera system offered by GENCOM makes possible a genuine “Automated TV Studio.” Each automatic shot box makes it easy to pre-set five camera positions, adjusting pan, tilt, zoom and focus at each position. To go to a pre-set shot, just press the button. To take over “manually” with the joy stick, just push the manual button. Pre-set shots repeat indefinitely, change easily. You must operate this system yourself to fully appreciate it. Try it out at NAB Booth 4E.
Take a 2nd look at Collins... find the 'surprise'!

You'll find plenty of surprises in store for you as you examine the Collins equipment on display at this year's NAB Show.

When you visit our booth, we hope you'll poke around in our complete line of AM, FM and stereo. We want you to take a really good look at everything... inside and out. Try out the demonstrators. Ask a few questions. You'll be pleasantly surprised to find out the many new things Collins has to offer you.

Also, we're introducing 2 new products in our expanding line of stereo equipment — the 26U-2 stereo peak limiting amplifier and the 900C-1 stereo modulation monitor.

See everything that's new with Collins at Booth 27W in the West Exhibition Hall of the Conrad Hilton. Come by and get the full story of quality in depth from Collins.

Georgia Station
Wins Transmitter

Athens, Ga. (Special) — Radio Station WGAU in Athens today was announced the winner of an Old Transmitter Hunt contest sponsored by Collins Radio Company.

The station's prize-winning transmitter was a Collins 300F, 250-watt model which has been in constant use since 1936. The prize offered by Collins in this contest was a new Collins 20V-3 transmitter, which has been installed and is now in service at the station.

The old transmitter will be on display in the Collins booth at the National Association of Broadcasters' national convention opening next weekend in Chicago.

"To fully appreciate the value of the transmitter," Collins officials said, "you have to see it in action... to hear it... and to compare it with other equipment. You'll find the Collins transmitter simply outstanding in performance... outstanding in quality of construction... outstanding in value to the radio station owner."
NAB PREVIEW

EXHIBITS CONTINUED

ing and playback unit will be introduced at the display.

SURROUNDING SOUND INC.
Space 76W

The Broadcaster sound equipment will be demonstrated. It is a self-contained sound laboratory for am and fm radio.

TEKTRONIX INC.
Space 29W

On display will be video-waveform monitors, vectorscope for color tv phase measurements, oscilloscope trace-recording camera, tv and bc test equipment—generators, amplifiers, scopemobiles and auxiliary test equipment.
Personnel: Charles Rhodes, Ron Olson, Keith Williams, Ralph Ebert, Cliff Briesenick, Frank Elardo, Terrell Jamison, Joe Gardner, Paul Whitlock, Jerry Coomer, Bob Siegert, Ed. Vaughn.

TELEMET CO.
Space 2E

Telemet Co. will show its latest equipment for use in, and testing of, black-and-white and color television broadcast systems. The new equipment to be shown will include: a completely transistorized special effects generator that features individual plug-in switching amplifiers, waveform generator and power supply; and a transistorized portable video transmission test using only ac power to supply signals for studio or transmission facility check out and alignment.

Also to be demonstrated is a transistorized EIA sync generator that supplies sync, blanking and drive signals in accordance with EIA standard RS170. This unit requires only seven watts of power.

Other Telnet transistorized equipment to be exhibited: video distribution amplifiers; a mid-frequency phase corrector; a pulse distribution amplifier; a multiburst generator; a staircase generator; and a Sin 2 pulse and window generator.

Color equipment on display will include: a tv utility monitor, a color bar generator and an encoder.


TELEPROMPTER CORP.
Space 31W

Focal point of the exhibit will be a three-part screen automated slide presentation telling the story of the company and its products and demonstrating the TelePro and RA-100 Random Access projectors in actual use. TelePrompTer also will display for the first time the products of its recently acquired subsidiary, Conley Electronics.

The Conley division is the manufacturer of Fidelipac endless loop tape cartridges. Also shown will be the Amphicon 190 large screen tv projector and prompters.

Personnel: Irving B. Kahn, Peter C. Rink, George Andros, Joseph Minsteri and Bradford Macy.

TELEQUIP CORP.
Space 3E

Telequip will show the new line of PYE tv equipment, including the PYE 4½" image orthicon camera, for which the New York company has recently been named distributor. Also new this year will be a demonstration of the Maurer-Matic 13, 35mm film processor and studio and remote lighting equipment employing sealed reflector lamps. Features of the light fixtures include lightweight, small size and lower replacement costs.

Personnel: John Schlager, Howard L. Ryder, John J. Camarda, Derek Clowes, Robert Hair, William Jones.

TELEVISION ZOOMAR CO.
Space 59W

The new Angenieux-Zoomar lens, named the 10-2-1, will be shown. It operates with a minimum of three feet working space and permits coverage of an area of 40 inches down to 4 inches with a 10 to 1 zoom ratio. Zoomar will also offer a remote servo control for its lenses which was developed by Evershed & Vignoles, London, and for which Zoomar is the American distributor.

Personnel: Jack A. Pegler, Bill Pegler, Dr. Frank G. Back.

TOWER COMMUNICATIONS CO.
Space 24W

Towers—microwave, am, fm, tv, special (both guyed and self-supporting); microwave passive reflectors, portable pre-built buildings, and parabolas will be on display.


U. S. ARMY
Space 66W, 67W

U. S. NAVY RECRUITING SERVICE
Space 69W

UTILITY TOWER CO.
Space 40W

Utility will display a complete line of towers and accessories for and broadcasting services. Accessories include insulators, ground systems and prefabricated steel transmitter buildings. The Oklahoma City company offers a complete package including installation and maintenance services.


VISUAL ELECTRONICS CORP.
Space 14E

A complete solid-state television broadcast equipment line will be introduced by Visual Electronics. Included are: fully transistorized Visual zoom cameras in both 3" and 4½" image orthicon models; a transistorized video switching system with modular unitized construction; a transistorized vtr "mod de-mod"; transistorized audio tape cartridge equipment, with a reversible, continuous-loop cartridge; transistorized audio consoles and a modular audio amplifier series.

A diversified line of radio-tv equipment and program automation equipment will also be shown, with the entire exhibit designed to indicate the completeness of the new transistorized lines, according to Visual. Included in

George did it and he's glad.

He signed up Radio à la Carte, George P. Mooney did, for WKGN, Knoxville. Listen to him: "Radio à la Carte is just what radio needs. Dave Diamond and I are happy to be an à la Carte station." You can do it, too. See Mary Kempner and Matt Herson in Suite 1119A, Conrad Hilton Hotel.

Mark Century Corporation
6 West 57th St., N.Y. 19, N.Y. CI 5-3741
NEW!

snap-in cartridge loading—foolproof, split-second, one-hand operation

INTRODUCING THE

Spotmaster 500A

Cartridge Tape System

Now Spotmaster brings you the new 500A cartridge tape system, featuring split-second, snap-in cartridge loading and one-hand operation.

- With sleek new eye-appeal to match its new ease of operation, the 500A joins the Spotmaster family of equipment from Broadcast Electronics—pioneer and leader in tape cartridge broadcasting. On five continents, more stations use more Spotmasters than any other cartridge tape units... because only Spotmasters combine these advantages:
  - RUGGED QUALITY. Designed by broadcast engineers for the broadcast industry, Spotmasters give you outstanding dependability in action, combined with maximum durability and minimum maintenance requirements.
  - MOST COMPLETE LINE. Spotmaster products include recorder/playback and playback-only units... compact and rack mount models... stereo and mono... remote controls, sound sensors, and cue-trips... accessories for field use... cartridges and cartridge winders and timers... desk-top, wall-mount, and lazy susan cartridge racks... right down to color-coded cartridge tags.
  - LEASE OR PURCHASE—THE CHOICE IS YOURS. In addition to attractive "package" plans for purchase of Spotmaster systems, Broadcast Electronics offers an outstanding leasing arrangement with renewal and purchase options.
  - TOP SPECS. 50-12,000 cps ± 2 db @ 71⁄2 ips... harmonic distortion below 2%... less than 0.2% wow and flutter... S/N ratio, 50 db below 2% distortion... automatic electronic pulse cueing, with cue trip available on all playback models for automatic sequential switching... transistORIZED for dependable long life... hysteresis synchronous motors in all models... standard continuous loop cartridges, 20 sec. to 31 min. duration (or wound to your specifications).
  - FULL-YEAR GUARANTEE. Broadcast engineering stands behind all Spotmaster systems with an iron-clad guaranty for your protection.

Join the hundreds of stations that enjoy pushbutton broadcasting by Spotmaster... and have said goodbye to scratchy transcriptions, missed cues, wrong speeds, jumped grooves, and other production headaches. Learn the whole story of Spotmaster versatility and quality. Call or write for full information... today!

BROADCAST ELECTRONICS, INC.
8800 Brookville Road • Silver Spring, Maryland
Telephone: JUniper 8-4983 • Area Code 301

Sold nationally by: VISUAL ELECTRONICS
356 W. 40th Street, New York, N.Y.

In Canada:
Northern Electric
Company Limited
Branches from coast-to-coast in Canada.

Broadcasting, March 25, 1963
Who can deliver a fully transistorized broadcast VTR for less than $35,000?
Now: the Videotape* Recorder is practical for any sized station. And low-cost mobile tape applications are a reality. It’s all because of the VR-1100—anther Ampex tape recording innovation for television. The VR-1100 is a transistorized broadcast recorder that costs less than $35,000. It has two speeds—15 ips and 7½ ips. Provides three hours of recording at 7½ ips. Is compatible with all 4-head recorders. Takes less than half the floor space of previous VTRs. Weighs ½ as much. And can be equipped for single-camera production—by adding the Vertical Lock Accessory that allows use of the Ampex Electronic Editor. What’s more, low power requirements and a new convection cooling system eliminate the need for blowers or special air conditioning in the station. Controls are minimized for simple operation. Maintenance costs are low. Reliability and performance characteristics are superb—all in the Ampex tradition. Order now for Fall programming. For complete details call your Ampex representative or write the only company providing recorders, tapes and core memory devices for every application: Ampex Corporation, 934 Charter Street, Redwood City, California. Term financing and leasing are available. Sales and service engineers throughout the world.
Antonisse, K. W. Spicer, self-powered, is Andre, 116

AUTOMATION 10 Years Of Service To The Broadcaster
Booth 73W at Chicago
N. A. B. Convention

- NEW Model 800 Automation
- NEW Model 700 Automation
- NEW System for Program Service
- NEW Automatic Network Switching
- NEW Automatic Logging
- NEW Remote Control
- NEW Audio Clock
- NEW S-200 Spotter

New Automation Prices begin at $4990.

Available through COLLINS GATES RCA

write for latest brochure
schafer electronics
235 South Third Burbank, California
Phone 845-3561 (Area Code 213)

NAB PREVIEW
EXHIBITS CONTINUED

the line will be a multi-deck broadcast cartridge tape unit featuring a reversible, continuous loop cartridge. Each cartridge of the new tape unit, the KRS Stat Broadcast 6B-6VE, will hold up to 32 minutes of recorded material.


VITAL INDUSTRIES
Space 30W

The VI-1000 solid state stabilizing amplifier, custom engineered for every application and the VI-10 solid state video distribution amplifier, with a plug-in module having four isolated outputs will be features of the firm's display.

A solid state pulse distribution amplifier, VI-20, which regenerates EIA tv pulses and distributes them through four isolated outputs also will be on exhibit. It is a self-powered, plug-in module.


VITRO ELECTRONICS
Space 46W

A new kind of station monitor, the Nems-Clarke spectrum display unit, Type SDU-520, will be displayed. It is designed to give the broadcaster a complete audio and visual picture of his assigned frequency. Operating in a tuning range from 54 to 260 mc, the SDU-520 is capable of measuring frequency deviations, determining sideband or subcarrier attenuation and can be used to locate spurious radiation and sources of interference.

Vitro will also show the complete line of Nems-Clarke broadcast equipment, including rebroadcasting receivers for fm and tv, precision measuring devices and video jacks and plugs.


Program producers & syndicators

ABC FILMS INC.
Suite 2305A
(see page 63)

ALLIED ARTISTS TELEVISION CORP.
Pick-Congress, Shelby Room
(see page 63)

BONDED FILM DISTRIBUTORS
Suite 1518
Personnel: James Sondheim, Chester Ross.

CBS FILMS INC.
Suite 2319
(see page 63)

DE SILU SALES INC.
Pick-Congress, Suite 311
(see page 64)

EMBASSY PICTURES CORP.
Pick-Congress, Suite 327
(see page 64)

FOUR STAR DISTRIBUTION CORP.
Pick-Congress, Victorian Room
(see page 64)

HOLLYWOOD TELEVISION SERVICE
Pick-Congress, Suite 319
(see page 64)

INDEPENDENT TELEVISION CORP.
Pick-Congress, Suite 325
(see page 64)

JAYARK FILMS CORP.
Pick-Congress, Lakeshore Room
(see page 64)

KING FEATURES SYNDICATE
Pick-Congress, Tall-Ho Room
(see page 66)

LANG-WORTH FEATURE PROGRAMS
Suite 1324

M&A ALEXANDER PRODUCTIONS INC.
Suite unassigned
Personnel: Stan Dudelson, Burton Alexander.

MARK CENTURY
Suite 1119A

MARS BROADCASTING
Suite 1518A
See this equipment at the NAB Convention

WHBF-FM, Rock Island, Ill. selects ATC automated system

WHBF Chief Engineer, Robert J. Sinnett, is shown checking out the ATC system that will put WHBF-FM on a fully automated programming basis. The components selected will provide music, news, commercials, production aids, and program logging automatically. The system was selected by WHBF because the flexibility enables them to change programming structure as easily as dialing a phone. Broadcast personnel may be released from control operation for more profitable activities.

See it in operation

NAB Booth 22-W
Conrad Hilton, Chicago

Authorized distributors


Made by broadcasters for broadcasters

Automatic Tape Control, Inc.
209 E. Washington St. Bloomington, Illinois

STOP AUDIO-LOGGING PROBLEMS PERMANENTLY!

The SoundScriber S-124 MONITOR does it unattended... twice around the clock

The MONITOR records magnetically on special time-scale Dupont Mylar tape... allows you to trace any broadcast to the very second it occurred.

Exclusive transverse recording process compacts 24 hours of recording onto a single 3 3/4" spool.

Makes recordings tamper-proof.

TESTED and PROVEN by NETWORKS and STATIONS

Networks like CBS, NBC, Canadian Broadcasting and hundreds of stations: WUNQ, WOR, WGMG, WCAU, WBDM, WJBK, WJLB, WJLB, KFIV, KLAC and KMPC... to name just a few, are now using the SoundScriber S-124 MONITOR.

Meets FCC licensing requirements. Magnetic tapes can be erased and re-used, but they can't be edited. For more details write to SoundScriber or...

VISIT US AT THE NAB CONVENTION—BOOTH 54

NAB PREVIEW
SYNDICATORS CONTINUED

Don Bruce, Charles James, James McDonald, George Landy, Robert Oakes.

MCA TV
Suite 2300
(see page 66)

MEDALLION
Executive House, Suite unassigned

John Wayne, Batic feature package;
Frankie Carle Show; Adventure West.
Personnel: John Ettlinger, Ben Barry, Bob DeVinny.

MGM TELEVISION
Pick-Congress, Washington Room
(see page 66)

NBC FILMS INC.
Drake Hotel
(see page 66)

FRED A. NILES COMMUNICATIONS CENTERS INC.
Suite unassigned

OFFICIAL FILMS INC.
Pick-Congress, Columbian Room
(see page 66)

PROGRAMATIC (MUZAK)
Suite 1206

WALTER READE-Sterling Inc.
Pick-Congress, Suite 315
(see page 68)

WALTER SCHWIMMER INC.
Suite unassigned
(see page 68)

SCREEN GEMS INC.
PICK-Congress, Roosevelt Room
(see page 68)

SESAC INC.
Suite 906A

SEVEN ARTS ASSOC.
Pick-Congress, Buckingham Room
(see page 68)

SPORTS NETWORK INC.
Conrad Hilton, Suite unassigned

STORER PROGRAMS INC.
Executive House, Suite 3511
(see page 68)

TELEDYNAMICS CORP.
Pick-Congress, Suite unassigned
True Adventure.

Personnel: Jack Flax, Jack Garrison.

TELEVISION AFFILIATES CORP.
Suite 700
Personnel: Richard Brandt, Richard Carlton, Robert Weisberg, Leo Brody.

TRANS-LUX TELEVISION CORP.
Pick-Congress, Carter Room
(see page 69)

20TH CENTURY FOX TELEVISION
Pick-Congress, Music Room
(see page 69)

RICHARD H. ULLMAN DIV.
Suite 2000

UNITED ARTISTS CORP.
Pick-Congress, Lincoln Room
(see page 69)

VIDEO HOUSE INC.
Pick-Congress, Suite 323
(see page 69)

WALT DISNEY-BUENA VISTA
Conrad Hilton and Executive House,
Suites unassigned


WARNER BROS. TELEVISION
Pick-Congress, Park View Room
(see page 69)

WILSON CORP.
Pick-Congress, Suite unassigned
Personnel: Will Thomas.

Networks

ABC RADIO
Suite 2306A, 2311A


ABC-TV
Personnel: Leonard H. Goldenson, Thomas W. Moore, Robert L. Coe,
Tubes designed from the user's viewpoint
...use them wherever reliability is essential

When reliability really counts—as it does in broadcasting—be sure with tubes custom-designed and tested for the job.

Sylvania engineers traveled the country—met with engineers and maintenance groups in broadcasting, public service radio, industry, the airlines—listened to their problems and studied them. From this came GB Gold Brand, a superior line of new and upgraded tubes, each tailor-made to a specific job. A given tube may have, for example, low noise, exceptional stability or vibration resistance. Or a critical parameter may be as much as three times the usual value. In each case, performance and reliability have been verified by actual user experience as well as laboratory testing.


Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main St., Buffalo 9, N. Y.
Tarzian's new "C" model, fully solid state Vertical Interval Switcher, incorporates all the desirable features of the highly successful VIS-88 plus recent engineering refinements adding even greater performance.

This switcher does more—in less space—than any other available. All the advantages of transistorized switching are yours in a compact, low-cost package.

See the new Tarzian Solid State Switcher at NAB—Space 17E

Broadcast Equipment Division
SARKE'S TARZIAN, INC.
Bloomington, Indiana

NAB PREVIEW
NETWORKS CONTINUED


CBS RADIO
Suite 1804-06


CBS-TV NETWORK
Suite 2325-26


CBS-TV STATIONS
Drake Hotel


KEYSTONE BROADCASTING SYSTEM
Suite 804-6


MBS
Suite 1604-06A


NBC-TV, NBC-RADIO
Sheraton-Blackstone, Presidential Suite


QXR NETWORK
Suite 1218

Personnel: Chester Ross, James Sondheim, Charles Reeves.

Station reps

ABC-TV NATIONAL SALES
Executive House, Suite unassigned


ADVERTISING TIME SALES INC.
Essex Inn, Aristocrat Room, 301

Personnel: Thomas B. Campbell,

BROADCASTING, March 25, 1963
John A. Thompson, William N. Davidson, Alan J. Bell, George Harding.

AM RADIO SALES
Suite 2643-45
Personnel: Wilmot Losse, Jerry Glynn, plus entire Chicago office.

AVERY-KNODEL
Sheraton-Blackstone, Suite 1109

MORT BASSETT & CO.
Essex Inn, Suite unassigned
Personnel: Mort Bassett.

CHARLES BERNARD CO.
(Country Music Net)
Pick-Congress, Suite unassigned
Personnel: Charles Bernard.

JOHN BLAIR & CO.
BLAIR-TV
BLAIR TELEVISION ASSOC.
Sheraton-Blackstone, Suite 608

THE BOLLING CO.
Executive House, Suites 2011-2012

BROADCAST TIME SALES
Executive House, Suite 3211
Personnel: Carl Schuele.

CBS TELEVISION STATIONS
NATIONAL SALES
Drake Hotel, Suite unassigned
Personnel: Bruce Bryant, Richard Loftus, Ted O’Connell.

HENRY I. CHRISTAL CO.
Suite 1306

ROBERT E. EASTMAN & CO.
Executive House, Suite unassigned

FM GROUP SALES
Suite unassigned

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FM GROUP SALES
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NAB PREVIEW
REPRESENTATIVES CONTINUED

FORJOE & CO.
Suite unassigned
Personnel: Joseph Bloom.

GILL-PERNA INC.
Suite 2400

HARRINGTON, RIGHTER & PARSONS
Sheraton-Blackstone, Suite 808

GEORGE P. HOLLINGBERY
Suite 1600

HAL HOLMAN CO.
Suite 2122A
Personnel: Hal Holman.

BERNARD HOWARD & CO.
Suite unassigned
Personnel: Bernard Howard, Jack Davis.

H-R REPRESENTATIVES
Executive House, Suite unassigned
Personnel: Frank Headley, Dwight Reed, Frank Pellegrin, Jack White, Edward Shurick, Avery Gibson, James Alsbaugh, Bill MacRae.

THE KATZ AGENCY INC.
Executive House, Suite 3803

JACK MASLA & CO.
Park East, Suite 33-34A
Personnel: Jack Masla, Allan S. Klamer, Bud Pearse, Bob Wencel.

McGAVERN-GUILD CO.
Executive House, Suite unassigned
Personnel: Daren McGavren, Ralph Guild, Edward Argow, Robert Mahlman, Ted Chambon.

THE MEEKER CO.
Suite 1700

NBC SPOT SALES
Ambassador East
Personnel: Richard Close.

JOHN E. PEARSON CO.
Ascot Motel, Suite unassigned
Personnel: Joseph Savelli, Russ Walker, Bob Flanagan.

PETERS, GRIFFIN, WOODWARD
Sheraton-Blackstone, Suite 705

EDWARD PETRY & CO.
Suite 1400
Personnel: Edward Petry, Edward Voynow, Martin Nierman, Lou Smith, Roger LaRaeu, Ben Holmes, Bill Rohn, Joe Sierer, Bill Larimer, Bill Cartwright.

RADIO-TV REPS INC.
Suite 800
Personnel: Peggy Stone, Saul Frisling, Sy Thomas.

PAUL H. RAYMER CO.
Executive House, Suite unassigned
Personnel: Paul H. Raymer, Fred Brokaw, Stuart M. Kelly, John Wrath, Powell Ensign.

SELECT STATION REPRESENTATIVES INC.
Sheraton-Chicago Suite unassigned

WHERE TO FIND IT

Exhibits of equipment manufacturers will be located in the lower lobbies of the Conrad Hilton Hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 20 are shown. All room and space designations are Conrad Hilton Hotel unless otherwise indicated. Symbol Sh-B means Sheraton-Blackstone.

Large directory boards will be posted in the lobbies of the Conrad Hilton, with special directories on each floor.

EXHIBITORS

Advertising Council Exhibit Hall Lobby
Alken Communications Space 64W
Alford Manufacturing Co. Space 21W
Alto Fonic Tape Service Space 32W
Amplex Corp. Space 25W
Andrew Corp. Space 70W
Automatic Tape Control Space 22W
Ball Brothers Space 23W

Bauer Electronics Corp. Space 55W
Boston Insulated Wire & Cable Space 71W
Broadcast Electronics Space 14E
Charles Bruming Co. Space 41X
CBS Laboratories Space 72W
Century Lighting Spaces 14E, 19E
Chrono-Log Corp. Space 47W
Collins Radio Co. Space 27W
Commercial Recording Corp. Space A-E
Conrac Division Space 7E
Continental Electronics Space 25W
Cummins Engine Co. Space 36-37W
Dresser-Ideo Corp. Space 61W
Dynair Electronics Space 49W
Electra Megadyne Inc. Space 4E
Electronic Applications Inc. Space 20W
Electronics, Muscles & Communications Inc. Space 53W
Gates Radio Co. Space 44W
General Electric Co. Space 19E
General Electronic Labs Space 41W
GPL Division-General Precision Space 12E
Harwald Co. Space 68W
International Good Music Space 65W
International Nuclear Corp. Space 3E
ITA Electronics Corp. Space 15E
Jampro Antenna Co. Space 39W
Johnson Electronics Space 52W
Kiegl Bros. Space 1E
KRS Electronics Space 39W
Logos Limited Space 8-E
MacArt Inc. Space 42W

BROADCASTING, March 25, 1963
Other exhibitors

ASSOCIATED PRESS
Sheraton-Blackstone, Sheraton Room

AT&T
Suite 2539A

BROADCAST CLEARING HOUSE
Pick-Congress, Suite unassigned
Personnel: Lee Melhing, Jock Fluornoy.

LEO BURNETT CO.
Suite 1500
Personnel: Tom Wright, Hal Tillson.

A. C. NIELSEN CO.
Suite 1000
Personnel: E. P. H. James, Henry Rahmel, George Baille, Erwin Ephron, Bill MacDonald, Don Waterbury, George Blechta, Bill Ryan, Joe Matthews, Bill Miller, John Churchill, Gene Woolpert, Ben Wilson, Gene McClure, Bill Wyatt, Jim Shoemaker.

THE PULSE INC.
Suite 2200

STANDARD RATE & DATA SERVICE
Suite 1706A
Personnel: Dr. Howard Alspaugh, Harvey Harkaway, Len Schultz, John Chamberlin, Marvin Melnikoff.

TELESCRIPT-CSP INC.
Palmer House, Suite unassigned
Personnel: Bob Swanson, Peter Jackson.

TELEVISION AFFILIATES CORP.
Suite 700
Personnel: Richard Brandt, Richard Carlson, Robert Weisberg, Leo Brody.

TELEVISION INFORMATION OFFICE
Suite 1124
Personnel: Roy Danish, Lawrence Creshkoff, Ben Wickham, Carl Burkland.

TV STATIONS INC.
Suite 2024A

UPI
Suite 600

Government affairs ..........Room 2
Paul Constock, vice president
Legal ..................................Room 2
Robert T. Capano
Research ................................Room 2
Melvin Goldberg, vice president
Code Authority .........................Room 4
Robert D. Swezy, director
Edward H. Breson, manager for television
Charles M. Stone, manager for radio

EQUIPMENT HOSPITALITY SUITES
(See also Equipment Exhibitors)
Aalto Fonic Tape Service Inc. ...........1835A
Albin Optical Co. ..................Unassigned
American Telephone & Telegraph Co. ...........2539A
Ampex Corp. ..................505A
Automated Electronics Inc. .............Unassigned
Automatic Tape Control ................172A
Bell & Howell ..................Unassigned
Bogen-Presto Div. of Siegler Corp. ...........Unassigned
Clark-Root Inc. ...............1835A
Collins Radio Co. ................2224A
Commercial Producers Inc. .............316A
Continental Electronics .............2539
Dage Div.—Thompson Ramo ...............Unassigned
Woolridge Inc. ..................Unassigned
Dresser—Ideco Co. ...............1618
Eastman Kodak Co. ...............Unassigned
Electra Megadyne Inc. ..............Essex Inn

BROADCASTING, March 25, 1963
### STATION BROKERS

<table>
<thead>
<tr>
<th>Station</th>
<th>Brokers</th>
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</thead>
<tbody>
<tr>
<td>Blackburn &amp; Co.</td>
<td>Essex Inn 810-02</td>
</tr>
<tr>
<td>Wilt C. Gunzendorfer &amp; Assoc.</td>
<td>Unassigned</td>
</tr>
<tr>
<td>Hamilton-Lands &amp; Assoc.</td>
<td>Unassigned</td>
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<tr>
<td>Jack N. Stoll &amp; Assoc.</td>
<td>Unassigned</td>
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<tr>
<td>Howard Stark</td>
<td>3536A</td>
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<tr>
<td>Edwin Tornberg &amp; Co.</td>
<td>1218A</td>
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</tbody>
</table>

### STATION REPRESENTATIVES

ABC-TV National Sales
- Executive House
- Advertising Time Sales
- Executive House
- 2464-04
- Avery-Knoll
- Sh-B 1210
- Mort Basset & Co.
- Essex Inn
- Elisabeth Beckjordens
- Charles Bernhard (Country Music Network)
- Pick Congress

John Blair & Co., Blair-Tv, and Blair Television Assoc.
- Sh-B 608
- The Boling Co.
- Executive House 2011-12
- Broadcast Time Sales
- Executive House 3211

### CBS TV STATIONS National Sales

- Drake
- Henry I. Christal Co.
- 1306
- Foote, Canning, & Co.
- Executive House
- FM Group Sales
- Unassigned
- Foote & Co., Unassigned
- Giff-Perna
- 2400
- Harrington, Righter & Parsons
- Sh-B 808
- George P. Hollenberg Co.
- 1600
- Hal Holman Co.
- 2122A
- Bernard Howard & Co., Unassigned
- H & R Representatives
- Executive House
- The Katz Agency
- Executive House 3003
- Robert Kerr Organization
- 1255A
- Jack Masla Co.
- Park East 33-34A
- McGarve-Guild Co.
- Executive House
- The Merker Organization
- 1700
- NBC Spot Sales
- Ambassador East
- John E. Pearson Co.
- Ascot Motel
- Peters, Griffin, Woodward
- Sh-B 705
- Edward Petry & Co.
- 1400
- Radio T.V. Representatives
- 800
- Paul H. Raymer Co.
- Executive House
- Select Stations Representatives
- Inc., Sheraton-Chicago
- Spot Time Sales
- Executive House
- Storer Television Sales
- Executive House 3812
- Television Advertising Representatives
- Drake
- Venard, Torbet & McConnell
- 2100
- Weed Radio & Television Corp.
- Executive House
- Town House
- Adam Young Co.
- 1100

### NETWORKS, GROUPS

<table>
<thead>
<tr>
<th>Network</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC Radio</td>
<td>2306A-11A</td>
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<tr>
<td>ABC-TV</td>
<td>2300</td>
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<tr>
<td>CBS Radio</td>
<td>1806-06</td>
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<tr>
<td>CBS-TV</td>
<td>2320-2325</td>
</tr>
<tr>
<td>Keystone Broadcasting System</td>
<td>804-06</td>
</tr>
<tr>
<td>Mutual Broadcasting System</td>
<td>1006A-04A</td>
</tr>
<tr>
<td>NBC Radio</td>
<td>Sh-B</td>
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<tr>
<td>NBC-TV</td>
<td>Sh-B</td>
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<tr>
<td>OX Network</td>
<td>1218</td>
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</tbody>
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### RESEARCH ORGANIZATIONS

- American Research Bureau
  - 900
- A. C. Nielsen Co.
  - 1000
- The Pulse
  - 2200

### PROGRAM SERVICES

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
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<tbody>
<tr>
<td>ABC Films</td>
<td>2305A</td>
</tr>
<tr>
<td>Allied Artists</td>
<td>Franklin Films, Pick Congress Mighty Peach Room</td>
</tr>
<tr>
<td>Television</td>
<td>B.C.C. Films Inc., Unassigned</td>
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<tr>
<td>Broadcasting</td>
<td>Bonded Film Distributors</td>
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<tr>
<td>Buena Vista Distribution Co.</td>
<td>Walt Disney</td>
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### MISCELLANEOUS

- Advertising Age
  - 1306A
- Advertising News of New York
  - Unassigned
- Associated Press
  - Sh-B Sheraton Room
- Billboard
  - Unassigned
- Broadcast Advertisers Reports Inc.
  - Unassigned
- Broadcasting Clearing House
  - Pick Congress, Unassigned
- Broadcast Service Co.
  - Pick Congress
- Broadcast Engineering
  - Unassigned
- 706A
- Lee Burnett Co.
  - 1500
- Federal Communications Commission
  - Unassigned
- Film Daily
  - Unassigned
- Georgia Assn of Broadcasters
  - 1134A
- Media/Scope
  - 1106
- Printer's Ink
  - 1106A
- Radio Advertising Bureau
  - Radio-Television Daily
  - 906
- Sales Management
  - Unassigned
- Sponsor
  - 2506
- Standard Rate & Data Service
  - 1706A
- Telephone Magazine
  - Unassigned
- Telescreen Advertising Inc.
  - 1319
- Television Bureau of Advertising
  - Unassigned
- Television Information Office
  - 1124
- Television Digest
  - Unassigned
- Television Magazine
  - 706A
- TV Guide
  - Unassigned
- TV Stations Inc.
  - 2024A
- United Press International
  - 600
- variety
  - 806A

### References

- NAB CONVENTION PREVIEW
- BROADCASTING, March 25, 1963
STEP INTO
TOMORROW
WITH TELEVISION
BY TARZIAN

See it at
NAB—Space 17E

A complete line of Solid State television broadcast equipment will be unveiled by Sarkes Tarzian, Inc. at the National Association of Broadcasters Show in Chicago, March 31.

Reflecting an outstanding capability in the engineering and manufacturing of sophisticated broadcast equipment, the entire Tarzian line will introduce a new concept in the design of television equipment. From the exciting, functional exteriors by Schory-Steinbach Associates—Industrial Designers—to the incomparable transistorized engineering, the new Tarzian look is a look of quality—quality in performance matched by quality in appearance.

These solid state electronic products come to you in the longtime Tarzian tradition of uncompromising quality at reasonable cost.

Broadcast Equipment Division
SARKES TARZIAN, INC.
Bloomington, Indiana
FORD STILL SKEPTICAL OF COMMITTEE
Fears uhf development group may encourage bad risks

While one FCC commissioner was involved last week in plans for the commission-sponsored uhf-development committee, one of his colleagues continued to express concern that the commission might be inviting investors to “lose their shirts” in uhf.

Commissioner Frederick W. Ford, who had opposed creation of the committee, said last week he fears the committee might encourage investment in uhf stations before there are enough all-channel sets in circulation to give those operations “a fighting chance.”

But Commissioner Robert E. Lee, chairman of the Committee for the Full Development of Uhf Broadcasting, said stimulation of investment won’t be one of the group’s functions. He said the committee, which had its organizational meeting two weeks ago (BROADCASTING, March 18), will be concerned primarily with technical problems.

Commissioner Lee, meanwhile, appointed an executive committee of 20 members and scheduled a closed meeting for the group in Chicago on April 4, following the NAB convention. With the aid of commission staff members, he has also been developing subjects for discussion at the Chicago meeting.

Original Proposal - Commissioner Ford’s concern stems from the original proposal for the committee, which was advanced by L. M. Sandwick, of Electronic Industries Assn. In a letter to Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, Commissioner Ford noted that Mr. Sandwick had suggested that the committee might educate broadcasters, dealers and distributors on “how uhf can be made to succeed.” Mr. Sandwick went on to say it’s essential that venture capital be attracted to uhf.

This idea, Commissioner Ford said, was included in the commission’s notice proposing the committee. He referred to a passage which said that the committee “could perform the very useful function of collecting and disseminating information concerning the practical problems confronting the uhf broadcaster in differing market circumstances, the methods used by broadcasters to meet those problems, and whether a particular method was successful or effective.”

Commissioner Ford said such promotional activities would be “contrary to the philosophy of the all-channel receiver legislation.” The committee, he said, might “oversell” uhf broadcasting . . . rather than allow natural forces to operate gradually . . . as the legislation contemplates.” He added that the committee might precipitate “a tragic setback similar to that which occurred in the early 1950’s when inferior equipment, public indifference and the apathy of advertisers combined to drive so many uhf stations off the air.”

Trade Association Work - The commissioner also feels that if the committee engages in promotional activities, the commission will, in effect, be sponsoring a trade association.

Commissioner Ford said the FCC’s association with the committee “gives the appearance the commission is unduly encouraging investment of private funds in uhf.” He said this “will tend to obscure” the hazards involved. He added that although the commission is responsible for encouraging the use of radio and tv and developing a nationwide broadcasting service, “public attitudes and competitive forces will determine to a large extent whether a broadcasting service is to remain viable.” Commissioner Lee, however, indicated he had no basic disagreement with Commissioner Ford, who approves the idea of a committee devoted exclusively to solution of uhf’s technical problems.

“We’re not going to recommend investment in uhf,” he said. He added that the only “education” programs the committee conducts will be devoted to the technical problems. He is hopeful that seminars, in which experts would discuss these matters, can be held in new uhf markets for the benefit of tv set dealers and servicemen.


Robert G. Weston, Commissioner Lee’s engineering assistant, is serving as executive secretary to the full committee, and George S. Smith, the commissioner’s legal assistant, is legal counsel. Arthur H. Gladstone, an FCC hearing examiner, is special counsel.

Commissioner Lee said the executive committee, at its meeting in Chicago next month, will decide on areas of study and set up subcommittees to handle them. The next meeting of the full committee will be scheduled for late April or early May, he said.

FCC wants change in Communications Act

The FCC has approved a request for legislation to eliminate the so-called “anti-Avco” amendment that prohibits the commission from considering, in station transfers, whether anyone but the proposed purchaser should be granted the license.

The legislative proposal is awaiting consideration by the Senate committee, which must pass all legislative requests by agencies, before being sent to Congress.

The proposed bill, reportedly, would not add new language, but merely strike the Communications Act provision banning the FCC from considering transfer of a property “to a person other than the proposed transferee or assignee.”

Commission officials regard this language, added in 1952, as “unduly restrictive.” They feel the commission should have more discretion in deciding how to proceed in station transfers.

Other FCC legislative proposals and their status:

Ctty regulation—A bill has been drafted but not yet approved by the commission. It was worked out by commission staff members with representatives of the National Community Television Antenna Assn.

Network regulation—Draft legislation is not yet prepared on this. The commission wants to act first on the report its Network Study Staff submitted on the lengthy investigation of networks.

Petitions for interventions — Ready
Will spring bring a thaw in FCC 'freezes'?  

The appearance of spring last week coincided with indications that the end of two FCC freezes—on am and fm grants and applications—may be in sight.

The warming trend in am matters was heralded by the staff's submission of a recommendation for a proposed rulemaking to revise the national allocation policy. The commission hasn't discussed the proposal in detail yet, but it's understood that, among other things, it provides for new engineering standards that would make am grants more difficult to obtain in markets already heavily served by standard radio, but easier in underserved areas.

The commission imposed the am freeze which, with some exceptions, applies to new or changed facilities, on May 10, 1962, to provide a breathing space in which it could consider ways of dealing with the so-called population explosion in am stations. The commission noted that current am rules are essentially the same ones that were in force 20 years ago.

How soon the freeze can be lifted is anyone's guess. It depends on how fast the commission—now that it has a proposal before it—can operate its rulemaking machinery. But there is some hope within the agency that the job can be completed by early fall.

An end to the fm freeze seems a more immediate prospect. It was imposed Dec. 21, 1962, at the time the commission requested industry comments on a proposed table of allocations for the 80 commercial fm channels in the U.S. The deadline for comments passed Monday and reply comments are due April 17. The proposal will then be brief for action, and some officials feel the commission could act in this matter and lift the freeze before the August hiatus.

Another "freeze" imposed by the commission involves the 13 clear channels it broke down 18 months ago ( Broadcasting, Sept. 18, 1961). It is deferring action on grants because of a resolution adopted by the House of Representatives last July, asking the commission to delay for at least a year.

WKRG replies to unfair trade charges

FCC TOLD NO MONOPOLISTIC PRACTICES TAKE PLACE

The FCC last week reported it had received complaints that WKRG-AM-TV Mobile, Ala., uses unfair trade practices in combination with the Mobile Press Register Inc. which owns 50% of the stations and Mobile's only daily newspapers.

On March 6 the commission sent WKRG-AM-TV a letter requesting that the station reply within 15 days to charges that it had used its connection with the Press Register to foster monopolistic trade practices. The deadline was met by WKRG-AM-TV last Thursday (March 21).

WKRG-AM-TV told the FCC that when the Press Register bought its 50% of the stations the licensee promised it would operate the tv and radio stations separately from the newspapers. WKRG-AM-TV said that it believes it has upheld this promise.

The FCC said that its investigations did not uncover sufficient information "to justify institution of hearing proceedings" but what information it does have indicates that the charges against WKRG-AM-TV "were neither frivolous nor completely unfounded."

The commission told the Mobile amtv to answer the allegation that "executives or employees of the Mobile Press Register have used the threat, express or implied, that favorable publicity will be given those who advertise on WKRG-AM-TV and that unfavorable publicity, or no publicity, will be accorded those who advertise on rival stations or refuse to advertise on WKRG."

Separation Policy • WKRG said that it believes that its operating policy is adequate to safeguard against monopolistic practices. The station said that only Kenneth R. Giddens, president of WKRG-AM-TV, controls the station's operations, both the programming and business practices. The only Press Register executive active in station business is William J. Hearin Jr., who has to countersign checks, as representative of the newspapers' interest. WKRG admitted that at times Mr. Hearin promoted time sales, but that the licensee's board of directors stopped this practice.

WKRG said that advertising columns in the newspapers are open to rival radio and tv stations, just as WKRG sells time to competing newspapers. However, WKRG did not specify any particular newspaper.

The station told the commission that there are no combination rates for those who buy both space in the Press Register and time on WKRG. Neither is any preferred rate given for time on WKRG if advertising is purchased in the papers and vice versa, the station said. WKRG also disclaimed any discrimination against any party who advertises with other papers or stations.

News For All • WKRG said that the Press Register makes the news it gathers available to the radio and tv stations which decide how that news shall be used. The station said that some of its newscasts originate from the Press Register newsroom, but that credit in these cases is given to the paper.

The station pointed out that this same news is released to the AP and UPI.

WKRG said that the Press Register carries the program schedules of all
stations in the area, as well as its own. The station also uses other newspapers and assorted media for promotions, WKRG said.

In summing up, WKRG said that it is fully aware of its responsibilities not to create monopolistic practices because of its association with The Press Register.

**Government Concern** - The FCC said that it “has many times expressed concern over the possible concentration of control of media” and that it will take “cognizance of anti-competitive practices” in its evaluation of a licensee’s operation.

The commission said the Mobile dailies’ partial ownership of WKRG-AM-TV “creates a tendency toward concentration of control of media” in Mobile. It warned that WKRG should maintain “a degree of vigilance...which may have been lacking in the past.”

FCC Chairman Newton N. Minow expressed the commission’s concern over this matter at hearings by the House antitrust committee two weeks ago (Broadcasting, March 18).

**Dodd seeks more funds for ‘violence’ probe**

Sen. Thomas J. Dodd (D-Conn.), who still has not shown to his colleagues a staff report written from 1961-62 Juvenile Delinquency Subcommittee hearings on the effects of TV’s violence on youth behavior, says that findings in this so-far secret report justify a similar probe of motion pictures directed at youngsters.

Indications were that the TV hearings—not the report and its legislative recommendations—would be published this week.

“Competition and the drive to obtain high ratings” in television is responsible for the use of “unwholesome, harmful, or at best only inferior shows,” Sen. Dodd said in a letter justifying sub-committee budget requests to Senate Judiciary Committee Chairman James O. Eastland.

A clear warning to movie people is in the Connecticut senator’s justification for a $188,000 appropriation to keep his Delinquency Subcommittee going: “Certain low-grade films particularly prevalent on the screens of drive-in theatres have led Subcommittee investigators to question whether industry leaders exercise sufficient responsibility toward viewers of their productions,” the senator wrote.

The Senate approved the request.

**NAB wants delay in FCC’s new logging rule**

The NAB last week asked the FCC to delay the effective date of its new rule which, in addition to permitting automatic operating logs, requires stations to keep a maintenance log and have transmitting equipment checked every day by a first-class engineer. The NAB requested that the rule (Broadcasting, Feb. 25), now scheduled to take effect April 8, be postponed until June 8.

The association’s request contended that keeping the maintenance log will force stations to adopt new operating practices and that more time is needed to allow broadcasters to fully understand the rule and adapt to it.

At least one individual broadcaster has voiced discontent with the new rule. Phillip Whitney, general manager and chief engineer of WRFH (FM) Winchester, Va., says that the station’s transmitter is high in the Blue Ridge Mts. and cannot be serviced every day (see Open Mike, page 18).

The NAB’s petition noted that the new rules are to be discussed at the association’s convention in Chicago April 1-3, and the proposed time extension will allow broadcasters to take “full advantage of this counselling. . .”

**Commission imposes censorship, NAB says**

**MEMO TO FCC REQUESTS NO MORE LOCAL HEARINGS**

The NAB last week accused the FCC of having imposed “a very real, although somewhat illusory censorship” on broadcasting.

The charge was contained in a memorandum filled with the commission on the FCC’s Omaha hearing on local live programming. The memorandum called that hearing—and the one held in Chicago last year—an irresponsible attempt “to exert a form of government control over programming.”

KETV (TV), KMTV (TV) and WOW-TV—the three stations involved in the hearing—did not file comments.

The memorandum, submitted by Douglas Anello, NAB general counsel, renewed NAB President LeRoy Collins’ request that no more such hearings be held. The commission, it said, “should halt its efforts to govern by harassment, by needling, by nibbling in a proceeding directed indiscriminately against all broadcasters.”

But the memorandum didn’t limit itself to these activities. It said that, despite the no-censorship provision of the Communications Act, a whole range of commission actions over the years has resulted in a deterioration of broadcasters’ freedom.

**Real Censorship** - Judged by the standard applied to the printed press, the memorandum said, “broadcasting is
Been seeing any white flashes lately? Those are dropouts in your tape. They cost you money. They spoil your picture.

That's why we developed this Dropout Killer

The Mincom Video Tape Dropout Compensator

This is a money-saving first. The new Mincom Dropout Compensator for TV tape. The Compensator kills perceptible dropout effect in video tape playback. Reduces station overhead by eliminating costly engineering evaluation time and unproductive wear on recording equipment.

And, of course, the Dropout Compensator helps you put a superior picture on the air from any tape, old or new.

A compact module, compatible with all existing VTR equipment in color or black and white.

Write or call for complete specifications.
Everybody keeps getting into the act

NAB's Bell Tells Moss Hearing the House Manages News, Too

Congressmen investigating charges of news management by the Kennedy administration were reminded last week about "news management" on the Hill.

The prodding came from Howard H. Bell, NAB vice president who called their attention to the fact that radio and TV are still denied access to cover House committee hearings with microphone and camera. His remarks were addressed to Rep. John E. Moss (D-Calif.) and his House Sub-committee on Government Information.

Departing from his prepared remarks, Mr. Bell interjected a reminder that House rules still prohibit broadcasters from covering House meetings.

"I hope you'll forgive me for this commercial," he added.

In his statement, Mr. Bell emphasized what other panelists appearing before the committee maintained:

"The American people at all times are entitled to be fully informed on the actions of government, excepting matters directly and specifically impairing the national security."

Mr. Bell also called for a meeting between Pierre Salinger, White House news secretary, and representatives of all media, to discuss allegations of news management. Such a meeting had been scheduled by Mr. Salinger for April 5-6 at Airline House, near Warrenton, Va., but was postponed because of a "conflict" with the hearings of the Moss committee.

Affirmation of the people's right to know what the government is doing except where military security is involved was stressed by all other spokesmen for news media at the hearing. They represented American Newspaper Publisher's Assn., American Society of Newspaper Editors, Sigma Delta Chi, National Editorial Assn. and representatives of various newspapers and periodicals.

A strong indictment of Arthur Sylvester, Dept. of Defense press chief, was made by Clark Mollenhoff of the Cowles Publications. He called for Mr. Sylvester's resignation because it was Mr. Sylvester's remarks shortly after the Cuban crisis that sparked the controversy.

Mr. Sylvester is alleged to have said that news management is a function of war weaponry as is "the right to lie" when there is a possibility of nuclear war. He also ordered Pentagon personnel to report meetings with newsmen, a directive still in effect but not now being implemented.

A defense of sorts was made by James Reston, Washington bureau chief of the New York Times.

Mr. Reston said things weren't as black as they have been painted, and that there is more news available to reporters in Washington today than 20 years ago.

He also added: in discussing the Sylvester "right to lie" principle, "It is the basic responsibility of the President to defend the people of this country. In the ultimate extremity it may be justified to deceive the people for the purpose of deceiving the enemy. . . ."

Mr. Sylvester is to be heard by the committee today (March 25).

in fact burdened with a very real although somewhat illusive censorship."

It added that, over the years, the commission "has acted in a manner that does, in fact, repress broadcast communications. This repression exists where deliberate actions and activities operate to change the format of a station's programming through the use of power over, and leverage against the broadcast licensee."

"Repressions" cited in the memorandum include:

- The request for a detailed breakdown by percentages for program information.
- The questioning of certain aspects of the breakdown with the implication that sustaining is better than commercial; local better than remote.
- The pronouncements by those in authority that there should be more education and discussion and less entertainment.
- The format of inquiries directed to licensees who wish to change program proposals."

The memorandum said "all of these exercise a leverage that tend to induce conformity with certain government preconceived program ideas."

The NAB said it doesn't dispute the commission's authority to review an applicant's determination of audience wants and community needs. But, it added, the commission must accept the licensee's "honest and prudent evaluation of these needs and how he can best meet them."

Otherwise, the memorandum said, the commission would be substituting its judgment for that of the broadcaster—and "the ascertainment of matter to be broadcast remains solely, not primarily that of the licensee."

The memorandum said there was "no logical or legitimate rationale" for the hearing on the programming of the three television stations in Omaha. The NAB said no complaints about the programming had been received and that the commission had renewed the stations' licenses six months previously.

No Fishing Party • The memorandum also said the section of the Communications Act authorizing the commission to institute hearings on its own motion was "not intended to cover any exploratory operation or fishing expedition."

It said "there must be an affirmative finding that the public interest would be served by such an inquiry."

The NAB recalled that the commission had "invited one and all to come and publicly air their grievances" against the Omaha stations, and added:

"They came, approximately 125 of them, not to bury, however, but to praise. Only two revealed any complaint, and these, as representatives of performing unions, expressed the completely understandable desire that the stations employ more of their numbers."

The memorandum also indicated criticism of the manner in which the hearing was conducted. It said that although the testimony reflected satisfaction with the Omaha stations, "the questioning indicated that the questioners were not overly impressed. . . ."

The memorandum described questioners' interest in local live programming "as almost obsessive," and said that while witnesses "were slow to blame stations if their organizations had not been the subject of a full-blown documentary . . . the implication of the questioning . . . was that perhaps the stations should have been more aggressive in seeking the participation of organizations in the preparation of such programs."

The hearing was conducted by Commissioner E. William Henry with the aid of four commission staff members.

FCC Must Decide • The memorandum said that the commission, "by rashly initiating a novel and crude form of inquiry," now faces a "dilemma" — it must either concede "the Omaha stations have successfully determined the needs and interests of the public, or it must substitute its own methods for
Philco keeps its hat in the ring

WILL STAY IN FIGHT FOR NBC'S PHILADELPHIA OUTLET

Philco Broadcasting Co. says it is back in the fight for Philadelphia's ch. 3—this time to stay.

This was the company's prompt reaction to the FCC decision disapproving the agreement under which Philco would have withdrawn from its contest with NBC, which is now operating on ch. 3. Under the agreement, NBC would have paid Philco up to $550,000 as reimbursement for its expenses in prosecuting its application for a new station.

In rejecting the proposal, the commission said it did not want to deny itself the opportunity of deciding between two qualified applicants for the channel. At the same time, it asked Philco to decide, "without undue delay," whether it would continue to press its application (Broadcasting, March 18).

On Monday—less than 72 hours after the order was issued—the commission had its answer. "We will proceed with our application," Philco's counsel, Henry Weaver, told FCC Hearing Examiner Cunningham, when the hearing resumed after a two-month lay-off.

Surprise Announcement • This response was in accord with earlier Philco statements that, if the agreement were disapproved, the company would resume its fight for the channel. But it came as a surprise. Most observers, including FCC officials, expected Philco to withdraw, regardless of whether the agreement was approved. Some officials think Philco might still pull out before the contest goes much further.

The agreement was one of a series reached between NBC-RCA and Philco Corp. and its parent corporation, Ford Motor Co. The other agreements ended long-standing patent-rights litigation, and provided for payment by RCA of $9 million to Philco Corp. for patent rights owned by the latter (Broadcasting, Jan. 7). In requesting FCC approval of the withdrawal agreement, Philco said it wanted to free its executives for the task of "re-establishing Philco Corp. as a major competitive force."

The complex FCC hearing is now scheduled to resume April 22. At that time, it will pick up where it was suspended in January, when the commis-
A
POSITIVE
APPROACH

Lang-Worth has taken the POSITIVE APPROACH in regard to the Radio Industry’s needs for commercial selling tools.

“Radio Hucksters and Airlifts” is now combined with “IMAGES.” A POSITIVE revenue builder.

“Radio Hucksters and Airlifts” is a service of over 2,000 selections keyed to calendar events and added to monthly.

“IMAGES” are custom-made — all new — 60-second spots for specific accounts.

You tell us who and “THE LANG-WORTH MAN” will sell him for you.

See “THE LANG-WORTH MAN” at NAB Headquarters in Chicago and learn more about the POSITIVE APPROACH.

LANG-WORTH
FEATURE PROGRAMS, INC.
151 N. Franklin St.
Hempstead, N. Y.

L. B. Wilson Inc.’s finances questioned

APPLICANTS ASK IT BE ISSUE IN MIAMI CH. 10 HEARING

L. B. Wilson Inc.’s financial qualifications to build and operate a station on Miami’s ch. 10 were questioned last week by two of that company’s three competitors for the channel.

A petition to enlarge the issues in the comparative hearing which began two months ago was filed jointly by South Florida TV Inc. and Civic TV Inc. The financial qualifications of both companies are already among the issues to be settled in the hearing. The fourth applicant is Miami TV Corp.

L. B. Wilson owns WLWB-TV, which has been operating on the channel for a four-month authorization since November 1962. (It also owns WCKY Cincinnati.) The company won the grant in July 1960, after the three other original applicants for the channel were disqualified for ex parte contacts with then Commissioner Richard Mack.

In their joint petition, South Florida and Civic said that while L. B. Wilson originally appeared to be financially qualified, that firm’s most recent balance sheet shows “substantial deterioration.”

They said as of Sept. 30, 1962, the company has assets of $160,295.77 and liabilities of $655,723.44, or a deficit of $454,427.67. They also said the company has a further obligation of $298,000 to RCA, and a possible tax liability of $132,000, claimed by the Internal Revenue Service. They said that L. B. Wilson Inc. operated at a loss of $67,000 in the fiscal year ending Sept. 30, 1962.

In a separate petition, affecting its own financial qualifications, South Florida requested permission to amend its application to provide for a firm loan commitment of $1.9 million from the First National Bank of Boston to the William B. MacDonald Jr., Corp., principal source of South Florida’s financial strength. The corporation is controlled by William B. MacDonald Jr., who is president, director and 80% owner of South Florida.

The petition says the amendment would eliminate any question as to the ability of the corporation to meet its financial commitment to the applicant. It added that the bank loan would not be used unless other resources of the corporation proved inadequate.

The Miami ch. 10 hearing is scheduled to resume April 22, but Civic asked last week to have the recess continued until May 15. Civic said that its attorney is one of the Philco attorneys in the NBC-Philco hearings (see story page 131) which may go on for three to four more weeks, Civic said.

Senate groups okay Comsat board

The 14 incorporators of the Communications Satellite Corp. had been approved unanimously by two Senate committees at the end of last week, but a vote on their confirmation faced a fight on the Senate floor this week.

That warning came from Sen. Albert Gore (D-Tenn.) who said Tuesday (March 19) that he had serious doubts about the Senate “permitting itself to become entangled and ensnared in the operation” of the private company.

Action in the Aeronautical & Space Sciences Committee on the same day indicated no question there about the qualifications of the incorporators. They were approved unanimously by the Commerce Committee two weeks ago (BROADCASTING, March 18), and by the space committee on Tuesday.

What the space committee was concerned about, said Sen. Clinton B. Anderson (D-N.M.), chairman, was that the company’s by-laws would allow communications firms to buy less stock than the public, but legally they would be entitled to elect half the directors. Legal briefs are to be drawn on this point, the committee was told by Bruce G. Sundlun, an incorporator.

How Much Public Money? • Other space committee members asked how the company might share development of a space communications system with the government, which already has asked Congress for $55 million in this area for fiscal 1964.

Mr. Sundlun said the government has helped other industries. The corporation is not prepared to pay for costly research, he added.

Sen. John O. Pastore (D-R.I.), chair-

BROADCASTING, March 25, 1963
TRANSLATORS BRING KLAS-TV TO 7,000 MORE VIEWERS

Says Bob McKenzie, Chief Engineer, KLAS-TV, Las Vegas, Nevada.

In Las Vegas and throughout the U.S., more and more knowledgeable people are turning to EMCEE Translators as the logical means of extending TV coverage...efficiently and economically. These unattended, re-broadcast transmitters reach more people at lower installation cost and maintenance than any other system. Community service organizations seeking to improve TV or bring TV to their area and broadcasters wanting to fill in shadow areas...all should investigate the EMCEE Translator System. These systems are available for VHF or UHF...from 1 watt to 100 watts...from individual area service to multi-hop regional systems...as an equipment package or installed by one of EMCEE's many franchised dealers. Whatever is needed, the logical choice is EMCEE...the world's largest manufacturer of VHF and UHF translators and accessories.
How fair is fair in Michigan?

Broadcasters in Michigan are facing a knotty fairness-doctrine question as a result of the debate now going on in that state over the proposed adoption of a new state constitution.

The question: Is a broadcaster obligated to honor a demand for time to express one side of a controversial issue when the demand is made in a form letter that is signed by someone unknown to the broadcaster?

Many radio and TV stations in the state have been playing tapes of broadcasts by Gov. George Romney urging adoption of the proposed constitution. The governor had been a vice president of the State Constitutional Convention, and the tapes were played as a public service.

Then, last week, stations all over the state received a form letter containing a demand for “equal and fair play time to give the reasons for voting against the proposed constitution.” It was signed “Tom Downs, vice president, State Constitutional Convention.”

Tom Downs was listed as one of the vice chairmen of the convention. But many broadcasters never heard of him. As a result, some wondered whether any individual could send them a form letter demanding they contact him and receive a demand for equal time.

One broadcaster who decided in the negative was Richard Gillespie, president of WGHN Grand Haven, Mich. “I’ll give time to anyone I know, but I don’t know who Downs is and I don’t intend to accommodate him.”

Mr. Gillespie feels his position is sound, legally. But he thinks the Downs demand shows up a “quirk” in the fairness doctrine.

man of the Senate Communications Subcommittee, has raised the question of public spending which would benefit a private corporation several times this year, and has indicated he thinks there is need for a high-level conference on it to involve the administration, the FCC, the National Aeronautics & Space Administration and the space corporation (Broadcasting, Feb. 25).

Sen. Gore is understood to think the Senate has no constitutional authority to confirm incorporators of a private corporation.

One point he probably will raise is a provision of the Communications Satellite Act which authorizes the corporation but states specifically it “will not be an agency or establishment of the U.S. government.” The senator wants to know how the President can appoint directors of a private firm, as he would do for both the incorporators and for three directors when the company is in its permanent stage.

He also is concerned that confirmation might establish a precedent for federal involvement in other private businesses.

A provision of the act worrying the senator gives the President authority to interest himself in company affairs with foreign governments or bodies.

Celler III; hearing delayed

Illness of Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, last week forced postponement of hearings on the concentration of ownership of news media until sometime next month.

Rep. Celler was reported by his congressional office to be suffering from influenza at his home in Brooklyn.

His Antitrust and Monopoly Subcommittee conducted three days of hearings earlier this month, and had planned at least three more weeks of sessions (Broadcasting, March 18).

Five more renewals given

The FCC last week renewed the licenses of five more TV stations whose renewals had been deferred while the commission’s staff explored their prime-time local live programming. Two weeks ago, the FCC renewed 64 TV licenses which had been under the same scrutiny (At Deadline, March 18).

The stations granted renewals last week were KCRA-TV Sacramento, Calif.; KNDO (TV) Yakima and KNDU-TV Richland, both Washington; KHVV-TV Honolulu and its satellite, KJHK (TV) Hilo, both Hawaii.

Storer requests extension

Storer Broadcasting Co. has asked and been granted an extension to May 24 for comments on FCC proposal that broadcasters owning the maximum allowable number of stations would have to dispose of one interest before applying to buy or construct another. (Broadcasting, Feb. 18).

The commission has set the date for comments at March 25, and the deadline for replies at April 10. Storer asked until June 10 to make reply comments.
As broadcasting towers grow taller and taller the demand for tough, strong guys made of Roebling prestretched galvanized bridge strand grows apace.

New giant on the horizon is WJTV's tower in Jackson, Mississippi, at 1615 ft. one of the tallest structures anywhere in the world.

Designed and built by Kline Iron & Steel Company, Columbia, S. C., this tower, which includes an elevator, is held securely erect by eighteen Roebling galvanized bridge strands.

All over America, broadcasters are getting the message: Roebling is the source for dependable strand to assure tower security. It stands to reason. Roebling has the experience, the facilities and the engineering knowhow to handle the most complex suspension problems—whether it involves the massive bulk of a bridge... or the delicately poised needle of a TV tower. For information on any aspect of a guying problem, write The Colorado Fuel and Iron Corporation, Roebling's Bridge Division, Trenton 2, N. J.

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Output of all-channel sets perking up

TO ACCOUNT FOR 20-25% OF ’63 PRODUCTION, SAY SOME MAKERS

Viewers who have been waiting to buy a new television receiver until they can get one with both uhf and vhf need wait no longer. The all-channel set is here; in fact, has been here for the last nine months.

Virtually every major manufacturer of television receivers has already placed on the market a complete line of vhf-uhf receivers.

And tv manufacturers are producing more and more receivers capable of tuning in to the 12 vhf channels and the 70 uhf channels.

Production figures for the month of January show that 12% of the 484,415 tv sets made—58,032—are capable of receiving all channels.

For all of 1962, tv receivers capable of receiving both vhf and uhf numbered only 8% of total production—598,446 all-band sets out of a total of almost 6.5 million. In 1961, the all-channel share was 6%—370,977 out of a total of more than 6 million.

In the early enthusiasm for uhf tv manufacturers put 20% of their production into vhf-uhf sets. This was in 1953 when over 7 million receivers were made. This ratio steadily declined; to 18% in 1954, 15% in 1955, 14% in 1956, 12% in 1957, 8.6% in 1958, and a low of 6.86% in 1959.

Once uhf stations go on the air, manufacturers believe, they will have sets available. Some makers estimate that tv receivers capable of receiving all 82 channels will account for 20%-25% of 1963 production.

Sales Spotty • Sales of all channel receivers have been running well, manufacturers say, in those markets that are all or mostly uhf.

They point to the high rate of sales of uhf-uhf receivers in such markets as South Bend-Elkhart, Ind., and Scranton-Wilkes Barre, Pa., where uhf is the established method of tv broadcasting.

Uhf sales, however, have picked up markedly (although still modest in comparison with national sales) in other cities with new uhf outlets, such as Washington, D.C., where year-old educational WETA-TV has been joined by commercial WOOK-TV; in Los Angeles, where KMEX-TV is on the air, and to San Antonio, where KWEX-TV is operating. The last two stations specialize in Spanish language programs.

Benjamin Abrams, president of Emerson Radio & Phonograph Corp., said that 20%-25% of his sales in the Los Angeles area are now all-channel.

Edward R. Taylor, executive vice president of Motorola’s consumer products division, said that his sales of vhf-uhf receivers are up from 3%-5% to 14% in selected areas.

At the moment all major manufacturers are offering both vhf-only or all-band receivers. The all-channel sets can be bought as “factory converted” or with “field kits” which enable the purchaser to change a vhf-only model into an all-band receiver.

The new 1964 lines, which will be introduced to distributors in May and June of this year, will continue along these lines, manufacturers said.

By April 30, 1964, all television receivers manufactured for interstate shipment must be all-channel. This is the deadline formulated by the FCC, in cooperation with manufacturers, and is in keeping with the law which the 87th Congress enacted last year.

Congress passed the all-channel receiver act at the request of the FCC which sees this move as a significant boost for uhf broadcasting. Although manufacturers opposed the legislation on principle, all have cooperated with the commission in drawing up regula-

Lee wants new ownership rule: 5 vhf, 5 uhf

FCC Commissioner Robert E. Lee waved the uhf banner before television set manufacturers last week, but he also admitted that he has revised some of his pet campaigns:

“I’m abandoning my hope for all-uhf tv and deintermixiture,” the commissioner told members of the Consumer Products Division’s executive committee last week in Washington at the spring conference of the Electronic Industries Assn.

But still a uhf stalwart, and still eager to do all he can for those coming into the uhf fold, Mr. Lee proposed a revision of the multiple ownership rules to permit a single person or company to own five vhf and five uhf television stations.

Under present regulations, a single owner is prohibited from owning or controlling more than five v’s and two u’s.

If the FCC were to change the ownership rules, Mr. Lee commented, this might make uhf ownership attractive to multiple station owners. It also might make uhf interesting to investment capital capable of financing groups of uhf stations.

Mr. Lee expressed the hope that uhf won’t fall into the hands of what he called “shoestring” operators. They usually do a “lousy” job and fail anyway, he observed.

But, Mr. Lee was not able to promise government financial support for an “educational” campaign to explain uhf to dealers and the public.

This campaign, voted by the Consumer Products group (provided three-fourths of the tv manufacturers in EIA approve), would spend $100,000 on a public relations promotion to explain and sell uhf to dealers primarily, but to the public also. A presentation on the proposed campaign was submitted by Sunnen Rider & Assoc., New York.

Uhf Test • Jules Deitz, FCC engineer, told a panel of service representatives, that “if New York City is any criterion, fine uhf reception is available in most metropolitan areas, especially with outdoor antennas.”

He emphasized that the quality of reception depends on the quality of the receiver and installation. He warned, also, that the results in New York were based on optimum receivers and installations and must not be confused as average.

Commissioner Lee made one other suggestion at the EIA meeting. Speaking to the land mobile group, he told them their request to have the FCC move chs. 14 and 15 from tv to land mobile use won’t be granted. There might be a chance, he suggested, that the land mobile services (taxicab dispatching, truck dispatching, etc.) might be able to use unused uhf channels on
So that tv viewers may change their receivers to uhf, a converter is needed. Available from many component makers is Standard Kollsman's low-silhouette shaped converter which sits on top of an existing receiver and permits the viewer to receive the additional 70 uhf channels. All tv set manufacturers have field conversion kits permitting a vhf-only set to be converted into an all-channel set. Here (right photo) is Admiral's special kit recently introduced for that company's 23-in. models. It comes complete with built-in antenna and is in two models: for full range fine tuning and for automatic preset fine tuning. Plug-in connectors eliminate the need for soldering.

Inventory Push • There is a feeling that some of the smaller manufacturers may increase their production of vhf-only receivers during the pre-April 30, 1964 date in order to build up inventories of vhf-only receivers. These sets can be shipped to dealers and distributors even after the cutoff date, but must be marked to indicate that they were made before U- day. Dealers, of course, can sell vhf-only sets as long as they have them in stock.

And, as long as there is a $20-$30 differential in price between a vhf-only receiver and an all-band receiver, there are markets where this will appeal to consumers—particularly in areas without uhf stations.

Even after the April 1964 deadline there may still be special dispensation to make vhf-only receivers for sale to hospitals, schools, apartment houses, hotels and other public or private institutions which use master antenna systems. There is no need for an all-channel receiver in these circumstances since the systems are engineered to a "non-interfering, shared basis." He also wondered why land mobile services couldn't use chs. 5 and 6 which, he pointed out, were used mostly for converted uhf signals.

Most mobile users showed a decided lack of interest in sharing on a non-interfering basis and it was thought too many other services would apply for this privilege.

Other highlights of the EIA meeting:

EIA will soon begin publishing color tv production and sales figures. They will begin with Jan. 1 of this year.

A broadcast equipment group recommended that the FCC be asked to put out a rule-making notice to establish standards for stereo monitoring equipment. This follows a request made last year by stereo set makers that a monitoring system be instituted to check stereo broadcasts. This initial move was taken, it was said then, because many set makers felt stereo stations were not hewing to the technical standards for stereo broadcasting, bringing complaints from set buyers.

The circle is completed, it was pointed out, by broadcasters blaming transmitting manufacturers for failing to produce equipment capable of meeting the FCC standards.

The major problem, it was stressed, is the lack of monitoring equipment to check stereo transmissions. Radio set manufacturers threshed over the question of high fidelity definition with Martin Shepherd Jr., an attorney for the Federal Trade Commission. The FTC two years ago began attempting to draw up a definition of high fidelity in order to protect consumers from being bilked when they buy receivers and phonographs advertised as high fidelity. Last January, EIA submitted a proposed definition on hi fi for packaged radio and phonograph equipment. Still to come, it is understood, is a similar proposal from the Institute of High Fidelity Manufacturers, a group of quality component makers.

Further attempts to evolve a system of rating sound equipment will be made at a meeting of EIA's loudspeaker section scheduled for June 27 in Chicago. Last June, the group heard a proposed "acoustical sound" rating system submitted by electronics consultant Lincoln Walsh, Millington, N. J.

Thomas P. Collier, GE International Division, called for electronics manufacturers to begin thinking worldwide. He urged American tv set makers to begin producing receivers for the world market, even though there are differing standards in some countries. An international standard of 625 lines has been recommended, he noted, and American tv manufacturers should begin preparing to move into this market. He warned that U. S. industry has about five years to establish itself in Europe before the European Common Market erects tariff walls which will prevent Americans from exporting many of their manufactured products to the ECM.
convert uhf signals to an unoccupied vhf channel at the antenna. Receivers are linked to the master antenna via wire lines and all programs appear on an individual receiver in one of the 12 vhf channels. The industry has asked the FFC to permit this and is optimistic that it will be granted.

**UhF Tuners** *Tuner makers are going full steam ahead with production and so far have had no difficulty in filling orders. One of the specific problems that earlier had hurt uhf, the 6AF4 oscillator tube for 470-890 mc band, has been overcome. New developments, including RCA's Nuvistor and GE's germanium diode tubes, also have helped improve tuner performance.*

Aside from the regular tuner makers (General Instrument, Oak Manufacturing, Sarkes Tarzian, Standard Kollsman and Blonder Tongue) other component makers are expected to enter the field.

The situation at some of the major manufacturers is as follows:

**RCA**—All sets can be had now in either uhf-only or all-channel. The all-channel receivers can be bought factory converted or field convertible. This same practice will be carried out in the 1964 receiver line. Differential: about $30.

**GE**—All but one receiver in the present line is available all-band. All are factory installed. The one exception, a portable sales leader, can, however, be changed to receive uhf by changing strips. GE declined to reveal its program for 1964. Differential: roughly $30.

**Admiral**—All present sets are field convertible now, with two types of conversion: preset tuning or continuous tuning. The new 1964 line will be completely 100% convertible, either at the factory or via dealer-distributor organizations. Differential: $30 for both factory conversion or field kit.

**Emerson**—Between 20 and 25 models are available now for all-band reception. In the 1964 line this percentage will be increased substantially, to the extent that 50% of Emerson's production is expected to be in 82-channel sets. A new 16-in. portable model will cost $130 in uhf-only; $150 for all-channel.

**Warwick**—All present sets are adaptable for all-channel reception, either at the factory or in the field. Warwick's production goes 100% to Sears, Roeback & Co. Differential: $20.

**Motorola**—Offers all models either uhf-only or all-channel in present line, with both factory conversion or through the use of field kits. The 1964 line will continue this practice, with the addition of all-channel potential for color receivers. Differential: $20-$30.

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**Collins finds oldest**

Winner of Collins Radio Co.'s national "oldest transmitter" contest is WGAU Athens, Ga., Collins announced last week. WGAU's winning entry will be exhibited by Collins at the NAB convention in Chicago.

WGAU's successful entry is its Collins 300F 250-w transmitter which has been in daily service since May 1, 1938, and has logged more than 165,000 hours with only 87 minutes of down time. Collins has awarded WGAU its new 20w-3 1-kw transmitter as prize.

Runner-up in the contest was KRYS Corpus Christi, Tex., with a Collins 20H transmitter in service since Dec. 19, 1940. Third was KWPC Muscatine, Iowa, with a Collins 300G transmitter running since February 1946. Fourth was WMON Montgomery, W. Va., with a 300G in service since July 1946. Each also received a prize, Collins said.

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**Telstar II, Echo II to go in orbit in spring**

Within the next three months two new space relay links are scheduled to be placed in orbit.

Telstar II will be launched this spring, and it will be placed in an orbit higher than Telstar I so that it will suffer less from radiation “sickness.” AT&T’s Chairman Frederick Kappel said last week Telstar II will be redesigned to insure more protection from radiation effects which have twice forced the flying radio relay to cease operating. AT&T sent Telstar I into space, via government facilities, last spring.

Echo II, a passive reflector balloon, will be set aloft this spring also, the National Aeronautics & Space Administration announced last week following conclusion of an agreement with the U.S.S.R. to cooperate in space programs. In the communications field, both the U. S. and Russia will use the 140-ft. diameter aluminized balloon for test purposes. The U. S.-U.S.S.R. agreement also provides for a cooperative venture in meteorological satellites, including exchanges of weather information surveyed by the satellites. Echo I is still orbiting.

And next fall, an improved Relay will be sent into orbit by NASA to continue and expand the activities of the first Relay made for NASA by RCA and put into orbit last December.

Relay was used for the first time last...
week for a color tv program. The program was transmitted to Relay, 4,000 miles above earth, and returned to earth, all from the AT&T Andover, Maine, ground station. It originated in the NBC technical center in New York. The program is a 15-minute segment of Robert Louis Stevenson's "Kid-napped," shown Sunday on NBC in the Walt Disney Wonderful World of Color series (7:30-8:30 p.m. EST).

Late in the week, Mr. Kappel told an audience at the Philadelphia Chamber of Commerce that transoceanic cables in the future will equal the capabilities of space satellites, including the relaying of tv. This will come about through the addition of amplifiers permitting the use of wide band circuits underwater, he said.

Technical topics...

India buys audio tape • Largest export shipment of audio tape recorders in Ampex history left the company's Sunnyvale, Calif., plant for New Delhi, India. The $100,000 order included five master tape recorders and 36 high-speed tape duplicator slaves, which will be delivered to All India Radio to establish a nationwide radio tape system, with programs taped and duplicated being flown to member stations throughout India.

New silicon transistor • RCA has reported development of a new uhf silicon transistor which will increase the maximum frequency limit of silicon devices to more than 1,000 mcs. The new transistors with improved noise and gain ratios will reportedly "substantially" enhance the broadcast area of a usual vhf communications system.

UAR signs Melpar subsidiary • Television Assoc. of Indiana Inc., Michigan City, Ind., a subsidiary of Melpar Inc. of Falls Church, Va., has signed a contract to assist the United Arab Republic on a communications project that will reportedly permit Western Europe to be linked by microwave with Khartoum in the Sudan. The Indiana company will serve as engineering consultant, according to TAI President W. C. Eddy. The project is expected to be completed by the end of August.

Audio buys Olympic • Audio Devices Inc., New York, a producer of coated aluminum recording discs and magnetic tapes, has purchased the assets of Olympic Record Co., Santa Monica, Calif., manufacturer of master and instantaneous recording discs. Audio Devices plans to incorporate a proprietary manufacturing process of Olympic into its present facilities at Stamford, Conn.

Tube measurements • American Microwave & Television Corp., San Carlos, Calif., has developed a variable parameter television system for testing and evaluating vidicon and image orthicon tubes. The unit is rack cabinet mounted and includes power supply and synchronizing signal generator. The system makes precise exposure and resolution measurements under varying light level conditions as well as at varying scan and frame rates and bandwidths.

Radio-tv gets into the Missouri house

BUT NEighboring KANSAS BALKS AT IDEA AT LAST MINUTE

Legislative debate was broadcast live from the Missouri House of Representatives for the first time last week. KWOS Jefferson City fed four stations, KTTS and KGBX both Springfield, KXEO Mexico and KCMO Kansas City. KMOX St. Louis originated its own feed from the House chamber. The debate last Tuesday and Wednesday (March 19-20) centered on a controversial administration bill to raise the state's sales tax from 2% to 3%. (Another bill due to reach the House floor next week would amend the present sales tax to include a 2% tax on all advertising sold in the state, see page 140).

KWOS carried four hours of debate both days and made open line feeds to the other stations, allowing them to cut in and out as they wished. KMOX made intermittent feeds totaling 3 hours and 45 minutes for the two days. The Missouri representatives voted 100-52 on Tuesday to allow the broadcasts, after learning that permission had already been granted by House Speaker Thomas D. Graham (D).

Token Protests • Some legislators protested and a Republican caucus took place before the final vote. During an 11-minute debate the live broadcasts were halted pending the vote. The stations said they hoped to be able to resume broadcasts of the sales tax debate in the House this week.

Bob Tibbetts, news director of KWOS, and Robert Hyland, CBS Radio vice president and KMOX general manager, had been negotiating separately to gain the broadcast access. The Missouri legislature's action was applauded by Leroy Collins, president of the NAB. He wired Speaker Graham that the House has "opened a new avenue of broadcast service to the people of your state ... broadcasters everywhere deeply appreciate the recognition by you and your colleagues of this role in advancing the people's right to know."

In a wire to KMOX, KTTS and KWOS, Gov. Collins offered congratulations "on the victory for broadcasting journalism in the Missouri House."

Kansas Says 'No' • Meanwhile in Kansas Wednesday night, members of that state legislature protested live radio and television coverage of a Thursday debate on making Wichita U. part of the state's college system. Speaker Charles Arthur (R), who had originally given approval to the broadcasters, withdrew it the evening.

Dick Nason found Radio à la Carte

Let him tell you in his own words: "I've been looking for a fine radio programming service. I found it in Radio à la Carte. Mark Edwards and I are glad WSAI is an à la Carte station." See Marv Kemper in Suite 1119A, Conrad Hilton Hotel.

Mark Century Corporation 6 West 57th St., N.Y. 19, N. Y. CI 5-3741
An old goblin turns up again

Taxation of all advertising "sold or purchased" in the state of Missouri loomed suddenly last week during legislative debate on a bill by Gov. John Dalton to raise the state's general sales tax from two to three cents. That advertising also might be subject to the sales tax was part of the debate covered on radio (see story, page 139).

John English, counsel for the Missouri Broadcasters Assn., said the state senate passed the governor's bill with minor changes and it had gone to the house where one amendment to also tax advertising was voted down. On Wednesday, however, he said, an amendment to subject advertising to the full two cent tax was before the session began because of some legislators' objections. Admittedly against the live coverage were Assistant Speaker Edward Boyd and Rep. Ross Doyen (both Republicans).

WIBW-AM-TV Topeka, had already moved its cameras and microphones into the chamber and had arranged to feed a four station tv network: KTVH (TV) Wichita-Hutchinson, KLOE-TV Goodland, KAYS-TV Hays, and KTVC (TV) Ensign, and KVOE-AM Emporia.

Speaker Arthur affirmed he favored broadcasting the debate, but said if even one member felt his ability to speak freely on the bill would be abridged by radio-vehicle presence, then he would be obliged to cancel the plans.

Thursday Thad Sandstrom, general manager WIBW-AM-TV editorialized on the ban. KTVH, which reported itself swapped with phone calls expressing disappointment over the ban, also editorialized against it and KVOE announced it planned to express an editorial opinion opposing the legislature's move.

introduced by Rep. Harry Raiffe (D-St. Louis) and it was passed 120 to 27. The amendment now goes back to the senate.

Rep. Raiffe said adoption would produce upwards of $20 million in additional revenues in two years.

The tax on advertising is a threat that periodically raises its head around the country. The last such epidemic loomed six years ago when the City of Baltimore sought such a levy (BROADCASTING, Nov. 11, 1957). This, in turn, generated like attempts in Norfolk, St. Louis and Providence. However, all such proposals were defeated with a large share of the credit going to local broadcasters and Advertising Federation of America.

LAB adds to requests for 'experience' on FCC

The Louisiana Assn. of Broadcasters has joined the presidents of state broadcasting associations in asking President Kennedy to appoint an experienced broadcaster to the next vacancy on the FCC.

In a resolution adopted March 15, the LAB noted that a vacancy "will develop in the near future" on the FCC and that prior radio-tv experience would be an "ideal prerequisite" for the job. Also, LAB said, there has been a "great dearth of such experience" on the FCC in the past.

Late in February, the conference of state broadcaster presidents adopted a similar resolution introduced by Mel Burk, president of the West Virginia Broadcasters Assn. from WTIP Charleston (BROADCASTING, March 4).

The Louisiana broadcasters also asked the All-Industry Music License Committee to give top priority to the SESAC "problem" of not being able to identify music licensed by that organization. "SESAC refuses to adequately and properly identify the copyrighted selections contained in its repertoire and imposes arbitrary and unreasonable license fees and conditions . . . upon stations," LAB said in a resolution sent to the license committee and all other state associations.

TIO membership up, new activity planned

Television Information Office last week reported a spurt in new members since last October, plans of new projects and current distribution of materials to sponsors.

The review of activities was released at a semi-annual meeting by Clair McCollough, of the Steinman Stations and Television Information Committee's chairman.

Mr. McCollough announced a TIO study of work and leisure activities of tv broadcasters throughout the U.S. TIO is compiling responses from more than 700 commercial broadcasters on questions ranging from the composition of their families to the amount of time spent by management on community activities.

Roy Danish, TIO's director, noted that as part of the organization's increase in advisory services to stations, Carl Burklund, general manager, and Ben Wickham, manager of station services, have held staff meetings at 107 stations in 27 states since Oct. 17.

TIO listed the following activities:

- Distribution to TIO sponsors of its first two bibliographies in a projected series listing books, articles and other primary sources of information about tv. The first two: (1) "Television and Education" listing publications dealing with the relationship of the medium and education, (2) "Television: Freedom, Responsibility, Regulation," describing material dealing with these areas.

- The sending to stations of a comprehensive index and guide to all TIO informational material supplied stations since September 1959.

- Addition of seven tv stations as sponsors. Stations are KTVH (TV) Wichita; WNEM-TV Saginaw; WTRE (TV) Lufkin, Tex.; KSL-TV Salt Lake City; WHIC-TV Rochester, and KEYR-TV Bismarck, N. D., and educational WMUB (TV) Oxford, Ohio.

Also attending the meeting were Henry B. Clay, KTHV (TV) Little Rock; John P. Cowden, CBS-TV; Sydney H. Eiges, NBC, a new Television Information Committee member; Michael J. Foster, ABC; Joseph X. S. Sinclair, WJAR-TV Providence; Robert F. Wright, WTOE (TV) Meridian, Miss.; Lawrence Creshkoff, TIO's executive editor.
Pennsylvania senators cited by PAB

Special citations for their joint tv and radio broadcasts were awarded March 20 to the two Pennsylvania senators by Pennsylvania Assn. of Broadcasters. Recipients were Sen Joseph S. Clark (D) at left and Hugh Scott (R) at right. The presentation was made by Clair R. McCollough (center), NAB board chairman, of the Steinman Stations.

PAB members held a dinner meeting in Washington with the state's congressional delegation.

Mr. McCollough said in presenting the award that the program, broadcast jointly by the two senators from opposite parties, is the only one of its kind on Capitol Hill. He said it greatly stimulates the interest of viewers and listeners in public affairs. The program is broadcast every fortnight on 14 tv and 39 radio stations. Other senators appear as guests.

Robert Williams, WHLM Bloomsburg, presided as PAB president. PAB was the first state organization of broadcasters in the nation. George Koehler, WFIL Philadelphia and a past president, spoke on the purpose and achievements of PAB.

Zenith paints rosy Hartford pay tv picture

MORE THAN 2,000 SUBSCRIBERS 'APPEAR SATISFIED'

A six-month initial report citing "gratifying" results from the experimental pay-tv operations of WHCT (TV) Hartford, Conn., is contained in the 1962 annual report of Zenith Radio Corp. distributed last week.

Zenith's sales and earnings continued to establish new record highs with color television set sales said to be one of the important factors (Broadcasting, March 4).

WHCT is licensed to RKO Phonevision Inc., a subsidiary of RKO General Inc., and inaugurated service in late June 1962. Zenith's Phonevision pay-tv system is being used in the test with Zenith providing the decoding units attached to home tv receivers and the encoding equipment at WHCT (Broadcasting, Jan. 21).

Zenith said the six-month report of the Hartford experiment contained in the annual report is the first time some of the initial results have been revealed.

(Many years ago Zenith conducted a Phonevision test in Chicago (Broadcasting, May 28, 1951).

More than 2,000 • Zenith said the number of Hartford subscribers "has passed the 2,000 mark" and that "the subscriber expenditures for the service are exceeding the anticipated rate." No dollar figures were given but it was reported that 1,800 subscribers each were paying about $8 to $10 monthly.

Zenith's report said "most of the entertainment" offered in the Hartford test "proved to be very effective." The report said the "Zenith-developed Phonevision equipment is performing efficiently and reliably" and that "subscribers appear to be well satisfied with the service."

Zenith explained that at the outset it was very difficult to obtain "suitable" motion pictures for use in Hartford but now most distributors are furnishing their product, including recent...
Mr. Wooten’s super fallout shelter

A $150,000 underground fallout shelter, which could be built for about $65,000 without the frills, has been put up by Hoyt Wooten of Whitehaven, Tenn. Mr. Wooten, owner of WREC-AM-TV Memphis, is shown seated in his communications room. Equipment was chosen to provide local and extended reception and transmission on the low band through the uhf band. Nine antennas are mounted on an 82-foot tower. An emergency antenna is buried in the edge of concrete forming the shelter’s entrance cover.

The communications room contains am, shortwave and fm stereo receivers, telephones, Conelrad equipment, patch panel and hi-fi set. The shelter, designed by Mr. Wooten, has 5,600 square feet of living space, will keep 56 people alive for 31 days and took more than two years of planning. Lt. Col. John Somers, Memphis Civil Defense chief, has called it “the best in the world.” John F. Meagher, NAB vice president, said after touring the shelter, “I never saw anything like this.”

films such as “The Interns” and “The Music Man.” Zenith said, however, that “even more difficult has been the problem of assuring an adequate supply of non-movie programming, such as legitimate theatre plays, musicals, variety shows, etc.”

The Zenith report indicated that mass entertainment programs and films captured the highest percentage of the Phonevision subscribers.

NAB schedules fall conferences

The annual NAB trips to the field will begin this fall in Hartford, Conn., at the Statler-Hilton Hotel. As in the past, the conferences will last a day and a half, with the Connecticut opener scheduled Oct. 14-15.

NAB President LeRoy Collins and key association executives will participate in each of the eight conferences. In addition to Hartford, the NAB road show will visit the following cities:

- Minneapolis Oct. 17-18, Lamington Hotel
- Pittsburgh Oct. 21-22, Pittsburgh-Hilton Hotel
- Miami Beach Oct. 24-25, Americas Hotel
- Nashville Nov. 14-15, Dinkler-Andrew Jackson Hotel
- Fort Worth Nov. 18-19, Texas Hotel
- Denver Nov. 21-22, Denver-Hilton Hotel, and San Francisco Nov. 25-26, Fairmont Hotel.

NBC-TV improves its color tv facilities

NBC-TV says it’ll complete a $1,- 250,000 color tv project this spring (CLOSED CIRCUIT, March 11).

NBC has further perfected its live, tape and film color equipment as a result of new technological advances over the past few months.

The network last week noted that all of its color cameras now include latest precision color components giving a greater degree of stability. It also is equipping each of 40 color tape machines at its two centers in New York.
and Burbank, Calif., with new technical equipment for stabilization (includes locking devices for such effects as synchronized dissolves), and color film chains are being modified in keeping with the advances.

NBC Radio dedicates new studio complex

NBC Radio and WNBC New York began operations last week in newly modernized facilities in the RCA Bldg. in New York.

The new $500,000 “Radio Central” provides NBC with three integrated studios and a fourth control point for program assembly during heavy traffic, William K. McDaniel, executive vice president, said at dedication ceremonies last Wednesday (March 20).

McCOLLOUGH MAY SERVE UNTIL JUNE

Radio, Tv Boards to elect during Chicago convention

Election of four Tv Board directors and a chairman and vice chairman for both the Radio and Tv Boards is slated to take place at the NAB convention in Chicago next week.

Clair R. McCollough of the Steinman Stations, chairman of the NAB combined Boards, will go off the Tv Board at the end of the convention but he is expected to continue as chairman of the combined directors until the NAB board meetings in June. The Radio Board elected new directors in odd-numbered districts in February (BROADCASTING, March 4).

William B. Quarton, WMT-TV Cedar Rapids, Iowa, is the present chairman of the Tv Board and James D. Russell, KKTU (TV) Colorado Springs, is vice chairman. Chairman of the Radio Board is Willard Schroeder, WOOD Grand Rapids, and Ben Strouse, WWDW-AM-FM Washington, is vice chairman. This will be the first convention at which the Radio Board heads have been selected. In the past, they have been picked at the June board meetings following the convention.

Tv Board members whose terms expire with the close of the convention are Messrs. McCollough and Russell, Otto P. Brandt, KING-TV Seattle; Robert F. Wright, WTKO-TV Meridian, Miss., and the three network directors—Mort Weinbach, ABC-TV, William B. Lodge, CBS-TV, and David Avlams, NBC TV.

PROGRAMMING

‘TARGET PROGRAMMING’ OFFERED

Snyder-Koren unites marketing sense, program design

A new concept in broadcast advertising, “target programming,” is being offered to advertisers and agencies by a new company, Snyder-Koren Productions, which will begin operations April 1 at 6335 Homewood Ave., Hollywood. Principals are Ken Snyder, formerly senior vice president and Hollywood office manager for Needham, Louis & Brorby, and Charles B. Koren, vice president of MCA until that organizations retirement from the talent representation field, and recently head of his own talent agency (see WEEK’S HEADLINES, page 10).

As defined by Mr. Snyder, “target programming” is the application of “an advertising orientation to the business and art of audience attraction. Program design and marketing sense need not be mutually exclusive and a well-balanced combination of the two can still make for an efficiency in mass selling that is very attractive in today’s atmosphere of rising costs and squeezed profits.”

Snyder-Koren already has specific program properties and syndication plans for advertisers in the drug, cosmetic, cereal, financial and food fields. Among them are: Giselle’s Small Fry, starring Giselle MacKenzie; The Lawyer Answers and Your Medical Advisor, both in association with Jackson Hill, creator of Divorce Court; Lance Crossfire, 30-minute comedy animation series, and Joey Jingle, five-minute cartoon, to be made in association with Pantomime Films; a half-hour family situation comedy, Hector’s Pups; America Unlimited, a TV and theatrical film series in association with Monarch Films; another five-minute animation series aimed at the juvenile audience and a half-hour adventure series, Charlie Bakers’ World.

The Funny Company • The new organization will also create and produce advertising in all media for selected clients among both agencies and advertisers. It shares offices with The Funny Company, producer of the five-minute color animation program series of that title. This series of 260 programs was created by Mr. Snyder and a group of associates for Mattel Inc., toy manufacturer, which had been looking for a children’s TV programming that would be entertaining enough to please children and yet contain enough information to satisfy parents and teachers (MONDAY MEMO, Dec. 24, 1962).

Although The Funny Company is an independent organization, the program production costs are being underwritten by Mattel, which will use them to advertise its toys in a major market spot campaign to start in January 1964, through Carson Roberts, Los Angeles (BROADCASTING, Feb. 11). Mr. Snyder, president of The Funny Company, and Mr. Koren, vice president, say that this program series is a prototype of the “target programming” technique.

If you see Harold Krelstein,
of Plough Broadcasting, ask him to repeat what he told our Marv Kempner: “I heard Radio à la Carte and I think it’s a fine radio production service. Larry Monroe, Bernie Millenson and Herb Golombeck agree.” You will, too. Hear it in Suite 1119A, Conrad Hilton Hotel.

Mark Century Corporation
6 West 57th St., N.Y. 19, N.Y. Cl 5-3741

Tvb editorial report

A survey among Television Bureau of Advertising affiliates shows 66% of members carry editorial comment on a regular basis. Reporting this figure last week, Norman Cash, TVB president, noted a significant increase in editorializing among the bureau’s members over the last two years. Editorial comment via TV is also catching the interest of an increasing number of advertisers, Mr. Cash noted.
WGA 4% ROYALTY PLAN TO BE TRIED

However, old rerun scale kept by 3 networks, 11 companies

Most of the major producers of filmed programs for television are going to give the new 4% royalty plan of rerun payments for writers a trial.

Following the March 17 deadline for members of the Motion Picture Producers Assn. (the major motion picture studios) and of the Alliance of Television Film Producers, Paul Stager of WGA said that the three networks and 11 other companies had notified the guild that they were rejecting the flat royalty plan. They will continue to make rerun payments to writers on the old plan of specified percentages of minimum scale amounting to 140% of the original payment at minimum scale. Companies not notifying WGA automatically go on the 4% plan of rerun payments, Mr. Stager said.

Companies not belonging to either MPPA or ATPFP were given a few additional days in which to choose between the two plans of rerun payment. It is believed, however, that they will follow the general example and accept the new plan.

The new plan calls for the producer to pay the writer of a filmed tv program a flat 4% of the gross revenue from rebroadcasts on a worldwide basis and in perpetuity. The old system of rerun payments, which applies to actors and directors as well as to writers, calls for a payment of 35% of minimum scale for the first rerun (second run), then 30%, 25% and another 25% for the third, fourth and fifth runs and a final 25% for the sixth and all additional runs.

The list of producing companies turning down the flat 4% of gross plan of rerun payments for writers includes: ABC-TV, CBS-TV, NBC-TV, Arness (Gunsmoke), Cayuga (Twilight Zone), Disney (Wonderful World of Color), Fedderson (My Three Sons), Filmaster (Death Valley Days), Filmways (Mr. Ed, Beverly Hillbillies), Heyday (I'm Dickens, He's Fenster), Paisano (Perry Mason), Selmur (Combat), Stage Five (Ozzie and Harriet), Warner Bros. (Hawaiian Eye, Dakotas, 77 Sunset Strip).

Revue, Desilu and the other major producers of filmed programs which have adopted the new plan will begin paying the 4% of gross for all programs starting on the air last fall. After two years, all producers will make rerun payments by the 4% of gross method for the 1964-65 and 65-66 seasons. Following that the WGA contracts expire and the rerun payments will again become a matter of negotiation.

Four Star Television to syndicate 'Rifleman'

The acquisition by Four Star Television of the Levy-Gardner-Laven interest in The Rifleman and The Detectives for a sum in excess of $1.5 million was announced last week by Tom McDermott, Four Star president. These film series were created and produced by Levy-Gardner-Laven in association with Four Star Tv.

Plans are being formulated to place 165 half-hour episodes of The Rifleman into syndication via the Four Star Distribution Corp. for a fall start. The series is concluding its run on ABC-TV this summer. The Detectives is currently in syndication.

Seven Arts releases new shows to television

Seven Arts Assoc. Corp., New York, is placing into syndication a package of 30 additional "Films of the 50's," to be designated Volume 6. The new group includes features from England, France, Italy, Germany and Japan. Among the titles are "The Cow and I," "Rashomon," "Maedchen in Uniform," "Umberto D," "Raising a Riot," "Concert of Intrigue," "Girl with a Suitcase" and "The Island."

Seven Arts has also announced tv syndication of the following series: Mahalia Jackson Sings (82 five-minute segments); Laafs (65 one-minute comedy vignettes); The Emmett Kelly Show (39 half-hours) and En France (French lessons, 26 half-hours).

Associated Press honors three stations

The Associated Press awards to member stations for cooperation in news coverage this year go to WCAU Philadelphia, KYNO Fresno, Calif., and KVSS Missoula, Mont.

Announced by Dwight Martin, president of the AP Radio & Television Assn., the awards were based on the stations' performance in protecting the AP on news stories breaking in their respective coverage areas.

Honorable mention certificates will be presented to eight other stations: WIL St. Louis; WKZO Kalamazoo, Mich.; WCYB Bristol, Va.; KGLO Mason City, Iowa; KFOR Lincoln, Neb.; KPOI Honolulu; WONE Dayton, Ohio, and WGIR Manchester, N. H.

CBS-owned tv stations plan third program swap

The five CBS-owned tv stations will participate for a third straight year in the International Program Exchange, a series of shows in which a station from each of several participating countries supplies a show reflective of that country's particular culture.

The U. S. contribution, The International Hour: American Jazz, will open the series on May 21 (7:30-8:30) and will be carried by the five CBS stations—WCBS-TV New York, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis and KNXT (TV) Los Angeles. The show will be produced by WHM-MTV and taped from the Chicago Lyric Opera.

Following the U. S. telecasts, the tapes will be made available for presentation in the participating foreign countries. In the last two years, tv stations in Canada, Australia, Japan, England, Denmark, Sweden, Mexico, Argentina, Italy, Ireland and Yugoslavia have participated.

Miller Brewing Co. will sponsor the show, through its agency Mathisson & Associates, Milwaukee.

Trans-Lux opens new office

Trans-Lux Television Corp., in an expansion move, has opened a new southeast division office in Miami Beach to be headed by Marshall (Bud) Or-
mond, who has transferred from the company's midwest division in Chicago. The new office is located at 1119 16th St., Miami Beach. Named to replace Mr. Ormond as midwest manager is Marvin Lowe, formerly with Screen Gems in that city.

Four Star Distribution exceeds goal by 30%

Four Star Distribution Corp. completed sales in excess of $2 million during its first six months of operation, exceeding its projected goal by 30%. Len Firestone, vice president and general manager, reported.

Mr. Firestone pointed out that Four Star began to sell off-network in September when most of the major syndicated program buys already had been made and the market was saturated with an "overabundance" of available product. He attributed the initial success to program quality, flexibility of use of available film and Four Star's experienced sales organization.

Four Star Distributing Corp. presently is offering five off-network series for syndication: The Detectives, Zane Grey Theatre, Target: The Corruptors, Stagecoach West and The Law and Mr. Jones. Mr. Firestone indicated that additional off-network properties will be released shortly.

Government attitudes influence tv programs

The government's attitude toward tv programming is recognized by tv producers and it's having an effect in the product they turn out.

That's the conclusion of Venet Adv. Agency, Union, N. J., for whom Trendex Inc. conducted a survey that covered 43 leading producers of network and syndicated film programming. Venet emphasized last week that the government role from the survey's point of view is made up mainly of the FCC and its chairman, Newton N. Minow. Left unsaid, however, are similar viewpoints expressed by congressional committees. Among the findings:

There's ample assent to the call for more balanced and diverse program fare; an awareness of softening scenes of violence in tv; a feeling that Chairman Minow has the right to discuss programming; a belief that the FCC's program "values," as expressed, have merit.

But the stand on all these issues is far from unanimous. The surveyors found many who, though in the minority, believe little or no influence on programming has come from the FCC.

Mark Century to hold programming seminar

A radio programming seminar will be held by Mark Century Corp. at pre-NAB convention proceedings in Chicago. The session is slated for March 30 at 1 p.m. Mark Century, according to the radio programming service's president, Milton Herson, plans to cover nearly every phase of station operation from programming to management.

Panel members already designated are Harold Krelstein, Plough Broadcasting, Memphis; Ben Strouse, WWDC-AM-FM Washington, D.C.; Dale Moudy, Great Trails Broadcasting, Dayton.

Invited to take part in the seminar: Irv Lichenstein, WWDC; George Mooney and David Diamond, WKGN Knoxville; Smokey Walker, WKDA Nashville; Ken Grant, KNUZ Houston; Herb Mendelson and Doug China, WKBW Buffalo; Bill McKibben, WII St. Louis; Dick Lawrence and John Alexander, WFLA Tampa; Al Slaght and Al Waters, CHUM Toronto; Marie Williams, WEZE Boston; Collis Young and Steve Joos, WCOL Columbus, Ohio; Mark Edwards, WS AI Cincinnati, and J. P. Williams, WING Dayton, Ohio.

SEVEN ARTS TO MAKE NETWORK SHOWS

Thomas Tannenbaum to head television production

Seven Arts Productions Ltd. will enter television production of programs for network sale, the company announced last week. Seven Arts, it was noted, will go into "all phases" by packaging half-hour, hour and special presentations.

Thomas D. Tannenbaum, a former executive for Famous Artists Television and for the past year executive assistant to Ray Stark, who with Eliot Hyman, runs Seven Arts, will be vice president in charge of tv production (see Week's Headliner, page 10).

Seven Arts has been involved in motion picture production and Broadway stage plays, and through its Seven Arts Associated Corp. is a leading distributor of feature films to tv (more than 200 Warner Bros. and 20th Century-Fox features) and also distributes domestically 13 one-hour concert specials. Within two weeks, Seven Arts also will release for tv The Emmett Kelly Show, En France and Mahalia Jackson Sings.

As a motion picture firm, Seven Arts has been placing under contract young stars, producers, directors and writers, and, it's indicated, will draw upon these people in its tv production.
EXTRA PAY PROPOSAL
SAG seeking cut of pictures released to pay television

A request that actors working on theatrical motion pictures which are released to pay television receive extra payment based on the worldwide gross receipts, will be the principal proposal of Screen Actors Guild in negotiations for a new contract with the Assn. of Motion Picture Producers (At Deadline, March 18).

SAG will not ask for any increase in the present minimum wage scale for theatrical pictures, in accordance with action taken at the last annual membership meeting (Broadcasting, Nov. 19, 1962). The talent union will ask for a non-discrimination clause in the hiring of actors. The new two-year contract, when signed, will be retroactive to Feb. 1, 1963, when the present three-year contract expired.

The pay tv proposal separates pay tv rights from those of theatrical exhibition, of which pay tv has heretofore been considered an extension by the union.

Specifically, SAG is asking that when any motion picture produced after Jan. 31, 1963, is released to pay tv, either before or following its theatrical showing, the producer shall pay the actors 6% of the worldwide total gross receipts from pay tv, after deduction of actual distribution expenses, not to exceed 40% of those gross receipts. This pay tv percentage payment would be in addition to what the actors get paid for making the picture in the first place.

SAG also asks that when the picture is first released to pay tv, the producer shall pay to each actor an amount not less than 75% of the applicable minimum compensation as a "non-returnable advance" against the actor's share in the worldwide gross.

The present SAG contract with the major movie makers comprising AMPM membership calls for 6% of worldwide gross receipts from use of the theatrical film on free tv for all motion pictures on which production started after Jan. 31, 1960, less a flat amount of 40% of the gross to cover distribution costs, but without any advance payment. In the negotiations commencing today, SAG will ask that all money due actors under this clause shall be paid by checks payable directly to the individual actors, with these checks being delivered to SAG for forwarding to the actors semi-annually.

The decision of the union not to ask for an increase in the present minimum wage scale for performers in theatrical films was based on a desire of SAG to encourage more production in Hollywood and to avoid adding to the tendency of many producers to make pictures abroad. Regarding production abroad, in its new contract proposals, SAG is asking that when producers employ SAG members for work outside the U. S., the terms of the basic SAG contract shall apply, "unless the producer has a contract with the actors' union having jurisdiction in such country and such contract covers the employment of such member."

Program notes . . .

New Banner series • Bob Banner Assoc. is preparing a new hour-long dramatic tv series, Adam's Children. Paul Stanley will produce/direct and Steven Gathers will write the pilot. Banner currently produces Candid Camera, The Gory Moore Show and the Carol Burnett specials, all on CBS-TV.

Tv gospel series • Seven Arts Assoc. Corp. reports it has obtained from Television Enterprises Corp. the tv distribution rights to Mahalia Jackson Sings, a series of 82 five-minute programs starring the well-known gospel singer. It will be released during the Television Film Exhibit—1963, opening in Chicago on March 30.

Clark gains markets • The Dick Clark Radio Show has added WFLA Tampa, Fla., and WKWK Wheeling, W. Va., to its list of stations. The show, distributed by Mars Broadcasting, has now been purchased in 23 markets.

Space reports via NET • The National Aeronautics & Space Administration will produce a series of monthly tv programs reviewing space science developments. Titled Space Science '63, the series will be produced by NASA's Office of Educational Programs and Services and carried by the 71 affiliates of the National Educational Television network. Premiere program is scheduled for March 28.

'Defenders' get award • Screen Producers Guild chose The Defenders as the best produced tv series of 1962. Robert Markell is the producer and Herbert Brodkin the executive producer for Plautus Productions and Defenders Productions. Series is broadcast Sat., 8:30-9:30 p.m. on CBS-TV.

Film sales . . .

Bonba, The Jungle Boy (Allied Artists TV): Sold to WISN-TV Milwaukee; KTVK (TV) Phoenix; WFTV (TV) Orlando;KFMB-TV San Diego; WHIC (TV) Pittsburgh; WKRC-TV Cincinnati; WSCO-TV Charlotte and WDAF-TV Kansas City. Now sold in 70 markets.


Ramar of the Jungle (ITC): Sold to

United Press International news produces!

**Jeff's Collie (ITC):** Sold to KCTO-TV Denver; WSB-TV Atlanta; WSM-TV Nashville; WSLA (TV) Selma, Ala. and WTVJ (TV) Miami. Now in 123 markets.

**Edward Small Features (ITC):** Sold to WPIX (TV) New York; KCTO-TV Denver; KUTV (TV) Salt Lake City and KPLR-TV St. Louis. Now in 73 markets.

**Action Theater (ITC):** Sold to KCTO-TV Denver. Now in 53 markets.

**Chiller-Science Fiction Package (M & A Alexander Productions Inc.):** Sold to WKBW-TV Buffalo; WPRO-TV Providence; WTEN (TV) Vail Mills, N. Y.; KTRK-TV Houston; KVUU-TV Tulsa; KCPC-TV Salt Lake City; WOOD-TV Grand Rapids; WALA-TV Mobile; KJEO (TV) Fresno; KBAT-TV Bakersfield, Calif.; WTCN-TV Minneapolis; WKBN-TV Youngstown, Ohio; KTAI-TV Shreveport; KATC (TV) Lafayette, La.; and WAPA-TV San Juan, P. R.

**Maverick (Warner Bros. Tv):** Sold to KSD-TV St. Louis and WLWD (TV) Dayton. Now in 49 markets.

**Sugarfoot (Warner Bros. Tv):** Sold to KSD-TV St. Louis and WTVN (TV) Columbus. Now in 37 markets.

**Bronco (Warner Bros. Tv):** Sold to KSD-TV St. Louis; WLWD (TV) Dayton and WTVN-TV Dayton. Now in 24 markets.


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**FINANCIAL REPORTS**

**BROADCASTING UP, THEATERS DOWN**

**AB-PT reports record income and profit for 1962**

The broadcasting business was good in 1962, the theater business not so good, according to financial reports released last week by American Broadcasting-Paramount Theatres Inc.

The ABC Div. disclosed record income and profit for one year, with income rising from $254,380,000 in 1961 to $274,522,000 in 1962. At the same time, theater revenues dropped from $83,328,000 in 1961 to $75,956,000, a decline AB-PT attributed to "a fewer number of quality pictures," and adverse weather conditions early in the year.

Sales increases were reported by the firm's merchandising interests, chiefly record and publishing subsidiaries, whose incomes rose from $25,477,000 in 1961 to $29,262,000 in 1962.

Gross overall income for AB-PT rose from $363,085,000 to $379,741,000, also a company record, as was the operating income figure, which climbed from $9,906,000 in 1961 ($2.29 a share) to $10,757,000 in 1962 ($2.46 a share).

**CBS reveals salaries of its top executives**

CBS Inc. will hold its annual shareholders meeting on April 17 at 10 a.m. at CBS television studio 50, 1697 Broadway, New York.

The annual meeting notice provided information on remuneration of highest paid officers and directors of the company during 1962. Topping the list were William S. Paley, CBS board chairman, and Frank Stanton, president, each of whom received $100,000 in salary; $138,758 in additional compensation and $7,500 in deferred compensation.

Other officers and directors received the following amounts in 1962: James T. Aubrey Jr., CBS-TV president, $100,000 in salary and $60,000 in additional compensation; Merle S. Jones, president, CBS Television Stations Div., $100,000 in salary, $25,000 in additional compensation and $25,000 deferred; Goddard Lieberson, president, Columbia Records, $60,000 in salary, $12,500 in additional compensation and $37,500 deferred.

Arthur Hull Hayes, president, CBS Radio, $65,000 in salary, $20,000 in additional compensation and $10,000 deferred, and Richard S. Salant, president, CBS News $60,000 in salary, $22,500 in additional compensation, and $7,500 deferred.

**Crowell-Collier radio revenue is 4% of total**

Total revenues of Crowell-Collier's three radio stations rose from $3,305,000 in 1961 to $3,588,000 in 1962, 4% of total revenues, the company reported in its annual report for 1962 issued last week. Operating profits for the broadcasting subsidiary were about the same for both years, the report states.

Overall, C-C reported net income of $3,086,667 (95 cents a share) on total revenue of $36 million.
sales and revenues of $96,671,581. In addition there was a special credit of $731,522 (22 cents a share) from the sale of real estate. In 1961, C-C's net income was $4,117,643 ($1.29 a share) on sales and revenues of $71,208,699.

The consolidated balance sheet as of Dec. 31, 1962, shows unamortized balance for the radio stations of $1,628,908. In 1961 this was $1,800,300.

A proxy statement issued with a call to the annual stockholders meeting April 4 in New York, shows that Robert M. Purcell, former president of Crowell-Collier Broadcasting Corp. and still a vice president of the parent company, is employed on a year to year basis at a salary of $40,000 annually plus deferred compensation of $20,000 for each year employed. He also receives five yearly deferred payments of $10,000 each accrued before 1960. KDWB Minneapolis-St. Paul.

C-C stations are KFWB Los Angeles, KWEB Oakland-San Francisco and KDWB Minneapolis-St. Paul. Joseph C. Driling is president of the stations.

Avco's record earnings

Avco Corp. reported last Friday (March 22) that consolidated net earnings for the first quarter ended Feb. 28, 1963, amounted to a record $4,988,349 on net sales of $113,656,405. These compared with net earnings of $3,321,459 on net sales of $83,179,565 for the corresponding quarter of 1962. Crosley Broadcasting Corp., a subsidiary of Avco, operates WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, all Ohio, and WLWI (TV) Indianapolis.

Eitel-McCullough net up 55%

Eitel-McCullough Inc., San Carlos, Calif., tube manufacturer, reported a 55% increase in net earnings for 1962 and an 8% jump in sales for 1962. Net income after taxes amounted to $757,392 (41 cents a share) on net sales of $29,451,669. This compares with net earnings of $486,671 (26 cents a share) on net sales of $27,109,945 in 1961. Backlog of unfilled orders as of Dec. 31, 1962 was $7.7 million, the company reported, compared with $6.7 million in 1961.

INTERNATIONAL

TRANS-LUX TV ADDING WORLD SECTION

Carlton says division to handle its own, other programs

Trans-Lux Television Corp. is completing plans to establish its own international division to distribute its programs throughout the world, Richard Carlton, vice president of Trans-Lux TV, reported upon returning from a two-week business trip to Europe.

Mr. Carlton, who went to the first

for your tower requirements check ROHN SYSTEMS

A complete tower erection service that has these special advantages:

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Be sure to obtain price quotations and engineering assistance for your complete tower needs from America's foremost tower erection service.

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Canadian ad agencies

There were 146 Canadian advertising agencies in business last year, with billings of about $660 million, according to the Dominion Bureau of Advertising. Seventy-seven of them had their headquarters at Toronto, 44 in Montreal, 15 in Vancouver, and 10 in Winnipeg. The top ten did $176 million in total billings. There is no breakdown available as to how much in radio, TV or print media.

The top ten were MacLaren Adv. Ltd., $33.8 million; Cockfield Brown & Co., $25.1 million; James Lovick Ltd., $20 million; McKim Adv. Ltd., $17.6 million; Vickers & Benson Ltd., $17.1 million; H. E. Foster Ltd., $14.4 million; J. Walter Thompson Co., $13.8 million; F. H. Hayhurst & Co., $11.9 million; Young & Rubicam Ltd., $11.5 million, and McConnell Eastman & Co., $10.8.

Criswell, are directors of the new company, of which David C. Stewart, president of K&E, is board chairman. Novas-Criswell will now be known as Novas-Criswell-Kenyon & Eckhardt, and the name Novas has been added to that of K&E de Mexico.

In addition to its Mexican operation, K&E also maintains a Brazilian company, K&E do Brasil.

New music license fees okayed in Canada

The Canadian Copyright Appeal Board at Ottawa, Ont., on March 15 approved the new broadcast tariff of the Canadian ASCAP, the Composers,
WFIL in Israel

Kol Yisrael, the national broadcasting service of Israel, is now adapting WFIL, Philadelphia’s children’s educational programs for broadcast in that country.

The program exchange arose from a pen-pal correspondence between WFIL engineer Joe Stotland and Ashar Tarmon, an Israeli school principal. In 1961 Mr. Tarmon was asked to suggest a program series for his school district. He passed the request to Mr. Stotland, who responded with 16 scripts from WFIL’s Studio Schoolhouse series.

Israel Radio liked the ideas so much, it developed a series of English language programs called English is Easy. According to Mr. Tarmon, the series has given Israeli young people “an appreciation of good children’s literature in the English language.”

Bristol-Myers has trouble in Africa

Bristol-Myers Co. has found itself embroiled in a controversy with the government of South Africa over the country’s racial situation as presented by a CBS Reports television broadcast on which Bristol-Myers was a participating sponsor.

The company, one of four sponsors of the Dec. 19, 1962, telecast, confirmed that it had received protests from the South African government in regard to the show, and said it planned to dispatch company representatives to Johannesburg to talk with government officials.

The purpose of the talks, presumably, would be to point out the limited knowledge and control a sponsor has over such a program. Bristol-Myers purchased a specified amount of time for the entire series, and reportedly knew only that the Dec. 19 show was to be generally about South Africa. In New York, a spokesman for the parent company said that Bristol-Myers’ future status as advertiser on the show would probably not be discussed until the representatives returned from South Africa.

The program, produced by David Lowe, was entitled “Sabotage in South Africa,” and dealt with the political, economic and sociological situation. Government officials claim that the show presented a distorted view of the racial situation there.

It was through Bristol-Myers’ subsidiary plant in South Africa that the protests were lodged, and a company official credited the plant’s location there as being the probable reason for the company’s involvement in the controversy. Neither CBS nor any of the other three sponsors have reported receiving protests in regard to the show.

Radio-tv billings on rise in Canada

Radio and television national advertising in Canada was up considerably in the first 11 months of 1962 as compared with the 1961 period. The compilation is from a continuing survey made by Elliott-Haynes Ltd., Toronto, and published in the Toronto advertising weekly Marketing.

Radio advertising totalled $18,466,388 in the January-November 1962 period against $16,349,597 in the same period in 1961. Television advertising was $49,973,122 for this period against $40,252,969 in the 1961 period.

Foods and food products were largest group advertisers in both media, with $5,195,530 spent in radio last year ($5,086,935 in 1961), and $12,447,449 on television ($10,016,588 in 1961).

Drugs and toilet goods came second in both media with $2,532,878 in 1962 ($2,326,948 in 1961) on radio, and $10,827,519 in 1962 ($8,787,503 in 1961) on television.

Bonn buys station for space communications

A transportable space communications station capable of making use of both the Relay and Telstar communications satellites has been sold to the Post Office Dept. (Bundespost) of West Germany by International Telephone & Telegraph Co.

The station has dual transmitters, one to operate with Relay and the other with Telstar. It can handle 12 two-way voice channels as well as facsimile, multi-channel teleprinter circuits and high-speed data transmission.

The use of these units could permit “many more nations to establish long distance communications via satellite without great financial investment,” according to Dr. Arnold M. Levine, vice president, communications, ITT Federal Labs, Nutley, N. J., where the equipment was designed.

The PROOF: women love Channel 13 in Remarkable Rockford

66% share of audience
12 noon to 5 p.m.
*NSI-OCT. 1962

ONE BUY to saturate the First Market in Illinois
(outside of Chicago)
Edward A. Gumper, vp and account supervisor at Geyer, Morey, Ballard, New York, elected senior vp-plans. Mr. Gumper will be in charge of integrating agency plans and services. He will also continue to supervise Lehn & Fink Products Corp. account. Prior to joining agency in 1958, Mr. Gumper was general product manager for toilet goods division of Colgate-Palmolive Co., New York.

Frank K. Mayers, Arthur W. Schultz and Robert M. Trump, all vps and management account representatives at Foote, Cone & Belding, elected directors. Mr. Mayers, headquartered in New York, is on Clairil account. Mr. Schultz and Mr. Trump, of Chicago office, work on Kimberly-Clark and Kraft Foods accounts, respectively.

Charles A. Brandon, executive vp of Winius-Brandon Co., St. Louis and Kansas City advertising agency, elected board chairman, replacing Enno D.

Winius, who died last December. J. D. Nevins and J. H. Barickman elected executive vps, with Mr. Nevins remaining as creative director for company and Mr. Barickman as general manager of Kansas City office. Curtis P. Crady and Richard A. Lane, vps, elected to agency’s board of directors. Mr. Brandon joined Winius-Brandon (then Louis E. Anfenger Co.) in 1944 after having previously worked in sales, advertising and promotion for Ralston-Purina Co. He was elected vp in 1947.

G. Douglas Morris, former president of I.P.I. Corp. (product development firm), joins Morse International, New York, as executive vp. Mr. Morris has also served as senior vp of Lambert & Feasley. Prior to joining that firm, he held positions with Ted Bates and Pedlar & Ryan.

Fletcher Coleman, formerly with CBS-TV network, joins tv production department of Street & Finney, New York, as network program supervisor. Thomas Chastain, Young & Rubicam, and Margaret Holt, N. W. Ayer & Son, join S&F’s creative department to work on Colgate-Palmolive account.

Dave Fulmer, tv creative director at Guild, Bascom & Bonfigli, San Francisco, elected vp. Mr. Fulmer headed agency’s Hollywood office from 1956 to 1960 as program director and tv production supervisor. Prior to joining GB&B, he was tv producer-director, actor and musician.

Glen Bammann, who joined Knox Reeves Adv., Minneapolis, in 1961 as associate director of broadcast services, promoted to executive director of broadcast services. Russell Neff, with agency since 1939 exclusively in radio-tv, has retired as vp and executive director of broadcast services, but will continue in advisory capacity through end of year. Earlier Mr. Bammann had been with McCann-Marschalk, New York, and McCann-Erickson, Cleveland.

Weslie Booman, former research director in Minneapolis office of Campbell-Mithun and for past year director of market research for Johnson Wax Co., Racine, Wis., rejoins C-M as vp and research director. Allan Aalgaard, who has directed C-M’s research department for past year, assumes new account management responsibilities with agency’s Allis-Chalmers account.

Ade Schumacher, former president of Firth Carpet Co., joins Hazel Bishop International, Union, N. J., as president. Mr. Schumacher was president of Liggett Rexall Drug Co. from 1949 to 1957 and of Owl Rexall Drug from 1944 to 1949.

William P. Stiritz, former brand manager for Pillsbury Co., Minneapolis, joins Gardner Adv., St. Louis, as account executive. Richard J. Tucker, also formerly of Pillsbury, joins Gardner as senior research analyst.

Alexander S. Peabody Jr., vp and associate creative director at Young & Rubicam, New York, appointed associate copy director with special responsibilities in tv copy area. Alvin Hampel, copy supervisor, succeeds Mr. Peabody as associate creative director.

Larry Pickard, director of news and special projects for WBZ-TV Boston and former managing editor of NBC-TV’s Today program, resigns to form his own public relations firm, Pickard Assoc., with offices at One State St., Boston. Mr. Pickard started in broadcasting in 1946 with WOR New York. In April 1953 he joined CBS-TV, with subsequent overall responsibility for network’s syndicated newsmagazine service. Mr. Pickard left to join NBC-TV’s Today show in December 1955 and joined Westinghouse Broadcasting Co. in Boston in May 1961.

Ed Sturgeon, agricultural editor of KMI-TV Fresno, joins J. J. Jackson Advertising & Public Relations, Visalia, Calif., as partner. Agency will now be known as Jackson-Sturgeon Advertising & Public Relations.

Curtis H. Judge, sales manager for Household Products Division of Colgate-Palmolive Co., New York, appointed sales promotion manager. Mr. Judge joined Colgate-Palmolive in 1949. Thomas F. Desmond, eastern regional manager, succeeds Mr. Judge as sales manager for household products.

Thomas G. McKenna, Chase Manhattan Bank, joins Pittsburgh office of
Fuller & Smith & Ross as account executive.

Fred Maeding, former timebuyer supervisor for Kellogg account at Leo Burnett, joins Alberto-Culver Co. (toiletries and proprietary drugs), Melrose Park, Ill., as assistant international advertising manager.


David M. Platt, media group supervisor at Kudner Agency, New York, appointed associate media director.

Frank Picard promoted to administrative assistant in radio-television department of D. P. Brother & Co., Detroit. He joined agency in 1960 as business manager for radio-television department and before that had been with WWJ-AM-TV Detroit.

Howard E. McDonald, formerly with media and research divisions of McCann-Erickson, appointed to newly created post of marketing research director for Waste King Corp. (gas and electric ovens and ranges), Los Angeles. Thomas B. Harrison named advertising and sales promotion manager.


Jackie Pond named assistant radio-television timebuyer at Gourfain, Loeff & Adler, Chicago advertising agency.

Saxon Runwell joins media department of Earle Ludgin & Co., Chicago.


Ralph L. Gemberling, former account executive at Norm Advertising, New York, joins National Council of Churches, that city, as director of program and station relations, broadcasting and film commission. He succeeds Carl Cannon, who resigned to join Lincoln Center for Performing Arts.

**DAB officers for 1963**

Gordon K. MacInintosh, president and general manager of WTUX Wilmington, elected president of Delaware Assn. of Broadcasters, succeeding Wayne Rollins, president of WAMS, that city. Ewing B. Hawkins, president and general manager of WILM Wilmington, and John B. Reynolds, general and sales manager of WJBR (FM) Wilmington, were elected vp and secretary-treasurer, respectively.

**THE MEDIA**

Mr. Loeb

Tom Loeb, former general executive with Ashley-Steiner Inc., New York talent representatives, joins CBS-TV, New York, in newly created position of supervisor of live programming. Prior to joining Ashley-Steiner, Mr. Loeb was president of Roncom TV Productions, and also served with NBC for nine years.

Allen Hedgecock, vp-general manager of WARK-AM-FM Hagerstown, Md., named vp-general manager of WDOV-AM-FM Dover, Del., effective April 1, replacing William S. Cook, who resigned. Mr. Cook has been vp-general manager of WDOV since 1956. Mr. Hedgecock is former commercial manager of WDOV. C. Howard McFarland named sales manager of WNAV-AM-FM Annapolis, Md. Henry Rau Stations are WOL-AM-FM Washington, D.C.; WNAV-AM-FM, WDOV-AM-FM, and WARK-AM-FM.

Lee Bickford, regional sales manager of WPRO-AM-FM Providence, R. I., named general manager of WHIM-AM-FM, that city.

George Mahon, sales manager of WFBG-AM-FM Altoona, Pa., named general sales manager of WFBG-TV, replacing John S. Brubaker, who resigned to enter advertising agency business for himself in Connecticut. Angela Montrella, WFBG account executive, replaces Mr. Mahon as radio sales manager. Before joining WFBG-TV as account executive in 1956, Mr. Mahon was employed in same capacity at WTVP (TV) Decatur, Ill.

Kelly Atherton, account executive at WFIE-TV Evansville, Ind., promoted to sales manager, effective April 5, replacing Jack Berning, who resigned to accept similar post with KTVT (TV) Dallas, Tex.

Sam Ewing, manager of KAPY Port Angeles, Wash., joins KMBY Monterey, Calif., as sales manager.

John C. Dailey and Dale G. Larson named local sales manager and production manager, respectively, at WOW-TV Omaha, Neb.


William P. Gaspar, sales manager of Metro-WBOF Inc. (WWFY [FM] Norfolk and WBOF Virginia Beach, Va.), elected vice president and general manager.

Peter G. Crawford, sales manager of WAIL-TV Atlanta, appointed general manager of Merchants Broadcasting System of Atlanta, division of Cartwright & Bean, replacing Joseph Porter, who resigned.

O. B. Snow, special assistant to vps in charge of marketing and trade rela-

Straight from our nation's capital... BEN STROUSE... WWDC... Washington's leading broadcaster... purchased Radio à la Carte... he and IRV LICHTENSTEIN think it's great... see Mary Kemper and hear for yourself in... Suite 1119A... Conrad Hilton Hotel...

Mark Century Corporation
6 West 57th St., N. Y. 19, N. Y. CI 5-3741

BROADCASTING, March 25, 1963

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Frank Bennett appointed account executive at WLEE Richmond, Va.

Kenneth R. Croes, program director of KERO-TV Bakersfield, Calif., promoted to general sales manager, replacing Roland T. Kay, who resigned.

Richard A. Bailey, merchandising director-account executive at WEEI-AM-FM Boston, joins WBZ-TV, that city, as national sales coordinator, replacing Lawrence E. Feeney, who has been promoted to account executive.


William E. Moore, manager of Pacific Coast radio for Avery-Knodel Inc., national radio-tv sales representatives, is transferring from Los Angeles A-K office to San Francisco, effective April 1. Mr. Moore, a seven-year veteran with A-K, will continue to direct radio sales activities on West Coast.

Douglas MacLatchie, tv sales manager in Los Angeles, will succeed Mr. Moore as Los Angeles manager. David Melbin, tv sales manager in San Francisco, will continue as manager of that office.

Ken Stratton, for past four years account executive with CBS Radio Spot Sales in Chicago, appointed sales manager of CBS-owned KCBS-AM-FM San Francisco.

Thomas L. Tiernan, assistant sales manager of KYW-AM-FM Cleveland, promoted to sales manager, succeeding Fred E. Walker, recently named general manager of KDKA-AM-FM Pittsburgh, Mr. Tiernan, former commercial manager of WKEE-AM-FM Huntington, W. Va., joined KYW in July 1961. J. P. (Jeff) Scott named KYW's pr director, replacing Michael Ruppe Jr., who resigned.

Charles C. Bowdoin appointed program director of WWR1 West Warwick, R. I., succeeding Pat Fallon, who has been named account executive.

Scholarship winners

Three winners were announced last week by Corinthian Broadcasting Corp. for the second annual Corinthian Summer Scholarship program.

James Alfred Joyella, Fordham U.; Donald William Kinney, Montana State U.; and Arthur Murray Robison, U. of Oklahoma, were chosen from applicants from 50 colleges and universities to undergo an intensive six-week on-the-job internship at one of the Corinthian tv stations beginning in mid-summer.

Corinthian tv stations are KOTV (TV) Tulsa, Okla.; WISH-TV Minneapolis and WANE-TV Fort Wayne, both Indiana; KHOW-TV Houston, Tex., and KXTV (TV) Sacramento, Calif.

Peter C. Kouris, formerly with KMBC-TV Kansas City and WTVP (TV) Decatur, Ill., appointed sales manager of Display-O-Matic, subsidiary of Chamberlain Ent., Kansas City.

Earl Levy joins sales staff of WTMJ-TV Milwaukee.

Heber Smith, manager of San Francisco office of Blair Radio, named manager of rep firm's Los Angeles office, replacing Carleton Coveny, who retired last week after 26 years with John Blair & Co. George B. Hagar, account executive in Blair Radio's San Francisco office, succeeds Mr. Smith as manager in that city. Mr. Smith joined Blair in San Francisco in 1953 after having previously headed NBC Spot Sales office in that city. Mr. Hagar joined Blair in 1957 also in San Francisco. He previously had been member of sales staff of American Can Co.'s Pacific Div.

Van L. Rubenstein, account executive with CBS-TV Stations National Sales, Chicago, moves to New York office in similar post, effective April 1.

Chuck Berry named film supervisor of WJZ-TV Baltimore, replacing Jim Miller, who was promoted to account executive. Director John Baker appointed to newly created post of production supervisor. Art Fisher, opera-

Facilities of TV

- station profiles
- call letters, channels
- applications pending
- community antenna systems
- translators
- group ownership

1963 Broadcasting Yearbook

632 pages—$5 each

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Bring your air check
To booth 76-W
Or mail it to
Surrounding Sound

Do you want your AM station to have the sound of FM at very nominal cost?

Let us prove it at the NAB convention

152 (Fates & Fortunes)
tions manager of WEAT-TV Palm Beach, Fla., joins WJZ-TV as director, succeeding Mr. Baker. Ed Albaugh and Ernie Boston join WJZ-TV as news editors. Pat Pollio transfers to news staff of Westinghouse Broadcasting Co., Pittsburgh outlet, KDKA-TV.

Carter C. Hardwick Jr., managing director of WSFA-TV Montgomery, Ala., elected vp of Broadcasting Co. of the South, owner and operator of WSFA-TV and WIS-AM-TV Columbia, S. C. Mr. Hardwick joined WSFA-TV in 1957 as assistant manager and was promoted to manager following year. He was elected to company's board of directors in March 1961.

Dick Harris, sales manager of KOA-AM-TV Denver, assumes added duties as station manager. Gene Grubb, sales manager of KOA-AM-FM, also assumes added duties as station manager of radio outlets.

Edgar P. Smith, vp of Time-Life Broadcast Inc., named to board of directors of Project Hope.

Arthur Sulzburgh, formerly with SRDS Data Inc., New York, joins CBS Television Stations Div. as assistant research director.

Ted Eiland, manager of sales development for Rust Craft Broadcasting Co., named general manager of WSTV-TV (Wheeling, W. Va.) Steubenville, Ohio. Mr. Eiland, who will assume operational management responsibilities for station immediately, succeeds John Laux, executive vp and general manager, who will devote full time to overall policies of direction and management for company's five tv and five radio properties. Prior to joining Rust Craft last fall, Mr. Eiland was vp and general manager of WLOS-AM-FM-TV Asheville, N. C., and previously served as general manager of WPTV-TV West Palm Beach, Fla. Rust Craft Stations are WSTV-AM-FM-TV; WRGP-TV Chattanooga, Tenn.; WRDW-TV Augusta, Ga.; WBOY-AM-TV (sold to Fort-


Lloyd C. (Bob) Story Jr. elected vp-operations manager, and Thomas E. Gildersleeve named sales manager of WHHH Portsmouth (Norfolk) Va. Mr. Story joined WHHH as program director in August 1962. He previously was associated with WTOP-AM-FM Washington, D. C., and CBS, ABC and Mutual networks in New York. Before joining WHHH, Mr. Gildersleeve was sales manager of B. E. Gildersleeve Co., and had been associated with Graybar Electric and George E. May Co. Newly elected to station's board of directors are J. M. Jones Jr., Joseph S. Albis, and John M. Abbitt Jr.

Dr. Harold F. Niven Jr., faculty member of U. of Washington, Seattle, joins NAB on April 1 as assistant to Howard H. Bell, vp for planning and development. In addition to positions as assistant professor of radio, tv and communications at U. of Washington and assistant director of university's evening classes, Dr. Niven concludes term this week as president of Assn. for Professional Broadcasting Education.

Joseph W. McMurray, general manager of KORK-AM-FM Las Vegas, Nev., elected vp and director of Southwestern Broadcast Co., owner of stations. Mr. McMurray will continue to serve as general manager of KORK stations.

Lloyd C. Sigmon, executive vp and general manager of Golden West Broadcasters, appointed by LeRoy Collins, NAB president, as his representative in heading NAB committee of Los Angeles County Hollywood Museum Assn. First NAB committee conference on museum project will be held in Chicago on March 31 during annual NAB convention.

Wayne Gruehn, operations manager of WSVA-AM-FM-TV Harrisonburg,

McHugh and Hoffman, Inc.
Consultants for
TV—Radio • Networks—Stations
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Area Code 313 • 644-9200

BROADCASTING, March 25, 1963

DO YOU WANT YOUR FM STATION TO HAVE THE SOUND OF MULTIPLEX STEREO AT VERY NOMINAL COST?

LET US PROVE IT AT THE NAB CONVENTION

BRING YOUR AIR CHECK to BOOTH 76-W or mail it to Surrounding Sound

FACILITIES OF AM/FM RADIO
• station directory
• call letters, frequency
• executive personnel
• speciality programs
• representatives
• group ownership

1963 BROADCASTING YEARBOOK
632 pages—$5 each
IRTS nominates officers for 1963-64 term

Sam Cook Digges (r), administrative vice president of CBS Films Inc., New York, is being congratulated upon his nomination for the presidency of the International Radio & Television Society by outgoing President William K. McDaniel, executive vice president of NBC Radio. Mr. Digges heads a slate of six officers and six new members of the board of governors nominated for election by the IRTS for the 1963-64 term. Nomination is tantamount to election.

Others nominated for the 1963-64 term and who will take office at the society’s annual meeting May 9 are Thomas J. McDermott, N. W., Ayer & Son, first vice president; Richard P. Jones, J. Walter Thompson, and C. Wrede Petersmeyer, Corinthian Broadcasting, as vice presidents; William N. Davidson, Advertising Time Sales, secretary, Edward P. Shurick, H-R Representatives, treasurer.

Nominated to serve two-year terms on the board of governors are Clifford Botway, Ogilvy, Benson & Mather; Erwin H. Ephron, A. C. Nielsen; Alfred R. Schneider, ABC; James A. Stabile, NBC; and Erminio Traviaetas, BBDO. George C. Stevens, Transcontinental Television, was nominated to fill a one-year unexpired term.

Va., joins WJZ-TV Baltimore as traffic manager. Jim Miller, WJZ-TV film director, named account executive.

Glenn M. Brillhart, account executive at WJZ-TV Baltimore, appointed general manager of WAQE-AM-FM Towson (Baltimore), Md, Mr. Brillhart replaces Charles S. Gerber, who recently resigned to become president and co-owner of KARA Inc. and general manager of KARA Albuquerque, N. M.

Jack Swan joins news department of WNAC Boston.

James J. Bollinger, chief announcer at WKYW Louisville, Ky., joins announcing staff of WLW Cincinnati.

Henry Lewis, newscaster formerly with shortwave department of U. S. Armed Forces Radio & TV Service, joins WTIV (FM) Lake Success, N. Y.


Gerald E. Udwin, assistant news director of WIND Chicago, named news director of KDKA-AM-FM Pittsburgh, succeeding David Kelly, who has shifted to post of KDKA-TV news director. Both stations are owned by Westinghouse Broadcasting Co. Prior to joining WIND, Mr. Udwin had been with Associated Press in Chicago and WRRR Rockford, Ill., and WAAP Peoria, Ill.

Bill Dansby, news editor at WFGA-TV Jacksonville, Fla., elected president of Jacksonville News Reporters Club.

Tom Ferrall, news and film editor at KMOX-TV St. Louis, and Bill Yearout, with Winius-Brandon Adv., join staff of KMBC-TV Kansas City.


Bob Raleigh, air personality at WRK West Palm Beach, Fla., joins WPSC-AM-FM Morningside, Md., in similar capacity.

PROGRAMMING

James C. Stern, sales manager for central division of Allied Artists TV Corp., Chicago, appointed assistant general sales manager. Mr. Stern will make his new offices in New York.

Robert L. Miller, former administrative assistant to vp, Trans-Lux Television Corp., New York, joins ABC Films, that city, as director of film operations. Mr. Miller succeeds Leonard Strobel, who joins Lennen & Newell. Bernard Franzman, formerly with National Telefilm Assoc., joins ABC Films as traffic manager.

James R. West, western sales representative, promoted to sales manager of PAMS Syndicated Productions, Dallas, Tex.

Cameron Applegate, Fred Thorne and Ray Lofaro join New York sales staff of Robert Lawrence Productions. Mr. Applegate formerly served as salesman for Dallas Jones, Chicago. Mr. Thorne served with BBDO and P&G in Canada, and Mr. Lofaro headed his own artists representative firm.

Frank P. Rosenberg joins Revue Studios as production executive and has been appointed executive producer of Arrest and Trial, new 90-minute series ABC-TV starting this fall.

William Davenport has been signed as producer and Charles Tannen as associate producer of new Screen Gems series, Grindl, which starts on NBC-TV this fall in Sun., 8:30-9 p.m. spot, with Procter & Gamble as sponsor. Team acted in same capacity for Four Star’s Ensign O’Toole series during past season.
Trouble-shooters

Two broadcasters are among the 15-man trouble-shooting committee appointed by Arizona Gov. Paul Fannin to help solve the controversial tax status of the state's Salt River Project.

The broadcasters are Tom Chauncey, president of KOOL-AM-FM-TV Phoenix, and Jack Williams, program director of KOY, that city. They will join with 13 other prominent Arizona citizens in mediating the bitterly disputed issue.

Sony, Mr. Stewart was vp in charge of sales for Sylvania Electronics Corp. Irving Sagor elected vp in charge of account and finance.

A. K. Wing Jr., technical director-communications for International Telephone & Telegraph Federal Labs, elected vp of electron tube division.

Joseph P. Ulasewicz and Wiley D. Menger appointed antenna merchandising manager and transmitter merchandising manager, respectively, in RCA broadcast and communications products division. Since 1954, Mr. Ulasewicz has been broadcast equipment field sales representative covering New England states. Mr. Menger had responsibility for division's fm transmitters.

Frank M. Thomas, manufacturing manager for eastern operations of Sylvania Electronic Systems, appointed chief engineer for parts division of Sylvania Electric Products, New York.

Dr. Herbert Bandes, senior staff member of Arthur D. Little Inc., San Francisco, and former chief engineer for semiconductor division of Sylvania Electric Products, appointed director of research for Eitel-McCullough, San Carlos, Calif., electronics manufacturer.

W. Robert Dresser, former chairman of Department of Engineering of New Haven College, appointed director of research for Scully Recording Instruments Corp. (tape recorders), Bridgeport, Conn.

Warden N. Hartman Jr., president of Eastern Pennsylvania Investment Co. of Philadelphia, joins Philco Corp.'s consumer products division as special markets manager. He succeeds J. A. Winfield, who resigned.

GOVERNMENT

Michael J. Connelly, former public relations aide to FCC Chairman Newton N. Minow and with U. S. Information Agency, appointed by Gov. Otto Kerner as consultant to Illinois Board of Economic Development. Mr. Connelly was member of Democratic National Committee staff in 1960.

Lee Hall, NBC commentator, and Robert Sturdevant, chief of European correspondents for ABC in Paris, join U. S. Information Agency to work with Voice of America. Mr. Sturdevant has been assigned to program manager's office and Miss Hall to worldwide English programs.

INTERNATIONAL

Clara Quinn, senior broadcast buyer of BBDO Ltd., Toronto, appointed media manager.

Kenneth Hawkins appointed news director of CKBW Bridgewater, N. S., replacing Kenneth Foran, who resigned to join Halifax Herald.

David G. Brydson, with E. S. Sunner Corp., Canadian station representatives, New York, appointed director of stations relations for Television Bureau of Canada Ltd., Toronto, newly created position.

Lt. Col. Rene P. Landry, vp of Canadian Broadcasting Corp., Ottawa, Ont., resigned his post when he reached retirement age earlier this month. He continues, however, as CBC consultant.

Radio à la Carte praised by Morris.


Mark Century Corporation
6 West 57th St., N. Y. 19, N. Y. Cl 5-3741
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING March 14 through March 20 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, ant.—antenna, aur.—aural, vis.—visual, kw—kilowatts, w—watts, mc—megacycles. D—day, N—night, LS—local sunset, mod.—modification, trans.—transmitter, unl.—unlimited hours, ke—kilocycles, SCA—subsidary communications authorization, SSA—special service authorization, STA—special temporary authorization, SH—educational. Unt.—Announced.

New tv stations

**ACTIONS BY FCC**


- Wilmington, N. C.—Cape Fear Telecasting Inc. Granted cp for new tv on vhf ch. 36 (66-66 mc); ERP 16.3 kw vis., 5.32 kw aur. Ant. height above average terrain 261.3 ft.; above ground 285 ft. P. O. address: Wilmington, N. C. Estimated construction cost $122,290; first year operating cost $280,500. Studio and trans. locations both Wilmington. Geographic coordinates 34° 17' 22.2" W. Long, Type trans. GE TT-25-A; type ant. GE TV-25-D. Legal counsel Cruetz Scott, consulting engineers William H. Snowberger, both Wilmington. Principals: William G. Broadfoot Jr., Elvin L. White and Percy R. Smith Jr. (each 33 1/3%). All are local businessmen with no other broadcast interest. Initial decision looking toward grant became effective March 7.

- Austin, Tex.—Austin Broadcasting Inc. Granted cp for new tv on vhf ch. 34 (530-536 mc); ERP 16.3 kw vis., 10 kw aur. Ant. height above average terrain 396 ft.; above ground 430 ft. P. O. address: Austin, Tex. Estimated construction cost $305,000; first year operating cost $72,000; revenue $84,000. Studio and trans. locations both Austin. Geographic coordinates 30° 11' 41" W. Long, 30° 10' 39" N. Lat., 78° 45' 23" W. Long, Type trans. RCA TVU-1B; type ant. RCA TVU-24DL. Legal counsel Charles F. Herring, consulting engineer J. G. Bountree, both Austin. Principals: William Deason (95.4%) and Jeanne F. Deason & Charles F. Herring (each 4.2%). Company also owns KVET Austin. Initial decision looking toward grant became effective March 13.

**APPLICATION**


Existing tv station

**ACTIONS BY FCC**

- Commission granted request by Central California Educational Tv. (KFIE [TV], ch. 10) Sacramento, Calif., for waiver of Sec. 3.361(c)(2) of rules for period coextensive with license term to Dec. 1, 1963, to allow broadcast of only one picture (standard television) on its channel while program "Musical Portraits" is broadcast on aural channel. Coms. Bartley and Ford dissented; Comr. Craven not participating. Action March 20.

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**"Let's Talk Shop"**

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Negotiators for the purchase and sale of radio and television stations

Edwin Tornberg & Co., Inc.

New York • West Coast • Washington, D.C.

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1501 AT SUITE 1501 Essex Inn

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ED WETTER

DOUG KAHALE

ED TORNBERG

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156 BROADCASTING, March 25, 1963
New am stations

ACTIONS BY FCC

Palm Desert, Calif.—Palm Desert Besta, Co., applicant for a new license for an AM station, 1500 kHz, D. P. O. address c/o Delbert Davitt, 2315 Avaine La Paloma, Palm Springs, Calif. Estimated construction cost $17,220; first year operating cost $4,000, revenue $30,500; first year operating cost $18,000; revenue $20,900. Rev. Vincent, J. 401-FL is president of non-profit organization. Ann. March 14.

Existing new stations

ACTIONS BY FCC

KEEN San Jose, Calif.—Granted change of operation on 1370 kHz, DA-2, from 1 kw-W to 1 kw-N, reception conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419; and without prejudice to whatever action commission may deem necessary as a result of pending applications for renewal of licenses of KXCQ-AM-FM Lodl, Calif. Action March 20.

KSM Santa Maria, Calif.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w conditions. Action March 20.

WWBX Berwick, Pa.—Granted increased power on 1540 kc from 500 w to 1 kw; remote control permitted, condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action March 20.

WVOU Portland, Ore.—Granted change from SH to unl. time, continued operation on 1340 kc, 250 w-N, 1 kw-LS.

APPLICATIONS

WIGO Indianapolis, Ind.—Mod. of cp (as modified cp for new license for an AM station) increase power from 250 w to 1 kw, install new trans., add facilities. Location. Ann. March 20.

WOL Milwaukee, Wis.—Mod. of cp (which authorized increased daytime power) to make changes in DA system and ground station equipment in area. Ann. March 20.


WITL Portland, Ore.— Granted to increase daytime power from 250 w to 1 kw and install new trans. Ann. March 20.

New fm stations

ACTION BY FCC

*Carmel, Ind.—Carmel-Clay Schools, Grant to modified cp for new license for a FM station. Ann. March 14.

APPLICATION

Columbus, Neb.—KJSS Inc. 967 mc. ch. 244, 3 kw. Ant. height above average terrain 223 ft. P. O. address c/o A. G. B. Anderson, 510 E. 3rd St, Columbus, Neb. Authorized construction cost $4,598; first year operating cost $500; Principals: board of school trustees. Action

Existing fm station

APPLICATION

WVDR-FM Cedarville, Ohio.—Cp to add facilities. From 85.1 mc, ch. 261, to 90.1 mc, ch. 211.

Ownership changes

ACTIONS BY FCC

KEND Araca, Cal.—Granted assignment of license from Melvin D. & Aldine T. Mar- shall to Alussa Lyth, 2250 N. Stark St., Portland 12, Ore., a husband of licensee. Action March 20.

KIBM Lancaster, Calif.—Granted acquisition of positive control of licensee corporation. Tri-County Bests, Inc., for Donald D. Lewis (80%, presently 49%) from George D. Freeman, (20%, presently 51%). Consideration $9,553 and liquidation of debts. Other stockholders: Don P. Deaton (10%), Dean Hope (10%) and others. Action March 20.

KCHU (TV) San Bernardino, Calif.—Granted assignment of license from K-C Chu, Inc. to Sun of San Bernardino, Calif., a parent company of licensee, no financial consideration involved. Action March 20.

KCTV (TV) (formerly KTIV) (TV) St. Louis, Mo.—Granted license from J. Elroy McCaw (100%), d/b/a Gotham Broadcasting Corp., to R. J. Walsh (100%) tr/ass Channel 2 Corp. No financial consideration involved. Action March 14.


WKOS Ocala, Fla.—Granted assignment of license from same person, d/b/a to WKOS Inc. No financial consideration involved. Action March 14.

WINT Winter Haven, Fla.—Granted transfer of license from same person, d/b/a to Winter Haven Best Inc., from Angelo L. Faust, (25%), to Joseph B. and Bruce Parker (10%) to Douglas F. McFadden and Smith (75%). Action March 20. Consideration $100,000. Mr. Montgomery is new director of WYFC Alma, Mich., March 20. Also see grant below. Action March 15.

WINT Winter Haven, Fla.—Granted assignment of license from same person, d/b/a to Montgomery and Donald Lamerson (each 50%), to Winter Haven Best Inc., to same persons in same percentages, d/b/a Winter Haven Best Inc. No financial consideration involved. Also see grant below. Action March 15.

WNSH-AM-FM Highland Park, Ill.—Granted transfer of negative control of license corporation, North Suburban Radio Inc., from Charles Lieberman (56%) to Elh F. Fink, (44%). Action March 20. No change.

APPLICATIONS

WNSH-AM-FM Highland Park, Ill.—Granted assignment of license from Mr. Fink to Mr. Lieberman (100%) to KIM-AM-FM Dallas, Tex.; Mr. Schoenbrod has interest in North Suburban Radio Inc. see grant below. Action March 20.

WNSH-AM-FM Highland Park, Ill. — Granted assignment of license from North Suburban Radio Inc. (for new ownership, above grant), to Mr. Lieberman (50%), to H. & E. Balaban Corp. (20%) and Nan Radiod Corp & Bon Family Corp (each 25%), Mr. Lieberman (100%) is part of $16,480 in grant above. H. & E. Balaban Corp. (20%) which is individually and in trust, and has interest in WIL-AM-FM St. Louis, Mo., and KBOX-AM-FM Dallas, Tex.; Mr. Schoenbrod has interest in North Suburban Radio Inc. see grant below. Action March 20.


WDCX (FM) Buffalo, N. Y.—Granted assignment of cp (50% ownership) to Thomas R. King (100%) to Kimtron Inc., of which Mr. Crawford is sole owner. No financial consideration involved. Action March 15.


WMGW-AM-FM Meadville, Pa.—Granted transfer of negative control of licensee corporation, Regional Bests, Inc., from American Business Enterprises (56%) to all its stockholders: Alastair B. Martin (12.5%), Edith F. Martin (10%); Robert E. Martin (10%), Dorothy M. Moore (10%) and Edwin A. Martin (25%). Consideration for transfer is not ascertainable. No financial consideration involved. Action March 20.


KGBS Big Spring, Tex.—Granted assignment of license from William J. Wallace db/a Big Spring Radio Co., to Mrs. John Jones (90%) and Prentiss B. Smith (10%) (before, 100%); Consideration is note involved. Action March 15.

KBYG Big Spring, Tex.—Granted assignment of license from William J. Wallace db/a Big Spring Radio Co., to Prentiss B. Smith (90%) and Mrs. John Jones (10%); Consideration (each 50%), No financial consideration involved. Action March 14.

KTEU Tula, Tex.—Granted assignment of license from W. J. Wallace db/a to J. Charles Wallace (95%) and George J. Jennings Jr, (5%), d/b/a Big Spring Radio Co., (100%) (100%); Consideration (each 50%), No financial consideration involved. Action March 15.

WEOE Richmond, Va.—Granted assignment of license from Burton Levine (100%) d/b/a to Radio Richmead Inc., to J. Olin Tice

BROADCASTING, March 25, 1963

APPLICATIONS
WEB (FM) Effingham, III. — Seeks assignment of (1) for-profit radio station to company controlled by Lindsay and Schauba family. Lindsay owns 50%. Lindsay and Schauba provide $30,000. Where and others, tr as Effingham Bests, Co. Consideration $5,000. Applicant owns WCCA Effingham, WRMN Effingham and WKEW Kewanee, all Illinois. Ann. March 18.


KMLB-FM Grand Rapids, Mich. — Seeks acquisition of positive control of license corporation, Atlas Bests, Inc. From Charles A. Sprague (44.78%) by Joseph C. Hooker (56.11%) after transfer. 44.78% before transfer. This request is for purchase of Mr. Sprague’s stock by corporation; other ownership remains unchanged. Consideration $156,000. Action March 18.


KAVE-TV Carlsbad, N. M. — Seeks transfer of control of license corporation, Vevetol Bests, Inc. From Joseph M. (50%) and others, d/b as KAVE Inc. Consideration $105,000. Mr. Deme owns Whiporvue Bests, Inc. Ann. March 18.

WEOR Medford, Ore. — Seeks transfer of control of license corporation, Medford Bests, Inc., from Ralph J. Silkwood (50%) and others to Robert L. (50% after transfer), 25% before transfer. Ann. March 16.


Hearing cases
INITIAL DECISIONS
• Hearing Examiner Asher H. Endic issued initial decision looking toward (1) granting applications of NCTY, Inc., to build a new vhf tv transmitter stations on chs. 10 & 12, Laramie, Wyo., to transmit programs of Denver, Colo., stations KOA-CH (ch. 4) and KLZ-TV (ch. 7), and (2) denying applications of Laramie Community TV Co., Div. of Collier Community TV Inc., for three new vhf tv transmitter stations on chs. 12, 15, and 22, Laramie, under pending final decision in Doc. 14419, Action March 19.

• Hearing Examiner Babes P. Cooper issued initial decision looking toward granting application of Bolling Brannam, tr as Douglass, W. Va., for building a new vhf tv transmitter station on ch. 5, 5 kw, 800-w. C, D, in Douglassville, Ga.; common ownership of proposed channel 5, 5 kw, 800-w. C, D, in Douglassville, Ga.; consideration of channel 5, 5 kw, 800-w. C, D, in Douglassville, Ga.; designation of channel 5, 5 kw, 800-w. C, D, in Douglassville, Ga.; and designation of channel 13, 13 kw, 2800-w. C, D, in Douglassville, Ga. Action March 19.

DESIGNATED FOR HEARING
WMMS Beavardin, Ill. — Designated for hearing because application to increase power to 750 kw on ch. 29, D; A. Additional hearing will include Sec. 133 (a) and 133 (b) multiple ownership and concentration of control determination in application filed opposing petition, and KRFI Farmington, Mo., parties to proceeding. Action March 26.


-marsh Bests, Co., Marshall, Mich. — For consolidation applications for three vhf tv license and renewal of one vhf license and (2) assignment of license to TV Co. of America, Inc., to control of Nebraska Betst, Inc. Fund Inc. (which owns 50% interest in TV Co. of America) 4 (3) renewal of license to Renewal Bests, Inc. for station KBP-TV and renewal of KKP-TV license to Argus Bests, Inc. consideration of all of the above. Action March 19.

KSHO-TV, Harry Wallerstein, receiver, Las Vegas, Nev. — Designated for hearing applications for (1) assignment of license (2) assignement of license to TV Co. of America Inc., to control of Nebraska Betst, Inc. Fund Inc. (which owns 50% interest in TV Co. of America) 4 (3) renewal of license to Renewal Bests, Inc. for station KBP-TV and renewal of KKP-TV license to Argus Bests, Inc. consideration of all of the above. Action March 19.

OTHER ACTIONS
• By memorandum opinion & order, commission granted in part joint petition by WMOZ Inc. and Edwin H. Estes to extent of rescheduling oral argument from April 11 to April 25 in proceeding on renewal of license of WMOZ Mobile, Ala., and revocation of its license. WMOZ, Mobile, Ala., has been prepaid for 50% of expenses incurred in the proceeding by March 10. Action March 18.


• By memorandum opinion & order, granted petition by Upper Passaic County Chmn. Daytime, Inc., to move to dismiss, as long as no good cause is shown for continuance, for 14764, 1961, date of original filing, its application for new daytime am on 1500 kc, 500 kw, in Pompton Lakes, N. J. Action March 20.

• By order, commission granted petition by Applications of Great Western Broadcasters, Inc., for extension to March 21 time to file reply to exceptions to initial decision following on application to restructure, for reorganization, Inc. N. Y. et al., in Docs. 14651 et al. Action March 19.

• Commission gives notice Jan. 23 initial decision which looked toward granting application of WDNO, Towaco, N. J., to exchange facilities of WTOR Torrington, Conn., from 1490 kc, 250 w., un., to 610 kc, 15 kw, WNO 14764, 1961, pursuant to Sec. 1333 of rules. Action March 14.

• By memorandum opinion & order, commission denied petition by Great Boston Broadcasters, Inc., for reconsideration of Sept. 27, 1962, decision which supplemented, modified and affirmed previous decisions which (1) reversed and vacated decision of the Commission for new tv on ch. 5 in Boston, Mass., (2) denied and consolidated applications for Boston, Mass., tv Corp. and Bay Telecasters Inc. and (3) consolidated case of WTV for period of four months only. Chmn. Minow dissented; Comra. Hyde and Ford concurred in decision and dissented. Consta. Craven and Henry not participating. Action March 14.

• By memorandum opinion & order in proceeding on application of Bigbee Bests, Inc., to consolidate application, commission (1) denied Bigbee’s petition to require Demopolis Bests, Inc., party to proceeding, to obtain renewal of license of WXAL Demopolis to facilitate consolidation; Bigbee’s petition is denied because Bigbee is not well qualified to serve public interest, convenience and necessity. Action March 14.

• By memorandum opinion & order, commission (1) denied joint petition by county of 250 kw, 1 kw, w. C, D, in Farmington, Mo., parties to proceeding. Action March 26.

-marsh Bests, Co., Marshall, Mich. — For consolidation applications for three vhf tv license and renewal of one vhf license and (2) assignment of license to TV Co. of America, Inc., to control of Nebraska Betst, Inc. Fund Inc. (which owns 50% interest in TV Co. of America) 4 (3) renewal of license to Renewal Bests, Inc. for station KBP-TV and renewal of KKP-TV license to Argus Bests, Inc. consideration of all of the above. Action March 19.

• By memorandum opinion & order, granted petition by.errorMessage

ROUTINE ROUNDEL

BROADCASTING, March 25, 1963
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, March 20
ON AIR

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(including 1 air)

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Zero on air

COMMERCIAL STATION BOXSCORE
Compiled by FCC, Feb. 28

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Includes 3 stations operating on unreserved channels.

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING, March 20

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<th>VHF</th>
<th>UHF</th>
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</table>

Chief Hearing Examiner James D. Cunningham

- Designated Examiner H. Gifford Irion to hold hearing in proceeding on applications of Van Wert Bestg., Co., for new station on VHF in Muncie, Ind., and Mid-Sadies Bestg., Co. (WDFZ), Decatur, Ill.; scheduled prehearing conference for April 16 and hearing for May 20, Action March 18.
- Designated Examiner Forest L. McClellan to hold hearing in proceeding on application of Big Bear Lake Bestg., Co., for new station on VHF in Big Bear Lake, Calif.; scheduled prehearing conference for April 18 and hearing for May 8, Action March 18.
- Designated Examiner Millard F. French to hold hearing in proceeding on application of K-KTV Inc. (XKTV), Modesto, Calif.; scheduled prehearing conference for April 16 and hearing for May 26, Action March 18.
- Designated Examiner Millard F. French to hold hearing in proceeding on applications of Harry Wallerstein, receiver, TV Co. of America Inc., for renewal of license, assignment of license, and transfer of control of KSHO-TV Las Vegas, Nev., in Docs. 15006-8, scheduled prehearing conference for April 15 and hearing for May 3, Action March 18.
- In proceeding on applications of Chisago County Bestg., Co. for new daytime am on 1480 kc., 500 w. in Lindstrom, Minn., and Braided Bestg., Co. to change operation of KLIZ Braided, Minn. on 1480 kc to 5 kw., un. DA-N-, (1) granted petition by Braired and accepted notice of appearance filed late, and (2) dismissed with prejudice for failure to prosecute Chisago's application.
- In proceeding on application of March 13.
- By Chief Hearing Examiner James D. Cunningham.

By Hearing Examiner Basil P. Cooper

- Granted motion by 1360 Bestg. Inc. (WEBB), Baltimore, Md., and extended from March 15 to March 29 date for exchange of preliminary engineering exhibits, March 29 to April 12 for exchange of final engineering exhibits, and from April 8 to April 22 for start of evidentiary hearing in proceeding on application, Action March 18.
- Pursuant to agreements reached at March 15 prehearing conference in proceeding on application of Rhinelander TV Cable Corp. (KIV), Rhinelander, Wis., in Doc. 14971, continued April 25 evidentiary hearing to May 20, Action March 18.
- Granted joint petition by applicants and continued from March 15 to April 5 date for preliminary exchange of exhibits, March 25 to April 15 for final exchange of exhibits, and April 1 to April 22 date of evidentiary hearing in proceeding on applications of Kansas Bests. Inc. and Salina Radio Inc. for new am stations in Salina, Kans. Action March 18.

By Hearing Examiner James D. Cunningham

- By Hearing Examiner Charles J. Frederick

- Granted petition by Berkshire Bestg., Corp, Stratford, Conn., and extended from March 15 to March 25 time to file reply findings of fact and conclusions of law in proceeding on application, et al., in consolidated am proceeding in Docs. 8716 et al. Action March 14.
- By Hearing Examiner Millard F. French

- Upon request by Broadcast Bureau and with consent of all parties in Largo, Fla.,

- Action ch. 10 proceeding in Docs. 12445-50, changed time of March 19 hearing from 10 a.m. to 1:00 p.m. Action March 18.

- Upon request of applicant and without objection on part of any party thereto, amendment in proceeding application of Ralston, Ashland Inc. (WNCO), Ashland, Ohio, extended from March 21 to April 5 for filing of exhibits, March 29 to April 9 for notification of witnesses, and of April 5 to April 7 hearing to April 17, Action March 15.
- By order, formalized agreements and modified hearing date at March 13 prehearing conference in proceeding on application of Norristown Bestg. Inc. (WVNR), Norristown, Pa., scheduled May 27 for exchange of exhibits, June 4 for notification of witnesses, and rescheduled March 17 hearing for June 12, Action March 14.

By Hearing Examiner Arthur A. Gladstone

- Upon request by Broadcast Bureau and without objection by applicant, extended from March 25 to April 3 time to file preliminary findings in consolidated proceeding on applications of Ayovelles Bestg. Corp. for new am in New Roads, La. Action March 18.

- Granted motion by Z-B Bestg. Co. and continued March 18 hearing to July 1 in consolidated proceeding on applications for new am stations in Zion, Ill., and Kenosha, Wis., respectively. Action March 14.
- In consolidated am proceeding on applications of Pekin Bestg., Inc. (KIVK), Pekin, Ill., Tedesco Inc. (KWKY), Des Moines, and Des Moines County Bestg., Co., Burlington, both Iowa, in Docs. 8342 et al., ordered (1) if petition of Tedesco for leave to dismiss applications is granted, new am in Iowa by May 10, and (2) if motion of bestg. for severance of applications from that of Pekin is denied, such petition is granted, hearings with respect to Pekin will proceed separately, and Des Moines on June 24, and (3) in event respective petitions of Tedesco or Pekin are not acted upon in proceeding on all three applications will be postponed from April 8 to June 24, Action March 18.

By Hearing Examiner Isadore A. Honig

- On own motion, postponed from April 9 to April 19 date for exchange of applicant's exhibits, from April 18 to April 30 for notification as to applicant's witnesses desired for cross-examination, and continued April 23 hearing to May 7 in consolidated proceeding on applications of Chisago County Bestg., Co., Lindstrom, Minn., and Braided Bestg., Co. (KLIZ), Braired, Minn. Action March 18, on its application and Service Bestg. Corp. for new am stations in Zion, Ill., and Kenosha, Wis., respectively. Action March 14.
- By order, formalized procedural agreements reached at March 12 prehearing conference in proceeding on applications of Chisago County Bestg., Co., Lindstrom, Minn., and Braided Bestg., Co. (KJW), Bottineau, N. Dak., in Docs. 14697-8, continued April 17 hearing to April 22, and, on own motion, relieved Braired of obligation to exchange copies of proposed exhibits with Chisago which was held by Lindstrom, and Braired conference to be in default for failure to prosecute its application. Action March 12.

By Hearing Examiners Annie Neal Hunting and Charles J. Frederick

- Granted motion by Broadcast Bureau and extended from March 18 to March 18 time to file proposed findings and conclusions in consolidated proceeding on applications of Kent-Ravenia Bestg., Co., Kent, Ohio, et al. Action March 18.

By Hearing Examiner H. Gifford Irion

- On own motion, cancelled March 18 further hearing in proceeding on application for April 1 in proceeding on applications of WIDU Bestg. Inc. and Al-Or Bestg. Co. for new am stations in New Bedford, both North Carolina, respectively. Action March 18.

By Hearing Examiner Chester F. Naumovitz Jr.

- Granted motion by Denver Area Bests. (KDAB), Arvada, Colo., and extended from

BROADCASTING, March 25, 1963
March 18 to April 8 date for final exchange of exhibits, March 25 to April 15 for notification of nomination, and May 1 to 10 for commencement of hearing in proceeding on am application, et al., in accordance with the provisions of D.C. Acts 14875-17. Action March 15.

I'm John Box of the Balaban Group.

You see a man who knows great radio programming when he hears it. "I heard Radio à la Carte. I bought it for WIL and KBOX." Find Marv Kemper in Suite 1119A at the Conrad Hilton. You'll be glad you did.

Mark Century Corporation
6 West 57th St., N.Y. 19, N. Y. 3-5741
Help Wanted—Management

Multiple owner separating radio and tv management. Need high caliber man with proven sales and administrative experience for new position of manager of radio. Unusual opportunity. Send full details and pie Box C-257, BROADCASTING.

Management trainer: Top notch salesman ready to move with growing organization. Contact one of America’s highest rated stations. WROV, Roanoke, Virginia.

Wanted manager sales experience, 1000 watt Oklahoma station full time. Good proposition qualified manager of age, experience, references. Box 685, Brownwood, Texas.

Sales

Wanted: Top notch salesman to call on radio stations in North Carolina, South Carolina and Virginia, and sell low cost custom spot package plans. If you can average five sales each week your income will be $300 weekly, $13,200 monthly or $15,000 annually. You must be able to support your self for thirty days, have car. Send complete resume, photo and phone number to BROADCASTING.

Well established midwest daytimer has opening for an experienced salesman. Established accounts. Good future with a growing operation. Box C-260, BROADCASTING.

Southwest of Chicago. Capable man will earn at least $6,000 first year. Box C-267, BROADCASTING.

Southern California. Immediate opening for well experienced, fully responsible manager with top station multiple chain. Box C-236, BROADCASTING.

A sales producing manager wanted for new small market, kw am, Texas. Growing group offers excellent opportunity for responsible man. Box C-264, BROADCASTING.

Salesman, for the north bay area of San Francisco guarantee. $100 a month. Call or write KYON, Napa, California.

Sales manager, expanding operation... unlimited opportunities. Send references. Contact: J. L. Seed, Manager, WREC, Charleston, Illinois.

Experienced salesman with good character and general knowledge of broadcasting for media brokerage work in eastern states. Interviews in New York city this week. Chapman Co., PL 9-5097.

A promotion to manager has created an opening for an experienced salesman, WSML, Litchfield, Illinois.

Announcers

Intermountain radio station wants announcer-copywriter. Good deal for right man. Send audition tape, snapshot and copy samples. If you have personal problems, don’t apply. Starting salary based on experience. Box C-176, BROADCASTING.

Major midwest market wants you. Benefit loaded station needs most happy fellow to meet advertising competition. Also wants bright ladies home companion for after hours, and travel, too. Applicant must be right man. Rush tapes, background, salary. Box C-180, BROADCASTING.

Attention top announcers! Make commercials for agency at your station! We furnish copy pay top rates. Send audition tape your best work immediately. Box C-256, BROADCASTING.

5000 watt Connecticut market needs live dj. Top $100 weekly. Take top to cross-current immediately to Box C-255, BROADCASTING.

Wanted soon 31st phone announcers top stations, good experienced announcers. Good one needed only. Box C-262, BROADCASTING.

Illinois kilowatt good music station emphasizing quality production seeks versatile announcer who can display work plus gathering and writing. Excellent starting salary many fringe benefits for mature man with proved ability. Personal interview required. List age, education, family status, detailed experience, telephone number. Box C-290, BROADCASTING.

Bright happy sounding fast paced drive time dj and or top notch announcer wanted by midwest major market top modern station. Experience and opportunity for right man. Send tape, photo, and resume. Box C-301, BROADCASTING.

Full time well established eastern station needs experienced announcer. Good pay, good opportunity for play by play. Rush tape to Box C-302, BROADCASTING.

Announcer with 1st class ticket for evening announcing on 3 kw station within 100 miles of Chicago. Box C-322, BROADCASTING.

Morning man to start April 15th. Must be able to wake up big audience with mature though humorous personality. Adult station with pop music format and full commercial load. Age 20-30. Send complete resume including salary requirement. Call or write, 312 E. Full time position if desired. Your references will be checked thoroughly. Write Reid Gardner, GM, KRCG, Cedar Rapids, Iowa.

Humorous morning announcer—salesman. Hard worker can earn $7500. Personal interview required. KGHL, Bend, Oregon.

Announcer: First phone announcer, top salary for right man, plenty of room at top, excellent reputation. Collins Cartridge, mobile units, many extra benefits, good music format, no maintenance, contact: James F. Jee, Jr., Manager KIMO Radio, Hanhool, Miami, Florida, 1-5401.

First ticket, some announcing, maintenance, five kilowatt, Good future, good pay. Resume to: Bob Shubanks, Box 169, KUTT, Fargo, N. Dakota.

Help Wanted—Management

Announcers

Experienced radio staff announcer to start April 1. Send tape and resume to Program Director, WADS, 200 Main St., Ansonia, Conn.

Announcer with 1st class ticket. Daytimer 50 miles from New York City. Good salary, steady. WBNR, Beacon, New York.

Wanted ... mature, versatile radio announcer. Must be good with news. Only experienced men will be considered. WCEN AM-FM, Mt. Pleasant, Michigan.

Chief engineer-announcer. Contact Robert Miller, WFLM-FM, Ft. Lauderdale, Florida.

Wanted-talented young announcer, with first phone if possible for daytime station increasing to 3 kw. Send tape and resume to WHOL, Columbus, Ohio.

Experienced announcers with or without first phone. Must have good voice. Good pay to right man. Local studio. Box 143, Ironia, Michigan or Phone 2-5000.

WRK, West Palm Beach, Florida needs a professional for top rated format afternoon show. Must be dynamic and have production experience. Good salary. Send aud, resumes to: WRK, West Palm Beach, Florida.

Wanted, experienced staff announcer for thousand watt daytimer on 540 kc. Variety format station, lots of fun, lots of production work, lots of responsibility and a great deal of personal freedom. Send your aud, resumes to: General Manager, WRCJ Radio, Roanoke, Virginia. No collective phone cards accepted.


Negro, R & B jock experienced, witty, wide awake morning man. Top pay, fringe benefits. Contact Program Director in sunny San Francisco MA 1-871.

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sound daytimer. $115 weekly. Box B-219, BROADCASTING.

Technical

Chief engineer—southern New York state. Am experience-good salary. Box C-69, BROADCASTING.

Needed a production minded staff engineer WHO is a broadcast engineer. First class ticket required. An outstanding opportunity for a young man who wants a position in a prestige operation located in suburban New York City area. Box C-111, BROADCASTING.

First class engineer for Michigan 1,000 watt fulltime station. Excellent working conditions. An opportunity for a young and experience. Emphasis would be on engineering with some announcing. Send full details to Box C-220, BROADCASTING.
RADIO

**Situations Wanted—Management**

General manager, 36, experienced all phases, strong sales, also TV. Promotion minded, top salary, prefer east. Box C-164, BROADCASTING.

Young, energetic executive with broad background in all phases of broadcast sales and production, seeks challenging position as general manager. Finest character, bank and employment references. Box C-246, BROADCASTING.

Free Cadillacs! Lost sales would buy it! Sales manager, looking. Box C-285, BROADCASTING.

Want station to manage. 20 years major midwest market radio experience, family man. Prefer, anywhere, Salary open. Available now. Box C-304, BROADCASTING.

**Attention.** California radio & television. Interested in Los Angeles area particularly. Present part owner and manager of two east coast stations. Above average announcer with almost 20 years experience in all phases of radio and TV excepting engineering. Looking for permanent position with good, profitable future. Fully acquainted with FCC procedure from page one of new or renewal applications. Best of business and professional references. Box C-365, BROADCASTING.

Available immediately mature manager. Proven profit record. Top references. Prefer midwest. Box C-311, BROADCASTING.

General manager of two 5 kw-w radio stations in all phases of broadcast sales and production with recent station. Proven record in local and network sales, excellent relations, programming, budgeting. Desire radio management post or good television sales position. Call 2-1460. Write Jack Fleming, 4620 W. Hamilton Place, Denver, Colorado.

**Situations Wanted—Announcers**

Air personality, dj very authoritative newscaster, quality sound for any type commercial, competitive, every market anywhere given careful consideration. Mature, married, will relocate. Show tape on request. Box 261B, BROADCASTING.

Six year combo man seeking move to NYC area or about May 1st. Primary, chief engineer and handling 4½ hour board shift. Humorously oriented, open to offers and conversation type show. Seeking dj spot. Have references. Box C-241, BROADCASTING.

Announcer/ dj, ist phone experienced. Currently in medium market. Play by play. Reliable family, Prefer eastern seaboard. Box C-261, BROADCASTING.

Young talented negro dj, announce strong on news casting with 6 years experience. Not afraid of hard work, willing to relocate. Available of handling all markets. Box C-253, BROADCASTING.

Bright happy, morning man. Negro. First show. Great on news. Box C-270, BROADCASTING.

Excitement in the air in the morning. People asking "Have you heard...have you heard..." This is the way to start off number one in the morning. Clever mature music show. Box C-258, BROADCASTING.

Seeking position within 75 miles N.Y.C. 5 years experience. Announcer, dj. Box C-260, BROADCASTING.

Attention world of good music stations, medium to major markets. If you respect talent, respect performance. If you believe experienced (7 years), versatile mature (age 32) announcers are worth $150 weekly, you could make such beautiful music together. Box C-261, BROADCASTING.

Announcer-program director. 27. Married. 8 years experience. Award winning news-caster. Experience with relocation in Virginia. Box C-258, BROADCASTING.

First phone dj, 7 years announcing, 5 years play by play. Some maintenance, want more, prefer south area around Nashville. $120 minimum. Available middle of June. Box C-274.

1st phone announcer, all-around experience. Must stay within 3 states. Box C-266, BROADCASTING.

Socially sharp swinger. Can offer experience, good sound or clear head voice. Prefer city market. Professional, newspaper, copywriter, traffic. College, yet. Box C-275, BROADCASTING.

Black and Bold, dj, 1st, 2nd years. Prefer reloc. Box C-276, BROADCASTING.

Colored, one year experience, 3-4 day schools, or will sell own show. Will travel. Box C-281, BROADCASTING.

Dj professional with 5 years experience to prove it. All inquires will be answered. Box C-286, BROADCASTING.

1st phone announcer, Experienced in all phases. Seeks new opportunity. Box C-286, BROADCASTING.

Breezy morning man, 1st phone. Now chief. Please state salary. Box C-315, BROADCASTING.

Negro dj announcer, Smooth sound, personable, dependable and competent. Any format market. Swing, R&B, top. Box C-300, BROADCASTING.

Limited Staff? Add two metro voices by mail. Recorded spots $1.00 each, on your idol. Box C-310, BROADCASTING.

1st phone sparkling morning dj. Ten years experience, all around. Excellent staff. Chief engineer, chief announcer, $125 start. Box C-314, BROADCASTING.

**Help Wanted—(Cont’d)**

**Technical**

Iowa, announcer-chief engineer, Send tape, resume. $110. Box C-285, BROADCASTING. C-285.

Southwest independent-immediate need for 1st class engineer. State salary required and earliest available date. Box C-285, BROADCASTING.

1st class ticket holder wanted to head up engineering department for established but expanding big city market operation, not in Chicago. Must be able to maintain transmitter and studio equipment. Practical experience required. Box C-285, BROADCASTING, with details of training and experience, availability for interview.

Florida daytimer needs announcer with first phone. Position now open. Send resume, tape, snapshot, salary requirements, etc., at once. Will take young man with good voice and train him if he is intelligent and knows how to read. Make application in writing to: P.O. Box 10, Fort Walton Beach, Florida.

Immediate opening for chief engineer 5 kw da very day to announce. Call 2-3000 WION. Box 143. Walton Beach, Florida.

WIRK, West Palm Beach, Florida needs permanent chief engineer with directional experience and home references. Engineer with first phone for license for 5 kw fulltime number one regional station. Send resume to D. E. Reitschief, Chief Engineer, WIRL 121 Northeast Jefferson, Portia, Ill.

Wanted immediately, 1st phone with pleasant voice, a man who can handle pliers and screwdriver and can handle a dj show in the confines of a middle of the road format. Salary good. Contact: Jack Hallstrom, Wavelite WIZZ, Streeter, Illinois. Phone 2-2471.

1st class licensed engineer-announcer. Send all information and qualifications to: WREK Ashtabula, Ohio

Vacation relief positions available immediately, First phone required. Please forward resume and references to Mr. A. H. Jackson, Supervisor, Engineering Department, WCHQ-AM-FM-TV, Construction Plaza, Hartford 15, Connecticut. Tel: 355-8801.

Engineer-announcer for all new 500 watt WKNK in North Carolina. Years experience, May 15, approx. Send tape, resume, photo to P. O. Box 1571, Durham.

If you are a competent engineer with experience, and have real love for the field of a good am, an above average east-coast channel, please reply. Will consider moving from your immediately. Send resume and photo to Box C-327, BROADCASTING.

**Production, Programming, Others**

Newman for major market. Negro programed station. Send tape, photo, resume to Box C-63, BROADCASTING.

P.D. personality wanted by deep south, high rated, net affiliate. Ability to handle topical humor to the max. Strong supervisory ability and idea generation important. Perhaps you are a top 40 pd seeking to go to station where there is no competition. Or you may be a successful net pd in a market where the interest is limited but who is located for a larger market. Excellent working conditions, full time position. Send fax resume. Salary required, to Box C-292, BROADCASTING.


Can write some wonderful opportunity for ambitious, reliable experienced man (you will have a part time assistant). Rush all replies to show desired, etc. to Box C-325, BROADCASTING.
Situations Wanted—(Cont'd)

Announcers

Country dj, New York, New Jersey. Fast board, have large library, know country music. Authoritative voice, up front. Box C-225, BROADCASTING.

Swinging dj personality, experienced, authoritative news. Will settle, Canada preferred. Box C-219, BROADCASTING.

Announcer dj, experienced, swinging tight board, Authoritative news, Canada preferred. Box C-250, BROADCASTING.

Announcer, first phone, young man, married. Seeking release from a situation, looking to relocate anywhere. Box C-321, BROADCASTING.

Available immediately experienced announcer, midwest only. Personal interview. Phone 342-6659, Ted Wilk, 405 W. Tompkins St., Galesburg, Illinois.

College graduate seeking announcer-selling job. Family man, age 26, 2 years good experience. Reply P. O. Box 341, Murray, Kentucky.

Experienced all phases of station operation. Basketball and football play by play, d.j., news, sports, etc. 36 years, married, not top 40. Experiences. Jack Vlackman, Madison, South Dakota.

Frank Jones former announcer WYNR, Chicago is open to offers. Former experience includes jazz, announcing sports, also have 1st phone. If interested contact direct AU-7-8893 or write Frank Jones, 4957 W. End Avenue, Chicago 44, Illinois.

Want a bright nite sound time for your medium to major market station? Let me fill that spot. Presently have top ratings in market, looking for advancement in your market. Have first phone if you need one. Box C-199, BROADCASTING.

Great buy's. Two 1963 disc-jockey's in good condition. Function well as team. Driven (to distraction) by nasty old station manager from Virginia. Comes complete with 5 years radio and television experience in major eastern market, where they are currently being driven. Flashy styling, will set big city, small town on ear. Prefer television or radio comedy work. Use original ideas and fresh production. Currently top rated, will consider all offers. If interested contact K. A. John at Box C-317, BROADCASTING. Tapes and additional information on request.

dj-p4 soft sell that really sells. Talk and telephone shows a specialty. Family, 36, call Hudson's line, 2-844-94 49th East Street, Russell, Kansas.

Technical

Technical manager, and/or engineer, first phone. Mature, available April 15th, C-277, BROADCASTING.

Experienced chief engineer-announcer, $125. Good references. Box C-284, BROADCASTING.

Engineer wants relocate Minnesota or Wisconsin, 90 years same station. Last 5 chief. Am-fm-audio-recording-proofs-construction-maintenance. Box C-286, BROADCASTING.

Transmitter operator, experienced, radio, television, communications. Prefer higher power radio station, eastern. All others considered. Box C-367, BROADCASTING.

Engineer, first phone, 3 years experience in radio, 5 years service, complete. Desire position permanent in radio eastern U.S. or western or central California. Ted Crawford, 301 Russell Ave., Woodlawn Terr., Savannah, Georgia.

Production—Programming, Others

First phone. Desire southwestern location. Strong on all phases of installation and maintenance of am and fm transmission equipment. Some micro-wave and tv equipment maintenance experience. Available immediately. Del. Rester, 1601 Margaret St., Bossier City, La. Phone 423-5221.

Program director: wants west coast market. Permanently. Superb leadership; 12 years experience (last 7 in top twenty market); top flight commercial voice; tape machine wizardry; good rating record; imagination; complete knowledge of FCC R&R. Box C-167, BROADCASTING.

PD or production manager; any format. Strong on air. Prefer midwest. Married vet. Available immediately. $1725, BROADCASTING.

Newman, announcer, production, also 1st experience. Excellent background of engineer and program supervisor. My base interests are sports and rock and roll, any format. Box C-201, BROADCASTING.

Sportscaster, 15 year pro, currently freelancing New York, seeks radio-television sports position top market. Available baseball if necessary. Aircheck references. Box C-260, BROADCASTING.

Woman with solid experience in art of music patterning and programming for adult appeal. Interested only in metropolitan market station. Box C-265, BROADCASTING.

Master of arts, radio-television. Strong newspaper background. Academic or professional position. Box C-260, BROADCASTING.

Newman, experienced all phases. Superstar, gather, edit and air. Two degrees. Box C-271, BROADCASTING.

Want news, west or midwest (not California). Mature voice, determination, creativity, imagination and integrity. 1 year, plus 31 years, college, broadcast training, newspaper and advertising experience. Box C-275, BROADCASTING.

Experienced broadcaster with creativity, ambition, ma degree and family, wants to advance in station. Needs chance to change to greater potential. Box C-293, BROADCASTING.

Unusually versatile and creative announcer seeks responsible position with Eastern radio station. Experienced in production, local news, d.j., first phone license. Box C-295, BROADCASTING.

Bright, tight personality and or authoritative newcomer. Experienced news director, any format. Box C-304, BROADCASTING.


Help Wanted—Management

Central Florida television station, medium market, is interested in a possible business manager. Applicants with experience in television. Owner will be in Chicago at ABJ convention. Will consider full particulars and approximate salary requirements. Box C-132, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Opportunity at mid-western NBC-TV group. Excellent opportunity for continuing advancement. Marcy, 646-3669. Box C-169, BROADCASTING.

Opportunity for good announcer with live and network news. Contact Manager, KTVT, Great Falls, Montana.

Announcers

Annonunced, Authoritative, Young, copywriting and split second boardwork required. Southwest leading net affiliate. Send tape and nc Box C-290, BROADCASTING.

Technical

Strong vhf CBS affiliate in mid-south has immediate opening for television technician experienced in installation, maintenance and operation. Must be ambitious, dependable, willing to work evenings and weekends. References treated in confidence. Send qualifications, references, salary requirements and recent photograph to Box C-52, BROADCASTING.

Three experienced television broadcast technicians needed May 1 to serve as temporary vacation relief. Good opportunity for permanent employment if performance indicates ability and interest. Start at rate $120 per week, regular increase to $125 after three years. Prefer men with electrical engineering training, first or second class with two or more years experience. Preference will be given to applicants experienced in maintenance of color or black and white equipment. Send application, including detailed description of experience, to Mr. O'Hagan, WLV-TV, Cincinnati 2, Ohio.

Vacation relief positions available immediate. Qualifications, resume and references to Mr. A. H. Jackson, Supervisor, Engineering Department, WNBC-AM-FM-TV, 306 S. Station Drive, Plaza, Hartford 15, Connecticut. Tel.: (515) 601-0601.

Production—Programming, Others

Assistant to promotion manager, male or female, write copy, handle public service. Good background necessary. Contact E. M. Shulman, KETV, Channel Seven, Omaha, Nebraska.

TELEVISION

Situations Wanted—Management

Financial: Management—36, married, 2 children, B.A. degree, 14 years TV experience and 2 years Program Production, strong sales and personnel background. Outstanding references, particularly employed. Box C-198, BROADCASTING.

Sales director resigned after 7 years at important southern NBC affiliate. Desires position as general manager of television or network management. Finest references from all past employers. Contact by telephone available. Box C-246, BROADCASTING.

11 years general manager small market radio/TV. Proven sales, administration record. Seeking management, either in television major market, Box C-312, BROADCASTING.

BROADCASTING, March 25, 1963
SITUATIONS WANTED—(Cont'd)

Sales

Graduate of major southeastern university in field of radio-television with twelve years experience in all phases including general manager of vhf, desires position as sales manager, national sales or mid-west. Can furnish super performance and change references. Box C-50, BROADCASTING.

ANNOUNCERS

Nature combination tv news announcer-writer, and Will Rogers philosopher type disc jockey. Mature, firm, kindly, appealing to audience all age and taste groups. Can cooperate with sales department and engineer personnel. Has had experience with executive level sales experience, and first phonographic experience. Ex-soldier, trained in sound board operator, skilled with 16mm movie camera. Deep in political philosophy, can do editorial and sensitive interviews with political, religious, and business leaders in your community. Minimum salary $1,500 per month, no contract required. Any city out of present mid south location, prefer east or west coast, or north west. No tapes, no film clips, no photos. Personal interviews and auditions only, at my expense. This ad will run for four insertions, one month, but will take first offer. If interested, will phone you. Box C-154, BROADCASTING.

College grad., 32, single, 1st phone, will relocate. Excellent talk type, Mt. Laurel, New Jersey. Will relocate, as per order. Box C-386, BROADCASTING.

VERSATILE EMPLOYED TELEVISION ANNUNCER. Excellent background, news, commercials. Paid, relocate. Box C-388, BROADCASTING.

TECHNICAL

Competent studio supervisor with proven ability. Well versed in tv operations, admits first experiences. Refer client letters. Box C-306, BROADCASTING.

PRODUCTION—PROGRAMMING, OTHERS

College graduate desires to relocate. Extensive experience in traffic and programming. Managerial position preferred. Single, presently employed. Box C-164, BROADCASTING.

PILOT-PHOTOGRAPHER: Commercial pilot and photographer desires work in Southeast. Eight years with progressive tv station. Details first letter. Willing to relocate. Box C-256, BROADCASTING.

Production manager: Top administrator. Brings out best in local production, through originality and fair treatment. Eight years with ranking southeastern affiliate. Box C-270, BROADCASTING.

EXPERIENCED TV NEWSMAN. Solid background. Gather, film, edit. Air. Now employed. Box C-272, BROADCASTING.

EXPERIENCED NEWS DIRECTOR wants challenge. Original techniques get news first. Box C-280, BROADCASTING.

WANTED TO BUY

Equipment

Wanted—good used 5 kw transmitter for cash. Send all details including age. Box 273, BROADCASTING.

Immediately purchase trans-ist and filter meter. Also interest audio and tape gear, noise and 1st meter. GR FR Bridge. Box C-254, BROADCASTING.

WANTED TO BUY—(Cont'd)

Equipment

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter permitted. What do you have? Cash available. Box C-22, BROADCASTING.

FOR SALE

Equipment

Fidelipac tape cartridges, Best prices, same day shipment. Old cartridges reconditioned. Write for full details. Equipment Service, Spartan Electronic Corporation, 300 Freeport Blvd., Sacramento 21, California.

Am, fm, tv equipment including transmitters, orbitrons, iconoscopes, audio, moni, 457-7007. General Electric, 440 Columbus Ave., N.Y.C.


For sale. General Electric FM monitor... Excellent condition. $500.00 Box C-263, BROADCASTING.

Auricon Pro 600 with TVT shutter, 2 amplifiers, 2 magnetic recorders. Ex-Cellent condition. $1500. WSBE-TV, South Bend, Indiana.

Dumont 50 kw high band television transmitters in excellent operating condition. Color modified. For additional information write J. Miller, Broadcast Equipment Inc., WCU Bldg., Quincy, Illinois.


We have complete spare parts for General Electric model TFA Klystron uhf amplifiers. Also, one RCA WA-4A color strip generator. Prices on request. Townsend Associates, F. O. Box 2210, Springfield, Massachusetts.


Cartridge tape machines. Must sacrifice two brand new collins ATC PE-190's at $400.00 each. Roger Miller, 1717, East 32nd Street, Davenport, Iowa. Phone 392-3676.

2 used guide towers for am station 210' 40" height: down height and ready to ship. Ramsey Broadcasting, 1712 Rosewood Street, St. Paul 9, Minnesota.

RCA 3-bay, Channel 3 (or 2) TV antenna. Real bargain. WSBV TV, Savannah, Georgia.

MISCELLANEOUS

First aid to all announcers! Chicago radio syndicate script service for 500 writers or less. New Jokes! Fresh program material! Low cost! Protected area! For free sample write in care of: W. J. Loomis, 1050 Radio Division, 4151 W. Lake Avenue, Glenview, Illinois.

Recorded commercial spots, styled any way you wish. ATC. Ampex. Write J. T. Produc- tions, 2010 West Central Avenue, Toledo 0, Ohio or call 419-439-5369. Sample upon request.

Let us produce your commercials. Top voices, sounds, equipment $5 each 30 minute service. P. O. Box 591, Lexington, Kentucky.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, comedy questions. Free and extensive catalog. Comedy Books, Atlantic Beach, N.Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Dixie Hits," record info. $5.36. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.


BUSINESS OPPORTUNITY

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Program Director
For Major W. Va., Network Station
We're looking for a strong adult air personality who is also an experienced "take charge guy" in all phases of modern adult programming. We offer permanent plus opportunity, plus top working conditions. Salary open. Tell us what you can do. Send complete resume, photo and tape.
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AVAILABLE:
Much know-how, some capital. 15 year pro seeks purchase minority interest going radio property. Do sports, program, edit, assistants, manager. References.
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AVAILABLE:
Extensive medium-major market experience in television programming, production, films, operational procedures. Currently employed major market. 14 once included all phase of general years broadcasting background. Seeking to relocate with growing aggressive operation.
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and other cities, plus resorts. Save on business/pleasure trips. Hotels, motels will exchange accommodations for advertising. Year cost 15%. Order from:
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FOR SALE

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500 watt Daytime Station located Southeast coast town of 15,000. Price $45,000 with $10,000 down. Balance five years at 6% interest.

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Upper midwest market: 300,000. Excellent facilities and ratings but suffering because of absentee ownership. $175,000.

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SOUTHEAST

Excellent market and facility. Annual cash flow of $50,000. Asking $300,000 with 29 percent down; balance over 5 years.

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SOUTHERN FLORIDA-FULLTIME

Very profitable—Land and studio building included—History of good earnings.

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Fort Lauderdale, Florida
Phone Logon 6-7843
Bob Flynn  Myles Johns

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Washington 7, D. C.

FOR SALE—(Cont’d)

TO BOX 160 B respondents

The Florida fulltime station has been sold, subject to FCC approval. We wish to thank all 128 of you who requested information.

NORTH FLORIDA-FULLTIME

Major market—Good earnings—Priced sensibly.

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Pa.  single dailytimer 120M terms
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Midwest small fulltimer 52M cash
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And others

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

SOUTHEAST EXCHANGE

Continued from page 161

w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions Purdue U., Lafayette, Ind., Detroit, Mich. and Chicago, Ill.—Granted assignment of li-
censes and cps of experimental tv and uhf to translator stations KS3XGA, KSXGD, KSXG, KSXG, KSXG, KSXG, KSXG, KSXG, KSXH, W79AE, W83AB, W79AF and W83AC to Midwest Program on Airborne TV Instruction Line.

WHUC Hudson, N. Y.—Granted cp to replace expired permit which was date of increased daytime power and install new trans.

WLPM Little Falls, N. Y.—Granted cp to replace expired permit to increase daytime power and install new trans.

WSMA Smyrna, Ga.—Granted cp to make changes in ant. system (increase height); condition.

K1FM (FM) Bakersfield, Calif.—Granted cp to increase daytime power to 20 kw; height, to 550 ft, change main studio and ant.-trans. locations, remote control point, type trans. and type ant., and make changes in ant. system.

—Granted cps to replace expired permits for following new uhf tv translator stations: KS5AA, Gray Butte Televiewers Inc., Terre-
bonne, Ore.; K02CF, K06DR, City of Bur-
well, Burwell, Neb.; K10BY, Monument TV Inc., Monument, Ore.; Millard County School District, Lyndyl, Oak City, Scipio and Holden, all Utah—Granted cps for new uhf tv translator sta-
tion on ch. 6, to translate programs of “KUED (TV) (ch.)” Salt Lake City, Utah.

Actions of March 13

WROK-FM Rockford, Ill.—Granted license covering changes in ERP, height, ant. system and type and new rf for translator station.

K3HAJ Joplin, Chester, Inverness & Rudgwick, all Missouri—Granted license covering changes in uhf tv translator station.

K9CM, K09DK Weed, Calif.—Granted cps to replace expired permits for new uhf tv translator stations.

WJEQ (TV) Mobile, Ala.—Granted exten-
tion of completion date to Oct. 1.

—Granted licenses for following uhf tv translator stations: KSBD, School District No. 8 and New Mexico Dep't, of Education, Santa Rosa, N. M.; K70UC, K2BET, K & M Enterprises Co., Columbus, Neb.; K79AS, K81AL, Zapata TV Translator Station, Zapata, Tex.

Rulemakings

FINIALIZED

—By report & order, commission finalized rulemaking proposal of May 2, 1960, to permit simultaneous operation of two trans. on single studio-trans. link channel to send stereophonic programs from studio to trans. of fm station. In so doing, commission is also permitting same technique to be used on fm intercity relay circuits, since there may be need for transmission of same programs between stations. Further, commission is extending the same authorization to fm station (am, fm or tv) needing two trans. on "backup" studio circuit. Amendment effective May 1. Action on March 26.

PETITIONS FOR RULEMAKING FILED

—WSVA-TV Harrisonburg, Va.—Requests amendment of Sec. 3.000 of rules by adding uhf ch. 74 to Charlottesville, Va., Received March 8.

—Rep. Alvin E. O'Koniski (R-Wis.), Wash-
ington, D. C.—Requests institution of rule-
making proceeding as to assign ch. 4 to Millard, Wis., Received March 12

For Sale—(Cont’d)

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CALIFORNIA. Daytime: Market of 175,000. Requires $40,000 down payment.


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FOR THE RECORD
The NEW Santa Fe Trail

A report on some of Santa Fe’s newest milestones
by the President of the Santa Fe

In 1963, Santa Fe is investing some 90 million dollars on new equipment and improvements.

All this money is being used to keep the Santa Fe up-to-date in every way.

As a matter of fact, so many new and exciting things are happening on the Santa Fe today that some people are calling it "The New Santa Fe Trail."

Here are just a few highlights of the many improvements:

- 2548 new boxcars.
- 500 Mechanical Temperature Control cars.
- 550 covered hopper cars.
- 194 double and triple deck autoveyors.
- 181 flat cars.
- 58 new diesel locomotives.
- 24 hi-level passenger cars.
- 31 semi-lightweight mail and baggage cars.
- Increasing our microwave communications system to 2064 route miles.
- Experimenting with new and more efficient freight cars such as compartmentalized cars for automobile parts.
- Advancing our piggy-back operations to include joint rail-truck rates.

And we haven't been standing still up until now. We've invested over a billion dollars in progress since World War II. For example:

- The new cut-off line into Dallas.
- Major line relocations in Arizona.
- Equipped 3360 new freight cars with "Shock Control" devices for damage-free shipment of fragile freight. (More of these cars are on order.)
- Equipped 7745 freight cars with roller bearings.

- Designed and built the first multi-level automobile transport cars—the autoveyors—which are now used by all major railroads.

To keep pace with changing times and with the rapid growth of the areas we serve, we keep constantly on the move toward a better way to serve you and to strengthen a vital part of our national defense.

It is our aim to keep the Santa Fe Trail always new.

THE ATCHISON, TOPEKA AND SANTA FE RAILWAY COMPANY
Dr. George R. Town will be just as much at home next week among broadcasters at the NAB convention in Chicago as he is on campus at Ames, Iowa, where he is dean of the College of Engineering of Iowa State U. of Science & Technology.

Ever since the 1930s he has been an active participant in the development of the technical aspects of radio, fm and television, including the several major allocation proceedings before the FCC. He is perhaps best known for his work in 1957-58 as executive director of the Television Allocation Study Organization, the all-industry group which explored the engineering capabilities of vhf and uhf frequencies for the FCC.

It was at the NAB's Chicago convention in 1959 that Dr. Town formally presented the TASSO report to the FCC's then-chairman, John C. Doerfer. The report made no recommendations to the commission, but it did find uhf to be technically inferior in nearly all respects to vhf. TASSO found uhf signals are shadowed by man-made and natural interference, and that with limits of its signal range, uhf is on a par with vhf when it is operating over a level, smooth and treeless terrain.

1963 NAB Award • Dr. Town will be at the Chicago convention again this year because of the TASSO study. But this time it will be to receive the NAB's 1963 Engineering Achievement Award. NAB said Dr. Town was chosen for this high honor "because of his valuable contributions to technical knowledge and literature, his development of new engineering techniques and his leadership in broadcast engineering activities." Citing his TASSO leadership, the NAB described the study as "monumental."

It is quite likely that Dr. Town will alert broadcasters during his Chicago visit to the growing problem of interesting young students in engineering careers in radio-tv. Despite lots of good jobs in the industry, he notes, the students more and more fail to bother even to interview for them. The glimmering image has been captured by the newer fields of aerospace, computers and information theory, he says.

The practical solutions? Well, one might be for broadcasting firms to give more interest-sparking research projects to colleges, he suggests. And cooperate more closely to encourage new young teachers who could inspire and guide engineering students.

Eggs to Electrons • As a young boy, George Rea Town worked on poultry farms, in grocery stores and all the other odd jobs he could find around his home town of Poultony, Vt., about 20 miles southwest of Rutland. He was born May 26, 1905. While attending public grade school, he and a neighbor boy rigged up a telegraph line between their houses.

At age 15 young George earned the first license for his amateur radio station. As 1CQM, using a 50 w GE ham rig, he still recalls the thrill of his first trans-Atlantic contact in 1920 with a ham in England. Except for skating and skiing in winter, radio was his chief interest during school years when his heavy schedule of odd jobs permitted. At school he liked math, physics and chemistry best.

Following graduation in 1922 from Troy Conference Academy, he enrolled at Rensselaer Polytechnic Institute, Troy, N. Y., and was graduated in 1926 as an electrical engineer. His undergraduate thesis was on measurement of field strength at 7.5 mc, the "uhf" region of that day.

Continuing graduate work there he became Doctor of Engineering in 1929. The second thesis was devoted to automatic train signal control as a result of summer research work for General Railway Signal Co. He also worked a summer in the test department of New York Edison Co.

Sexton's Belle • During one regular odd job, as sexton for a big Troy church, he met a local miss, Charlotte Schooner. She became Mrs. Town, June 15, 1929.

That same year Dr. Town joined Leeds & Northrop Co., Philadelphia, to study practical applications of precise electrical measurement equipment. When furloughed because of the depression in early 1933, he joined Arma Engineering Co., Brooklyn, working several months in the firm's development laboratory on Navy fire control gear. Then for the next three years he taught math and electrical engineering at Rensselaer.

Although teaching would always be his chief interest, Dr. Town returned to private industry in 1936 as research engineer for Stromberg-Carlson Co. in Rochester. He worked on radio receiver development initially, but soon became responsible for development of the firm's line of tv receivers which were field tested during the New York World's Fair. In the 1937-41 period he also taught graduate courses in electronics at the U. of Rochester.

In 1940 Dr. Town served as his company's alternate on the National Televison Systems Committee. He was particularly active on four of the NTSC working panels, in charge that one was responsible for today's scanning standards of 525 lines-60 fields.

War and Radar • Stromberg-Carlson made Dr. Town engineer in charge of its tv lab in 1940 and the next year he became assistant director of research. During the war years he worked on radar and other high-frequency gear and in 1944 he was named manager of engineering and research. His work there also involved color tv and fm.

During the FCC's postwar reallocation proceedings in 1945-46, he served as secretary of the tv systems panel and chairman of the fm systems panel of the Radio Technical Planning Board. Stromberg-Carlson chose Dr. Town to be assistant secretary of the corporation in 1949. But that year his desire to teach impelled him to resign and he joined Iowa State as associate director of its engineering experiment station and professor of electrical engineering.

The experimental station, which is the school's research arm, has done considerable work in the fields of color tv and semiconductor devices. During 1957-58 Dr. Town was on leave of absence to head the TASSO study. In March 1959 he was made dean of Iowa State's Engineering College, which claims the largest undergraduate enrollment west of the Mississippi and now has some 3,200 students in various engineering fields.

Dr. Town is a fellow and past director of the IRE and member of various other engineering organizations. The Towns live near the Ames campus with their grown daughter Anne. For fun the family goes camping in the Rockies.
EDITORIALS

Chicago revisited

WHAT will happen at the NAB convention in Chicago next week?

A sure bet is that no momentous decisions will be made to affect the future activity, strength and well-being of broadcasters. NAB conventions no longer constitute themselves as legislative bodies: broadcasters now meet to greet, eat, shop and listen to speeches.

The big decision was made for the NAB membership by its board of directors last January. The board extended the contract of President LeRoy Collins until 1966 and thereby gave him a vote of confidence, despite some misgivings about his past performance and on the promise that he henceforth would aggressively defend broadcasters against inroads of government.

Members of the NAB should pay close attention to what transpires next week in Chicago. They should evaluate carefully the comments of members of the FCC at the panel discussion. They should observe particularly the demeanor of the two new commissioners—E. William Henry and Kenneth A. Cox—either of whom might be the next chairman. They should heed the scheduled debate between FCC Commissioner Robert E. Lee and William Pabst, NAB TV code board chairman, on the mischievous effort to have the FCC embrace the codes as part of the official regulations.

Broadcasters should look their leadership over. They should look themselves over. Is their NAB (which is to say their own governing body) performing in a manner that best conduces to their freedom and well-being? We do not attempt to provide the answer. We simply pose the question. It is a good one to ask of members who now pay NAB dues of some $2 million a year.

Stuck with the tab

AT about this time last year broadcasters were engaged in a vociferous debate over the future of music licensing. At the urging of a federal court, they were considering a deal to obtain reductions in the fees they pay the American Society of Composers, Authors and Publishers in exchange for giving up their ownership of Broadcast Music Inc. The deal did not go through, but we are reminded of it now by the recent revelation of ASCAP revenues (Broadcasting, March 18).

These figures show why ASCAP was willing to take a reduction in payments from broadcasters as bait to force a change in operations of its rival, BMI. In 1962, according to records filed in a New York court, ASCAP collected some $30.5 million from radio and television. Is its music actually worth that much to radio and television?

Broadcasters pay BMI less than half the amount they pay ASCAP. BMI’s revenue from radio and television in its latest fiscal year, which ended in mid-1962, was about $13 million. If broadcasters played about half as much BMI music as ASCAP music, it could probably be said that a consistent market value had been achieved. According to the best evidence, however, BMI provides about 40% of the music played on radio and television, and ASCAP provides about 50%. The other 10% is in public domain or comes from other licensing organizations.

It looks to us as though ASCAP music is overpriced. For all we know, BMI’s may be overpriced too. Certainly broadcasters are carrying a disproportionate share of the costs of music in the entertainment world. They contribute about 87% of ASCAP’s total revenues and more than 90% of BMI’s. Under these conditions other users of music are practically getting a free ride.

Another door slammed

LAST week’s decision by the House Rules Committee to defer action on a bill to permit radio and television coverage of committee hearings was the second discouraging rebuff that broadcasters have recently suffered in their efforts to gain access to important news events. The first occurred earlier this year when the American Bar Assn. voted to retain its Canon 35 which prohibits broadcast coverage in courtrooms.

As we said in this space two weeks ago, tactics must be changed. The case for access must be taken to the people in the hope that the people will force their courts and legislatures to expose their functions to public view. Are any broadcasters at work on documentaries and editorials? They had better be if they are serious in their desire to attain status equal to that of the press.

Play ball?

THE batting order at the FCC changes again. Kenneth A. Cox, a tough man on the regulatory field, who has been in the Broadcast Bureau bull pen for two years, joins the seven-man first team. He replaces the veteran T. A. M. Craven, who retires at 70 but will still be on the coaching line in satellite communications.

Mr. Cox has proved that while he is rugged in his field play, he is nobody’s patsy. As Broadcast Bureau chief he played the rules laid down by the FCC. As a commissioner he will participate in the making of the rules. There could be a big difference.

Newton N. Minow, who has been what the sports writers might call the sultan of FCC swat during the past two New Frontier years, is about to take the long walk—back to Chicago. He has a better contract there—with Encyclopaedia Britannica Inc.

The President, will have the opportunity to make his fourth appointment to the FCC team: (Newt was the first and the precocious E. William Henry the second). Who will the new player be? Will the chairmanship go to Tennessee Bill Henry? Or to the Seattle flash, Ken Cox? Or will it be a new graduate, freshly plucked by Brother Bob, from the New Frontier League?

No one but JFK knows.

Drawn for Broadcasting by Sid Hix

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35 mm. wide angle coverage eases production at small studios. Confined sets appear larger. Near and far objects stand out in sharp focus. You get the illusion of great width and depth.

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The longest, most dramatic zoom ever developed.
35 to 350 mm. zoom range means one camera coverage of most studio production. Simplified camera placement will reduce rehearsal time.

SHORTEST WORKING DISTANCE...
3 feet to Infinity
Live or tape commercials calling for extreme close-ups...position the camera as close as 3 feet from the subject. Without adaptors...or re-focusing orthicon...you can zoom from this wide angle cover shot 40 inches wide to an extreme close-up 4 inches wide.

TELEPHOTO RANGE FOR REMOTES
A small convertor greatly extends the zoom range to make the Angenieux-Zoomar equally versatile for studio and remotes. From the first balcony at Madison Square Garden, you zoom from

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