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RADIO

NEWSPAPER

APRIL 29, 1963

Harper has doubts that ratings situation is really a crisis 23

Crosley asks for permission to experiment with 750 kw on WLW 58

\$721 million spent in spot TV during '62; P&G still top buyer 34

IRS ruling on license amortization costs is upset by federal judge 52

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... DON'T WORRY, TIGER,
NOBODY'LL KNOW.
WE WUZ PRE-EMPTED
BY A **COLUMBIA***
BLOCKBUSTER!



***COLUMBIA POST-48 blockbusters** are currently being shown in more than 130 markets.

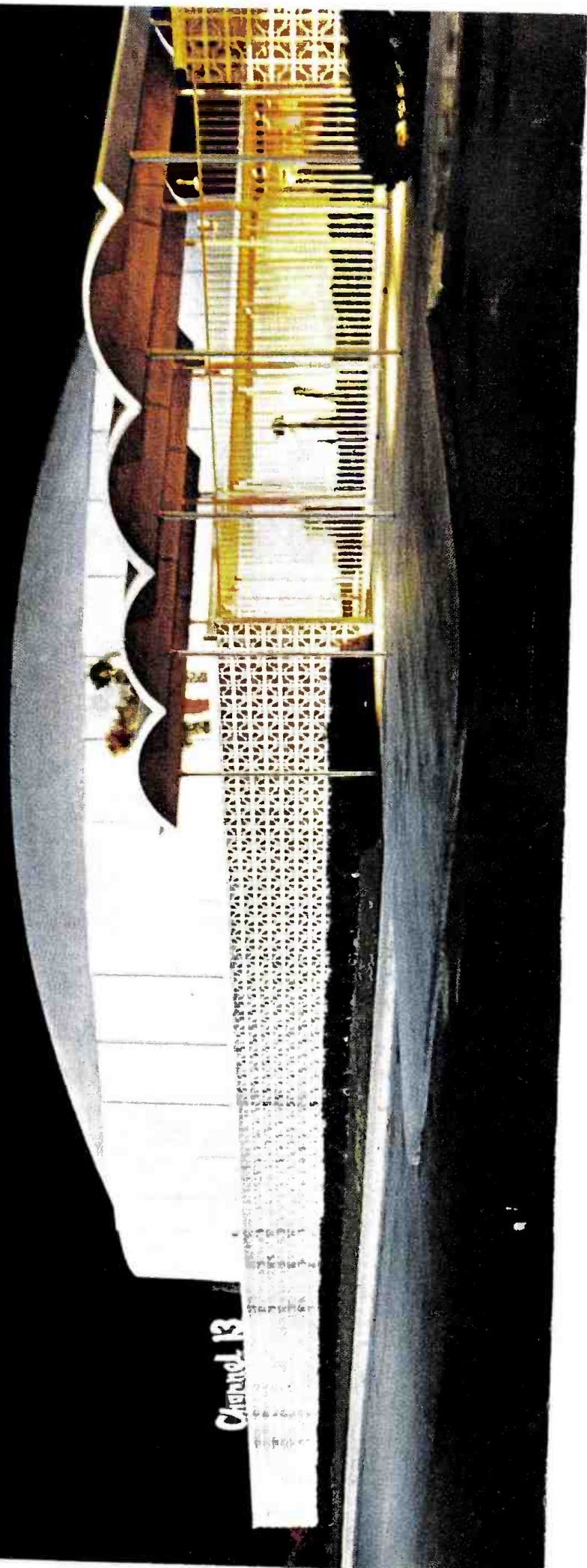
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SCREEN GEMS, INC.

HOUSTON AT NIGHT

The unique challenge of Houston, super-city of tomorrow, is being met with the right combination of service and showmanship by The Television Station of Tomorrow.

Houston At Night Watches **KTRK-TV!**



still
see what's growing on KTVI



THE STEVE ALLEN SHOW has taken an even bigger bite out of the late-evening audience in St. Louis. Last month, when KTVI reported a 30% across-the-board increase in ARB Metro share,* the late-evening period was up 13%. Now the February-March document shows another increase of 23% in

KTVI's Metro share from 10 til midnight—thanks largely to the efforts of Mr. Allen. Obviously, Steve Allen reflects a healthful trend, not just a temporary spurt. Now is a key time for you to take a fresh look at late-evening programming in St. Louis: see what's still growing on KTVI.

* Based on comparison of November and January documents

KTVI
abc **2** ST. LOUIS
HR Television, Inc.

KRLD-TV DELIVERS MORE DAYTIME HOMES THAN THE NEXT 2 STATIONS IN THE MARKET COMBINED

The newest ratings prove one thing — that KRLD-TV has strengthened and solidified its already commanding lead in the Dallas-Fort Worth market.

For example, the ARB Television Market Report for February-March, 1963, shows that KRLD-TV delivers 109.2% more homes per average daytime quarter-hour* than Station B, and 124.3% more homes than Station C, or MORE homes per average quarter-hour than the second and third place stations **combined**.

Take advantage of this dominant market position. See your ADVERTISING TIME SALES representative.

*9 am - 6 pm
Monday thru Friday

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Everybody's in the act

Chances for unified action on ratings by various broadcaster groups looked good for a while last week, and then things came unglued. Stage seemed set for National Association of Broadcasters to become focal point for all broadcaster action. Radio Advertising Bureau, which has been pushing for radio-only solution to ratings problem, was working out accommodation with Donald McGannon of Westinghouse Broadcasting, chairman of NAB research committee. Television Bureau of Advertising, which had been proceeding with own plans, at first decided to hold up action until after NAB research committee meeting in Washington today (April 29). On Friday TvB reversed its field, came out with proposal that would reduce NAB's role to parity with TvB's and RAB's and bring in associations of advertisers and agencies (story page 9).

If TvB succeeds in its plan to create special ratings committee comprising presidents of TvB, RAB, NAB, American Association of Advertising Agencies and Association of National Advertisers, it may put crimp in plans of LeRoy Collins, NAB president, to represent industry at further hearings before House ratings subcommittee. Governor Collins has told subcommittee he would be ready in next few weeks to submit broadcasting's solution to ratings problem.

The price of petitions

Schedule of fees that broadcasters and others will have to pay when filing applications with FCC is expected to be published this week. Order will provide for fees of up to \$100 for TV applications and \$50 for AM and FM. Delay in final action on fee schedule—commission directed staff month ago to prepare final order—results from dissatisfaction of Safety and Special Services Bureau with fees proposed for applicants in its field. Bureau felt they were too high and would result in subsidization of Broadcast Bureau activities. Consequently, staff has had to scale down fees to be charged Safety and Special Services applicants.

Ranges for ratings?

One suggestion now being advanced to clarify meaning and use of broadcast ratings is that rating services publish their findings in terms of probability ranges instead of definite ratings. Example, as calculated by one leading station representative: Show that is now given 132,500 total homes and metro rating of 25 in certain market would be reported as delivering range of homes between low of 107,-

CLOSED CIRCUIT[®]

100 and high of 157,900 and rating ranging between 19 and 31. If similar treatment were given all shows on all stations, it's argued, rating services would be under pressure to enlarge samples and thus reduce probability spread, and timebuyers who now take ratings as gospel would realize their real significance.

Some researchers oppose notion of publishing probability range. Their arguments: Mathematical formula for computing range is based on perfect probability sample and perfect return—neither likely to be realized—and if those conditions aren't precisely met, no one can calculate lows and highs of probable error.

Magnetic wire

Trend toward broadcast ownership of community antenna television systems will get added push this week when WGN Inc. acquires Midwest CATV installation as first of what it expects will be string of systems. Company owns WGN-AM-TV Chicago, WPIX (TV) New York, KDAL-AM-TV Duluth, Minn.-Superior, Wis., is associated with *Chicago Tribune* and *New York Daily News*.

McGannon and Minow

Donald McGannon, president of Westinghouse Broadcasting Co., could have had appointment to FCC chairmanship if he had wanted it. It was learned authoritatively that 42-year-old broadcaster had been offered position to succeed Newton N. Minow but refused with regret because of conflict of interest statutes that would have required him to divest himself of stock in Westinghouse Corp. Mr. McGannon, at American Association of Advertising Agencies convention at White Sulphur Springs last week, was noncommittal on report.

They're off

FCC's proposed new rule to restrict horse race broadcasts (BROADCASTING, April 15) is provoking opposition, not only from race track owners but from broadcasters. Contention is that proposed rule change, although designed to curb broadcasts of information that might aid illegal gambling, actually would prevent tracks from advertising and discriminate against radio and TV stations by depriving them of revenue. Newspapers and other media are free to accept track advertising.

Comments on proposed rule, announced April 11, are due May 18. FCC said that broadcasts of informa-

tion would be prohibited even though there is no indication that it is being used in connection with particular illegal activities. Drawing fire was FCC's observation that horse race information program can neither be preceded nor followed by another such program "within a two week period." This, it's pointed out, would preclude daily scheduled sports program sponsorships by track owners. Number of complaints, it's learned, have gone direct to members of Congress in both House and Senate.

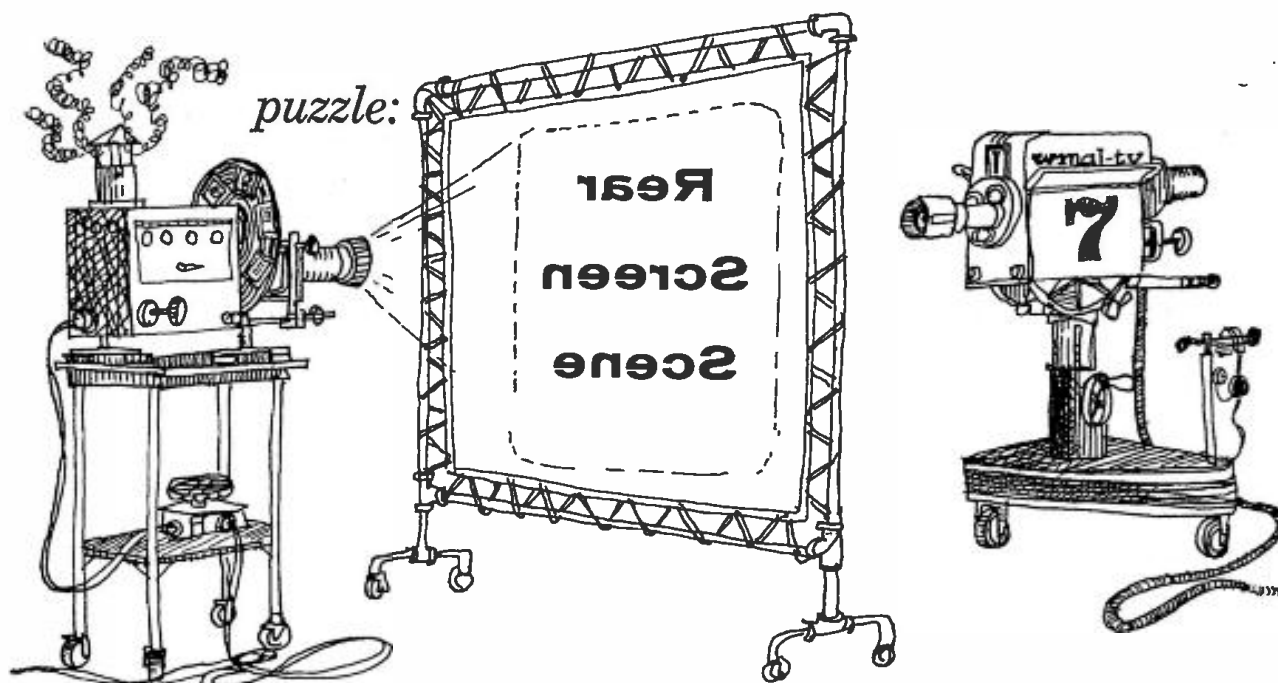
Old shows, new network

In unusual switch in conventional practices in sponsorship of repeat showings of TV programs, Procter & Gamble has picked up tab for two full-hour specials dealing with Hollywood (produced by David Wolper). Shows will be seen Aug. 7 at 10-11 p.m., and Sept. 3 at 10-11 p.m. Switch: both specials were seen in current season on NBC-TV, but during repeat run in summer they'll get exposure on CBS-TV. Benton and Bowles, New York, is P&G's agency on shows.

Part of the deal

Hoyt B. Wooten is example of how to get out of broadcasting business and remain in it. Last week FCC approved sale of WREC-AM-TV Memphis, which he had founded, to Cowles Magazines & Broadcasting for \$8 million cash (story page 54). On May 2, at annual meeting of Cowles Magazines & Broadcasting, he will be elected member of parent company board and chairman of board of Cowles Broadcasting Service Inc., corporation established to take over properties. Charles Brakefield, Wooten son-in-law, becomes vice president and general manager of Cowles Broadcasting, with second son-in-law, Jack Michael, vice president and program director. Luther L. Hill, who heads Cowles radio and television operations, is president of Cowles Broadcasting Service.

Although FCC announcement indicated unanimous vote (with Commissioner Ford absent) discussion preceding approval centered around staff recommendation that in view of multiple ownership-newspaper ownership aspect, transfer be designated for hearing. Commissioner Bartley, who consistently favors hearing in all multiple ownership transfers, and neophyte Commissioner Cox indicated support for hearing, but their views did not show up in final action which on record is unanimous.



"These contracts don't add up," reported one of WMAL-TV's bookkeepers to Bob Livingston, local Sales Manager. "What's wrong?" asked Bob, ever alert. "The salesman (we have three: Jules Huber, Jim Ford, George Griesbauer—all good men. Take your pick.) left out the rear screen projection fee on each program. One contract covers 64 programs and the other 20 programs, but if I deduct five programs from the first schedule and bill the client for an additional \$40 and knock two programs off the second schedule and send that client a refund of \$40, it'll come out all right." "Sounds OK to me," said Bob, "but how much do the programs cost* and what's the rear screen projection charge on each?"

Tell him. Reward will follow.

**Rates are fictitious. Fact is that you can discover daytime on WMAL-TV at most attractive rates via Ed Allen Exercise Time, Girl Talk, Woman's World and Bachelor Father, our well-watched daytime programming designed to reach the gals who do the buying. Check Harrington, Righter & Parsons, Inc. for details and availabilities.*

*Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.
Address answers to: Puzzle #79, WMAL-TV, Washington 8, D. C.*

wmal-tv abc

Evening Star Broadcasting Company
WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

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

WEEK IN BRIEF

Marion Harper doubts there is a crisis in the ratings "mess," is dubious that advertising agencies will participate in corrective measures. Expresses attitude at AAAA meeting in White Sulphur Springs. See . . .

HARPER SEES NO CRISIS . . . 23

Petersmeyer calls on agencies to tell broadcasters what information they want to feed their computers; also urges advertising men to practice what they preach about time restrictions and specialized programming. See . . .

WHAT'S FOOD FOR COMPUTERS . . . 28

Federal judge rules that the cost of obtaining a license may be amortized by a broadcaster. Ruling in Chattanooga case is seen as a straw in the wind on network affiliation depreciation cases. See . . .

ALLOW LICENSE AMORTIZATION . . . 52

Limited authority or wide powers over community antenna systems stymies FCC-CATV negotiations over legislation. Cable operators wanted the commission restrained to dealing with one-station markets. See . . .

NCTA, FCC NEAR IMPASSE . . . 56

NBC-TV gets the National Football League playoff game for \$926,000 in open bidding against CBS-TV. This is \$311,000 over last year's price and amounts to the largest sum for a single network sports attraction. See . . .

NEW HIGH FOR FOOTBALL . . . 60

Harris doesn't go along with Minow's suggestion that all broadcasters be required to become members of NAB. He warns that broadcasters must continue to walk tight-rope to avoid government intervention. See . . .

REP. HARRIS VOTES NAY . . . 50

Repeat performance for Crosley; it asks FCC to approve experimental 750 kw operation from WLW. Offers to invite an outside organization to check out coverage, interference and other questions. See . . .

CROSLY ASKS FOR 750 KW . . . 58

National spot TV billings in 1962 are up 16.8% over prior year. TvB reports that \$721.2 million spent in national spot, and that if network billings are included, \$1.52 billion was spent on national TV advertising. See . . .

1962 SPOT TV BILLINGS . . . 34

A revamp of CBC is recommended by Royal Commission. Urges aggressive sales policy as well as revision of corporation's structure, salary levels and management. Calls for a single broadcasting executive. See . . .

RECOMMENDS CBC OVERHAUL . . . 50

"The Du Pont Show of the Week" and Carol Burnett win Peabody Awards in entertainment sector. Eighteen presentations are made. Special Broadcast Pioneers' award voted to Representative Oren Harris. See . . .

PEABODY AWARDS ARE MADE . . . 62

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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It's hard to believe
but... they're actually turning

**JACK
LORD**

Starring in

**STONEY
BURKE**

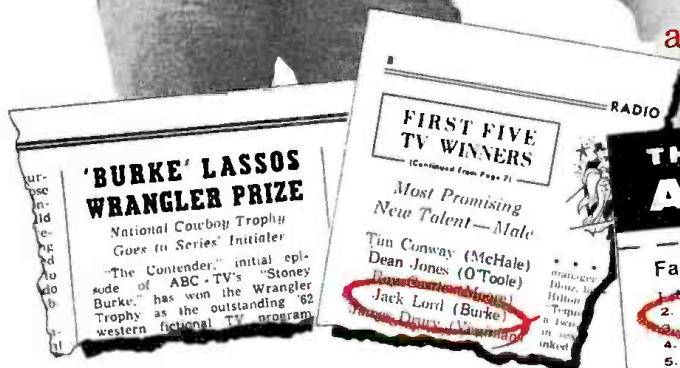
loose, for sale in the
local & regional markets...!

STONEY pulls such a very large
share of the audience, everywhere:

Los Angeles	25%	Spokane	38%
Philadelphia	37%	Pittsburgh	29%
Detroit	34%	Washington, D. C.	29%
Cleveland	37%	New Orleans	34%
San Francisco	27%	Sacramento-Stockton	41%
Dallas-Fort Worth	44%	Dayton	43%
Seattle-Tacoma	38%	Birmingham	67%
Cincinnati	38%	Charlotte, N. C.	65%
Kansas City	45%	Omaha	35%
Houston	42%	San Diego	31%
Memphis	36%	Rochester, N. Y.	30%
Portland, Ore.	34%	Shreveport	38%
Charleston-Huntington	38%	Richmond	34%
Denver	31%	Duluth-Superior	52%
San Antonio	43%	Albuquerque	48%
Salt Lake City	48%	Greenville-Washington,	
Saginaw-Bay City-Flint	42%	NC	58%
Phoenix	39%	Hawaii	39%
Wichita	47%		

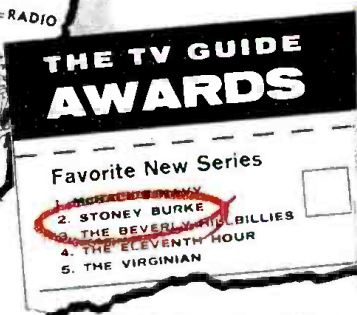
ARB—Dec '62/Jan '63

...and wins so many awards
and such important special acclaim:



STONEY BURKE wins
1963 "WRANGLERS AWARD"
bestowed by
National Cowboy Hall of Fame
and Western Heritage Center

JACK LORD nominated
"MOST PROMISING
NEW TALENT—MALE"
Radio-TV Daily All-American
Awards Poll



STONEY BURKE nominated
"FAVORITE NEW SERIES"
TV Guide 1963 Awards



COVER and COVER STORY
TV Guide, Nov. 17-23

**JUST ANNOUNCED AND
ALREADY SOLD IN 14 MARKETS,
INCLUDING CHICAGO, DALLAS,
DETROIT AND LOS ANGELES**

Economex
TELEVISION

A DIVISION OF UNITED ARTISTS TELEVISION, INC.
555 Madison Avenue, New York 22, New York, MUrray Hill 8-476

TvB wants 'moratorium' on ratings changes SEEKS THREE-STEP APPROACH TO SOLVING PROBLEMS

Three-step approach to broadcast ratings controversy proposed Friday (April 26) in surprise announcement by Television Bureau of Advertising.

TvB asked that ratings services hold off any planned changes until such time as changes can be "properly evaluated." Moratorium would include such "piecemeal" changes as that proposed by American Research Bureau to double its sample, TvB said.

Bureau also suggested that broadcast auditing bureau be set up to audit practices of rating services, and that office of research be created to look toward improvement of standards and research techniques.

TvB's statement was issued on Friday after two-day board of directors meeting held at White Sulphur Springs, W. Va., site also of meeting of American Association of Advertising Agencies. At close of its meeting Thursday, TvB executives had told reporters no statement would be issued.

Board said its three-part recommendation was made in "full recognition of the urgent need for accuracy in broadcast audience research and measurement."

Committee Of Five ■ To get its suggestion rolling, bureau asks that presidents of National Association of Broadcasters, TvB, AAAA, Association of National Advertisers and Radio Advertising Bureau constitute themselves as "implementation committee." Presidents of AAAA and ANA had not been consulted in advance of Friday's announcement, TvB executives said.

TvB board said it reviewed report of bureau's special practices committee which has been meeting with advertising agencies and ratings services, and also report of its research advisory committee that's been meeting to study ways of improving audience measurement.

Also mentioned was "consultation" with NAB, board indicating that from study by both groups "an aggressive program" was emerging to lead efforts in improving audience measurement throughout industry.

Board includes Gordon Gray, WKTV (TV) Utica, N. Y. (TvB chairman); Norman E. Cash, TvB president; Jack Tipton, KLZ-TV Denver; C. George Henderson, WSOC-TV Charlotte, N. C.; A. Louis Read, WDSU-TV New Orleans; Richard A. Borel, WBNS-TV Columbus, Ohio; Lawrence M. Carino, WJBK-TV Detroit; Don L. Chapin, Taft Broad-

casting Co.; Don Durgin, NBC; A. James Ebel, KOLN-TV Lincoln, Neb.; Frank M. Headley of H-R Television; Don L. Kearney, Corinthian Broadcasting Corp.; Craig Lawrence, CBS; Clair R. McCollough, WGAL-TV Lancaster, Pa.; John T. Murphy, Crosley Broadcasting Corp.; Martin L. Nierman, Edward Petry & Co.; Theodore F. Shaker, ABC; John R. Vrba, KTTV (TV) Los Angeles, and George Whitney, KFMB-TV San Diego.

Networks convert to daylight time schedule

Daylight saving time made its appearance in most parts of the country Sunday (April 28), and for TV networks it meant annual costly undertaking of supplying regular-time broadcasts via video tape for areas remaining on standard time.

One network—ABC-TV—estimated that equipment alone for project runs over \$1 million, and CBS-TV and NBC-TV estimated that line charges in setting up service cost between \$300,000 and \$650,000 per network.

NBC is operating dual "network" schedule through most of U. S., providing a repeat feed to most standard time cities on a one-hour delay basis. These two hookups operate in addition to NBC's year-round three-hour delayed feed to Pacific Coast.

CBS is operating on three-hookup basis: one running at regular time for daylight time zones, second is one hour later for eastern and central standard zones, and third with two-hour delay for Pacific daylight time.

ABC's plans involve four hookups during daylight hours—one for eastern daylight time, another for central daylight and eastern standard, another for central standard and mountain standard, and fourth for Pacific daylight and Pacific standard. At night, ABC cuts back to three hookups—one covering eastern daylight and central daylight, another covering eastern standard and central standard, and third covering Pacific daylight and Pacific standard.

Y&R gets Frito-Lay account

Young & Rubicam, New York, has been named by Frito-Lay Inc. as advertising agency in Northeast for potato chip brands. Budget estimated at \$1 million. Media plans not set, but firm invested \$4 million for food in 1962.

KGOL gets reprieve

John Poole Broadcasting Corp. was granted FCC approval Friday to continue using new call letters KGOL for its Avalon, Calif., station until Wednesday (May 1).

Commission had ordered station to revert to KBIG call on ground new identification might be confused with KPOL Los Angeles, and KGIL San Fernando (see story page 52).

Poole corporation hopes to use additional time to obtain yet another set of call letters which could be employed by station beginning Thursday.

Commission officials authorized five-day delay in abandoning KGOL call after consulting representatives of KPOL and KGIL.

Wants satellite TV direct to home sets

National Aeronautics and Space Administration should be allowed to continue communications satellite research because, among other things, it wants to see whether direct radio and TV broadcasts from satellite to home receivers are feasible.

This was mentioned by Leonard Jaffe, director of NASA's communications systems, in testimony before Senate Space Committee Friday.

In first definitive statement by NASA official in answer to questions raised in Congress about role of NASA in communications satellites, now that Communications Satellite Corp. has been organized (see page 56), Mr. Jaffe stressed that NASA must remain in communications field "to continue pre-eminence of U.S. in peaceful uses of space . . ."

He said NASA would do nothing for Communications Satellite Corp. except on reimbursable basis.

CBS-TV plans drama shows

CBS-TV will air several hour specials next season on historical development of drama. Programs, under direction of CBS News, are planned for prime time. First of group will be *Athens, Where the Theater Began*, with Alfred Lunt and Lynn Fontanne narrating and playing feature roles. Program has already been taped in Athens. Later productions will trace development of theater to modern times.

WEEK'S HEADLINERS



Mr. Hylan



Mr. Dawson

William H. Hylan, senior VP in charge of sales for CBS-TV network, named VP-director of radio-TV for J. Walter Thompson, New York, effective June 1. **Thomas H. Dawson**, VP-network sales at CBS-TV since February 1957, succeeds Mr. Hylan with title of CBS-TV VP-sales, effective immediately. Mr. Hylan became CBS-TV senior VP in March 1962 after having served as VP of sales administration and (from 1952-57) VP in charge of network sales. He joined CBS in 1937 as account executive for CBS Radio Sales (until 1941). Mr. Dawson joined CBS in 1938 as salesman with wcco, CBS Radio affiliate in Minneapolis, rose through sales ranks (CBS Radio Spot Sales and CBS Television Spot

Sales, and for one year with Edward Petry & Co., station rep) becoming network sales manager for CBS-TV in December 1952, and VP-network sales in 1957.

Charles C. Woodard Jr., VP and assistant to president of Westinghouse Broadcasting Co., New York, appointed associate director of Peace Corps for public affairs. Mr. Woodard assumes post in June and replaces **Bill Moyers**, recently confirmed by Congress as Corps' deputy director. **Richard Graham**, who has been serving as acting associate director in office of public affairs, named Peace Corps representative in Tunisia. Mr. Woodard, former mayor of Hastings-on-Hudson, New York, joined WBC in 1957. Previously, he served as senior attorney and assistant general attorney for CBS-TV in Los Angeles and New York. He is graduate of University of California, and of Stanford University Law School.



Mr. Woodard

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

Grayson sells interest in Texas stations

Control of KLBK-AM-TV Lubbock and of KWAB (TV) Big Spring, both Texas, is being relinquished by Sidney Grayson and group to Lee Optical Co., Dallas. Mr. Grayson, Nathan Levine and Murray and Irving Gold are selling their 55% interest for price in excess of \$1 million, it was reported Friday.

Lee Optical, already 45% owner of

Grayson Enterprises Inc., licensee of both stations, is principally owned by Ted Shanbaum and Ellis Carp.

Last month, Grayson Enterprises sold KSYD-TV Wichita Falls, Tex., to Paul Harron and associates for \$2.35 million. Grayson group bought KSYD-TV in 1956 for over \$750,000. It bought Lubbock and Big Spring outlets in 1961 for \$3.8 million.

With sale of Lubbock and Big Spring properties, Mr. Grayson divests himself of broadcast ownership. He is expected to remain, however, in management capacity. Sale is subject to FCC approval.

KLBK is fulltime 250 w on 1340 kc. KLBK-TV, founded in 1952, operates on channel 13. KWAB, started in 1956, is on channel 4. Both TV stations have CBS and ABC affiliations.

Newspaper ads down 2.6%

National advertisers' expenditures in newspapers, as compiled by Media Records Inc. and released by Bureau of Advertising of American Newspaper Publishers Association, declined 2.6% in 1962. Total for year: \$731,179,000. Auto advertisers continue as newspapers' biggest spenders: General Motors Corp., Ford Motor Co. and Chrysler Corp. in that order led bureau's list.

Racing rule protested by Nebraska commission

Nebraska State Racing Commission told FCC last Friday that they wished "... to vehemently voice their unanimous disapproval" of proposed rules limiting broadcasts of horse races.

NSRC said that there are no races held in Nebraska offering \$25,000 purse meaning none could be broadcast under proposed rules. NSRC said local stations carry racing events as public service because most are held at such events as county fairs and profits are donated to charity. Racing commission also said such affairs rely on broadcast coverage to break-even financially.

NSRC charged that FCC's proposal is "grossly unfair" to horse racing and can "only create chaos and inequity." Florida Turf Writer Association expressed similar views earlier last week (see story page 56).

Equal-time decision taken to appeals court

FCC decision denying equal-time complaint filed against wwca Gary, Ind., has been appealed to U. S. Circuit Court of Appeals in Chicago.

Commission on Friday filed brief in support of position that there was no basis for equal-time claim of Thomas R. Faddell, candidate for Democratic nomination for mayor in Gary.

Mr. Faddell had said he was entitled to time equal to that given his opponent, Judge A. Martin Katz, who appears four times weekly on station's regularly scheduled program, *Gary County Court of the Air* (BROADCASTING, April 15).

Meanwhile, commission staff has turned down second complaint filed against station by Mr. Faddell, it was learned Friday. Mr. Faddell based latest complaint on commission's "fairness doctrine."

Staff said that, based on Mr. Faddell's letter and station's response, there was no reason to conclude wwca had not met commission's standards of fairness.

Fire hits WGR-TV studios

WGR-TV Buffalo was off air two hours last Thursday (April 25) when three-alarm fire caused over \$200,000 damage to studios. Station returned to air using mobile unit of WBEN-TV, that city, and WGR-FM studio facilities.

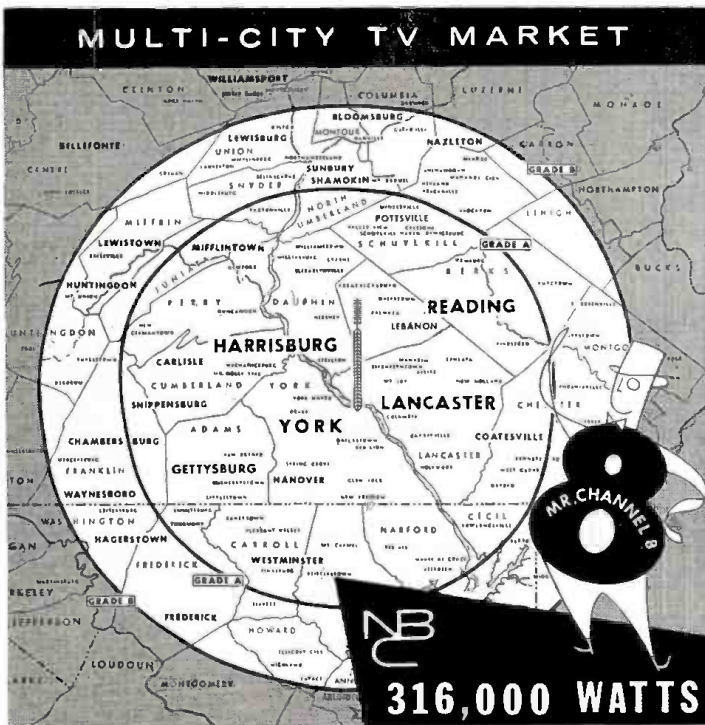
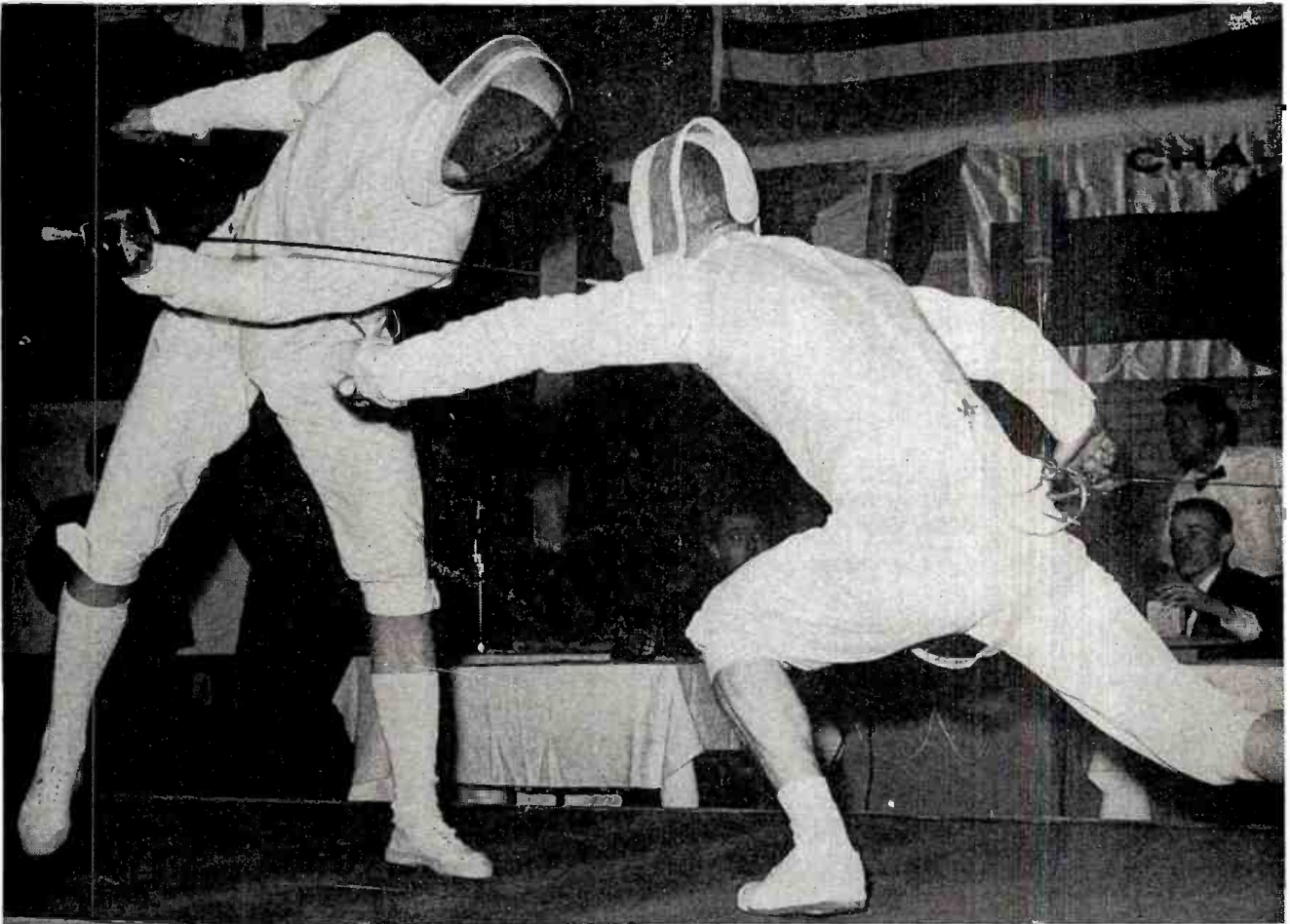
Fire began in air conditioning unit in room housing props, films and records. It spread to film processing room, lounge, artist's shop and studio control room. Damage was fully covered by insurance.

WGR-AM-FM-TV, owned by Transcontinent Television Corp., are among TTC stations in pending sale to Taft Broadcasting (BROADCASTING, April 22).

Purolator buys TV

Purolator Products Inc., Rahway, N.J., in its first regular use of television, is reported to be launching 10-week spot campaign in 36 major markets on East and West Coasts in mid-May on behalf of its oil, gas and air filters. Purolator started to test TV last fall in selected markets, and results were considered "so sensational" that company decided to initiate full-fledged campaign, backed by promotional-merchandising aids to service stations. Agency: J. Walter Thompson Co., New York.

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 unequalled 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

1.
DUPONT SHOW OF THE WEEK—
 for Television Entertainment.
 Produced by NBC News Creative
 Projects, Irving Gitlin,
 executive producer; by The
 Directors Company in association
 with NBC Television, Franklin
 Schaffner and Fielder Cook,
 producers and directors;
 and by NBC Television, Lewis
 Freedman, executive producer.

2.
WALT DISNEY— for Television
Youth and Children's Programs.
 Produced by Walt Disney
 Productions in association
 with NBC Television.

3.
CARNIVAL OF BOOKS, broadcast on
 NBC Owned Station, WMAQ Chicago—
 for Radio Youth and Children's Programs.
 Produced by WMAQ in cooperation
 with the American Library Association.

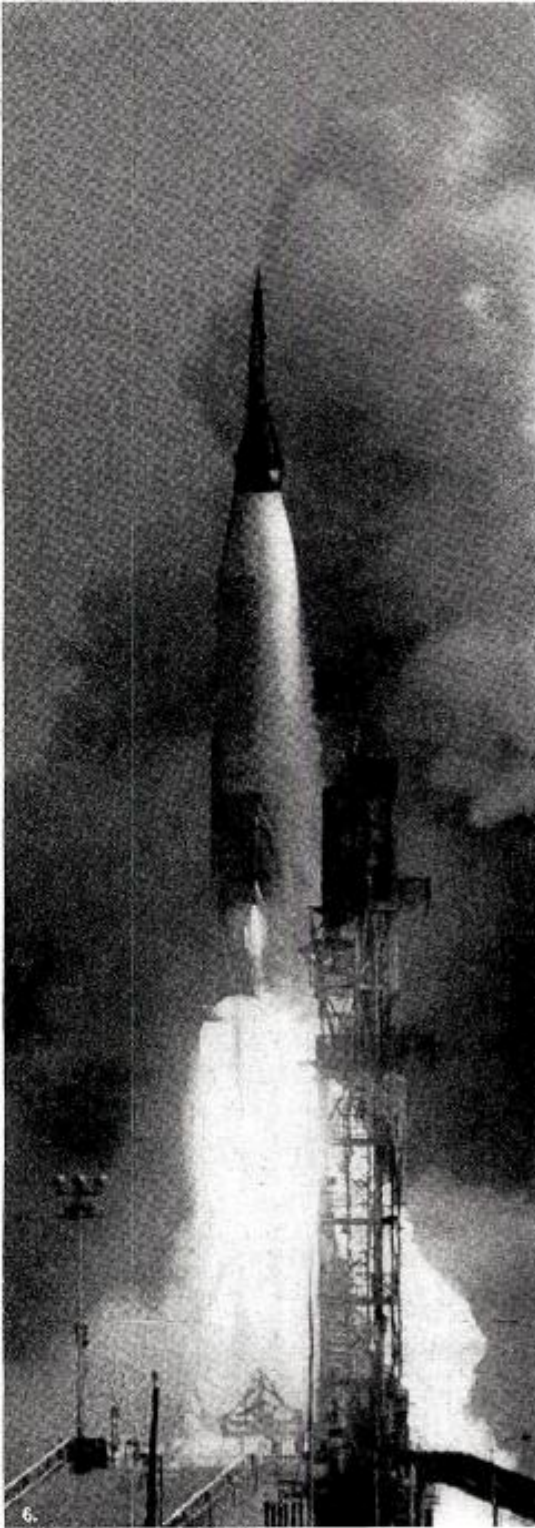
4.
THE ETERNAL LIGHT—
 for Radio Entertainment.
 Produced by NBC News under
 the auspices of The Jewish
 Theological Seminary of America.

5.
EXPLORING— for Television
Youth and Children's Programs.
 Produced by NBC News, Craig
 Fisher, producer.

6.
WILLIAM R. McANDREW and
NBC NEWS— a Special Award for
News and Informational Programming.
 NBC News Division, William R. McAndrew,
 Executive Vice President.



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THE BEST IS YET TO BE

Winning six of the distinguished George Foster Peabody Awards for 1963—just after a public vote honored us with six of the season's eight TV Guide Awards—makes NBC feel extremely proud. We'd say it was pretty fair substantiation that a network's programming—if sufficiently versatile and creative—can be honored for excellence by a specialized panel of judges and also be prized by the mass of the nation's viewers. A mere glance at NBC's Peabody Award recipients pictured here will show how well the winners span the full range of broadcasting's news, information and entertainment. Our warmest thanks to all those talented men and women who had a part in preparing these prize-winning programs. And our very deep appreciation to the Peabody Awards Committee*, whose valued accolades—in both radio and television—have contributed so much through the years to broadcasting's excellence.



Now, our attention is turned to next season's programs, for at NBC we always feel that...
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DATEBOOK

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

*Indicates first or revised listing

APRIL

April 28-May 5—Meeting of Canadian radio and television station executives, Royal York hotel, Toronto, in conjunction with the annual convention of the Canadian Association of Broadcasters, May 1-3. Luncheon on May 2 will be addressed by NAB President LeRoy Collins.

*April 29-30—Second quarterly meeting of officers and directors of Country Music Association, Hollywood Roosevelt hotel. Gene Autry, CMA president, will host the group.

April 29-30—AWRT board of directors meeting, Sheraton hotel, Philadelphia.

April 29-May 1—Association 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 Montreux, Switzerland. For further information write to Box 97, Montreux.

April 30—AWRT Educational Foundation board of trustees meeting, Sheraton hotel, Philadelphia.

April 30-May 1—Spring conference of Missouri Broadcasters Association, Columbia, Mo. April 30 session will be held at MFA Insurance Co's auditorium and May 1 session in connection with University of Missouri Radio-TV Day of Journalism Week.

MAY

*May 1—Annual stockholders meeting, Tele-Broadcasters Inc., New York.

May 1—Comments are due on FCC proposal to serve for 600-mile radius operation of ch. 37 at University of Illinois radio astronomy observatory, Danville, Ill.

May 1—Stockholders meeting, Goodwill Stations Inc., 2800 Fisher Building, Detroit.

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—AWRT advisory council meeting, Sheraton hotel, Philadelphia.

May 1-3—Canadian Association of Broadcasters annual convention, Royal York hotel, Toronto. CAB convention was formerly scheduled for April 1-5. Speakers include NAB President LeRoy Collins.

May 1-3—Illinois Broadcasters Association spring convention, Springfield.

May 2—Seminar on radio broadcasting and community leadership under joint auspices of Southern California Broadcasters Association and University of Southern California Department of Telecommunications, USC campus, Los Angeles. Rosel Hyde, FCC commissioner, is speaker.

May 2—Publicity Club of Los Angeles clinic-seminar to answer the question: "But will it sell?" Tyler McDonald, of Hixson & Jorgensen, will be the keynote speaker; and Richard Asling, executive vice president of Interpublic-Infoplan, will deliver the luncheon address.

*May 2—Stockholders meeting, Cowles Magazines & Broadcasting Inc., New York.

May 2—Marketing Workshop of New York chapter of American Marketing Association, Chemist's Club, 52 East 41st Street.

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

TVB SALES CLINICS

April 29—Des Moines; Charleston, S. C.; Norfolk, Va.; Asheville, N. C.
April 30—Waterloo, Iowa; Columbia, S. C.; Richmond, Va.; Greenville, S. C.
May 1—Cedar Rapids, Iowa; Bristol, Va.
May 2—Raleigh, N. C.; Washington.
May 3—Davenport, Iowa; Durham, N. C.; Baltimore; Huntington, W. Va.

May 6—Texarkana, Tex.; Wichita.
May 7—Shreveport, La.
May 8—Dallas-Ft. Worth; Topeka, Kan.
May 10—Oklahoma City; Kansas City, Mo.

Aeronautics and Space Administration, IIT and its Armour Research Institute, the meeting is part of the 3d National Conference on the Peaceful Uses of Space to be held in Chicago May 1-9. Grover M. Herman Hall, 33d and Dearborn Streets. Keynote address by Dr. Leonard Jaffe, NASA.

May 2-4—Spring convention of Alabama Broadcasters' Association, Holiday Inn, Florence. Principal speakers include Alabama Governor George Wallace and NAB President LeRoy Collins.

May 2-5—Twelfth annual convention of American Women in Radio and Television, Sheraton hotel, Philadelphia. Speakers include Mrs. Lyndon B. Johnson, wife of the Vice President of the United States, James T. Quirk, publisher of TV Guide, and Marvin Kalb, diplomatic correspondent for CBS News. Guest panelists discussing radio-TV will be Robert Banner, president of Bob Banner Associates; Louis Hausman, VP of NBC; Clair R. McCollough, president-general of Steinman Stations; John Box, managing director of Balaban Stations; Mark Evans, VP of Metromedia Inc.; and James Duffy, VP or ABC.

May 3—Indiana University Radio and Television Department banquet, Bloomington, Ind. Julian Goodman, vice president for news, NBC, will be guest speaker.

May 3—Commonwealth Club of California meeting to be addressed by Stephen B. Labunski, vice president, Straus Broadcasting, on freedom and competition in communications. Sheraton, San Francisco.

May 3—Annual dinner for President Kennedy. Radio-TV Correspondents Association, International Inn, Washington.

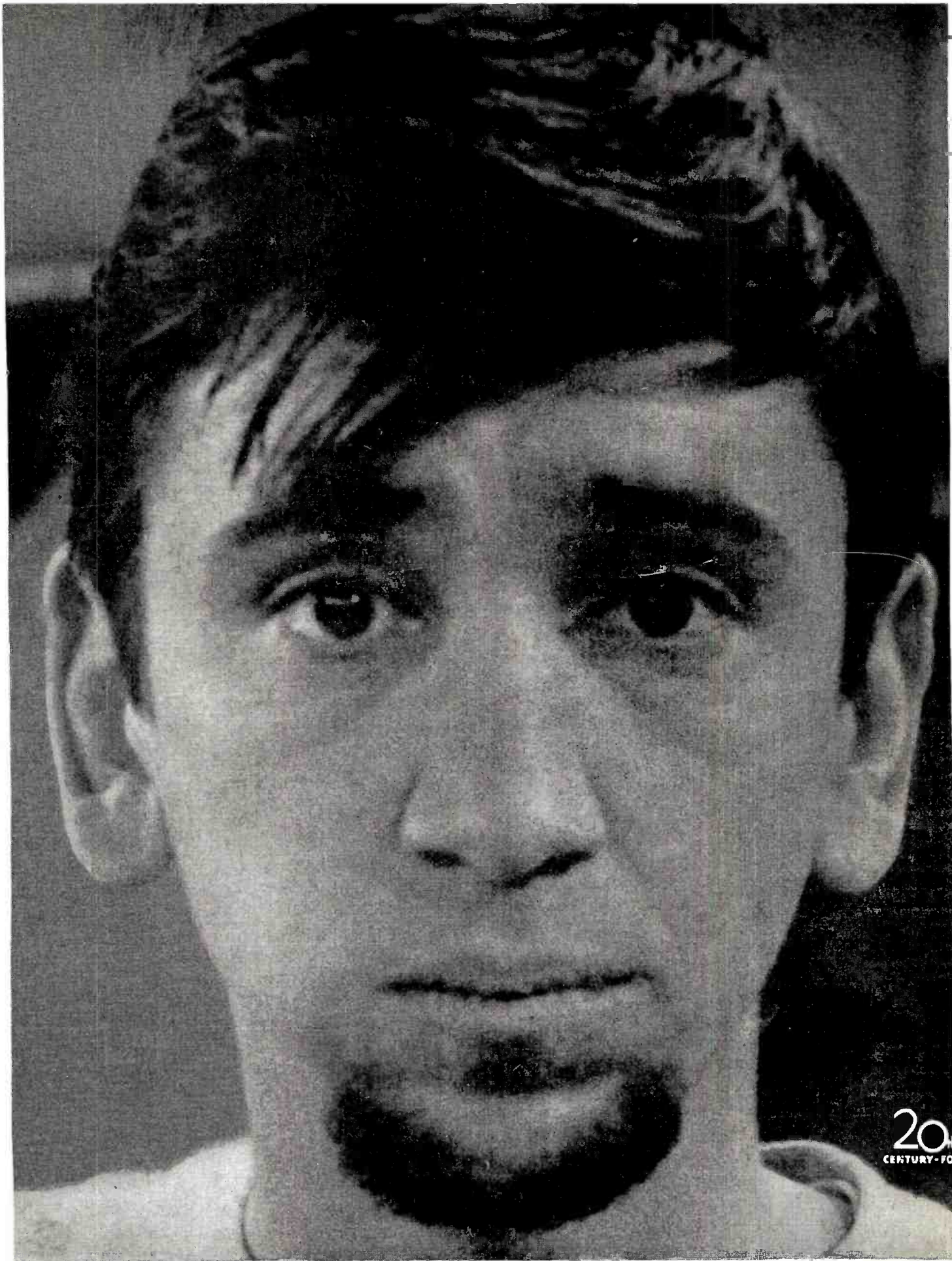
*May 3—Alpha Epsilon Rho, radio-TV fraternity, annual awards banquet, 7 p.m., Los Angeles Press Club. Presentation of awards for both in-class and extra curricular activities of the University of Southern California Telecommunications Department.

May 3-4—Annual spring meeting of West Virginia Broadcasters Association, Charleston Press Club, Charleston. Max Paglin, FCC general counsel, will speak.

May 5-7—Television Programming Conference annual meeting (formerly SWAPDT), Royal Orleans hotel, New Orleans. Speakers include: FCC Commissioner Kenneth Cox, Washington; Lynwood King, NBC, New York; Pamela Iott, CBS, New York; Walker Spangenberg, Spangenberg Scenic Studios, New Orleans; Robert Buchanan, Soundac Films, Miami. For further information contact Jerry Romig, WDSU-TV New Orleans.

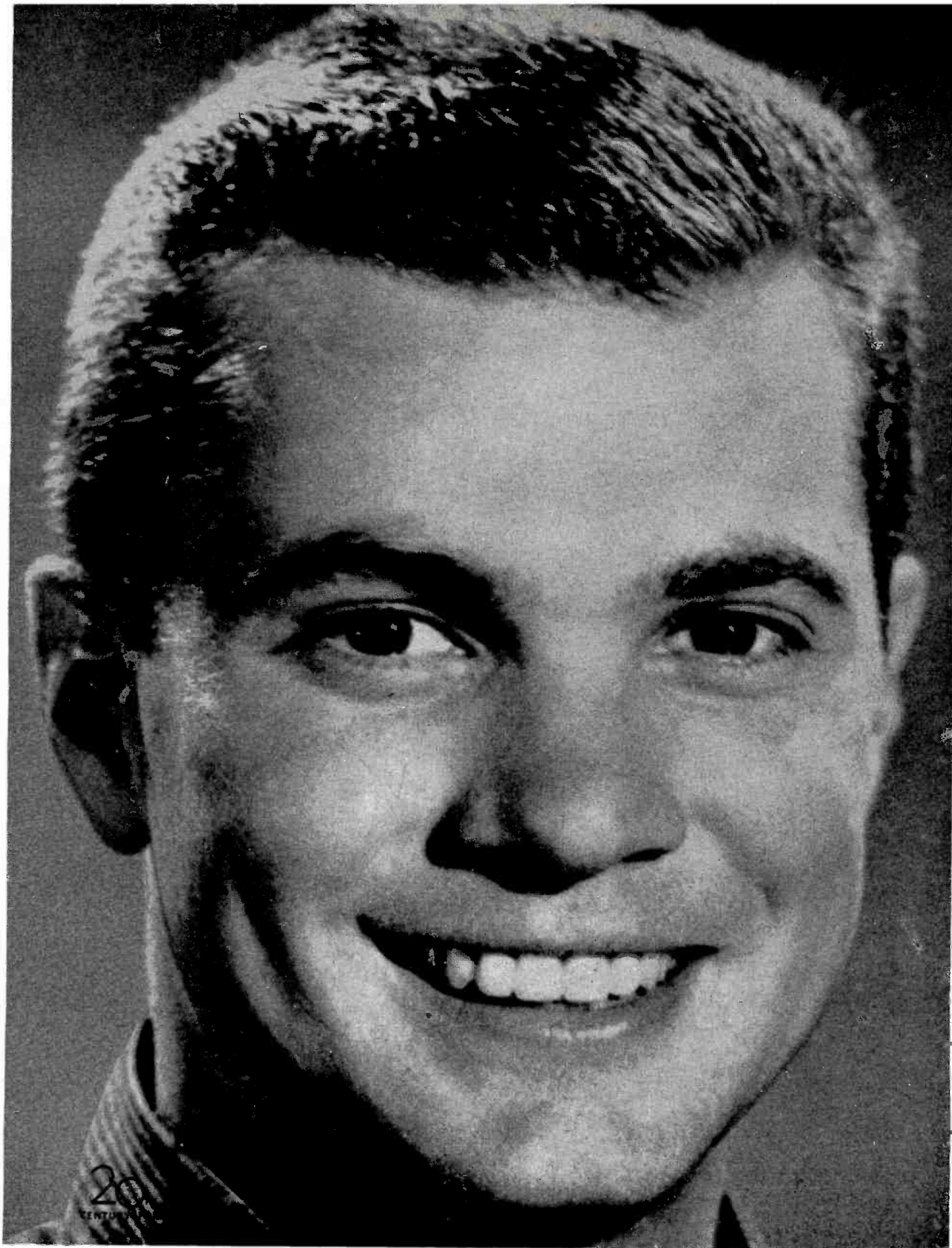
May 6—Food Industry Associates of Allentown, Pa., meeting, The Lehigh Valley Club. Theme: "Radio: Checks Out Best At the Checkout Counter." Winfield R. Levi, vice president-sales, BROADCASTING Magazine, will speak.

*May 6—Los Angeles Ad Women; presentation of Lulus to winners of the LAAAW's 17th achievement awards competition at champagne reception at 7:30 p.m. at Los Angeles Building Center, 7933 W. 3rd Street. \$5 a ticket.



20th
CENTURY-FOX

"YOU RANG?"



NOW AVAILABLE!

For local sale — 147 half-hours—Dobie Gillis, Very hot — Give us a ring. 20th Century Fox TV, Inc. CO 5-3322

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*Reg. U. S. Patent Office

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OPEN MIKE

A radio man's contribution

EDITOR: As a part of the opening [April 29] of the U. S. Chamber of Commerce annual meeting in Constitution Hall, Washington, the Army band and chorus from Fort Myers, Va., will be featured in a dramatic musical setting of General MacArthur's famous speech, "Duty, Honor, Country."

Morris (Moe) Billington, kvo0 staff pianist-organist, is, together with Ralph Blane and Leo Arnaud, composer of the musical setting. Moe will be present at Constitution Hall at the time of the presentation.

Because radio has so long suffered at the hands of those who claim the industry is concerned only with dollars, we thought your publication might be interested in [telling] of this. . . -Gustav K. Brandborg, kvo0 Tulsa, Okla.

The man who wasn't there

EDITOR: In your April 15 reporting on the ratings hearing, statements on page 47 are not in agreement with Advertising Research Foundation records.

Edgar Kobak was not elected president of the foundation until April 10, 1952 and was not employed by ARF in any capacity prior to that date. Therefore, Mr. Kobak could not have been representing ARF or serving as an observer for it at the Feb. 7 NBC Radio Network affiliates committee meeting.

We recognize that your article quotes [Albert] Sindlinger on these points and does not purport to describe the facts independently.—A. W. Lehman, president, Advertising Research Foundation, New York City.

Radio drama's resurgence

EDITOR: In taking issue with Mr. Bichl's remarks about the dearth of radio drama and the abundance of stereotyped radio programming (OPEN MIKE, March 18), may we state that the WHAM Playhouse is a one-hour, transcribed, dramatic program each Sunday for a number of years. Based on mail response from a large area of the U. S., this is a popular feature.—W. F. Rust, president, WHAM-WHFM (FM) Rochester, N. Y.

EDITOR: . . . It might interest you to know that in addition to those stations mentioned in your past few issues, The Shadow and other famous mystery series, as marketed by this company, are currently carried by WGN Chicago, KMOX St. Louis, WJAR Providence, WISN and WTMJ Milwaukee, WMAL Washington, WERE Cleveland and a number of other top markets.—Warren Muchnick, radio program sales, Charles Michelson Inc., New York City.



can't mistake his hat...

The WLW salesman's. Because he wears only one. That of WLW Radio or Television.

The Crosley Broadcasting Corporation has its own sales force. So when you call a WLW Radio or TV salesman, you get a WLW Radio or TV salesman. A man who is a vital member of Crosley Broadcasting . . . who knows his station . . . knows his market . . . knows his facts and figures. In short, knows his stuff.

When Crosley started its own national sales organization over 20 years ago, it was a revolutionary move now widely acclaimed. Just another example of the unique leadership and spirit of the WLW Radio and TV Stations!

Crosley Color TV Network

WLW-C WLW-T WLW-D WLW-I
Television Television Television Television
Columbus Cincinnati Dayton Indianapolis

WLW Radio—Nation's Highest Fidelity Radio Station

WLW Sales Offices—New York, Chicago, Cleveland Tracy Moore & Assoc., Los Angeles, San Francisco Bomar Lowrance & Assoc., Atlanta, Dallas

CROSLY BROADCASTING CORPORATION a subsidiary of Arco

Man, That's Flavor

"International Showtime" does more than present the best foreign circuses, ice-shows and concerts-in-magic. It presents them in their native locales. And man, that's flavor.

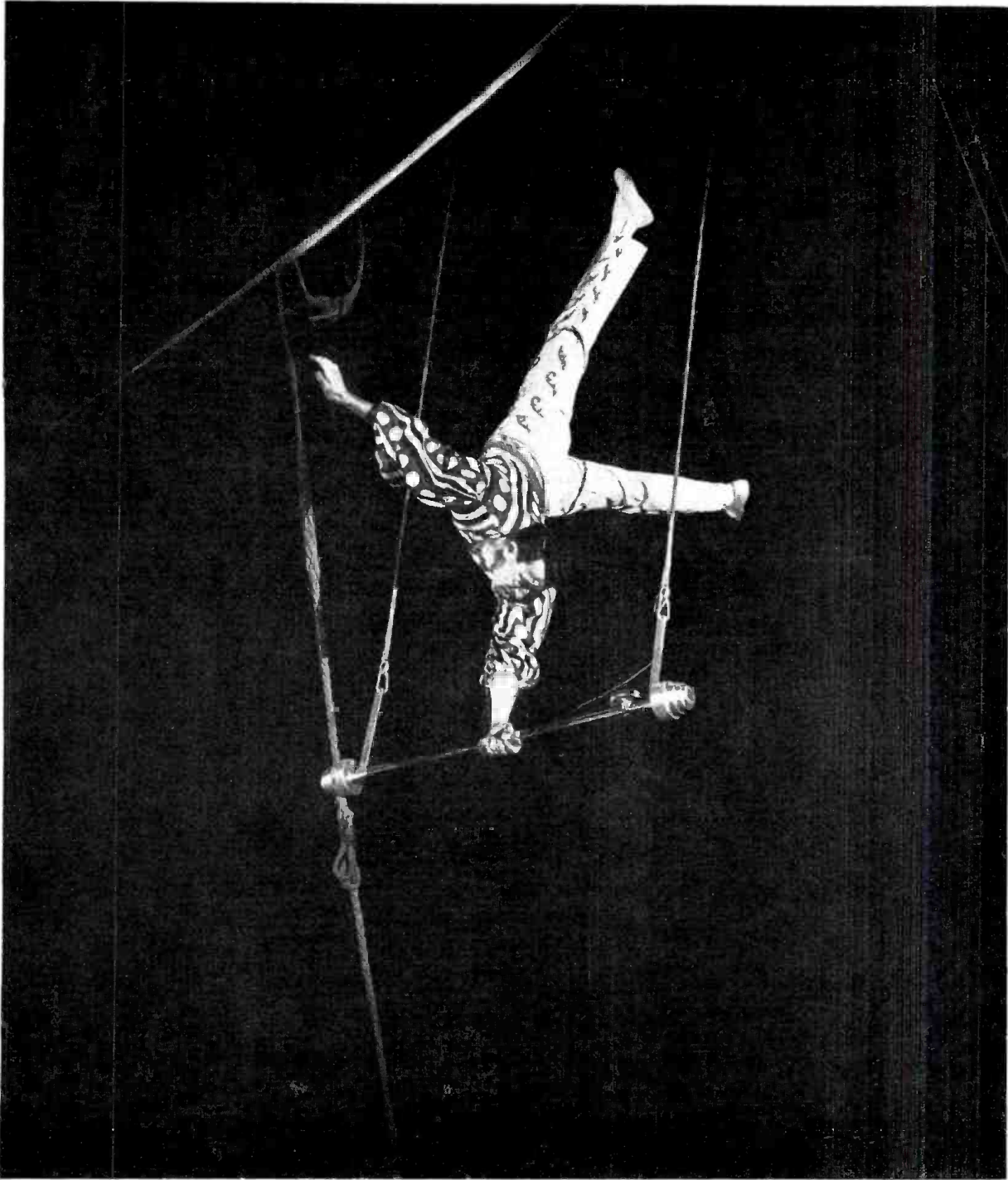
It's also one of the big reasons the continuing "International Showtime" is so important a part of NBC-TV's flavor-packed Fall lineup.

For never in television history has a program

regularly whisked viewers overseas to watch the world's finest high-wire walkers, figure-skaters and escape-artists work before home crowds.

Over the past two seasons, the program's followers have themselves "escaped" to such places as Osaka, Japan, for the Circus Kinoshita; Lyons, France, for the Parisian Ice Revue; and Austria's capital for the Vienna Magic Show.

The show's atmosphere is always completely authentic. In no case is it "staged" for television.



What the viewer sees is a regular performance before a regular audience. And the program's cameras are forever on the prowl for new attractions in new cities.

In the coming season (with Don Ameche continuing as ringside host) it will be taking its first look at such entertainments as Budapest's Hungarian State Circus and the Belgian Circus Festival, in Antwerp.

As we've been hinting, "International Show-

time" prides itself on presenting the attraction that's "different." Thus, it should be right at home on an NBC-TV Fall agenda that will add such distinctive newcomers as "The Bill Dana Show" and "Harry's Girls" to established favorites like "Sing Along with Mitch" and "Walt Disney's Wonderful World of Color." There's never been a schedule so dedicated to bringing the television viewer what he can't get anywhere else on his screen.



Look to NBC for the best combination of news, information and entertainment.

The 'numbers' game: Only a spectator sport for farm radio

The broadcast rating hearing during recent weeks has prompted mixed emotions among those of us in the agency field who specialize in the preparation and purchase of radio advertising for farm product manufacturers.

The station representatives have often told us that "buying by the numbers" is the rule for our fellow agency timebuyers who practice their profession chiefly in the consumer product field. So for them, as well as for our friends in the rating business, we feel a great deal of compassion. Trial by fire is never fun for anyone.

Farm Radio Unique ■ But all the while those of us in farm advertising have known you can't buy farm radio by the "numbers." With few exceptions, it simply has been impossible because the "numbers" do not always mean that we are reaching our prospects. "Audience" and "prospects" are not necessarily the same here.

Those who have been successful in the purchase of efficient and effective farm radio advertising campaigns long ago learned—sometimes the hard way—that you can't operate exclusively by the seat of your pants from a desk in Chicago or some other farm advertising location. You often have to go into the field, talk to the broadcasters, check with the client's dealer or sales organization and spend a lot of time making air checks so you personally know what you are buying (and what your competition may be buying too).

Perhaps our consumer product time-buying friends could take a practical tip here. Audition or off-the-air tapes may not always convey the same thing to the ear when listened to within the smart surroundings of an agency office on Madison Avenue or Michigan Avenue as when in the natural environment of Farmland U.S.A.

Typical Example ■ We have done a lot of research in the field of farm radio. We know that despite claims of broad coverage based on ratings, too many stations don't reach the farm audience and our prospects. Let me illustrate with but one typical area.

There are about 285 radio stations in Texas. When our private studies of the listening habits, the station preferences and program likes of the farmers and ranchers in that state are combined, we find that the vast majority of these farmers and ranchers listen to only eight or 10 of those 285 stations regularly. We also find that it is possible to reach almost 50% of Texas farmers with only two stations.

Now I would be the first to admit it

takes more than that to do the kind of job we want. We must buy enough stations to get us the localized approach. Selling messages slanted to the Houston area rice farmer, the cotton and sorghum economy of the coastal bend, the rich Rio Grande valley with its vegetables, citrus and cotton, the high plains' wheat and sorghum, the irrigation farmers around Lubbock, the blackland area northeast of Dallas or even those broiler growers in Gonzales county and the East Texas pines.

For one of our clients we use eight stations in Texas. Our research shows that more than 80% of that client's potential customers listen regularly to at least one of those eight stations. The research discloses one thing in common about those eight stations: they know and serve the entire community, a part of which is the airing of specialized programs for the farm portion of the community.

Role Of The RFD ■ We learn that this farm programming features one or more personalities who are specialists in the agriculture of the area. These radio farm directors are part of their community and, like their station, their goal is to be of service to the farmer. We find that the fact that the station employs such a man is your first clue in selecting stations for a farm schedule.

It tells us that station management really believes in servicing all audience segments which is something quite apart from lip service. Management has spent money and effort to acquire talent and programs that serve before expecting to get return.

That the radio farm director knows and serves his community is essential because it is the key to his sales ability as well. We consider him a salesman and a part of our client's sales force. Traditionally we employ him in behalf of our clients 52 weeks a year when-

ever possible. For various other needs, of course, radio's flexibility in shorter spot campaigns is valuable, too.

The farm radio field is a growing market, but program efforts at this level are, with some notable exceptions, rather poor. A weekly program by the county extension agent is not farm radio. I can't buy 14 spots a week, say, in that kind of schedule.

The farm advertiser is awake to this market potential. He is spending more now in farm radio than ever before to reach the \$49 billion market which is well outlined in a new brochure by the National Association of Television and Radio Farm Directors.

This spring, for example, it was tough to find good availabilities, and stations with top farm personalities now have four or five farm equipment manufacturers on their list where you used to find but one or two.

It is hard now, too, to find even 15 minute product separation on the program you want. I guess there wasn't a fertilizer marketed this spring that didn't use lots of radio. So the pressure is on for exposure.

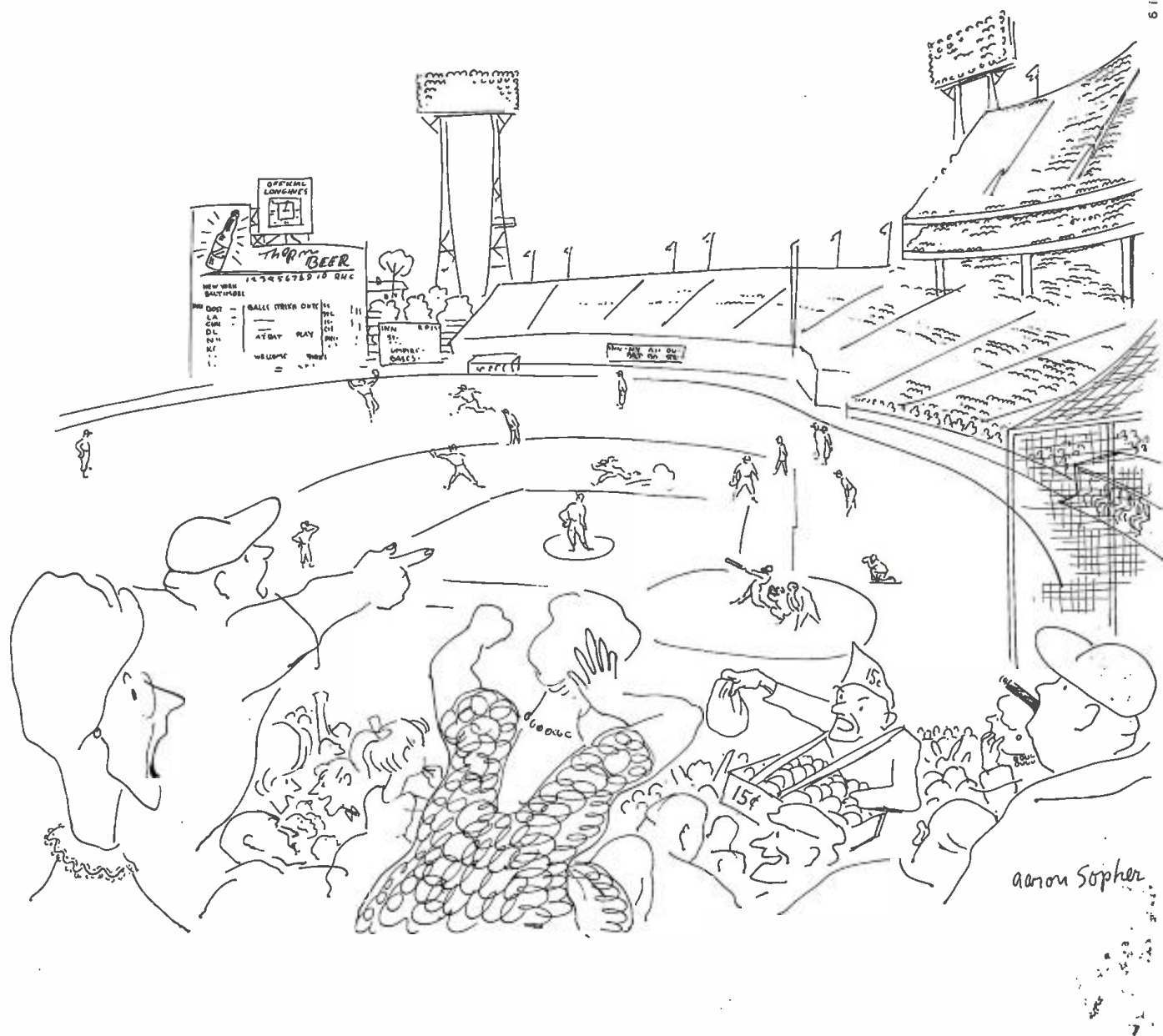
Strategy Shift ■ Another trend, indicating maturing of marketing concepts, is the use of radio by farm advertisers more widely to solve specific local problems such as dealer relations or a lower-than-normal sales level in a given area.

Right here, I feel, is where the alert broadcaster could boost his billings, for right here is where we've discovered some awful weak spots in farm radio. Too often the local station has wanted to "get" from us before "giving" to his audience the service that produces the prospects our clients wish to reach.

Farm radio is quality, not quantity. And that's hard to measure by the "numbers."



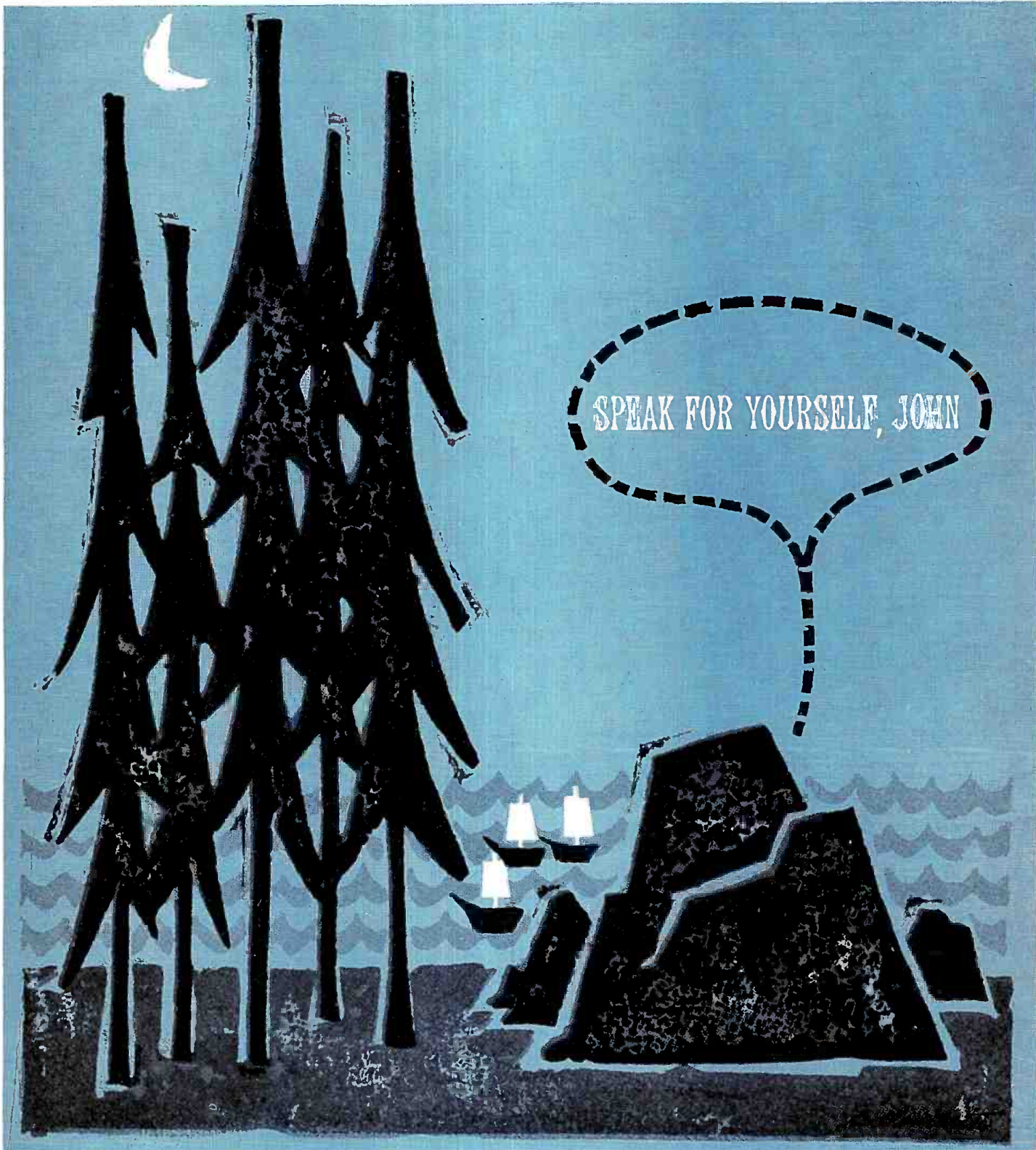
Dixon L. (Dix) Harper has been radio-TV vice president of Chicago-based Aubrey, Finlay, Marley & Hodgson since 1961; earlier he was radio-TV farm director. Previously he was farm broadcaster with WLS Chicago, WIBC Indianapolis, WIOU Kokomo, Ind., and WOC Davenport, Iowa. Agency's farm radio accounts include Pfister Associated, Dr. Salisbury's Labs., Murphy Products, FS Services and Butler Manufacturing Co. Graduate of Iowa State University, he was former farmer.



FAVORITE THROUGHOUT MARYLAND MEMORIAL STADIUM, HOME OF THE BALTIMORE ORIOLES

WBAL-RADIO 1090  **BALTIMORE** MARYLAND'S ONLY 50,000 WATT STATION
 NATIONALLY REPRESENTED BY MCGAVREN-GUILD COMPANY, INC.

Doughty Miles Standish, brave captain of men, but no wooer of women, sent young John Alden to Priscilla to propose marriage for him. Priscilla, as you know, ignored the message and fell for the messenger. Which just goes to show . . . even a message can backfire when you don't use the right messenger. In St. Louis or Dallas, when there's a job to be done, let the Balaban Stations do it. Balaban gets your message through, aiming it straight to the consumer with lively, modern programming, interesting well-liked personalities and superior selling. With Balaban, the word about your products or service gets through and sells . . . consistently. No wonder Balaban Stations are — couriers par excellence!



THE BALABAN STATIONS in tempo with the times • John F. Box, Jr., Managing Director

WIL-ST. LOUIS / KBOX-DALLAS

Sold Nationally by Robert E. Eastman

HARPER POOH-POOH'S RATING CRISIS

- AAAA speech might slow agency participation in any cure
- TvB decides to wait before reporting result of board meeting
- McGannon to urge tripartite arrangement using existing services

The nation's number one agency official cast grave doubts last week on the likelihood of effective agency participation in any of the numerous projects currently being developed to settle the ratings crisis.

Marion Harper Jr., chairman of the American Association of Advertising Agencies and chief executive of Interpublic Inc., probably the biggest agency complex of all, said the solution should be worked out by research firms themselves in free and open competition. He appeared to doubt that any real crisis exists.

His observations, made in a major address at the opening of the AAAA's annual meeting last Thursday (other stories pages 24, 26, 28, 30), shocked many of the broadcasters and surprised at least some of the agency executives in his audience.

"Disastrous" was the reaction of some of the broadcasters closest to current efforts to solve problems turned up in the recent congressional investiga-

tion of the ratings services.

Changes Concept ■ Others used somewhat milder adjectives but acknowledged that Mr. Harper's views would require them to give thought to questions they had not anticipated—notably that of agency participation in the operation, if not the financing, of safeguard measures.

Some of the broadcasters most deeply disturbed by his remarks contended that, apart from the questions raised about agency participation, his speech amounted to "a whitewash" of the ratings services.

Mr. Harper spoke as retiring chairman of the AAAA, but it was clear that his views did not represent AAAA policy on this question. The AAAA has taken no position on it. Its leaders have explored the whole audience measurement question at length, but according to the best sources, they have failed to find any substantial agreement on what ought to be done.

This lack of unanimity was evident in agency samplings taken by BROADCASTING a few weeks ago (BROADCASTING, April 1) and again last week at the AAAA convention. Although many views were expressed, the closest thing to a consensus last week seemed to support Mr. Harper's suggestion that the fuss over ratings is bigger than it has any right to be.

The tendency toward this attitude, coupled with Mr. Harper's personal stature and his company's magnitude, seemed to reinforce the belief that agencies as a group may be slow to join broadcasters in any cooperative research project—unless the AAAA should choose to defy the only man who has ever served two consecutive years as its chairman.

Without agency participation, all of the major ratings-improvement projects currently known to be under development would have to be rethought and redesigned—if not discarded.

TvB Plan ■ This includes specifically a suggestion developed at the Television Bureau of Advertising management and committee level that anticipates an overall organization controlled by agencies, advertisers and broadcasters, but financed primarily by broad-

casters, to (1) audit the ratings services and (2) explore the possibilities of new methods, techniques and even systems (CLOSED CIRCUIT, April 22).

Presumably it would also affect the plans currently being considered by the National Association of Broadcasters research committee, since most of the ideas thus far advanced, so far as they are known, anticipate some sort of "tripartite" approach involving agencies and advertisers as well as broadcasters.

Clearly it would affect the plan suggested by Needham, Louis & Brorby—and in varying versions by others—for a tripartite auditing group similar to the newspapers' Audit Bureau of Circulations (BROADCASTING, April 1).

The TvB board discussed a wide range of possibilities in a two-day meeting last week at the Greenbrier in White Sulphur Springs, W. Va.—scene also of the AAAA meeting. Reports of what happened were divergent.

Some sources said no specific "plan"



C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp. said: "We broadcasters want you as a group to be clearer and franker as to what you really need, why you need it and what your marketing problems are."



Marion Harper Jr., retiring chairman of the AAAA and chairman of Interpublic Inc., asked: "What is it we want to be precise about? How much precision do we need to make decisions? How much are we willing to pay?"

It's fun to complain about advertising

Despite the abuse it's had to take from its critics, advertising isn't really agitating consumers very much one way or the other.

People give it a pretty high ranking among things they "enjoy" complaining about, and they do have some serious feelings pro and con about it—specifically including broadcast advertising messages.

But on the whole they find little in it that is annoying, and less that is offensive, and their most telling "criticism"—though not necessarily derogatory—may be that the bulk of it doesn't impress them as noteworthy in either direction, good or bad.

That is the substance of three pilot studies conducted for the American Association of Advertising Agencies and made public last Friday at that annual meeting at the Greenbrier, White Sulphur Springs, W. Va. (also see other stories). Some highlights:

- The consumer, whether housewife or so-called community leader and intellectual, is aware of being exposed to about 50 different TV, radio, newspaper and magazine ads in a normal evening.

- He (or she) rates 20% of these as sufficiently offensive, annoying, informative or entertaining to be "noteworthy." Less than one percent (0.6%) of the 50 are rated offensive, 4% to 5% annoying and 15% to 16% entertaining or informative. Statistically, housewives and leaders think alike in these judgments.

- To the viewer, looking at the average television commercial is less "distressing" than waiting for a red light to change—and only slightly more distressing than turning the lights off at bedtime. A TV set breakdown during an exciting program is most distressing of all.

- Complaining about advertising is rated higher as a source of enjoyment than as a seriously intended exercise. Of 12 national "institutions," advertising ranks third among housewives and fourth among leaders as a subject they "enjoy" complaining about even though their complaints are not really serious. Among the same institutions, housewives place advertising fifth and leaders rank it fourth in the order in which they think the most immediate attention and change are needed.

- Housewives get more fun out of complaining about advertising than about college education, religion, medical doctors, labor unions, big business, motion pictures in general, life in the suburbs, Wall Street or heavyweight boxing—but not as much fun as complaining about women's fashions and the federal government. Intellectuals rank only women's fashions, motion pictures and life in the suburbs ahead of advertising as an enjoyable subject for complaint.

- Housewives say they have stronger opinions about eight of the 12 institutions than about advertising—all but Wall Street, big business and heavyweight boxing. Leaders have stronger opinions about all but women's fashions, life in the suburbs, Wall Street and heavyweight boxing.

- Housewives think motion pictures, labor unions, college education and the federal government need more immediate attention and change than advertising does. Leaders put advertising fourth in this list, after federal government, labor unions and college education.

- Even an "untruthful" ad ranks at the lower end of the scale of things that, out of five specified in the questionnaire, would make people angriest. Housewives say they would be made more angry by an

unethical doctor, an immoral clergyman or a vulgar movie, but that an untruthful ad would provoke them more than an unethical banker. Community leaders elevated the untruthful ad one notch, saying it would enrage them more than either a vulgar movie or an unethical banker.

- Repetition, both of the brand name within a commercial and of the commercial itself, and misleading information are two main reasons for calling advertisements offensive or annoying. Other major criticisms concern phony demonstrations, messages that "talk down" to the consumer (who incidentally tends to feel that advertising people consider him "stupid" and "gullible"), and excesses like triple-spotting or too frequent interruptions of programming.

- Few housewives (one in seven), but about half of the intellectuals say they have written a letter, boycotted a product or otherwise "done something" about advertising they disliked.

- No product category has a monopoly on good or bad reactions. Messages for some products create a favorable impression while those for other products in the same class get unfavorable ratings.

The three studies were done in Syracuse, N. Y., late last year, and the findings were presented and analyzed at the AAAA meeting by Donald L. Kanter of Tatham-Laird, Chicago, and William M. Weilbacher of C. J. LaRoche & Co., New York, who are chairman and vice chairman of the AAAA Research Committee, and Alfred J. Seaman of Sullivan, Stauffer, Colwell & Bayles, New York, vice chairman of the AAAA board's committee on improving advertising.

Mr. Weilbacher cautioned that "they

was considered and that a great deal more thought and conference would be necessary before one evolved that is acceptable to all elements. Others said the idea of a tripartite auditing and methodology research organization was virtually approved, perhaps with some modifications to be made, and that an announcement could be expected soon.

One Report ▪ The most nearly unanimous report out of the meeting was that the TvB board had agreed to make no announcement until after it sees what the NAB research committee, un-

der Donald H. McGannon of Westinghouse Broadcasting Co., comes up with in its meeting scheduled for today (April 29). One implication was that there may be some effort to make the TvB and NAB projects conform as much as possible.

It was understood that Mr. McGannon, after explorations with key officials of both AAAA and the Association of National Advertisers, was prepared to recommend at Monday's meeting a tripartite arrangement anticipating retention of existing services provided they conform to new standards

and criteria to be evolved. Special consideration would be given to radio to take into account the large out-of-home audience.

Edmund C. Bunker, president of Radio Advertising Bureau was still plumping at the AAAA convention for separate radio research on the grounds that it is used as a sales rather than a programming tool.

Although Mr. Harper left no doubt about his opposition to the creation of a joint or tripartite research system, there was some question at first as to whether this applied equally to organi-

are pilot results from small samples and in only one city," but also reported that they are "successful pilot studies" that suggest the kind of results full-scale studies would be apt to produce.

The study on exposure and reaction to ads was conducted by Opinion Research Corp. of Princeton, N. J., among a group of 56 housewives and a group of 50 community and intellectual leaders in Syracuse. The second study, comparing advertising with other institutions, used two other groups of Syracuse housewives and leaders.

The third, on consumer attitudes, was done by Oxtoby-Smith, New York, in-depth interviews with 205

overall, that "we could almost be complacent"—but shouldn't dare to be. He urged agencies and advertisers to root out the small percentage of offensive and annoying ads and increase the percentage that are entertaining and informative.

Although the fact that 80% of the ads didn't seem "noteworthy" isn't necessarily a bad sign, it was stressed, it could mean that "perhaps people are tuning out," and in any event these ads should be re-examined and if possible improved.

Mr. Seaman thought it not necessary or even desirable to change everything that produced a complaint. For example: "out of 96 total objections reported by house-



Mr. Seaman

Mr. Kanter

Mr. Weilbacher

Syracuse respondents. In this the interviewees, asked to rank eight specific everyday irritants according to the amount of distress they cause, put them in this order from "most distressing" to "least distressing":

Having TV set break down during exciting program; missing a train by seconds; dropping the doorkey in the dark; waiting for a red light to change; looking at the average TV commercial; shutting off lights before bedtime; glancing at average magazine ads, and discussing advertising with an interviewer.

Mr. Seaman said the findings of the three studies were so favorable,

wives, 85% were perceived on television (but) this doesn't mean that advertising can or should reduce the use of television." Or: repetition is frequently complained about, but it's inescapable that "to reach a large group often enough, you are going to reach some people too often."

He urged, however, that agencies re-examine the causes of complaints and distinguish between the "necessary" and the "unnecessary" elements. Thus, for example, "unnecessary repetition" might be eliminated, and the sound level of commercials reduced in answer to complaints that they are often too loud.

zations for auditing the research services or establishing research standards. It was learned on highest authority, however, that his private views go even further.

He is known to feel, for example, that individual research companies should be free to reject the results of "audits" or even to refuse to be audited, and that while the development of the set of standards might be acceptable, the services should be free to adopt or reject such portions as they wished.

He feels—as he said in his speech—

that progress in research is traceable directly to the individual "entrepreneurs." He fears that tying them to a set of standards would shackle initiative and impede progress, and that the organizations doing the tying would resist change and fail to keep pace with the times.

No Trade Groups ■ He is inclined to believe, too, that this is no place for any trade association, or groups of associations, to be operating—if only because decisions reached by such groups would necessarily, in his view, represent compromises.

He feels that the main test for research services should be success or failure in open competition in the market place, and that agencies' main contribution should be to say exactly what they want measured, with what precision they want it measured, and how much they are willing to pay for it.

Even his critics on this issue acknowledge that Mr. Harper speaks from a research background. He got into the agency business through the research department and not only kept an eye on this field but has encouraged and financed new developments.

In addition, his company this month acquired McDonald Research Ltd., a measurement firm with headquarters in Toronto (BROADCASTING, April 22).

Collaterally it was learned last week that expansion of McDonald's measurement services into the United States is being seriously considered.

Mr. Harper's speech was one of three dealing directly with the ratings situation at the AAAA meeting. C. Wrede Petersmeyer, president of Corinthian Broadcasting, dealt with it in an appearance on a panel at which a newspaper representative sought to capitalize on developments in the Washington ratings hearing.

Appearing at a Thursday luncheon session, Mr. Harper told the agency executives and their media and client guests that the initiative of individual researchers has lifted research to its present levels and that "any shackling of research entrepreneurs will turn back the clock."

He continued: "It's in part for this reason that I'm opposed to joint research activities—involving, for example, advertisers, agencies and media. In my opinion they're doomed to failure. They produce techniques that are compromises. They are focused far more on the participating interests than on the knowledge that is to be uncovered. They freeze old methods.

Remembers CAB ■ "Perhaps the most notable research disaster, in my recollection, was the Cooperative Analysis of Broadcasting. One of its consequences was that we retained the recall method when the coincidental telephone survey had long since established itself as superior, and in turn it delayed the adoption of a further improvement—the Audimeter."

Creation of a government research system, Mr. Harper said, would be "one of the most dangerous developments." He said it would resist change, could be used "to support a policy after it was no longer a reflection of people's preferences," and "could be the ultimate dictator to control what people see and hear and buy."

He said creative advances in research

HARPER POOH-POOH'S RATING CRISIS continued

will be achieved by individual practitioners who will contribute most when they're free to develop their own techniques and to succeed or fail in the business market place.

"The market should decide what services are appropriate to uncover specific information. The present stage of research progress can be credited to individual research leaders—Poffenberger, Hooper, Starch, Gallup, Nielsen and others—each of whom has developed and refined techniques of measurement."

Mr. Harper thought that "much of the present hue and cry" over research stems from "basic confusion," and that "unwarranted skepticism" is developing as "an excessive reaction and a misunderstanding of the nature of good research practice."

"Every research project," he said, "poses the question: How big should

the sample be? Do we wish to know what proportion of an audience looks at a particular program—to the last decimal point—or with sufficient accuracy to indicate a trend? Or, do we wish to know how many people who visited Europe twice, and have studied anthropology, are watching the program? These questions should be answered in advance of making a survey."

Mr. Harper's references to audience measurement were in the context of research—all types—being essential in proving advertising's "accountability." Within 10 or 20 years, he suggested, it should be possible to develop "virtually unanswerable" briefs in support of advertising's "franchise."

Level of Advertising ■ The time may even come, he said, when government and economic leaders—who today include some of advertising's most vocal critics—will urge "a stated level of

advertising expenditure for the sake of national growth, along with certain actions to encourage the desired expenditure."

Eventually, he thought, measurement methods will also "succeed in spotlighting violations of current standards of taste and ethics on the basis of public opinion," so that there will be "a clearer separation of the acceptable from the unacceptable," and "offensive advertising will have less influence in downgrading the reputation of advertising at large."

Newspaper View ■ The ratings issue was injected again into the AAAA's annual proceedings by print media spokesmen—and developed and answered by Mr. Petersmeyer—in a panel session on agency-media relationships Thursday afternoon.

J. Warren McClure, publisher of the *Burlington (Vt.) Free Press* and past president of the Newspaper Advertising Executives Association, contended that the congressional investigation of ratings, coupled with "the almost unbelievable effects of the absence of newspapers" during the New York newspaper strike, might "help take the blue sky out of much advertising today."

Calling upon agencies to review "the whole subject" of cost-per-thousand comparisons among media, Mr. McClure said:

"My purpose is not to rub salt in wounds. But it seems there is a real challenge on the part of all of us in this advertising business to quickly and efficiently capitalize upon the lessons of these two historic experiences (newspaper strike and Washington hearings on ratings).

"Radio and television will undoubtedly have to get around to some form of voluntary, cooperative, nonprofit organizations to attempt some form of audience measurement that won't be thin air. This, like the Audit Bureau of Circulations, must be guided by advertisers and advertising agents, the buyers of time. This will be expensive and difficult. But the challenge of creating greater advertising effectiveness, with what might well be a resultant improvement in the business economy, should make it worth the sacrifice."

Mr. McClure said that through the ABC newspapers have invested close to \$8 million in the past five years to verify their circulation figures.

Defense ■ Mr. Petersmeyer took up the cudgels for the broadcasting media in answering Mr. McClure's demand that agencies "throw more light on what should be compared with what" in choosing among media.

Mr. Petersmeyer called for an end to the practice of trying to equate a program rating—"that is, audience to a



Mr. Tatham

Mr. Strouse

Mr. Neal

Tatham, Strouse named to top AAAA offices

Arthur E. Tatham, board chairman of Tatham-Laird, Chicago, was elected chairman of the American Association of Advertising Agencies at its annual meeting last Thursday (see story, page 23).

Norman H. Strouse, president of J. Walter Thompson Co., New York, was named vice chairman. William W. Neal, president of Liller, Neal, Battle & Lindsey, Atlanta, was elected secretary-treasurer.

Mr. Tatham, vice chairman of the association since 1961, succeeds Marion Harper Jr., chairman and president of Interpublic Inc., New York, as the AAAA's elected head. John Crichton's present term as president continues into 1964.

Edward L. Bond Jr. of Young & Rubicam, William A. Marsteller of Marsteller Inc., and Alfred J. Seaman of Sullivan, Stauffer, Colwell & Bayles, all of New York, were named directors-at-large.

The following regional directors were chosen:

Eastern—Arthur C. Fatt, Grey Advertising, New York; Herbert D. Fried, W. B. Doner and Co., Baltimore, and Hillard W. Welch, Chirurg & Cairns, Boston.

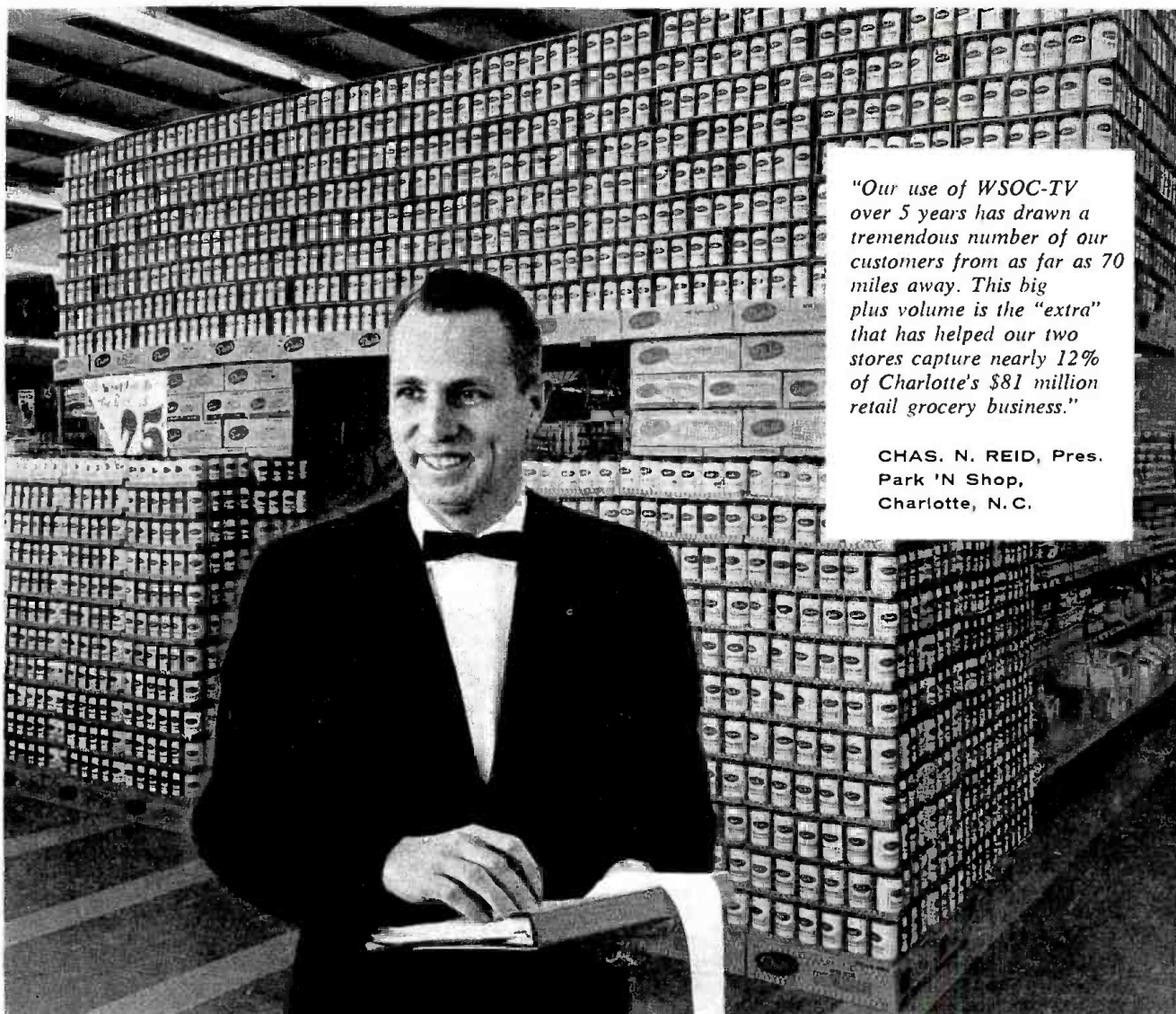
East central—Herbert W. Cooper, Meldrum and Fewsmith, Cleveland.

Central—Buckingham W. Gunn, Clinton E. Frank Inc., and Charles S. Winston Jr., Foote, Cone & Belding, both Chicago.

Western—Donald B. Kraft, Kraft, Smith & Ehrig, Seattle.

The following were named Thursday to serve as the board's operations committee: Messrs. Tatham, Strouse and Neal, and Thomas B. Adams, Campbell-Ewald, Detroit; Philip H. Schaff Jr., Leo Burnett Co., Chicago and David B. Williams, Erwin Wasey, Ruthrauff & Ryan, New York.

**“Charlotte’s WSOC-TV . . .
draws food customers for us from as far as
70 miles away” — Reid, Park 'N Shop**



“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.**

According to Chas. N. Reid, Park 'N Shop president, this 24,000-pint arch probably is the largest mayonnaise display ever built.

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.

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

particular program in television or radio"—with total circulation in print media.

"Program ratings and print circulation measures are not comparable," he said, "and no amount of competitive salesmanship changes this hard fact. Cost efficiency calculations comparing the two are misleading and wrong. Media decisions which fail to take this obvious fact into account are clearly not in the best interest of your advertisers."

Mr. Petersmeyer called upon all elements of broadcast advertising to work together to "clear up the broken china" resulting from the Washington hearings. "Let us not be too hasty in tossing another regulatory hot potato into the lap of the government," he admonished.

He doubted that there are more villains in the ratings business than in most walks of life, "government service included." Sampling is a complicated business not easy to appraise or criticize accurately, he said, and added:

"If there be deficiencies, let them be exposed so that corrective steps can be taken. But equally important, let the method of exposure be discriminating and protective of the essential rights of those whose reputations are at stake."

If the ratings firms have been employing questionable methodology, he asserted, agencies and broadcasters must share the blame because they have been using and paying for these services.

Whatever changes may be made, he said, "ratings are here to stay. Where the customer does not buy the product directly, there is no other way to find out what his choice may be."

Mr. Petersmeyer also called upon agencies to be more specific about the kinds of audience data they need, and to support the NAB commercial codes—and also so-called limited-appeal programming—with their actions as well as their words (see separate story).

Among other developments on the ratings front the NAB research committee, which had planned a meeting in New York last Thursday, postponed the session until 11 a.m. today (April 29) at NAB offices in Washington. LeRoy Collins, NAB's president, had indicated on April 18 that the association in 30 days would decide on a course of action to insure reliability in ratings.

The special research unit is expected to come up with a final decision on a plan of action that would look toward corrective measures in the ratings field. Among proposals: a "seal of good practice" for radio-tv rating services and in connection with this, submission of the services to flash audits of

field work, sample, methodology and other aspects of their work (BROADCASTING, April 22).

The New York meeting was postponed because of a conflict with the AAAA convention.

The Radio Advertising Bureau has already begun talks with the Advertising Research Foundation on its plan to study radio ratings methodology. RAB expects to finance the project, it was reported administrative president Miles David in a talk before the Washington State Association of Broadcasters in Seattle (see story page 30).

In Washington Representative Oren Harris (D-Ark.), chairman of the Special Subcommittee on Investigations which bought the ratings controversy to a head, said that the committee

would meet today (Monday, April 29) in executive session to discuss its next move in the investigations.

Several subcommittee members have said they are interested in hearing the testimony of advertising agency and advertiser executives. At least two members of the committee said they wanted to hear from A. C. Nielsen Jr., president of the A. C. Nielsen Co. He has been quoted in the press as critical of the procedures of the subcommittee.

As expected, the A. C. Nielsen Co. held three days of conferences in New York with advertising agency subscribers and advertiser and network research executives. It was similar to conferences held earlier in Chicago. (see story page 30).

WHAT FOOD FOR COMPUTERS?

Petersmeyer asks help in determining diet; urges agencies use more consistency in buying

The country's leading advertising agencies were urged last week to join a "task force" that would determine what research data media ought to furnish for their increasingly hungry computers.

They also were urged to make their buying practices more consistent with their speeches about the importance of commercial time restrictions and about the need for limited-appeal programming.

Both calls were issued by C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp., in a media-agency relations panel Thursday afternoon during the annual meeting of the American Association of Advertising Agencies (see story, page 23).

The panel was one of the highlights of the three-day meeting, held Thursday through Saturday at the Greenbrier, White Sulphur Springs, W.Va. Others included panels on creativity; a look at the management philosophy of Leo Burnett Co., which last year put 69% of its \$152.2 million billings into television and radio; a report on consumer attitudes toward advertising (see page 24), and an examination of the climate of the agency business.

In calling for a "task force" to decide what media research data ought to be supplied to agencies, Mr. Petersmeyer said:

Too Much Research ■ "No medium has provided its agencies and advertiser customers with as much 'buying' information as broadcasters. We have researched ourselves almost to death, and your new electronic pets, the computers, threaten to finish us off.

"Data on size and make-up of audience obviously must be a factor in a buying decision. But let's not carry it

to ridiculous extremes. Further, let's be equitable as among media.

"We broadcasters want you as a group to be clearer and franker as to what your really need, why you need it and what your marketing problems are. We also want to be sure that those who make the buying decisions don't always take the easy way out—the 'numbers' way out—and that they know and take into account qualitative factors relating to programming, station stature and market make-up, which can be so important.

Specialists Needed ■ "One way you might be able to do this effectively is to have specialists for regional areas who have at their fingertips this kind of qualitative information on a continuing basis." The "task force" he proposed would be composed of representatives of the AAAA, the Association of National Advertisers and the Television Bureau of Advertising. In this way, he said, "those who pay for and use the information will make the decision on standards."

Mr. Petersmeyer said even the controversial commercial sections of the NAB code have been successful—and could become even more so "if two or three major advertisers simply let it be known that they would [do business with] only those stations that scrupulously observe industry standards."

"Who among you has the courage to start the ball rolling?" he asked.

"Less talking about the codes and more buying by them would solve a lot of otherwise difficult problems and would keep the government out of this area where it has no legitimate place," he said.

"While decrying overly commercial content in general, some agency people



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ment has been temporarily delayed pending the outcome of *Arizona v. California*, which is a lawsuit in the Supreme Court to determine allocation of water in the Lower Colorado River Basin. A decision is expected shortly.

Now that Glen Canyon Dam will soon offer major regulatory and silt control benefits, the next logical step in development of the River is utilization of the stretch between Glen Canyon and Hoover Dams, excluding, of course, Grand Canyon National Park. In this area are two feasible sites, Marble Canyon and Bridge Canyon. Regardless of the Supreme Court decision, both of these structures must some day be built to utilize fully the river's resources.

However, competition for the site at Marble Canyon has developed with the filing of a license application by the Arizona Power Authority with the Federal Power Commission. The Arizona Power Authority is seeking to avail itself of all of the advantages of a site which is made feasible only by the upstream construction of Glen Canyon Dam by the United States.

It thereby would take this site out of plans for coordinated comprehensive development and would preempt one of the few remaining sites on the river for a project which would not contribute to the overall development so essential to the Southwest. Such development would take away the essential financial assistance power traditionally gives to water-use features of Federal projects in the West.

Without this assistance from power revenues, there are very few water development projects which could be undertaken by the Federal Government today. Too few people realize that over 93 percent of all reclamation construction expenditures are reimbursable. The West pays its way. We are proud of that fact and want to continue that way. But to do so, we must put the available water to work in every way for the common good and benefit. This we cannot do by piecemeal planning or by construction by competitive agencies or by taking away the bank account provided by power revenues.

A similar situation exists on the Snake River where both public and private utilities are seeking Federal Power Commission licenses to develop hydroelectric power on the border with Idaho. The Federal Government proposes storage dam for maximum downstream usefulness.

I know the argument of those who appear to be a logical one—that private utility development means more taxes because the private utility must pay for the cost of the dam, as I have attempted to point up here today, the long-range benefits which accrue from wise multipurpose development so far outweigh the immediate benefits of getting some property on the tax rolls, that there is no comparison.

NOT PRINTED AT GOVERNMENT EXPENSE

Russian Ambitions in Latin America

EXTENSION OF REMARKS OF

HON. SAMUEL N. FRIEDEL

OF MARYLAND

IN THE HOUSE OF REPRESENTATIVES

Thursday, February 7, 1963

Mr. FRIEDEL. Mr. Speaker, one of Baltimore's outstanding radio stations, WFBR, conducts a program entitled "Issues in the Air," designed to keep the citizens of Maryland informed about current affairs and their possible effect on the United States and its people.

Last month, WFBR's very able news director, Mr. Lou Corbin, devoted the program to an interview with a prominent citizen of Haiti, who is now in exile in the United States. This individual, Dr. Roger Rigaud, is a lawyer, a soldier, a public administrator, an expert on military intelligence, and an executive with the Haitian National Party. He is well qualified to give us a firsthand report on the situation in Haiti and to evaluate the danger signals which indicate Castro's plans to take over this island republic and bring it into the Communist fold.

Under unanimous consent, I insert this interview in the Appendix of the Record and recommend that all Members of the House give serious consideration to Dr. Rigaud's warnings:

WFBR—"ISSUES IN THE AIR," JANUARY 13, 1962

Mr. CORBIN. This is Lou Corbin. Even the practiced eye of the most experienced historian is finding it difficult to unravel and fathom the complex problems of the Caribbean. There was a day when revolutions moved with almost assembly line precision in that area, but they offered little in the way of a threat to the peace of the world and the security of the United States. In the case, however, in our atomic age. As we have seen demonstrated the intrusion of Communism into the Caribbean, the world affairs. With me today is a young man from Haiti. He is a lawyer, a soldier, a public administrator, an expert on military intelligence, and an executive with the Haitian National Party. He is well qualified to give us a firsthand report on the situation in Haiti, of course, but we shall also catalog his thoughts on the progress of communism in the sprawling complex of nations which make up the Car-

Mr. CORBIN. He's presently in power?

Dr. RIGAUD. Yes, he's presently in power.

Mr. CORBIN. Before we get into some of the political aspects of what we will be discussing, your name is French, is it not?

Dr. RIGAUD. My name is French.

Mr. CORBIN. But your native tongue is Creole?

Dr. RIGAUD. Creole, yes.

Mr. CORBIN. Is that a form of French at all?

Dr. RIGAUD. Not very much. But many words, many Creole words, are derived from French.

Mr. CORBIN. Well, now, as you say, the present chief executive of Haiti is President Francois Duvalier. Last October our U.S. Ambassador to Haiti, Raymond Thurston, made this statement: "President Duvalier has Reds or pro-Reds in high Government positions. We also know that the Communists have maintained links with Castro's Cuba and the international base of communism in Mexico; and the longer it goes on, the better is the chance the commies will get control." Dr. Rigaud, is this an accurate assessment by our U.S. Ambassador, and will you tell us a bit about this situation?

Dr. RIGAUD. It is very, very accurate, and the opposition members in exile and within my country have been really surprised and happy that the American Ambassador realizes the danger represented by the continuation of Duvalier in power.

Mr. CORBIN. Where did he make this statement, do you know?

Dr. RIGAUD. He made it in Haiti, in Port-au-Prince.

Mr. CORBIN. What effect did this comment by the U.S. envoy have upon Duvalier?

Dr. RIGAUD. As far as Duvalier is concerned, we really do not know. Of course, we are very sure he did not like it, but that statement came at the proper time, really, as an encouragement for the opposition.

Mr. CORBIN. Who are these Communists who have been placed in high positions?

Dr. RIGAUD. Since he came to power in September 1957, Duvalier has appointed and kept two well-known, card-carrying Communists in key positions in his government. One of them is Jules Blanchet, an economist. He was removed from his Cabinet after Blanchet, on a trip to this country, bitterly attacked the Duvalier regime. Duvalier's second appointed Chief of Budget, which is one of the key positions in the Haitian administration.

Mr. CORBIN. Is this man a Moscow-disciplined person?

Dr. RIGAUD. He is a Moscow-disciplined person. The second one is Herve Boyer, who was first appointed Deputy Minister of Foreign Affairs, and 2 years ago, appointed as Minister of Finance. He is still in that position in the Cabinet.

An added recognition to WFBR News upon which so many Baltimoreans depend. Bring added recognition to your advertising message and let Baltimore depend on you and your message on WFBR.





Poolside meeting

William D. McKinstry, manager of the St. Louis office of Avery-Knodel Inc. (l), and J. W. (Bill) Knodel, president of the firm (c), listen as Raymond Krings, advertising manager of Anheuser-Busch-Budweiser, makes a point at the Budweiser 'Pick-a-Pair' poolside reception at the Diplomat Hotel, Hollywood-by-the-Sea, Fla. The four-day meeting featured presentations by the Television Bureau of Advertising and the Radio Advertising Bureau.

are always trying to squeeze in an extra few seconds of product mention."

He contended that most if not all products could be sold better in 20 seconds than in 60, but that some buyers still regard 60 seconds as the only suitable vehicle. On top of this, he said, "billboards, cross-plugs, piggybacks, the increase in participating programs and related developments have complicated further an already complicated problem."

Of limited-appeal programing, he said that "everybody talks about this, but nobody does anything about it except broadcasters and a painfully small band of courageous sponsors. The speeches of some agency executives have been filled with felicitous phrases exhorting broadcasters to greater effort in providing minority-appeal programing, (but) if they similarly exhort their clients to sponsor such programs, they don't do so in public."

Nielsen continues its agency meets in New York

A. C. Nielsen Co. last week held its three-day conference in New York with advertising agency subscribers and advertiser and network research executives. The first two days (Wednesday and Thursday) brought some 250 people in attendance at the Summit hotel.

The Nielsen sessions, similar to one held in Chicago a week earlier, were closed. The procedure, however, close-

ly followed the Chicago conference during which the firm's president, A. C. Nielsen Jr., confided his reactions to the Harris subcommittee probe (AT DEADLINE, April 22).

Interest was high at the meeting. Various questions were asked on technical matters developed during the course of the subcommittee investigation. But, it was reported, there also were several comments made by agency and network representatives in attendance.

One network executive was said to have commented that the problem in ratings research is the existence of three different techniques. An agency media official thought the problem was one simply of public relations—the services not getting their case across.

The meetings were divided generally

into two parts. Nielsen representatives took up major allegations or disclosures made during the Harris probe, first on the national and then on the local sample.

Such charges or problems as bringing samples up to date, clustering, addition of the mountain time zone, improper influence over the sample, administrative control over field detection, salaries of field men and Audimeter calibration were discussed point by point. Similarly from the local measurement aspect, topics discussed included allegations such as only abnormal homes accept Recordimeter installation, and problems of NSI sample sizes, editing procedures, alleged adjustments, of hypoed ratings, of hypoed ratings and the charge of improper influence of local homes.

AAAA BOARD BANS MEDIA OWNERSHIP

Individual investments will be permitted under rule

A rule prohibiting ownership of any advertising medium by members of the American Association of Advertising Agencies was adopted by the AAAA board last Thursday.

The board also amended its membership requirements to admit agencies that are publicly owned, so long as employees are in effective control. New procedures for annulment of AAAA membership also were adopted.

Campbell-Mithun, Minneapolis, is the only AAAA agency mentioned at an AAAA news conference as being a media owner. It has been widely reported as having acquired an outdoor advertising company.

Basic Communications Stations owns WAKE Atlanta, WYDE Birmingham, WWVA-AM-FM-TV Wheeling. Emil Mogul of Mogul, Williams & Saylor, New York, has 16.2% and the agency owns 11.2%. The agency is an AAAA member. The new rule distinguishes between media ownership by an agency and ownership by agency people personally.

Media investments by agency people are permitted, but AAAA said such investments "could lead to bias" and therefore should be reported to the AAAA, to the agency's clients and to other media. Small holdings of publicly traded shares are exempt from the reporting requirement.

Agency ownership of "any interest" in media was banned on the ground that it "can jeopardize the agency's obligation to be unbiased and objective." Present AAAA members were given to April 25, 1966, to divest any media holdings. On a showing of undue hardship this may be extended to April 25, 1968.

The old rules permitted AAAA members to own interests in media so long

as the ownership was not substantial enough to risk preventing those agencies from giving unbiased advice and service to advertisers. This rule remains in effect as to agency ownership of interests in printing and engraving firms and other suppliers.

Opening the membership doors to publicly owned agencies was described as "recognition that growth of the agency business may require financing of some agencies by outside capital, including public sale." Previously the rules held that owners should be active and that "any considerable proportion of inactive owners" might be prejudicial.

Papert, Koenig, Lois, New York, is the agency best known as a publicly owned firm. It is neither an AAAA member nor an applicant for membership, AAAA officials said. There has been speculation for some time that Interpublic Inc.—whose chief executive officer, Marion Harper Jr., has been AAAA chairman for the past two years—has considered going public.

There was no change in the AAAA's 46-year old rule against admission of "house" agencies.

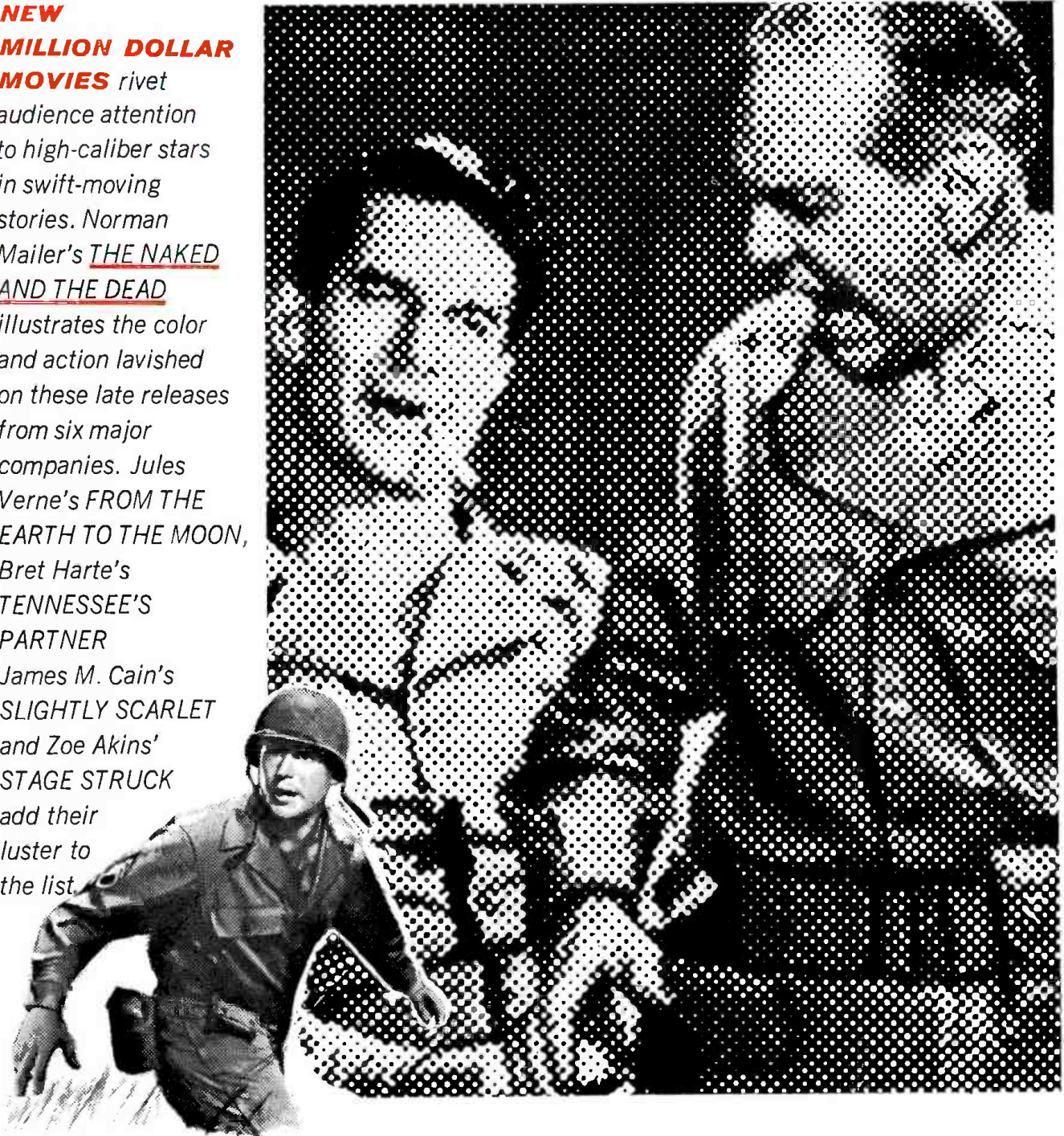
RAB to continue its own ratings study

The Radio Advertising Bureau reported it has begun exploratory talks with the Advertising Research Foundation on the bureau's plan for a study of radio ratings methodology.

RAB's proposed study, outlined in a presentation to the National Association of Broadcasters during the latter's annual convention earlier this month, would be in search of a "better" ratings system for radio (CLOSED CIRCUIT, April 1; BROADCASTING, April 8 et seq.)

**NEW
MILLION DOLLAR
MOVIES** rivet

audience attention to high-caliber stars in swift-moving stories. Norman Mailer's THE NAKED AND THE DEAD illustrates the color and action lavished on these late releases from six major companies. Jules Verne's FROM THE EARTH TO THE MOON, Bret Harte's TENNESSEE'S PARTNER James M. Cain's SLIGHTLY SCARLET and Zoe Akins' STAGE STRUCK add their luster to the list.



do you have these NEW MILLION DOLLAR MOVIES?

CBS has them scheduled in New York, Chicago, Philadelphia and St. Louis. Time-Life's buy covers Minneapolis, Denver, San Diego and Grand Rapids. Westinghouse (Pittsburgh), Corinthian (Indianapolis), Trans-Continent (Buffalo), Meredith (Syracuse), Scripps-Howard (West Palm Beach) and Crown (Portland) are other families in the fold. Surely, the same facts that persuaded these group owners and dozens of independent buyers are also pertinent to your programming.

SHOWCORPORATION

INTERNATIONAL BUILDING • 45 ROCKEFELLER PLAZA, NEW YORK 20 N. Y. PHONE: PLAZA 7-9820

RAB has offered to underwrite the project. RAB President Edmund Bunker has estimated the project will cost between \$100,000 and \$200,000.

According to the proposal, the project would be carried forward with the cooperation of ARF. Mr. Bunker and Miles David, the bureau's administrative vice president, met early last week with Alcuin W. Lehman, ARF's president, and Dr. Charles K. Raymond, the foundation's technical director.

Discussed were timetables for consultations and review of RAB's plans by ARF and by other leaders in research among the major agencies and advertisers.

These and other details were provided in a status report made April 25 by Mr. David in an address to the annual spring meeting of the Washington State Association of Broadcasters in Seattle.

Warns of Inertia ■ In that talk, Mr. David asked for support of the project, warning that despite current rating revelations, and attention to radio audience measurement, the "movement for reform could evaporate over the next few months."

These were obvious references critical of a proposal that NAB could institute a "seal of good practice" for radio-TV rating services. To gain the

seal, rating firms would be required to accept flash audits of field work, sample, methodology and other aspects.

Mr. David appeared not to rule out TV from an on-site inspection, seal approval plan, noting they might be "sufficient" for television but "totally unacceptable for radio measurement [because] how can we issue a seal of approval for a vacuum?"

Mr. David also revealed that RAB now believes it can go ahead with the study alone through its own resources if this is necessary. He said that the bureau has not yet heard from NAB on RAB's suggestion that the association join with it both in financing and administering a pilot study of radio research methodology.

He said that several major research firms, which he identified only as not now associated with "syndicated audience research," have already submitted testing proposals.

Burnett drops Nielsen radio

Leo Burnett Co., Chicago, has decided to drop A. C. Nielsen Co.'s radio rating service effective June 1, it was learned last Thursday. The agency said it did not consider as adequate Nielsen's interim radio service which begins June 1. The decision was made on the basis of talks with Nielsen held before the

recent Washington probe of ratings and had no connection with that hearing, a Burnett spokesman emphasized. Burnett continues as a Pulse radio ratings subscriber. Burnett witnesses were the only ad people called by the congressional subcommittee.

Spot radio increase estimated at 2.1%

National spot radio volume in 1962 is estimated at \$201,575,000, or a 2.1% increase over the \$197,350,000 the FCC reported for 1961.

This optimistic estimate for national advertiser expenditures in spot radio was released in New York today (April 29) by Lawrence Webb, managing director of Station Representatives Association.

Mr. Webb noted that this was the seventh straight year SRA has released spot radio dollar volume estimates under a plan of reporting by member companies to the accounting firm of Price Waterhouse Co.

New Plan ■ He also emphasized that the Radio Advertising Bureau and SRA jointly plan to estimate dollar volume figures for spot radio on a market-by-market basis (BROADCASTING, April 8; CLOSED CIRCUIT, April 1). These figures will be reported by stations confidentially to a central clearing house.

Mr. Webb said the goal is to develop more specific information on radio advertising expenditures by market, by product category and by advertisers and brands. The plan was presented at the convention of the National Association of Broadcasters in Chicago in early April.

Y&R loses \$8 million Beech-Nut account

Beech-Nut has four other agencies a 27-year relationship with Young & Rubicam covering the company's Beech-Nut chewing gum and Life Savers, which bill an estimated \$8 million annually. Approximately \$7 million of the billing is in TV, largely in network.

The announcement of Y&R's dismissal by Beech-Nut last Monday (April 22) followed by ten days the appointment of Ward F. Parker, formerly a vice president of J. Walter Thompson, as vice president in charge of marketing at Beech-Nut. It was reported that Beech-Nut has invited a small group of agencies to solicit the account.

Beech-Nut has four other agencies which are not affected by the move. They are Ogilvy, Benson & Mather (Tetley tea), Grey Advertising (Martinson's coffee), Charles W. Hoyt Co. (Beech-Nut coffee) and Furman-Roth & Co. (Bustelo coffee).



Revere buys schedule on NBC-TV

Revere Copper and Brass Inc., New York, has placed the major portion of its cookware advertising in network television this year, with a 10-week schedule of participations in six daytime and nighttime NBC-TV programs.

Programs being used are *Truth or Consequences*, *The Price is Right*, *Match Game*, *Make Room for Daddy*, *Today* and *Tonight*.

The 26 commercials prepared for the drive have as their theme, "The Marriage of Metals," and show homemakers using Revere Ware's Copper-Clad and Copper Core stain-

less steel kitchen pots, pans and utensils.

The commercials were produced by Gerald Productions Inc. Agency for Revere Ware is Maxon Inc., New York.

The film sequence above is from a commercial for Revere Ware cookware, prepared for use in a campaign of participations on NBC-TV. It shows the final step in the manufacture of Revere Ware Copper-Clad and Copper Core stainless steel utensils: the Revere seal being stamped on the bottom of the company's product.

DENVER... *BUSINESS GIANT IN THE SPACE AGE*

Martin Company's Denver Division, builder of the Titan family of ICBMs, is now developing Titan III, the Nation's first standardized space launch system — capable of boosting a wide variety of space vehicles. Martin-Denver's multi-million dollar payroll and purchase of Colorado supplies and services form a powerful booster to Denver's economy.


The First National Bank of Denver is a pioneer in financial electronic data processing in Colorado. Now in its 103rd year, it is the largest banking institution in Colorado.

Men such as J. Donald Rauth of the Martin Company and Eugene H. Adams of The First National Bank are movers and shapers of Denver's leadership in the electronic age — a progressive climate served in the field of electronic communications by KLZ Radio and Television.



MR. EUGENE H. ADAMS,
President, The First National Bank of Denver

KLZ-AM-FM-TV

CBS  DENVER

TIME-LIFE BROADCAST, INC.



MR. J. DONALD RAUTH,
Vice President, Martin Company

1962 SPOT TELEVISION BILLINGS

Procter & Gamble again leads the list with \$60.2 million; Colgate-Palmolive, up \$8 million, shows largest increase

Spot television gross time billings totaled \$721,211,000 in 1962, an increase of 16.8% over the 1961 figure of \$617,398,000. The spot TV totals, spending by classification and the top 100 advertisers in national-regional spot are reported today (April 29) by the Television Bureau of Advertising.

Highlights of the report:

▪ Including network TV, total national gross time billing comes to more than \$1.52 billion in 1962, confirming earlier reports (BROADCASTING, March 4).

▪ Procter & Gamble is the No. 1 spot TV advertiser. P&G spent more than \$60.2 million.

▪ Colgate-Palmolive showed the larg-

est dollar increase: \$22.7 million in 1962, an increase of nearly \$8 million over the previous year.

▪ Food and grocery products led the product classifications: \$188.2 million-plus, an increase of 10.1% over the year before. Other leaders were cosmetics-toiletries, household laundry products, ale, beer and wine and confections and soft drinks.

TvB said that in 1962 there were 152 advertisers in the million dollars or over group compared to 123 in 1961.

The bureau publishes spot television compilations in cooperation with the N. C. Rorabaugh Co.

The top 100 spot advertisers in 1962 follow:

1. Procter & Gamble	\$60,245,860
2. Colgate Palmolive	22,777,820
3. General Foods	21,920,550
4. Lever Bros.	19,630,440
5. William Wrigley Jr.	15,033,020
6. Bristol-Myers	14,643,980
7. Coca-Cola (bottlers)	12,375,470
8. American Home Products	11,428,750
9. Alberto-Culver	11,154,990
10. P. Lorillard	9,836,670
11. General Mills	9,670,400
12. Standard Brands	9,315,410
13. Warner-Lambert	8,155,470
14. Corn Products	7,503,480
15. Miles Laboratories	7,373,040
16. Kellogg	7,061,620
17. Philip Morris	6,955,590
18. Jos. Schlitz Brewing	6,602,750
19. Continental Baking	6,320,030
20. Campbell Soup	5,971,460
21. Pepsi-Cola (bottlers)	5,741,400
22. Food Manufacturers	5,367,450

The breed of 1962's TV spot advertisers

Estimated expenditures of national and regional spot television advertisers by product classification

AGRICULTURE	\$ 959,000
Feeds, meals	505,000
Miscellaneous	454,000
ALE, BEER & WINE	57,836,000
Beer & Ale	50,006,000
Wine	7,830,000
AMUSEMENTS, ENTERTAINMENT	2,140,000
AUTOMOTIVE	23,433,000
Anti-freeze	856,000
Batteries	63,000
Cars	19,334,000
Tires & tubes	1,951,000
Trucks & trailers	112,000
Misc. accessories & supplies	1,117,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	2,568,000
Fixtures, plumbing, supplies	125,000
Materials	831,000
Paints	839,000
Power tools	325,000
Miscellaneous	448,000
CLOTHING, FURNISHINGS, ACCESSORIES	10,436,000
Clothing	5,880,000
Footwear	2,251,000
Hosiery	2,159,000
Miscellaneous	146,000
CONFECTIONS & SOFT DRINKS	53,378,000
Confections	29,468,000
Soft drinks	23,910,000
CONSUMER SERVICES	23,583,000
Dry cleaner & laundries	8,000
Financial	4,363,000
Insurance	5,118,000
Medical & dental	331,000

Moving, hauling & storage	600,000
Public utilities	10,258,000
Religious, political, unions	2,110,000
Schools & Colleges	212,000
Miscellaneous services	583,000
COSMETICS & TOILETRIES	74,565,000
Cosmetics	12,435,000
Deodorants	6,093,000
Depilatories	289,000
Hair tonics & shampoos	18,645,000
Hand & face creams, lotions	4,272,000
Home permanents & coloring	7,163,000
Perfumes, toilet waters, etc.	2,591,000
Razors, blades	3,405,000
Shaving creams, lotions, etc.	2,531,000
Toilet soaps	10,723,000
Miscellaneous	6,418,000
DENTAL PRODUCTS	17,314,000
Dentifrices	13,007,000
Mouthwashes	3,975,000
Miscellaneous	332,000
DRUG PRODUCTS	52,545,000
Cold remedies	15,010,000
Headache remedies	21,087,000
Indigestion remedies	3,335,000
Laxatives	3,431,000
Vitamins	2,524,000
Weight aids	2,057,000
Miscellaneous drug products	4,437,000
Drug stores	664,000
FOOD & GROCERY PRODUCTS	188,224,000
Baked goods	26,267,000
Cereals	22,196,000
Coffee, tea & food drinks	39,355,000
Condiments, sauces, appetizers	12,834,000
Dairy products	11,674,000
Desserts	2,483,000
Dry foods (flour, mixes, rice, etc.)	9,180,000
Fruits, vegetables, juices	9,210,000
Macaroni, noodles, chili, etc.	4,082,000

Margarine, shortenings	9,977,000
Meat, poultry & fish	11,031,000
Soups	4,866,000
Miscellaneous foods	13,405,000
Miscellaneous frozen foods	2,623,000
Food stores	9,041,000
GARDEN SUPPLIES & EQUIPMENT	992,000
GASOLINE & LUBRICANTS	26,118,000
Gasoline & oil	25,442,000
Oil additives	553,000
Miscellaneous	123,000
HOTELS, RESORTS, RESTAURANTS	721,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	26,511,000
Cleaners, cleansers	17,755,000
Floor & furniture polishes, waxes	6,662,000
Glass cleaners	287,000
Home dry cleaners	252,000
Shoe polish	654,000
Miscellaneous cleaners	901,000
HOUSEHOLD EQUIPMENT—APPLIANCES	5,426,000
HOUSEHOLD FURNISHINGS	2,164,000
Beds, mattresses, springs	1,113,000
Furniture & other furnishings	1,051,000
HOUSEHOLD LAUNDRY PRODUCTS	57,883,000
Bleaches, starches	7,988,000
Packaged soaps, detergents	42,711,000
Miscellaneous	7,184,000
HOUSEHOLD PAPER PRODUCTS	10,862,000
Cleansing tissues	2,326,000
Food wraps	1,541,000
Napkins	185,000
Toilet tissue	2,081,000
Miscellaneous	4,729,000
HOUSEHOLD GENERAL	6,946,000
Brooms, brushes, mops	93,000

23. Gillette	5,320,680
24. Ford Dealers	5,055,030
25. Liggett & Myers	5,044,200
26. Avon Products	5,020,560
27. Anheuser-Busch	4,921,150
28. J. A. Folger	4,749,270
29. International Latex	4,587,520
30. General Motors Dealers	4,531,740
31. Pabst Brewing	4,387,330
32. Carter Products	4,264,700
33. Ralston Purina	4,089,570
34. Richardson-Merrell	4,005,740
35. Simoniz	3,940,670
36. Pet Milk	3,867,050
37. Canadian Breweries	3,735,240
38. Chesebrough-Pond's	3,604,030
39. Shell Oil	3,556,560
40. United Vintners	3,267,330
41. Helene Curtis Industries	3,091,020
42. U. S. Borax & Chemical	2,989,580
43. Welch Grape Juice	2,909,630
44. R. J. Reynolds	2,877,880
45. Nestle	2,828,420
46. Menley & James	2,785,330
47. Chrysler Dealers	2,692,020
48. Humble Oil & Refining	2,630,740
49. Falstaff Brewing	2,600,560
50. Hills Bros. Coffee	2,559,810
51. Scott Paper	2,472,520
52. American Motors Dealers	2,407,210
53. American Tobacco	2,353,940
54. Armour	2,332,350

China, glassware, crockery, containers	1,659,000
Disinfectants, deodorizers	1,323,000
Fuels (heating, etc.)	757,000
Insecticides, rodenticides	1,929,000
Kitchen utensils	236,000
Miscellaneous	949,000

NOTIONS	274,000
PET PRODUCTS	11,069,000
PUBLICATIONS	2,418,000
SPORTING GOODS, BICYCLES, TOYS	12,541,000
Bicycles & supplies	71,000
Toys & games	12,317,000
Miscellaneous	153,000
STATIONERY, OFFICE EQUIPMENT	426,000
TELEVISION, RADIO, PHONOGRAPH MUSICAL INSTRUMENTS	675,000
Radio & television sets	267,000
Records	279,000
Miscellaneous	129,000
TOBACCO PRODUCTS & SUPPLIES	29,696,000
Cigarettes	27,449,000
Cigars, pipe tobacco	1,945,000
Miscellaneous	302,000
TRANSPORTATION & TRAVEL	6,828,000
Air	2,982,000
Bus	2,063,000
Rail	835,000
Miscellaneous	948,000
WATCHES, JEWELRY, CAMERAS	3,534,000
Cameras, accessories, supplies	1,086,000
Clocks & watches	37,000
Jewelry	35,000
Pens & pencils	2,219,000
Miscellaneous	157,000
MISCELLANEOUS	9,146,000
Trading stamps	3,278,000
Miscellaneous products	2,259,000
Miscellaneous stores	3,609,000
TOTAL	\$721,211,000

55. Deluxe Reading	2,294,250
56. American Oil	2,282,290
57. Phillips Petroleum	2,228,800
58. Sears Roebuck	2,096,330
59. Helena Rubinstein	2,078,220
60. Frito-Lay	2,071,670
61. E. F. MacDonald Stamp	2,034,240
62. Johnson & Johnson	2,028,980
63. Carnation	2,014,070
64. Sinclair Refining	1,987,360
65. Pacific Tel. & Tel.	1,987,040
66. E. & J. Gallo Winery	1,970,740
67. Andrew Jergens	1,961,710
68. Mattel	1,961,100
69. Pillsbury	1,914,370
70. General Electric	1,851,990
71. C. Schmidt & Sons	1,837,620
72. Foremost Dairies	1,834,700
73. Gulf Oil	1,824,470
74. Theo. Hamm Brewing	1,810,900
75. Kimberly-Clark	1,810,600
76. F. & M. Schaefer Brewing	1,806,490
77. Greyhound	1,803,410
78. Maybelline	1,788,010
79. National Dairy Products	1,784,120
80. M. J. B.	1,740,010
81. National Biscuit	1,712,510
82. Beech-Nut Life Savers	1,703,650
83. Chrysler Corp.	1,694,500
84. Stroh Brewery	1,690,300
85. American Bakeries	1,673,540
86. Associated Products	1,667,180
87. Sterling Drug	1,664,980
88. National Federation of Coffee Growers of Colombia	1,662,750
89. Armstrong Cork	1,653,020
90. Ward Baking	1,652,790
91. Peter Paul	1,640,830
92. Quaker Oats	1,592,430
93. Laddie Boy Dog Foods	1,550,400
94. J. Nelson Prewitt	1,548,950
95. Remco Industries	1,448,920
96. North American Phillips	1,430,560
97. Great Atlantic & Pacific Tea	1,428,100
98. Brillo Manufacturing	1,417,640
99. Fels	1,408,710
100. Texaco	1,400,760

Vic Piano rep group adds several stations

Vic Piano Associates, New York, a station representative, which in its seven-week existence has signed 37 stations, last week announced signing of the Northeast Radio Network and six radio stations.

The Northeast network covers 22 AM and 12 FM stations in upstate New York. Piano represents the network only, not the individual stations making it up.

Also signed were WAVA Arlington, Va.; WSHO New Orleans; KLIQ Portland, Ore.; KSOP Salt Lake City; KKJO St. Joseph, Mo., and WECL Eau Claire, Wis.

Of the 37 stations, 15 are radio stations in the top 100 markets; another 17 in top regional markets and five are television stations, all UHF.

Rep appointments . . .

■ WRVA-TV Richmond, Va.: The Katz Agency Inc., New York, as national representative, effective May 1.

■ KADY St. Charles, KADI (FM) St. Louis, both Missouri; WQSR Syracuse, WCMF

(FM) Rochester, both New York; KITT (FM) San Diego; KEEZ (FM) San Antonio; WYFM (FM) Charlotte, N. C., and WFOL (FM) Cincinnati: Robert Richer Representatives Inc., New York, as national representative.

■ WAME Miami, Fla.: Broadcast Time Sales Inc., New York, as national representative.

■ KVOA-TV Tucson, Ariz., and KOAT-TV Albuquerque, N. M.: Meeker & Co. as national representative.

■ All-Canada Radio and Television Ltd.: Pearson National Representatives Inc., Chicago, as representative in Middle West. All-Canada will continue to be represented by its own office in the New York area.

■ KCIN Victorville, Calif.: James A. Lucas & Co., Los Angeles, as national representative.

■ KTHO Bijou, Calif.: The Sandberg Co., San Francisco, as national representative.

■ WAUG Augusta, Ga.: Dora-Clayton Agency, Atlanta, as regional representative.

■ KDAB Denver: Mid-West Time Sales, Kansas City, Mo., as regional representative.

Agency appointments . . .

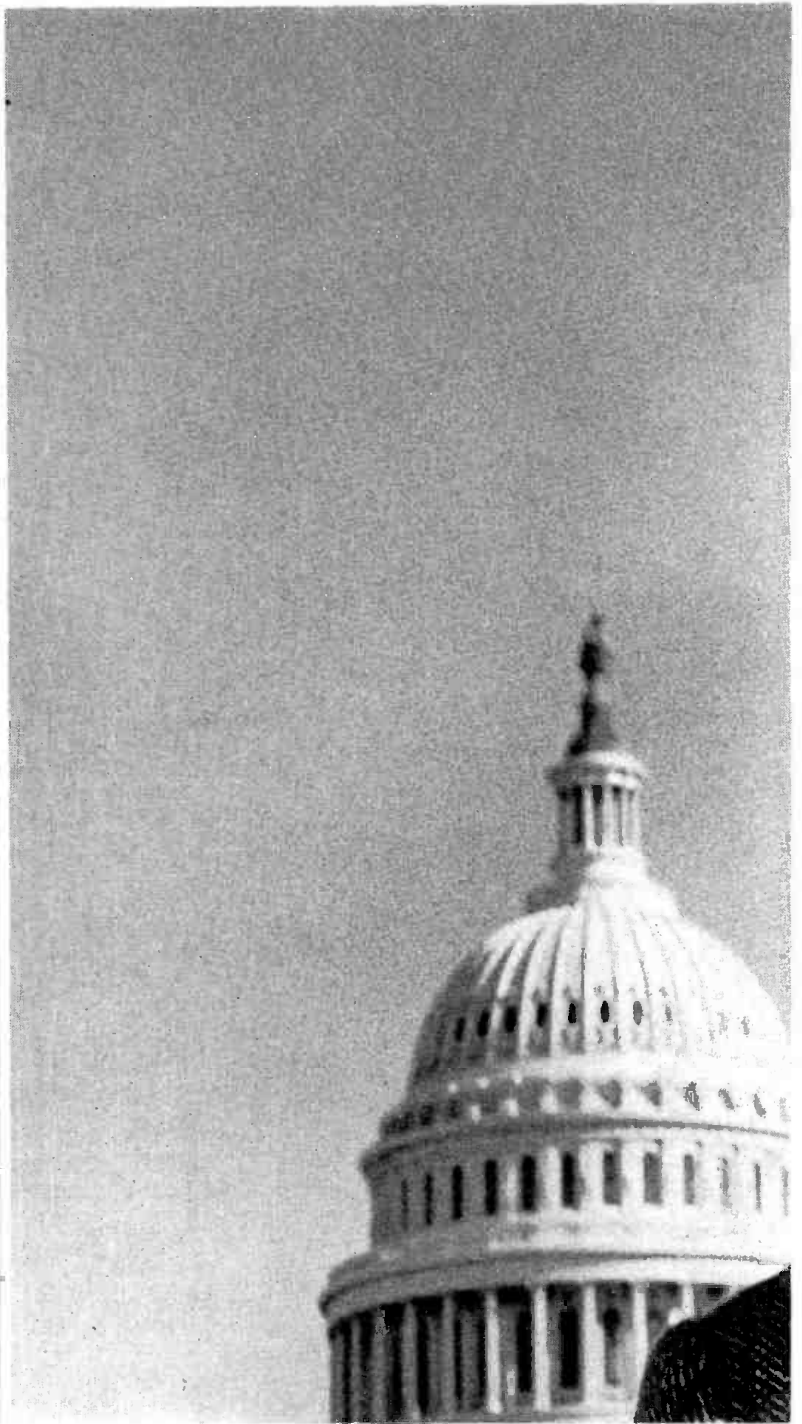
■ Cantrell & Cochrane Division of Great American Industries, New York, has appointed North Advertising Inc., that city. Major advertising emphasis will be placed on new C&C Cola, canned soft drink. Test campaigns in local newspapers and spot radio will precede national introduction of the product.

■ Cortland Industries, manufacturer of fishing lines, has appointed Redmond & Marcus Inc., New York, as its advertising agency, succeeding McCann-Marschalk Inc.

■ Purex Corp., Lakewood, Calif., will transfer two products between the two agencies servicing its Grocery Products Division. Dutch Cleanser will be assigned to Foote, Cone & Belding, Los Angeles, from Edward H. Weiss & Co., Chicago. Bo-Peep Ammonia will be assigned to Weiss from FC&B.

Soft drink expenditures

Soft drink companies will spend about \$150 million in advertising and promotional expenditures in 1963, according to William C. Durkee, senior vice president in charge of marketing division. Pepsi-Cola Co. Mr. Durkee spoke at the 42d annual convention of the Western Association of Food Chains in Honolulu last Tuesday (April 23).



A Capital Idea

... That, we confess, is a fairly obvious thing to say about a dramatic series based on the activities of a Washington agency.

But it's a *truly* capital idea when the agency is one as dynamic as the Department of Health, Education and Welfare.

For HEW's work covers such diverse matters as narcotics, adoption hoaxes and cancer quackery.

It's this many-faceted bureau whose files will

suggest the story lines for "The Robert Taylor Show," one of the most important newcomers on NBC-TV's diversified Fall schedule.

Out of the department's records will come the tracking-down of a malaria-transmitting blood donor; the pursuit of an illegal drug syndicate; or an inquiry into a case of mass food poisoning.

The star of the new, hour-long series has, of course, long been one of the motion picture world's capital attractions. And in television he's won millions of new fans through his starring role in



the three-year run of "The Detectives."

On his new series, Taylor will be playing a Special Assistant in HEW. In actuality, the department has some 60,000 on its staff, but it won't surprise us if Taylor and Robert Loggia, his associate, quickly become its most familiar "employees." Never underestimate the power of television.

In Loggia, we should hurriedly interject, the series has one of the most gifted young actors around. His performances in Broadway's "Toys in the Attic" and Hollywood's "Somebody Up There

Likes Me"—as well as his work in TV's first-rank dramatic shows—have already won him an enthusiastic following among critics and public.

The combination of Taylor and Loggia—together with special guest stars and top-calibre, creative writing and production—will give the viewer a new appreciation of the services performed by Washington's largest department.

It will also help make NBC-TV's forthcoming season one of the most exciting in this network's history.



SMOKING CONTROVERSY STILL BURNS

Moss urges 'glamour' be taken out of cigarette ads

The smoking and health controversy, which now includes a question whether television tobacco commercials should be aimed at youth, remained a much-discussed issue in Washington last week as lawmakers showed renewed interest in the contention that there is a causal link between smoking and lung cancer.

Senator Frank E. Moss (D-Utah) released the texts of letters he had written to the presidents of the television networks and tobacco companies urging them "to take the glamour out of cigarette advertising." None of the networks had commented by Thursday (April 25).

Senator Maurine B. Neuberger (D-Ore.) was seeking the backing of the Federal Trade Commission and Food and Drug Administration in requiring tobacco firms to identify their products as injurious to health.

Senator Joseph S. Clark (D-Pa.) and Representative Morris K. Udall (D-Ariz.) were preparing legislation which would bring smoking products under the jurisdiction of the FDA and require package labels to include nicotine and tar contents.

Representative Udall said last week he would delay introduction of his bill while the National Association of Broadcasters considered whether to revise its code and place restrictions on tobacco advertising. He has discussed the NAB code with association representatives (CLOSED CIRCUIT, March 4).

Take A Look ■ Noting measures taken by other countries in recognition of smoking hazards, Senator Moss asked the networks to "take a hard look at the type of cigarette advertising you are allowing sponsors to present." Youngsters who take up smoking "are greatly increasing their chances for dreaded diseases and early deaths," he said. "How can it be ethical for our mass media to continue using sports heroes and glamorous models in an effort to associate smoking with all that is exciting, pleasant and desirable in life?" he asked.

New estimates on when a Public Health Service study of smoking would be released indicated it could be as late as next April and certainly not before this fall.

Senator Neuberger was known to be disappointed by the health service's delay, but satisfied that the holdup is due to the extensive and complicated research involved. She is holding up a complete legislative program she had intended to introduce this spring, the time previously expected for the report's publication. This program includes nationwide education on smok-

ing risks, advertising controls, labeling requirements and sales restrictions.

NAB president LeRoy Collins, critical of cigarette advertising which appeals to young people, had said the government's delay in compiling an extensive study of smoking and health would "not necessarily remove the problem" [changing commercials] from discussions at an NAB board meeting to be held in June (BROADCASTING, April 22).

Two weeks ago the American Cancer Society released a new pamphlet citing smoking as "the major cause" of lung cancer and a factor in other diseases. Tobacco Institute spokesmen said the society's publications "omitted or oversimplified" opposing views of reputable scientists.

The Federal Trade Commission told Senator Neuberger almost a year ago that if evidence proves a causal relationship between smoking and lung cancer that "it is likely that an order

'Panic' users got little from radio, TV

RETAILERS APPRAISE AIR USE IN NEWSPAPER STRIKE

Retail merchants in New York who used radio and television for the first time during the newspaper strike "on a panic basis" experienced "little in the way of positive results," according to a survey of New York department and specialty stores by the National Retail Merchants Association.

Effective radio and television advertising, according to Edward F. Engle, NRMA sales promotion manager, was conducted primarily by those already familiar with the broadcast media. "Macy's and Alexander's used television in their fashion launching, as they had in the past, and the results were deemed highly satisfactory to both," Mr. Engle said at an NRMA Sales Promotion Division convention in Hollywood, Fla. "Those stores which developed techniques for using these media prior to the strike were able to continue using them effectively during the strike."

The NRMA survey, however, showed radio and TV were not the best substitute media for retail advertising, Mr. Engle continued. "There is no substitute for the daily newspaper as the major medium for retail advertising. . . The best substitute medium in an emergency is direct mail. This can produce excellent results over a short time, but its effectiveness tends to diminish when used too often and by too many competitors."

Mr. Engle added that TV and radio

Lord & Taylor stays

A major New York department store, has continued its use of radio advertising since the end of the newspaper strike. Lord & Taylor has signed a 13-week contract with WQXR-AM-FM New York, effective April 22. It calls for full sponsorship of a half-hour women's show three times a week and 11 one-minute spots each week.

The department store began advertising on WQXR on Dec. 8, 1962, the first day of the newspaper strike. The company was described as being "pleased with WQXR as a public relations factor and as an advertising medium of unusual flexibility and immediacy."

Lord & Taylor's agency is James R. Flanagan Co., New York.

of the commission . . . would be upheld in the appellate courts."

"can be used successfully as supplementary media." Their "effectiveness" was confirmed by those who had used the broadcast media "properly" before the strike and who "continued with them during the strike."

Business briefly . . .

General Time Corp., New York, has begun a special advertising campaign for its Big Ben and Baby Ben clocks, with an increase in its regular spot radio schedule. The drive, which runs through mid-May, is scheduled in 125 markets (the regular schedule covers 100), with 20 one-minute spots a week per station for five weeks. Agency: Hicks & Greist, New York.

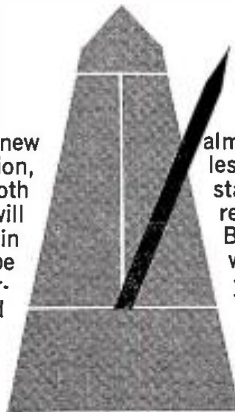
Melnor Industries, Moonachie, N. J. (lawn sprinkler manufacturer) will repeat co-sponsorship of CBS-TV "Triple Crown of Racing" telecasts; Kentucky Derby, May 4; Preakness, May 18 and Belmont Stakes, June 8. Agency for Melnor is Smith/Greenland Co., New York.

Purex Corp., through Edward H. Weiss and Co., Chicago, and U. S. Time Corp., for Timex watches, through Warwick & Legler, New York, are signed as sponsors of a series of documentary type special programs about motion pictures and movie personalities to be produced by Wolper Productions



***there's a Wright way
to run a radio station***

(Of course, there are other ways,
but we don't subscribe to them.)



Who are we? The Wright Broadcasting Company. Our new station, and the San Francisco market's newest station, is called KPAT. KPAT will begin broadcasting on both AM and FM in the Bay Area at 12:00 noon today, will cover all of the principal population centers within the nine Bay Area counties and, naturally, will be run the Wright way. That, of course, means wonderfully entertaining music, intelligently programmed in truly uninterrupted segments twenty-four hours each day, commercials only on the quarter-hour break daytimes and on the half-hour from 7:00 PM until dawn, excellent news, informative service and

almost no other talk at all. Certainly none that's aimless or inane. In short, KPAT will be a reticent radio station, responsibly aware of the needs of its audience, realistically aware of the needs of its advertisers. But why go on? You undoubtedly know the Wright way of doing things. And in the unlikely event that you don't, by all means write us in Berkeley, California, for a copy of "Prospectus: A Preliminary Statement Concerning KPAT." Or ask your Robert E. Eastman representative. He'll be happy to tell you how right you are to place an order today on the Wright station in America's sixth market.

RADIO STATION KPAT • FOR THE AIRUDITE BAY AREA AUDIENCE • 1400 AM/102.9 FM

and broadcast on NBC-TV Monday, 9:30-10 p.m., starting in the fall. Purex and Timex will each sponsor 20 individual programs, with no cross-plugs, but not necessarily on alternate weeks, to fit in with the sales and distribution pattern of each advertiser. Timex, for instance, may want to have its advertising bunched before Christmas and graduation time, periods when most watch sales are made.

Cal-Cienega Corp., Los Angeles, has added a Tele-Cake Division which has signed more than a score of retail bakery firms to its cake-by-wire plan, whereby bakers can take orders for cakes to be delivered any place in the country, with messages transmitted by

wire from the order-taking bakery to the delivering one. An advertising campaign is being planned, to use radio and television along with bakery trade magazines placed through Juanita Sayer Public Relations & Advertising, Los Angeles.

Union Oil Co. of California, through Smock, Debnam & Waddell, Los Angeles, will sponsor 11 broadcasts of the Saturday feature races from Hollywood Park on CBS Television Pacific Network stations in California, Oregon, Washington, Arizona and Utah at 5:15-5:45 p.m., Saturday, starting May 11.

Buick Motor Division of General Motors Corp., which will sponsor the sixth annual Buick Open Golf Championship

on NBC-TV, Sunday, June 9 (4:30-6 p.m.) (AT DEADLINE, April 22), will also sponsor the June 8, 5-6 p.m. segment for the Buick Hole-in-One Sweepstakes. Agency: McCann-Erickson, Detroit.

Gulf will sponsor conventions on NBC

The Gulf Oil Corp. has signed for full sponsorship of NBC's television and radio coverage of the 1964 national conventions and elections. It also has renewed for a fourth year its sponsorship of the "instant specials."

The contracts covering both the specials and the conventions and election coverage were said to involve more than \$5 million.

The signing of Gulf more than a year before the opening of the conventions was believed to be the earliest conclusion of arrangements for sponsorship of the national political package. Neither ABC nor CBS has announced its sponsorship plans for these events.

It was estimated that the "instant specials" cost about \$1.5 million a year and the convention-election coverage in excess of \$3.5 million.

Robert E. Kintner, NBC president, said the entire domestic news staff of NBC, supplemented by selected foreign correspondents, will be used for the convention and election coverage. The staff will be under the direction of William R. McAndrew, executive vice president in charge of NBC News.

The sponsorship of this political package by one advertiser is considered a coup. In 1960, network coverage of the conventions and election was sold to groups of advertisers by NBC-TV and ABC-TV but CBS-TV sold its package to the Westinghouse Electric Corp.

Self-policing is must, Collins warns AFA

The only way broadcasters are going to escape government regulation is by stringent policing of themselves.

This is what LeRoy Collins, president of the National Association of Broadcasters, told advertising men in a scheduled address Friday at the meeting of the Fourth District, Advertising Federation of America in Orlando, Fla.

"Let us face it," Governor Collins said, "to avoid the problems of government intervention, good business as well as good citizenship requires that we see to it that individually and collectively we are meeting all of our clear responsibilities for serving essential public interest."

Calling on broadcasters and advertisers to operate in the public interest (which is "nothing more nor less than

Hotpoint returns to network TV

WILL USE SEVEN-MONTH CAMPAIGN ON 'TONIGHT' SHOW

Hotpoint Co., Chicago, has purchased an \$800,000 advertising campaign on NBC-TV's *Tonight*, marking its first use of network television since 1955.

The seven-month sponsorship begins May 15 and extends through Dec. 13 on 80 NBC-TV affiliates. It will include 75 one-minute participations, most of which will be served up as 30-second announcements paired back to back. All the commercials will be in color.

A \$10,000 merchandising program tying in with the show and its host Johnny Carson represents the heaviest order of merchandising aids in the history of the show.

The aids being distributed to Hot-

point dealers throughout the country include life-size displays of Mr. Carson holding an easel carrying the company message, "over the wire" hangers, salesman's lapel stickers, product string tags, counter cards, product stickers and bumper tags. The *Tonight* tie-in will also be featured in full-page advertisements scheduled for trade and consumer magazines.

Hotpoint will introduce, on the *Tonight* commercials, a new line of products including ranges, freezers, air conditioners and washers. A live lead-in by Mr. Carson will precede each of the commercials.

Hotpoint's last use of network television was from 1952-1955 as sponsor of ABC's *Ozzie & Harriet*.



Hotpoint merchandising program is featured in kinescope recording which was shown at meeting of distributors in Chicago. 'Tonight' host Johnny Carson and announcer Ed McMahon described advertising plans of com-

pany. Mr. McMahon (r), discusses program with E. G. Reichert, manager, merchandising and promotion, Hotpoint (c), and Bill Storke, director, participating program sales for NBC, New York.



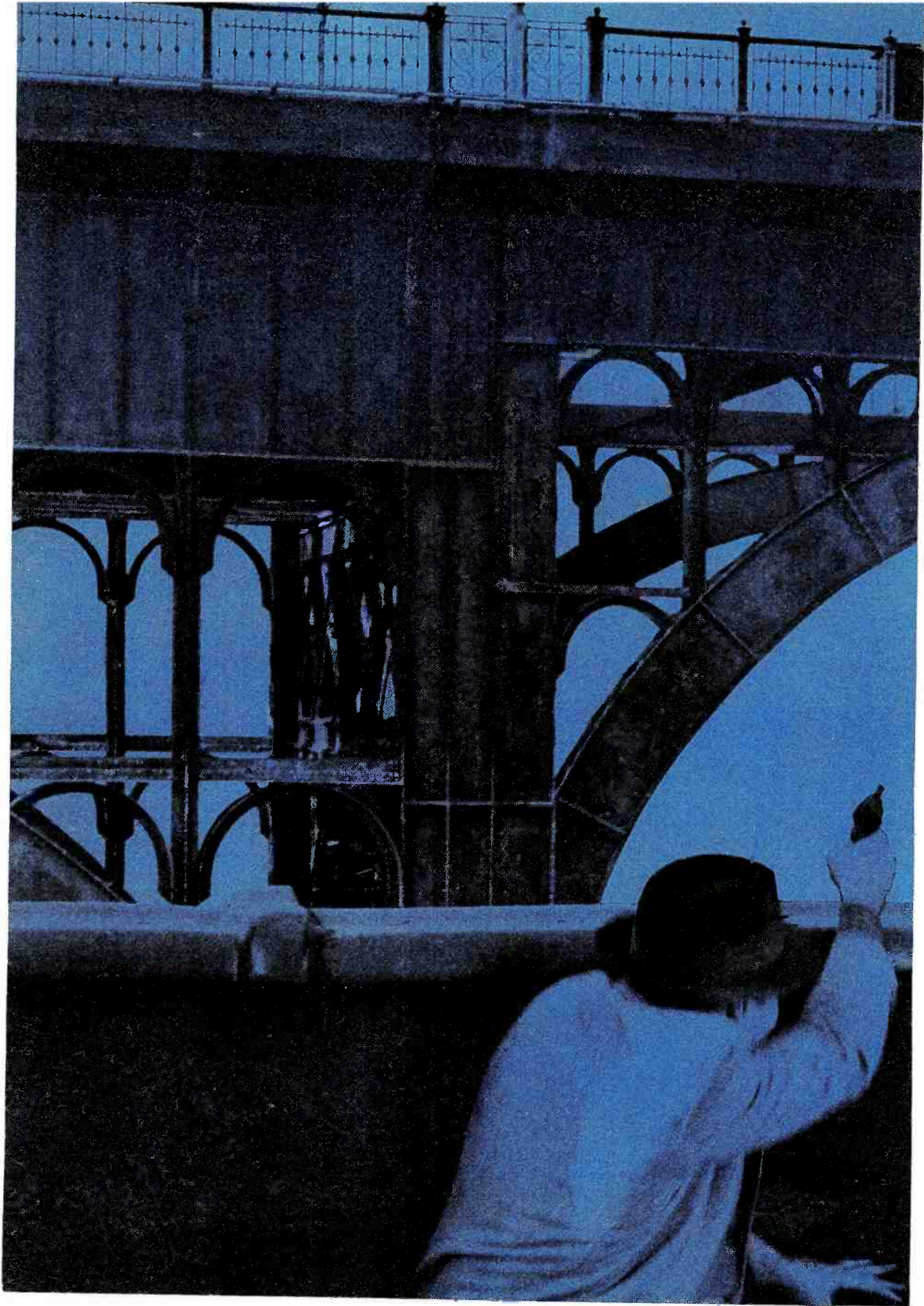
**But, Daddy!
I am
old enough.
I even
listen to
WCBS
now!**

...and Susie might win with that argument. Nobody's happier than Dad that she's passed through her rock 'n' roll phase and enjoys, with him, the programs of the Grownup Station—WCBS. It won't be long before Susie's in control of her own set of purse strings and she'll be

**WCBS
RADIO
880**
101.1 FM

great friends with WCBS Radio's Jack Sterling, Kenneth Banghart, Lee Jordan, Bill Randle, Ed Joyce, Ted Steele and Bob Maxwell. She likes a change, too. Another reason to dial WCBS—for the Philharmonic, for good conversation and Yankee baseball!

A CBS OWNED RADIO STATION



THE BIG ONE YOU'VE BEEN WAITING FOR!

'NAKED CITY'

99 HOURS AND 39 HALF-HOURS NOW AVAILABLE
FOR FALL TELECASTING

"NAKED CITY" is one of the most talked-about, most acclaimed action series ever made—consistently delivers top audiences for leading advertisers. It's the series that Newsweek Magazine, in its March 4, 1963 issue, described as "the best and most stylish show on American television . . ." It's the series that won three "Emmy" awards as well as two nominations.

"NAKED CITY" is the action series so unique in concept it can be played any hour of the broadcast day. And now its superb production, its first-rate dramatic writing . . . its big-name guest stars can be yours in your market on your station! Just offered, it's just sold to WPIX New York, WGN TV Chicago, KMSP-TV Minneapolis-St. Paul, WBAY-TV Green Bay and WNEP-TV Scranton—Wilkes-Barre.

For full details, contact

SCREEN GEMS, INC.



STARRING
PAUL BURKE



CO-STARRING
HORACE McMAHON

a genuine and honest-to-God concern for man himself"), Mr. Collins added:

"It is not the mission of the broadcaster, under such a concept, merely to provide escape from the realities of life. Nor is it the appropriate role of the advertising practitioner simply to sell a product someone else has produced. If we should adopt these efforts as our dominant goals, then we would resign ourselves to the soul-deadening drudgery of drones in the hive. We would mistake productivity for creativity, and confuse activity with accomplishment."

Bringing this philosophy to broadcasting, Governor Collins declared: "As broadcasters, we are determined that the government shall not exercise control over the content of what we broadcast." But, he added:

"This means that we accept four

square, and on our own, the responsibility for broadcasting in the public interest. The freedom to exercise this responsibility must remain the bedrock of American broadcasting."

Heavy radio-TV campaign for new cigarette brand

A heavy spot television and radio campaign will be used to begin national distribution of Paxton, Philip Morris Inc.'s new menthol filter cigarette.

The brand, test-marketed in Fresno, Calif., and Tulsa, Okla. (BROADCASTING, Feb. 11), will be introduced May 6 in New England, middle Atlantic states, Ohio and Hawaii. National distribution will expand as production of the new brand permits.

Introduction of the new brand, which

will sell at popular retail prices, will be backed by a "very heavy" television and radio drive, according to a spokesman for Philip Morris. Print advertising will also be used although the greater part of the budget is slated for broadcasting.

Benton and Bowles, New York, is agency for Paxton.

Ad tax sought in Florida

A bill introduced in the Florida Senate would subject all radio, television and newspaper advertising to the state sales tax of 3%.

Senator Tom Whitaker (Tampa) introduced the bill, which would amend the current sales tax measure. The proceeds would be used exclusively for capital outlay projects for higher education.

THE MEDIA

CBS RADIO NETWORK SALES BOOM

Moving at greatest rate in years, Hayes reports

The CBS Radio network's sales are booming at a rate unmatched in recent years, with more business already booked for 1963 than the network carried in all of last year, Arthur Hull Hayes, president of the CBS Radio division, said last week.

He has notified CBS Radio affiliates that their payments from the network for the first quarter of 1963 will be 26% higher than was anticipated when the current compensation plan was adopted last fall. He also reported that sales to date indicate station payments in the second quarter will exceed the originally anticipated level by 46.3%.

Mr. Hayes said the sales resurgence gives every indication that the CBS Radio network will turn a profit this year. The CBS Radio division, which includes CBS-owned radio stations and CBS Radio Spot Sales as well as the

network, has always been profitable. The network itself has shown a profit in a number of months and even quarters but not for a full calendar year since TV first put network radio into the red—although in some recent years it has come close.

Network sales figures were not disclosed, but it was understood that in the first quarter they ran about 20% higher than in the same period of 1962.

"The CBS Radio network has more business on its books for 1963, right now, than it had for the entire year of 1962," Mr. Hayes said. "Our sales volume has surpassed all forecasts. It looks like we will almost certainly top our dollar volume for any one of the four preceding years."

News 90% Sold ■ He said that more than 90% of the availabilities in news-on-the-hour broadcasts and in the *Dimension* features have been sold, and that the following programs are completely sold out: Allan Jackson's morning news reports, the *Garry Moore Show*, Lowell Thomas newscasts, the five-a-week Phil Rizzuto and Chris Schenkel sports shows, Robert Trout's seven newscasts on Sundays and Allan Jackson's five on Saturdays, and Jack Drees's 10 weekend sports reports.

Mr. Hayes attributed the improved sales picture to "enthusiastic advertiser acceptance" of the expansion from five-minute to ten-minute newscasts on the hour, which started in November 1960; popularity of *Dimension*, which has been expanded from 43 features a week in November 1960 to 63 a week now, and CBS Radio's national advertising campaign to attract both audiences and sponsors, in which he said CBS Radio

scheduled more than a million dollars worth of space during the past year.

Much of the network's billings gain, he said, has come from advertisers that did not use CBS Radio in 1962. Among these he listed Allied Van Lines, American Express, Campbell Soup, Champion Spark Plug, Chemical Compounds division of Studebaker-Packard, Chemway Corp., Chrysler, Church & Dwight, Florists Telegraph Delivery Association, General Electric's lamp division, General Mills, Buick, Hires beverages, Kellogg, Miller Brewing, Millers Falls, Minnesota Mining & Manufacturing, Morton House Kitchens, Norwich Pharmacal, Pro-Phy-Lac-Tic Brush Co., Standard Oil of Ohio, Salada Foods, Sardeau Inc., J. M. Smucker Co. and Texaco.

Rabbi issues call for better radio and TV

Rabbi Maurice N. Eisendrath, president of the Union of American Hebrew Congregations, called on religious leaders to speak out "in our own voice with our own concern for better radio and television."

Speaking at the spring board meeting of the National Federation of Temple Brotherhoods in Cincinnati, Rabbi Eisendrath praised the work of FCC Chairman Newton Minow, but said, "religion has hidden too long behind [his] moral cloak."

He urged that "religious leaders should particularly speak out on matters such as the rating scandal in the broadcast industry. . . ."

Rabbi Eisendrath, who said that he "despises censorship," contended that "we already have censorship in television—harsh, rigorous, and destructive. It is the censorship of the dollar, unchecked by public interest."

Atop à needle

New KING Seattle studio on top level (550 feet above ground) of the Space Needle, symbol of last year's Seattle World's Fair and a permanent part of the city's skyline, will go into use June 1, opening day of the new Seattle Civic Center. Frosty Fowler, whose Monday-Friday, 6-10 a.m. show will originate from the spire-top studio, believes this makes KING "the highest above-ground radio station anywhere" and offers a Space Needle model to the first person to prove him wrong.

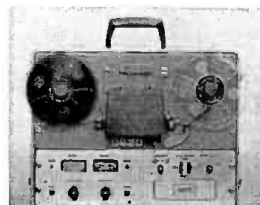


What compact can do everything a console recorder can?

AMPEX PR-10

The Ampex PR-10 gives you all the performance of a console recorder. Even remote control. And it's all wrapped up in a suitcase-sized package. It's versatile enough to be used on any broadcast assignment: news, sports, spots, delayed broadcast, special events, client playback, political, auditions, dance band remotes, dubbing, tape editing, stereo tape playback (2 and 4-track), and those many special jobs. The PR-10 features positive pushbutton 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 eddy current clutch system to give you fast, gentle starts and lower braking tension. What's more, electrical alignment controls are accessible through the front panel. And above all, the PR-10 will give you a long life of reliable performance. It carries Ampex "Four Star" one-year warranty. For data write the only company with recorders, tapes, memory devices for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Term financing, leasing, worldwide sales, service.



How is goodwill counted in dollars?

COURT MUST MEASURE WSJS-TV AS OF APRIL '56

What is the cash value of a television station's goodwill? What is the correct procedure for calculating that value? Answers to those questions as they apply specifically to wsjs-TV Winston-Salem, N. C., as of April 30, 1956, are currently being sought in a Los Angeles Superior Court, presided over by Judge Bayard Rhone.

April 30, 1956, marked the end of the fiscal year of Triangle Broadcasting Corp., licensee of wsjs-TV. It was also the date on which Piedmont Publishing Corp., publisher of the *Winston-Salem Journal* and *Twin City Sentinel* and owner of wsjs-AM-FM, was authorized to exercise its option to purchase the one-third interest in Triangle held by Mary Pickford and her husband, Charles (Buddy) Rogers. Miss Pickford and Piedmont, who had been competing applicants for a TV grant in Winston-Salem, dropped their competition in 1953 to join in a single application under an agreement that gave Miss Pickford a one-third interest in Triangle (part of which she subsequently assigned to Mr. Rogers) for an investment of \$50,000. The agreement also contained

the option for Piedmont to purchase the Pickford-Rogers' interests.

Piedmont's endeavor to exercise its option was resisted by Miss Pickford and Mr. Rogers and the parties went to Los Angeles Superior Court to argue the issue. After 50 court days of testimony, the then Superior Judge John Ford on May 25, 1959, upheld Piedmont's right to purchase the Pickford-Rogers interest in wsjs-TV, on which he set a value of \$133,243.95 This decision was appealed on the ground that this sum represented only the book value of the one-third interest in wsjs-TV and ignored the good will inherent in the station as a going business. The appeals court agreed with this argument and sent the case back to the superior court for a re-evaluation.

Hearings started Monday (April 22) before Judge Rhone. Harned Pettus Hoose, who with Ronald L. Hartman and Ronald K. Perry represent the Pickford-Rogers interests, maintained that a fair market price for wsjs-TV in 1956 would have been approximately \$3 million, so that his clients are entitled to roughly \$867,000 in addition

to the sum already awarded them, to bring them \$1 million for their share in the station.

Mr. Hoose plans to have his witnesses include Dana Latham, who headed the Internal Revenue Service under President Eisenhower; Paul O'Bryan, Washington attorney specializing in broadcast matters; Alvin G. Flanagan, general manager of KBTW (TV) Denver; Ben F. Waple, acting secretary of the Federal Communications Commission; Howard S. Frazier, broadcast management consultant; Jules Stein, head of MCA; movie mogul San Goldwyn and Miss Pickford herself.

Sherman Welpton Jr., Los Angeles counsel for Piedmont (also represented by W. P. Sandridge of Winston-Salem) protested that the presence of those individuals in the courtroom would turn the proceedings into "a Hollywood extravaganza" and asked the court to restrict each side to two witnesses. Judge Rhone denied this motion, but held in abeyance his decision on whether to set a limit of two appraisers for each.

Piedmont's first appraiser, John Alden Grimes of Arlington, Va., taking the stand Wednesday, placed a \$1.1 million evaluation on wsjs-TV, as a going business on April 30, 1956. Subtracting a long-term debt of \$660,000 from that sum, he valued all other tangible and intangible assets of the station at \$440,000, of which the Pickford-Rogers share would amount to \$146,667 or about \$13,000 more than the sum already awarded them. His direct testimony took most of the day and his cross-examination was expected to occupy the balance of the week.

"...negotiated by Blackburn & Co..."

You've probably seen this phrase countless times in trade journals if you follow the news regarding media transactions. Ours is a reliable reputation for providing the facts both buyer and seller need before "getting down to business." Plus the insight that comes from many years of experience in a highly specialized field. Before you do business—do as so many other satisfied clients have done. Consult Blackburn.

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Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
John G. Williams
Gerard F. Hurley
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

Colin M. Selph
G. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

Paley will filed

The will of Samuel Paley, retired manufacturer and philanthropist, was filed for probate in Philadelphia last Wednesday (April 24). He left an estate estimated at \$27 million. Mr. Paley who died on March 31 at the age of 87 (BROADCASTING, April 8), served from 1930 until 1960 as a member of the board of directors of CBS, of which his son, William S. Paley, is board chairman.

Changing hands

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

■ WBIC Islip, N. Y.: Sold by Maurice Weiss and associates to Meridian Media Inc. for \$250,000. Meridian Media stockholders are Gerald Arthur, W. B. Stringer, both with 37.5%; Irving Maiman, 25%. WBIC is a 250 w day-

timer on 540 kc. Broker was Edwin Tornberg & Co.

■ **WBRY** Waterbury, Conn.: Sold by Gustave Nathan and associates to a group headed by Kenneth A. Wood Jr. for \$141,750. **WBRY** is a 5 kw fulltimer on 1590 kc. Broker was Edwin Tornberg & Co.

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 72).*

■ **WREC-AM-TV** Memphis, Tenn.—Sold by Hoyt B. Wooten to Cowles Magazines & Broadcasting Inc. for \$8 million (see page 53).

TV VS. NEWSPAPERS

Excitement of television is over, ANPA admen told

Members of the Bureau of Advertising of the American Newspaper Publishers Association (ANPA) were told last week that "... newspapers represent a stable, steadily growing consumer experience, an integral part of daily life. In contrast, TV represents a consumer commodity of rapidly changing value to the viewer."

Speaking at the annual meeting of the bureau during the ANPA convention in New York, bureau executive vice president Jack Kaufman said that whereas 10 years ago, "TV was king of the living room," now "the excitement is over. Today, nine out of 10 households have television and about one out of every seven have two or more sets, and as this number grows the captive living room audience declines."

Mr. Kaufman said that commercial saturation has developed, that there are more people viewing, but they are spending less time and becoming more selective, that ratings, even in prime time, are dropping; also that costs are rising sharply, and that a negative attitude to commercials is increasingly evident.

"TV does reach nine out of 10 homes, but half of the TV homes do three times more viewing than the other half," he said.

Mr. Kaufman presented the newspaper side saying, "Newspaper circulation has grown faster than the adult population—nine out of 10 homes get a newspaper. Readership increases with income, and education, and is high in all metropolitan areas. To the consumer the newspaper represents a special value; he looks at newspaper advertising as a service."

Mr. Kaufman and bureau president Charles T. Lipscomb told the membership of the bureau's stepped up "target presentation" campaigns aimed at in-

dustry's biggest advertisers. He pointed out that presentations had increased from 22 in 1960 to 38 in 1961 to 80 in 1962 and had produced \$31 million of advertising—32% of the presentations producing advertising.

Referring to a specific market (Atlanta), Mr. Kaufman said that "al-

though 92% of adults live in TV households, 51% of TV homes do not have sets in use during prime time, 63% of all adults do not view during prime evening time, during daytime 81% of TV homes do not have a set in use, and 92% of all adults are not reached by daytime TV."

Texans throw weight behind NAB

PLEDGE 'COOPERATION' IN GOVERNMENT EFFORTS

The Texas Association of Broadcasters board of directors, at its meeting last Tuesday (April 23), passed a resolution which urged the "National Association of Broadcasters to redouble its efforts to protect broadcasters from unreasonable federal control and pledges the cooperation of the Texas association to that end."

The resolution came during a three-hour regular board session, which considered a letter written by TAB President Jack Roth to the 49 other state associations (BROADCASTING, April 15). In his letter Mr. Roth proposed a federation of state associations for the "explicit purpose of creating leadership and direction to deal with the myriad problems of government."

Mr. Roth said last Wednesday he

had received favorable replies to his letter from over 10 state associations and feels "the board [of TAB] is behind me fully."

The board in its resolution also urged "that all state associations join together in the common cause of free broadcasting."

Disspelling ideas of dissatisfaction with the NAB, the board said, "There is no misunderstanding between us and the National Association of Broadcasters." Mr. Roth has maintained that his proposed federation would be complementary to the NAB and was "not designed to detract" from the NAB's functions.

He said the "primary and sole function" of the federation would be in matters concerned with the FCC and

EXCLUSIVE BROADCAST PROPERTIES!

WEST—Profitable fulltime radio station in beautiful, growing Northwest market. Sale includes \$50,000.00 in real estate. Priced at \$125,000.00 with \$35,000.00 down and balance over thirteen years. *Contact—John F. Hardesty in our San Francisco Office.*

EAST—Fulltime AM-FM combination with excellent power and dial frequencies. Sales running 15% ahead of 1962 gross of over \$180,000.00. Total price is \$315,000.00 with down payment of \$135,000.00 required. *Contact—Richard A. Shaheen in our Chicago Office.*

Write for your FREE copy of
"STATION BUYER'S CHECK LIST"

H. Milton Lundie

& ASSOCIATES, INC.

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NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

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CHICAGO
Tribune Tower
Delaware 7-2754

DALLAS
1511 Bryan St.
Riverside 8-1175

SAN FRANCISCO
111 Sutter St.
EXbrook 2-5671

RADIO • TV • CATV • NEWSPAPERS

America's Most Experienced Media Brokers

Capitol Hill. The federation is needed, he said, "to bring the state associations together."

Mr. Roth's letter proposed a Washington office of the federation headed by an "outstanding" broadcaster who would be responsible to a committee of state presidents.

He said he would outline details of the federation in a speech before the Arizona Association of Broadcasters next month.

Attending the board meeting was John J. Coyle, KVIL Dallas, District 13 representative of the NAB. Arrangements were made for closer cooperation between the TAB and NAB, with Mr. Coyle to meet with the TAB board on a regular basis.

N.M. meeting endorses stands taken by NAB

Support of the National Association of Broadcasters's handling of the FCC on the proposed compulsory limit to commercial time, was given by the New Mexico Association of Broadcasters at its annual meeting in Albuquerque (BROADCASTING, April 22).

The NMAB also passed a resolution endorsing the letter sent last February by the conference of state association presidents to President Kennedy, urging him to consider a person with broadcast background as his next FCC appointee.

The state association also supported NAB President LeRoy Collins's criticism of a proposed federation of state

Illinois to hear Springer

Illinois broadcasters will get a fill-in on highlights of the congressional investigation of broadcast ratings during their spring convention in Springfield Wednesday through Friday (May 1 through 3). Representative William L. Springer (R-Ill.), second-ranking Republican on the Special Subcommittee on Investigations, which has been conducting the investigation, will speak on the subject Friday.

associations. A resolution passed by the NMAB said it felt it was much more effective to let the NAB present a single strong front in Washington than to have many individuals filing complaints with the FCC.

Gov. Collins's reference was to a proposed federation, urged by Jack Roth, president of the Texas Association of Broadcasters (story, page 47).

Intermountain adds 74th

The Intermountain Network has added its 74th affiliate with signing of KEYZ Willison, N. D. KEYZ operates with 5 kw fulltime on 1360 kc.

Also signed by Intermountain was KIUP as replacement for KDGO, both Durango, Colo. KIUP operates with 5 kw day and 1 kw night on 960 kc.

Wyo. broadcaster replies to McGee

A Wyoming broadcaster charged last week that whether Senator Gale W. McGee (D-Wyo.) thinks so or not, there's a lot of political programing in his state "of a moderate, liberal or left wing character."

The senator's contention that many Wyoming radio stations carry programs representing extreme right wing political views "and in many cases . . . receive substantial sums of money for doing so," does not reflect the true nature of Wyoming political broadcasting, said Jack Rosenthal, general manager of KBBS Buffalo and vice president of the Wyoming Broadcasters Association.

The senator spoke on a state-wide network April 18 in an effort to explain a syndicated newspaper columnist's report that the Wyoming senator knew half the state's radio stations were on "monthly retainers" paid by groups connected with the John Birch Society (BROADCASTING, April 22). Senator McGee said the term "retainer" was incorrect, but he contended that many programs favoring the Birch Society viewpoint were being broadcast by 15 Wyoming stations.

He also urged listeners to demand balanced programing from their stations and to take these demands to the FCC if necessary.

"I feel the senator's remarks will have a tendency to lessen the amount of information available to the public since some stations may be reluctant now to air program of a controversial nature," Mr. Rosenthal said Tuesday (April 23).

Mr. Rosenthal said that the senator's radio address did not satisfactorily answer questions about the newspaper column which the association board had wired to him.

Larry Birleffi, station and commercial manager of KFBC Cheyenne and president of the association, had said after the broadcast, that the senator's remarks "cleared the air."

Mr. Rosenthal said last week that Mr. Birleffi's statement did not represent the opinions of all members of the association.

Group named to study program unit for NAB

A six-man committee to study the feasibility of establishing a program department in the National Association of Broadcasters was appointed last week by NAB President LeRoy Collins.

Governor Collins suggested the new NAB activity in his address at the NAB convention earlier this month.

The committee's first meeting will be in Washington May 2.

Named co-chairmen are Joseph E.



New Mexico Governor Jack Campbell (left) and Odys Echols Jr. (center), president of the New Mexico Broad-

casters Association, greet National Association of Broadcasters President LeRoy Collins at the airport.



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*TRADEMARKS

Baudino, Westinghouse Broadcasting Co., and Allan Page, KQWA Enid, Okla. Serving with them are John F. Dille Jr., Truth Publishing Co. stations; Harold Essex, WSJS Winston-Salem, N.C.; Eugene S. Thomas, KETV (TV) Omaha and Cecil Woodland, WEJL Scranton, Pa.

Messrs. Baudino, Dille and Thomas are members of the association's television board; Messrs. Page, Essex and Woodland, of the radio board.

WCFL, Chicago 50 kw, affiliates with MBS

The signing of 50-kw WCFL Chicago as a Mutual affiliate was announced jointly last week by William A. Lee, president of WCFL, and Robert F. Hurlleigh, president of MBS. The agreement became effective today (April 29).

Thomas E. Haviland, WCFL general manager, said that exact time schedules of various Mutual programs to be carried would be announced shortly as clearances are worked out. MBS previously had an affiliation with WEBN (FM) Chicago. The announcement stressed the availability to the station's schedule of network news programming to supplement existing local and regional news coverage. The station, owned by the Chicago Federation of Labor, operates on 1000 kc.

Harris against mandatory NAB membership

SAYS THERE'S SOME MERIT TO FEES FOR LICENSES

The chairman of the House Commerce Committee has gone on record against FCC Chairman Newton N. Minow's proposal that all broadcasters be required to belong to the National Association of Broadcasters.

Asked his opinion on the Minow proposal, Representative Oren Harris (D-Ark.) told the Mississippi Association of Broadcasters in Biloxi April 20, "I do not think that trade associations are set up . . . for the purpose of the Congress telling an individual that you should belong to it. I think trade associations are voluntary organizations set up for the purpose of carrying out your own business under the private enterprise system . . . and I would be opposed to that kind of proceeding."

Chairman Minow told the NAB convention early this month, "I would urge the law require that every broadcaster belong to the NAB, just as most brokers belong to the National Association of Securities Dealers" (BROADCASTING, April 8). The suggestion received little endorsement from conventioners.

Representative Harris's remarks in Mississippi followed a strong speech in which he cautioned broadcasters that

they must continue to walk a tightrope between private and public interest to avoid stronger government regulation (BROADCASTING, April 22). A tape of the question period became available last week. Some of the highlights:

1. On license fees: "I think there's some merit to it, very frankly. I have never advocated it and I've been importuned to introduce legislation on it by members of the Appropriations Committee." The committee "is taking steps toward charging fees" for services industries receive from appropriate regulatory government agencies, and some of the fees "are going to be tried out very soon."

2. Testing FCC rulings: "I do not believe that any station jeopardizes its license by doing what is right and trying to in a legitimate way protect its own interests, and if that means going to the courts, then it should go to the courts."

He was "intentionally critical" of WLBT-TV Jackson for its failure to test in court a controversial FCC ruling on political broadcasting (BROADCASTING, March 11), Representative Harris said, because "you don't know, it might have

INTERNATIONAL

OVERHAUL OF CBC RECOMMENDED

Commissioners critical of inefficient management

Immediate overhaul of the Canadian Broadcasting Corp.'s management structure, need for a single executive officer with clear authority over the broadcasting function, upward revision of senior level salaries, and an aggressive sales policy were among the recommendations of the Royal Commission on Gov-

ernment Organization, released at Ottawa on April 18.

The commission blamed the numerous investigating commissions in recent years on the inefficient establishment of the government-owned CBC, which had endeavored each time to follow the recommendations of the latest investi-

gating body.

The commissioners were critical of decisions to increase broadcasting based on the desire to provide a greater service. They could find no evidence to suggest that cost considerations played any part in establishing acceptable standards. Consequently, no consistent commercial policy has been developed, they said.

The commissioners criticized the CBC for not fully exploring the potential sale of cultural programs to prestige advertisers and proposed that the CBC should reconsider its policy on minimum program recovery. It noted that CHCH-TV Hamilton, Ont., (an independent station without network affiliations), had a larger sales staff in Toronto than the CBC for its national and local sales in the Toronto area. The commission recommended divorcing sales from regional and network management, and the appointment of a general sales manager.

Canadian broadcasters convene this week

Program exchanges, copyright problems, sales and audience survey organizations, inroads of cable television and private network developments will feature the annual meeting of the Canadian Association of Broadcasters at the

Canadian radio-TV show '61 operating loss

While advertising revenues of Canadian radio and television station operators increased in 1961, the industry had a loss on operations of \$227,528 against a profit of \$6.1 million in 1960, according to figures released on April 10 by the Dominion Bureau of Statistics at Ottawa.

The DBS report for 1961 stated that radio and television advertising revenues of both the Canadian Broadcasting Corp. and the privately owned stations increased by 4%, from \$100.2 million in 1960 to \$103.9 million. Independent broadcasters received \$44.5 million in national advertising, up 9.3%, and

\$38.5 million in local advertising, up 8.9% over 1960. The CBC had a loss in advertising revenue in 1961 of 13.5% from 1960, with total advertising revenue in 1961 of \$20.9 million.

Wages and salaries for the industry rose 14.5% to \$74.8 million and amounts paid for artists and other talent fees to \$18.6 million, up 14%. Operating expenses increased in 1961 to \$181.1 million from \$157.6 million the previous year.

The independent stations had a net loss of \$2.7 million in 1961, compared with a profit the year before of \$5 million.

done a tremendous something for the broadcasting industry." The agency said WLBT-TV was required to sell time to a congressional candidate in 1962 when it desired to sell no time in the race.

3. On limiting commercials: "I have made no decision about that. . . . If any station in any community goes beyond the acceptability of that community, that community is going to let him know about it, and when they do, he's going to change its policy."

4. On ratings: It is not that the "fine, honorable people" in the business are "intentionally deceptive," he said. ". . . it's the method that they have developed . . . that permits certain things to happen that they cannot help"

Triangle joins NAFMB

The five FM stations of Triangle Stations last week joined the National Association of FM Broadcasters. The decision to join, according to David J. Bennett, director of FM operations for Triangle, came after the NAFMB retained James Schulke as its president.

The Triangle group has separately-programmed FM and AM stations in five markets and TV outlets in six. Joining the NAFMB are: WFIL-FM Philadelphia; WFBG-FM Altoona, Pa.; WNBZ-FM Binghamton, N.Y.; WNBC-FM New Haven-Hartford, Conn., and KRFM (FM) Fresno, Calif.

Royal York hotel in Toronto, May 1-3. The convention was postponed one month due to the Canadian federal election on April 8. The opening day coincides with the final day of the annual meeting of the Association of Canadian Advertisers at the same hotel. About 500 broadcasting industry executives are expected to attend.

Directors meetings started April 28, while sessions of affiliates of the Canadian Broadcasting Corp. and CTV Television Network are being held during convention week. Most CAB meetings are closed sessions with numerous internal problems to be discussed. An open meeting on Friday morning will be addressed by Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and Don Jamieson, CJON-AM-TV St. Johns, Nfld., CAB president. The Radio Sales Bureau will have both closed and open sessions Thursday morning. The Bureau of Broadcast Measurement will hold its annual meeting Thursday afternoon, followed by separate closed meetings of radio and television station members on sales policies.

Governor LeRoy Collins will address Thursday's luncheon session. CAB's Quarter Century Club will have its annual luncheon meeting on Friday. The CAB dinner and presentation of major awards will be on opening day.



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JUDGE ALLOWS LICENSE AMORTIZATION

WDEF wins case to have IRS ruling reversed

A federal judge in Chattanooga has ruled that broadcasters may amortize the cost of securing a license—and it's the first ray of sunshine broadcasters have seen in the clouded tax scene in a long time.

Ruling in favor of WDEF Broadcasting Co., U.S. District Judge Frank W. Wilson found that construction permits and licenses do have determinable lives and therefore may be amortized.

He ruled that WDEF could depreciate over the life of its CP and initial license for WDEF-TV (ch. 12) Chattanooga the sum of \$21,787.17 expended by the licensee in acquiring the TV grant. The amortization period adds up to 44 months—20 months for the CP and 24 months for the first license.

In his opinion reversing an Internal Revenue Service ruling, Judge Wilson said:

"It is a matter of common knowledge, and may be judicially noticed, that the power periodically to grant or refuse renewal of television licenses is the principal weapon in the regulatory arsenal of the Federal Communications Commission. It ill-behoves the govern-

ment to serve its regulatory ends by granting licenses of a definite, limited duration, reserving the power to grant or refuse renewal, and at the same time to contend for tax purposes that the specified definite duration of such licenses should be disregarded."

The IRS has 60 days from April 24, the date the order was issued, to appeal. It is expected to do so.

WDEF and two other applicants applied for channel 12 and were set for hearing before an FCC examiner. Before the hearing commenced, however, an agreement was reached among the three applicants which resulted in the withdrawal of the other two applications, and the grant in 1954 to the unopposed WDEF. Principals of the withdrawn applications received stock interests in WDEF-TV.

When WDEF attempted to amortize the funds it had expended in its TV application, the revenue service disallowed this claim. WDEF paid taxes on this sum under protest and appealed for a refund to the federal court.

Reverses Trend ■ It has been the position of the IRS that the expense

of obtaining a license from the FCC may not be amortized but must be carried as an asset like goodwill.

The U. S. Tax Court sustained this contention twice in 1959; against WBIR Knoxville, Tenn., and against KWTX Waco, Tex. The Texas station took this ruling to the U. S. Court of Appeals, but lost.

Although the WDEF case deals principally with amortization of the costs of obtaining a license, the philosophy enunciated by Judge Wilson is considered significant in the litigation already underway whereby TV stations are attempting to win recognition of the principle of amortization for network contracts. In these multi-million dollar cases, the IRS has contended that network affiliation contracts do not have a determinable life and therefore may not be depreciated.

This contention has been upheld most recently against Westinghouse Broadcasting Co. When Westinghouse bought the then WPTZ (TV) Philadelphia from Philco for \$8.5 million in 1953, it allocated \$5 million of the purchase price to the NBC affiliation contract, and attempted to amortize it. This was denied by the IRS. Westinghouse fought this ruling in the tax court and in the U. S. Court of Appeals in Washington,

Tune in and hear the call letters change—and change—and...

The John Poole Broadcasting Corp. station in Avalon, Calif., was scheduled to be identifying itself as KBIG again this week, after a brief fling as KGOL—or K-Gold, "the new gold station programing golden music for the Golden State."

The FCC, unimpressed with all the glitter, ordered the abandonment of the new call on the ground it might be confused with those of two other Southern California stations, KPOL Los Angeles and KGIL San Fernando.

But the Poole corporation, of which former RAB president Kevin Sweeney is president and 40% owner, didn't give up its "gold" without a struggle. Before it was over, the U. S. Court of Appeals in Washington had convened in a special Saturday night session in a justice's apartment, and the commission had held an oral argument on the matter.

The story began on April 12, when the FCC staff authorized Poole to change the call letters of its AM station from KBIG to KGOL and of its FM affiliate from KBIG to KBIG.

Then, late Friday, April 19, the

commission staff, acting on complaints from KPOL and KGIL, rescinded the authorization.

But by this time—only two days before the new call was to be used—Poole had committed \$100,000, most of it in prizes, to a promotional campaign based on the use of KGOL and the new music format to be associated with it.

Poole's attorneys, unable to get a second reversal from the commission staff Saturday morning, asked the court of appeals to stay the staff's action.

Since the appeal was filed after the close of business at noon Saturday, a special court session was convened that night in the apartment of Justice Walter M. Bastian. Sitting with him were Justices John A. Danaher and George T. Washington.

The court heard arguments of Vernon Wilkinson, Poole's attorney, and Max Paglin, FCC general counsel. Then it handed down a decision, drafted in longhand by Justice Bastian, granting the stay pending a hearing by the commission.

The commission considered the

matter at a meeting Monday, then directed counsel for the three stations involved to present oral arguments at a hearing Tuesday afternoon.

Back At The Ranch ■ Meanwhile, back in Avalon, the KGOL promotional campaign announcing the new call letters was on in full force. But the commission could hear only the similarity between KGOL and KPOL (the confusion wasn't as great with KGIL, it said). It affirmed the staff's decision rescinding the new call letters and directed the station to revert to KBIG by Friday (April 26).

Although it may not be much comfort to the Poole organization, its difficulties have prompted the commission to reconsider its rules regarding the assignment of call letters. The commission said it's aware of the "defects" in the present system and will, "as soon as possible, institute new procedures" requiring a period of public notice of any request for call letters. The commission said interested parties should have an opportunity to object before call letters are assigned.

but was unsuccessful. Last month, the U. S. Supreme Court denied Westinghouse's petition for review.

The next big network affiliation amortization case starts June 19 in the U. S. Tax Court in Washington.

Petitioner is Corinthian Broadcasting Corp., and at stake is over \$2 million related to the 1956 purchase by Corinthian of WISH-AM-TV Indianapolis and WANE-AM-TV Fort Wayne, Ind., for a total price of \$10 million.

There are believed to be over a dozen broadcasters with similar tax cases.

June 3 set for findings in FTC-Sterling case

Federal Trade Commission Hearing Examiner Eldon P. Schrup has set Monday, June 3, as the deadline for filing proposed findings and orders in the FTC-Sterling Drug case.

Mr. Schrup last week heard the case in which the FTC has charged Sterling Drug with false advertising of Bayer Aspirin. The commission contends that Bayer's ad copy has misrepresented the findings of an FTC-sponsored medical study which compared five analgesic products, and has implied that the government and the American Medical Association, which printed the results of the study in its *AMA Journal*, support the findings of the study.

The U. S. Court of Appeals in New York still has not handed down a decision on the commission's request for an injunction against the contested advertising (BROADCASTING, March 18).

In predecessor's footsteps

James B. Sheridan, the new chief of the FCC's Broadcast Bureau, supported the contention of his predecessor, Kenneth F. Cox, that TV stations should broadcast local, live programs in the 6-11 p.m. hours. Mr. Sheridan made his comment at a Federal Communications Bar Association luncheon in Washington April 25 at which top staff officials of the FCC were speakers.

Mr. Cox expressed his position on the 6-11 p.m. controversy the day he was sworn in as an FCC commissioner, also at an FCBA luncheon meeting (BROADCASTING, April 1).

Application returned again

The FCC last week returned the second application tendered by Hub Broadcasting Co. for channel 5 in Boston, now occupied by WHDH-TV. Three other applicants are contesting WHDH-TV for the frequency (BROADCASTING, April 1). Hub's application was once again returned because it lacked "financial, programming, technical and equipment proposals," the same information that was judged to be absent from its original application.

Former employe says Estes was victimized

Lester Foster, former employe of WMOZ Mobile, Ala., stating that he wishes to clear his conscience, said in an affidavit filed with the FCC last week that Edward H. Estes, licensee of WMOZ, has been the victim of conspiracy and false statements.

Mr. Foster's affidavit shed new light on the commission's proceeding which has looked toward the revocation of the license of WPFA Pensacola, Fla., and non-renewal of the license of

WMOZ, both owned by Mr. Estes. FCC Hearing Examiner Herbert Sharfman recommended last summer that such action be taken because Mr. Estes had submitted false program logs to the commission (BROADCASTING, June 4, 1962).

According to Mr. Foster's latest statement he and two other employes of WMOZ, Willie Martin and A. J. Crawford, were approached by a person representing the OK Group, competitors of Mr. Estes. Mr. Foster said the OK man told the three that WMOZ was a "rotten radio station" and that Mr. Estes was using them. The unidentified

WQXR, America's No. 1 fine Music station, now wins Peabody Award for News coverage



Twice before WQXR has won George Foster Peabody Awards, broadcasting's highest honor, for the excellence of its *musical* programs. Now WQXR has been awarded a coveted Peabody "for outstanding *news* coverage during 1962."

This year's award also commends WQXR for its news service during the New York newspaper strike:

"Consistently excellent in its news coverage at all times, WQXR merits special praise for

lighting a candle in the darkness every night during the New York newspaper strike with its concise, authoritative digest of the day's news."

WQXR's format of fine music and New York Times news not only wins awards — but attracts the largest quality radio audience in America . . . 1,214,000 families so loyal to WQXR they are not effectively reached by other broadcast media.

We're proud of our Peabody awards . . . our loyal audience . . . and our record of success for our advertisers.

If there's anything we can do for you, we'd like to hear from you.

Radio station of The New York Times

WQXR

1560 AM 96.3 FM

229 W. 43rd St., New York 36, N. Y.

FCC approves \$8 million sale of WREC-AM-TV to Cowles

Approval of the \$8 million sale of WREC-AM-TV Memphis to Cowles Magazines & Broadcasting Inc. and a ruling by the Internal Revenue Service that proceeds from the sale may be considered a capital gain were received by veteran broadcaster Hoyt B. Wooten within the space of five days.

On April 18, IRS informed Mr. Wooten it had approved as a capital gain the sale of his stock to Cowles. IRS also made what is considered a significant finding relating to the license and network affiliation contracts of the stations:

"It appears," the IRS letter states, "that substantially all of the gain is

attributable to the intangible assets consisting of its Federal Communications Commission license and network affiliation contracts."

On April 23 the FCC approved the transfer of ownership.

This is the second deal Mr. Wooten has had with Cowles. In 1958, Cowles agreed to buy the WREC stations for \$6 million (CLOSED CIRCUIT, Nov. 3, 1958). At that time, Mr. Wooten individually owned the stations. When he learned, however, that IRS might construe this figure as regular income taxable at personal rates, he cancelled the agreement. Subsequently, Mr. Wooten incorporated under the name WREC Broad-

casting Service Inc.

Although the present price is \$2 million over the 1958 offer, it's understood there is over \$1 million in assets which Cowles acquires. The increment between the two figures, it's believed, is nearer \$400,000.

Cowles Magazines & Broadcasting owns KRNT-AM-FM-TV Des Moines and publishes *Look* and *Family Circle* magazines, the *Insider's Newsletter*, the *San Juan* (P.R.) *Star*, the *Gainesville* (Fla.) *Daily Sun* and encyclopedias.

WREC, founded in 1922, operates on 600 kc with 5 kw. WREC-TV (ch. 3) went on the air in 1956. Both stations are affiliated with CBS.

man from the OK Group then told them that it was time they woke up. Mr. Foster said the man suggested that they use the WMOZ license renewal period to get back at Mr. Estes, and that the OK Group would hire all three at better salaries if they would see to it that WMOZ lost its license.

Lesson In Sabotage — According to Mr. Foster the OK Group contact described the following steps to undermine the WMOZ renewal application: use suggestive language on the air; run spot announcements without a work order and then log them, and arrange false program logs for submission to the FCC. Mr. Foster said that for doing all that the OK Group would protect them all the way and give them a bonus plus the job.

Mr. Foster said that the three of them changed "the logs without [Mr. Estes'] knowledge to suit our purpose." Mr. Foster then said he went to WBOK New Orleans where Stanley Ray Jr., half owner of the OK Group, gave him a job. On Mr. Stanley's suggestion Mr. Foster said he changed his name to Dale Cole so that he could not be easily traced by Mr. Estes. Messrs. Martin and Crawford were also given jobs by the OK Group.

Mr. Ray later asked Mr. Foster, the latter said, to go to Mobile and talk to other employes of WMOZ and try to turn them against Mr. Estes. At this time Mr. Foster said he spoke to Jordan Ray Jr. and Ike Dorby, both of whom refused to testify against their employer.

Jordan Ray Jr. later made an affidavit on behalf of Mr. Estes, testifying to the fact that Mr. Foster had offered him \$1,000 and a \$125 weekly job if he would testify falsely against Mr. Estes (BROADCASTING, Nov. 26, 1962).

Mr. Foster then said that he made a

false affidavit against Mr. Estes concerning the renewal difficulties. Mr. Foster said he also contacted Grover Rivers, a former employe of WMOZ, and got him to make a supporting statement, for which Mr. Rivers was paid \$35. Mr. Foster was paid \$500 for the two affidavits by Stanley Ray Jr. and Jules Paglin, the other half-owner of the OK Group, he said.

Mr. Foster concluded, "I am aware this affidavit will probably be used at a federal hearing. I am also aware that it could bring serious problems for me but I am making it because it is the truth and I want to clear things up."

FTC, Justice differ on co-op advertising

A Federal Trade Commission advisory opinion that merchants who agree on prices for cooperative advertising purposes are guilty of price fixing *per se* got quite a different interpretation from the Department of Justice last week.

And before that week ended the commission was asked to comment on the department's statement. It was thought in some quarters that the letters may obviate the need for legislation intended to immunize cooperative advertising, whether broadcast or print, from the antitrust laws.

The issue was raised March 29 when the commission advised an advertising consulting firm, Marketing Programs Inc. of New York, that a cooperative advertising plan it proposed for a group of Iowa druggists would be a violation of antitrust statutes.

Senator Hubert H. Humphrey (D-Minn.), a former pharmacist who is now chairman of the Senate Retailing Distribution and Marketing Practices Subcommittee of the Select Committee on Small Business, quickly introduced a

bill to carve out a section of antitrust provisions of the Federal Trade Commission Act and allow small retail firms to quote prices in cooperative advertising.

The senator sought opinions on his legislation from the FTC and the Justice Department. Justice's reply, unlike the commission's, said that the department had for some time purposely overlooked cooperative advertising containing prices and saw "no reason at this time to change our practice." The FTC was asked Thursday (April 25) to comment on the Justice Department position.

Druggists, food retailers and hardware merchants were among groups which had protested the FTC's initial advisory opinion.

Subcommittee kills last year's ETV funds

A Senate appropriations subcommittee voted last week to eliminate funds for a federal grant program authorized last year to assist states in building new educational television stations.

The bill was approved by the full committee and a Senate vote is expected tomorrow (Tuesday).

On Wednesday (April 24) the Supplementals and Deficiencies Subcommittee, headed by Senator John O. Pastore (D-R.I.), cut out a \$1.5 million ETV item for the Department of Health, Education and Welfare which had been approved by the House (BROADCASTING, April 15).

"The committee action is based on the very limited time the funds would be available in the current fiscal year [until June 30]," the committee reported.

Another appropriation bill, this one for fiscal 1964, contains \$7 million to set up an office to administer and begin

giving away the grants, but that bill has not been approved by the House.

Congress last year approved \$32 million to be granted to the states over a five-year period, but failed to appropriate any money before adjourning in October. The supplemental bill was supposed to help the program get off the ground.

If the Senate approves the bill with the ETV cut, a slim hope remains that the House may try to put the money back in during a House-Senate conference.

Court hears appeal in KRLA renewal case

The future of KRLA Pasadena and its ownership by Donald Cooke were up to three federal judges, after the court heard arguments last week.

The FCC last year refused to renew KRLA's license on the grounds that Mr. Cooke, its owner, had not made programming promises in good faith when he purchased the station in 1959, that the station had conducted fraudulent contests and that program logs were altered in an attempt to deceive the commission (BROADCASTING, March 19, 1962).

Mr. Cooke's attorney argued that the record made in the hearing does not lead to the conclusion reached by the FCC. He noted that the hearing examiner in his initial decision recommended a one-year extension.

The FCC counsel contended that the record shows a pattern of "deceit," "misrepresentation," and, with respect to the "Perry Allen" and "Golden Key" contests, "fraud" and "chicanery," and that this was sufficient for the FCC to make its judgment not to renew.

The case was heard by Chief Circuit Judge David L. Bazelon and Judges George T. Washington and Warren E. Burger.

NLRB decision against IATSE upheld by court

A federal court in Philadelphia has ruled that a \$500 union initiation fee for technical studio employes of WFIL-TV, that city, is excessive and an attempt by the union to restrict employment to fulltime employes.

Judge Austin L. Staley, of the U. S. Appeals Court in Philadelphia, in his opinion upheld a 1962 National Labor Relations Board decision.

The union involved is Local 804, TV & Radio Broadcasting Studio Employes, International Alliance of Theatrical Stage Employes.

From 1953 to 1957, the initiation fee for this union was \$50. In the latter year, this was increased to \$500. WFIL-TV, which has a union shop agreement with Local 804 (requiring new employes to join the union after 30

days), protested this action as a move to restrict its hiring of part-time employes, particularly during baseball and football seasons and for other special events. After a hearing, the NLRB ruled in favor of WFIL-TV. The IATSE union appealed this decision to the court.

The judge also said:

"... The fact that the fee was raised tenfold is obviously important when this is coupled with the union's vigorous objections to the practice of hiring part-time employes. The board's in-

ference that the purpose of the fee was to end this practice, thereby restricting the employment to fulltime union members was certainly permissible, if, indeed, not ineluctable."

He found that comparable fees by other unions ranged from \$10 to \$200. Employe units of new TV stations, the judge found, charged about \$25 for initiation fees.

Affected by the ruling are 55-60 full-time employes of the Philadelphia TV station and less than 10 part-time workers.

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NCTA, COMMISSION NEAR IMPASSE

FCC protection for multiple-station markets is crux

Negotiators for the FCC and the National Community Television Association have hit what appears to be a major roadblock in their efforts to agree on draft legislation giving the commission regulatory authority over CATV systems.

At issue is the question of whether the commission should be authorized to protect single-station or multiple-station markets. The FCC wants the power to require CATV systems to carry a TV station's signal and to refrain from duplicating its programming with offerings from an outside station, regardless of the number of stations in the affected market. The NCTA says commission authority should be limited to single-station markets.

These conflicting positions, which emerged after weeks of negotiations, hardened last week. The commission, in a special meeting on April 22, instructed its representatives — Deputy General Counsel Henry Geller and Broadcast Bureau Chief James B. Sheridan—to continue to press for an agreement providing for multiple-station protection. The NCTA board, following a two-day meeting, told its negotiators — Robert L'Heureux and E. S. Smith—to continue to oppose this position.

The commission feels the NCTA proposal would serve only to perpetuate

and strengthen the monopoly of outlets in single-station markets. The NCTA view is that many CATV systems could not survive economically if required to protect multiple-station markets.

Some NCTA officials were incensed over the commission's position. One asked, "Why should the FCC tell [CATV] subscribers how they should use their systems?" "We're adamant about this." He accused the FCC of "grasping for additional power" in its effort to secure regulatory authority over CATV systems in markets with more than one station.

But the NCTA board last week indicated it would like to elevate the conferences, if not negotiations, to a higher level. NCTA Chairman Glenn Flinn and President William Dalton issued a statement saying "further conferences with the commission and its staff appear desirable." The statement added that a special committee of community antenna operators has been appointed for this purpose.

No Negotiations — One official said the committee would not "negotiate" but would be available to discuss with the commission possible methods of resolving the impasse. The commission is expected to decide this week whether to appoint a panel to meet with the NCTA committee. The names of the

committee members were not announced, but some broadcasters are understood to be among them.

The FCC has made regulation of CATV systems its primary legislative goal in the current Congress. But chances of achieving it are slim without NCTA cooperation. CATV systems were able to muster enough support in Congress three years ago to defeat a bill that would have given the FCC regulatory authority over them.

NCTA's willingness to agree to even minimum legislation is based on its desire to have the federal government preempt this field from state and local governments which have shown an increasing interest in passing their own laws governing CATV systems.

Meanwhile, the commission last week demonstrated it doesn't automatically rule against the interests of CATV systems in deciding on microwave grants. In an order granting an application for a microwave service in Texas, the commission said TV stations can hope to block such grants only if they could show they would be so adversely affected economically that their service to the public would be diminished or destroyed.

The grant was made to Mesa Microwave Inc., which plans to construct facilities at Paris, Tex., to relay the signals of KRLD-TV and WFAA-TV, both Dallas, and WBAP-TV and KTVT (TV) both Fort Worth, to a new independent CATV subscriber in Clarksville, Tex.

KTAL-TV Texarkana, Tex., had opposed the application on the ground that Clarksville is within its service area. The station said it would be adversely affected by the grant, but did not claim that it derives any revenue from its service to Clarksville or that the grant would result in the destruction of its service.

Comsat officers approved by Senate

The Senate overrode constitutional objections Thursday (April 25) and confirmed 14 men President Kennedy had recommended as incorporators of the Communications Satellite Corp.

Although approved by two Senate committees last month and submitted by the President in January, the nominees had to overcome a floor fight—not on their personal qualifications—but on a point of order that the Senate could not constitutionally "advise and consent" on officers of a private corporation established for profit.

The incorporators now are free to float stock and arrange the first meeting of stockholders at which permanent directors may be elected.

Although opponents to the corporation failed to block the nominations last week, there were signs they—and other

One man's opinion of horse-race rulemaking

Shirley Povich, a *Washington Post* sports columnist, had some caustic words for the FCC's recently proposed rulemaking limiting the broadcast of horse races (BROADCASTING, April 15). The rulemaking will discriminate against the smaller tracks, he claimed.

Mr. Povich felt that the commission's proposed rules grew out of FCC Chairman Newton N. Minow's "horror of cheap adventure like broadcasting an ordinary horse race for a \$2,000 purse." Chairman Minow, according to the columnist, began his investigation of horse racing at the instigation of Attorney General Robert Kennedy. The attorney general has a distaste for illegal gambling, which he believes is at the bottom of organized crime, Mr. Povich wrote in his column. And in turn, he added, Mr. Kennedy hates anything that promotes it such as the broadcasting of race results. The column was published April 24.

Mr. Povich thought it curious that Chairman Minow's commission had not gone all the way with the at-

torney general "in wielding the big stick of his license power against offending broadcast stations." He added that the commission has gone far enough, nevertheless, to shake up the track people.

At least one cry of dismay was received at the FCC last week. The Florida Turf Writers Association charged that the rulemaking would be a sore blow against the smaller race tracks. It called the \$25,000 dividing line arbitrary and said the commission should specify a feature race instead.

Mr. Povich wrote that the FCC seems to be telling the public that if a race's purse is worth \$25,000 the race must be above suspicion. "The ability to meet Mr. Minow's price is the test. But even this is not permitted more than once a fortnight," he added.

Mr. Povich asked if Mr. Minow also would outlaw weather reports so that information on track condition (rain today—muddy track) could not be given.

senators—would cause serious trouble for the fledgling company. The issue with widest congressional appeal—annoying even to lawmakers who have supported the corporation since its authorization last year—is how much public money should be spent to benefit a private company.

For example Senator John O. Pastore (D-R.I.), who is credited with leading the nominations to successful approval and was floor manager of the bitterly fought Communications Satellite Act last year, has raised strong objection to the corporation's failure to state what it is going to do about financing research and development programs which will lead to a workable space communications system (BROADCASTING, Feb. 25).

The earliest date mentioned for a working system, which would carry TV signals around the world, is 1967. And there's some doubt about the reliability of that date.

An amendment being discussed in Washington, which could eliminate concern about public spending for private gain, would require the corporation to reimburse the government for any work from which it benefits.

The incorporators of the Comsat Corp.:

Leo D. Welch, chairman and chief executive officer; Joseph V. Charyk, president and principal operating officer; Sam Harris; Edgar F. Kaiser; Leonard H. Marks; George L. Killion; Bruce G. Sundlun; David M. Kennedy; Sidney J. Weinberg; A. Byrne Litschgi; Beardsley Graham; Leonard Woodcock; George Feldman and John T. Connor.

KRSD liable for \$1,000 fine

KRSD Rapid City, S. D., was warned last week by the FCC that it is liable for a \$1,000 fine for "willful or repeated" violations of the commission rules and Communications Act.

The commission charged that the station had operated by remote control using defective equipment, and did not notify the FCC's district engineer when adjustments and measurements were finished and the station was ready for inspection.

KRSD is owned by John, Eli and Harry Daniels, who own the companion station KRSD-TV and KDSJ-AM-TV Deadwood, also S. D. Messrs. Daniels were told they have 30 days in which to file any statement in defense or for a smaller fine.

WJBC doesn't own WHBF

BROADCASTING (April 15) reported that WIOK Normal, Ill., had charged, in a pleading to the FCC, that WJBC-AM-FM Bloomington owned 25% of WHBF-

BROADCASTING, April 29, 1963

AM-FM-TV Rock Island.

The story should have reported that WIOK said that Leslie C. Johnson, vice president of Bloomington Broadcasting Corp., licensee of WJBC-AM-FM, and his wife own 25% of the Rock Island station.

FTC plans hearing on use of 'free' in ads

The Federal Trade Commission has scheduled a public hearing in Washington, June 10, on proposed curbs on deceptive pricing and use of the word "free" in advertising.

The proposals are to be used only as

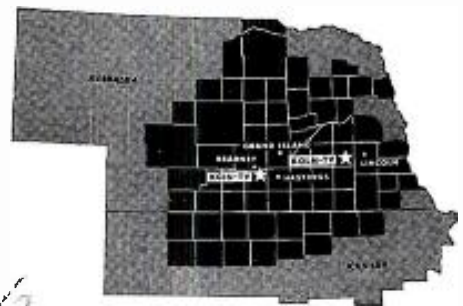
a basis for discussion at the hearing, according, to FTC Chairman Paul Rand Dixon. He said the proposals had been sent directly to various consumer groups, advertising industry organizations and other units.

The commission's target, Mr. Dixon said, is "advertising which misleads consumers into believing they are getting a bargain price or 'something for nothing' when they are not."

Another aim is for opinion on merchandising practices, which promote one free item for every two purchased. Alternative proposals would bar use of the word "free" unless the premium is



**YOU'RE ONLY
HALF-COVERED
IN NEBRASKA
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**Lincoln-Land is now
nation's 74th TV market!***

To effectively hammer home your story to the Nebraska market, you'll miss a lot if you don't include the other big market — Lincoln-Land.

Lincoln-Land is now rated 74th largest market in the U.S., based on the average number of homes per quarter hour delivered by all stations in the market. The 206,000 homes delivered monthly by KOLN-TV/KGIN-TV are essential for any advertiser who wants to reach the nation's most important markets.

Ask Avery-Knodel for the full story on KOLN-TV/KGIN-TV—the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

*November, 1962 ARB Ranking

AVERAGE HOMES DELIVERED PER QUARTER HOUR	
(November, 1962 ARB — 6:30 to 10 p.m.)	
LINCOLN-LAND* "A" (KOLN-TV/KGIN-TV)	60,500
OMAHA "A"	57,900
OMAHA "B"	55,000
OMAHA "C"	52,800
LINCOLN-LAND* "B"	23,600
LINCOLN-LAND* "C"	19,200

*Lincoln-Hastings-Kearney

The Folger Stations

RADIO
WNEB KALAMAZOO-BATTLE CREEK
WJBC GRAND RAPIDS
WJBC-FM GRAND RAPIDS-KALAMAZOO
WYTH-FM SAGINAW

TELEVISION
WNEB-TV GRAND RAPIDS-KALAMAZOO
WYTH-TV CADILLAC-TRaverse CITY
WJBC-TV SAGINAW
KOLN-TV/LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS
1069 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

Crosley wants to experiment with 750 kw over WLW

Crosley Broadcasting Corp. is borrowing a page from its own history in a new effort to crack the 50 kw power limit on AM stations. The company asked the FCC last week for authority to operate an experimental station with 750 kw, on unlimited time.

Crosley, which would use the frequency of its clear channel station WLW Cincinnati (700 kc), said the experimental operation would permit studies to be made of many questions the FCC and members of Congress have raised in connection with the use of higher power.

Crosley operated WLW on higher power once before—between 1934 and 1939, when the station broadcast with 500 kw under an experimental grant from the FCC. The company at that time invested almost \$400,000 in new equipment.

Crosley plans to use many of those facilities if the new application is approved. But Crosley says it would be required to spend another \$185,000 in a new plant. Operating costs would be increased \$185,000, according to the application.

Crosley said that, based on its ex-

perience of operating WLW on 500 kw, it believes that 750 kw would provide a reliable service to a vast "white area."

According to its engineering exhibits, the higher power requested would give the station sufficient strength to be received, under optimum conditions, within a 293,000 square mile area having a population of 20,545,740.

Second Try ■ The application represents the second time in six months that Crosley has asked the commission to permit WLW to operate on higher power. Last fall, WLW and four other clear-channel stations asked for authorization to increase their authorized power to 750 kw. The commission, however, returned the applications saying they ran counter to the Senate's 1938 resolution asking the commission to limit AMs' power to 50 kw (BROADCASTING, Nov. 26, 1962).

It was learned last week that a number of other clear channel stations are considering requests for authorization to operate experimentally on higher power. At least one of the stations was said to have all but de-

ecided to file its application.

Already pending before the commission is a petition by the Clear Channel Broadcasting Service for a rulemaking to permit Class I-A stations on the 25 clear channels to operate "with power of not less than 50 kw" (BROADCASTING, April 15).

In seeking the experimental grant, Crosley said that conditions have changed considerably since the Senate asked the commission to adopt a 50-kw ceiling.

Twenty-five years ago, Crosley said, there was concern that stations with higher power would have an adverse economic effect on other outlets and would have an undue ability to influence the minds of wide areas of the public.

Proliferation of Stations ■ But where there were only 735 stations in 1938, Crosley went on, there are now 5,000 AM, FM and TV outlets. As a result, Crosley said, "the ability of a higher power station to exercise undue influence has certainly been put to a minimum."

Crosley said approval of its application would permit a number of research projects to be undertaken,

really a gift, or unless the consumer is clearly informed of what is required to obtain the free item and there has been no increase of price or decrease in quality of articles actually bought.

NBC-Philco channel 3 fight resumes today

The complex hearing involving the NBC-Philco Corp. fight over Philadelphia's channel 3 was set to resume today (April 29) with top NBC and RCA officials prepared to testify in behalf of the network's application for renewal of its license for that facility.

Robert Sarnoff, NBC board chairman, was expected to be the first witness, followed by Robert Kintner, NBC president; Raymond Welpott, executive vice president of NBC's owned-and-operated stations and general manager of its Philadelphia properties, and Elmer Engstrom, president of NBC's parent company, RCA.

Today's session will be the first since March 18, when Philco announced its intention to continue its fight for a new station on channel 3 (BROADCASTING, March 25). The announcement came three days after the FCC disapproved an agreement under which Philco would have withdrawn from the contest in return for up to \$550,000 reimbursement

from NBC for expenses in prosecuting its application (BROADCASTING, March 18).

The hearing, which began in October, turns today to the comparative issues in the conflicting applications of NBC and Philco. But the proceeding also involves applications providing for the swap of NBC's Philadelphia stations WRCV-AM-TV for RKO General Inc.'s WNAC-AM-TV and WRKO(FM) Boston. The bulky hearing record also includes charges that NBC has engaged in anti-competitive practices and has used its power of network affiliation in a manner contrary to the public interest.

Chief Hearing Examiner James D. Cunningham is presiding.

Philco Pleading Opposed ■ In preliminary maneuvering, meanwhile, NBC last week asked the commission to reject a Philco request that the network's programing exhibits be excluded by the examiner (BROADCASTING, April 15). Philco based its plea on the ground that the exhibits cover the two-year period beginning Sept. 1, 1960, two months after NBC's license for WRCV-TV expired.

NBC, however, said commission rules permit the introduction of evidence concerning programing during an extension period. The network said the commission, in a comparative hearing

involving a renewal application of WBAL Baltimore, relied on such evidence in 1965 in granting the station a renewal of its license.

The network also described as "absurd" a Philco argument that "evidence of NBC's performance at a time when it knew it was subject to close scrutiny is a highly unreliable basis" for determining whether NBC will live up to its programing proposals.

If programing during a period when a licensee knew its performance is being closely watched is a basis for its exclusion, NBC said, "then virtually all programing exhibits in comparative and other proceedings . . . would be inadmissible."

The network said the eight programing exhibits deal with the period "most material to a consideration of the comparative issues" in the hearing. It added that evidence of programing before 1960 "cannot have the same weight of relevance in support" of the application for renewal.

Bureau, owner urge WAXE license renewal

The FCC's Broadcast Bureau and R. M. Chamberlain, owner of WAXE Vero Beach, Fla., have both urged that the station's license be renewed.

The commission had ordered a hear-

including a study of the economic impact WLV's higher power would have on other stations. The company said it would provide \$20,000 for such a study.

Crosley proposed the fund be given to a graduate business school "of some university in its general area" that is acceptable to the commission.

Other projects proposed by Crosley include studies of the acceptability of secondary service, the amount of adjacent channel interference that would be caused, the blanketing effects that would result, and the operating efficiencies that could be realized.

The company also said the experimental grant would permit an evaluation of how higher power would improve the reliability of the BRECOM (Broadcast Emergency Communications) system for the military. WLV and other clear channel stations are currently engaged in tests of this system.

Crosley did not specify the length of time it wanted the experimental authorization to last. It said only that it should be "for a period of sufficient duration to collect and analyze data from the proposed research program."

ing to be held to determine if WAXE was guilty of more than 21 violations of the FCC rules, such as failure to maintain adequate control and supervision, on the part of Mr. Chamberlain, and falsifying transmitter logs (BROADCASTING, Dec. 31, 1962).

Mr. Chamberlain told the commission that most of the violations cited had been committed by the control board operator, resulting from his many operating duties. Mr. Chamberlain added that the presiding Hearing Examiner Elizabeth C. Smith noted that steps have been taken to see no further violations occur. The WAXE licensee pointed out that there had been no violations of programing or program content.

Both the Broadcast Bureau and Mr. Chamberlain cited the testimony of FCC field inspector Jack May who said that there was no evidence that Mr. Chamberlain had ever directed that the transmitter logs be falsified.

Mr. Chamberlain denied that he had failed to maintain supervision of WAXE. He said that he holds frequent staff meetings and has everyday contact with employes. The bureau made the same finding and told the commission that Mr. Chamberlain had made many improvements in the operation of WAXE, which was in poor operating condition when he purchased it in 1959.

Commission in dilemma over channel 37

SHOULD IT GO TO ASTRONOMERS OR BE USED FOR TV?

Although FCC Chairman Newton N. Minow is generally regarded as something of an egghead, the commission itself is currently being cast in the role of an agency officially anti-intellectual—more concerned with TV fare than the needs of scientists who want to study the stars. The image is being created by radio astronomers unhappy over what they regard as the commission's stubborn refusal to make channel 37 available to them exclusively as one of their "windows to the heavens."

Commission officials, however, feel the issue results in part at least from the radio astronomers' unwillingness to heed commission procedures and policy.

The controversy has been brewing since 1959, when University of Illinois scientists, in cooperation with the Office of Naval Research, began installing a radio telescope at Danville, Ill., which was designed to operate on 608-614 mc, the channel 37 band.

The scientists made this decision without consulting FCC frequency managers. There was no requirement that they do so; they don't need an FCC license to listen to the static of the heavens. But if they had, they would have been told that commission policy is to preserve UHF channels for television.

Actions At Geneva ■ The scientists had made their decision on the expectation that the International Telecommunications Union conference in Geneva in 1959 would reserve channel 37 for radio astronomy. This was one of the recommendations of the Radio Consultative Committee (C.C.I.R.) that met in Los Angeles earlier that year. In addition, UHF channels are said to be essential for some radio astronomical work, and channel 37, the scientists were aware, had not been assigned to any U. S. TV market. But the C.C.I.R. recommendation was not adopted by the U. S., and in Europe it was adopted only conditionally.

Commission officials, sensitive to charges they are not concerned with the advancement of science, point out that nine non-TV frequency bands have been reserved for the use of radio astronomers on the basis of recommendations adopted at the 1959 Geneva conference. They also note that the commission has been protecting the reception of the Danville observatory by juggling UHF assignments to avoid use of channel 37.

However, with the growing number of UHF stations and applications, the commission has decided this interim solution is no longer practicable. The

matter is especially critical in the case of Paterson, N. J., where channel 37 is the only one available for assignment. Four applications are on file for a Paterson station on channel 37. As a result, the commission has suggested a compromise, in the form of a proposed rulemaking, to protect the observatory another five years (BROADCASTING, April 1). This is the length of time University of Illinois scientists say is required to complete their current program.

Astronomers Want More ■ Radio astronomers, however, are not impressed. They say the issue is broader than the question of the Danville observatory and that unless channel 37 is reserved for radio astronomical observations on a nation-wide basis, an important scientific tool will be lost to the nation. Resolutions to this effect were passed recently by the American Astronomical Society and the American Geophysical Union.

Commission officials, responding to these complaints, point out that the commission is besieged with demands from a multitude of sources for spectrum space, including that in the UHF band. "If we grant an exception in the case of the radio astronomers," said one official last week, "what argument do we have for denying requests for others, such as land mobile users, who want channels now reserved for UHF television?"

Despite the current controversy, commission officials say cooperation between the FCC and the radio astronomers is much closer today than it was in 1959, when there was virtually no contact between them. For instance, the scientists are being consulted by the commission in connection with preparations for the Geneva conference next fall on the allocation of frequencies for satellite communications. The designation of a frequency allocation for radio astronomers is on the conference agenda.

This cooperation, however, hasn't eased the dispute over channel 37—nor has it diminished the effort to picture the commission as being more interested in Western-watching than star-listening.

State law restricting tower heights killed

A legislative proposal which would bring tall broadcast towers in Minnesota within the jurisdiction of the State Commissioner of Aeronautics was defeated by the State Senate Thursday by a vote of 29 to 25. The bill earlier was

tabled by a committee of the House.

The proposal sought to amend a state law which provides that all towers in excess of 1,000 feet must be approved by the state's aeronautical commissioner but which excepts towers licensed by federal authority. The proposed amendment would have killed this exception.

WYNR PROBE RECESSES

Now up to FCC to decide if formal hearing needed

The FCC's probe of McLendon Corp.'s candor about program plans when it acquired WYNR Chicago (formerly WGES) drew near to conclusion in that city last week in almost the same manner as it had begun there three weeks earlier.

Recessed Wednesday, the hearing was still in good measure a lawyer's battleground—strewn with the corpses of rejected WYNR exhibits and testimony blocked as not relevant (BROADCASTING, April 22, 15).

The investigation is to be concluded in Washington in May. Then the FCC must decide if it thinks some more formal hearing is required. The present case involves no sanction against WYNR according to the FCC's order.

Repeated arguments over relevancy of background testimony by McLendon Corp.'s president, Gordon B. McLendon, at one point on Monday prompted James D. Cunningham, the FCC's chief hearing examiner, to warn the WYNR

counsel, Marcus Cohn, that the witness would be withdrawn from the stand unless testimony were confined directly to the issues.

How And Why ■ The examiner indicated this concerned how and when McLendon Corp. suddenly made a decision when it took over WGES last August and introduced WYNR on Sept. 1 with all-Negro format. This involved increasing Negro programming from 80% to 100% and the cancellation of all foreign language programs including one long conducted by the mother of Representative Roman C. Pucinski (D-Ill.).

Mr. Cohn repeatedly pressed his point that the more specific testimony about what took place in his critical period last August could not be understood clearly unless it were put within the perspective of how Mr. McLendon set policy for other McLendon stations.

Part of the testimony refused in the record last week was that which Mr. Cohn sought to present from WYNR's community relations director, Mrs. Etta M. Barnett, concerning her extensive efforts last fall to determine the needs of the Negro community and her meetings with other Negro leaders in behalf of WYNR. It was turned down because it occurred after Sept. 1, the "cutoff" date of the period under investigation.

Final Decision ■ Mr. McLendon testified he did not make his final decision to change WYNR to all-Negro as of Sept. 1 last year until about Aug. 27. He said that all during the month as programming was studied it was planned

with counsel to tell the FCC promptly when a decision was made. But, he recalled, when his decision was made it was too late to alert the commission because it had already communicated with the station about the reports of foreign language cancellation.

Mr. McLendon said it was not until after takeover of WGES-WYNR that he learned of time brokerage by the foreign language broadcasters. He said he ordered the prompt notice be given to cancel the brokerage contracts since the FCC frowned on such arrangements. He pointed out the all-Negro decision had not yet been made at this point. When it was made, he indicated, the reason was because Negro needs far exceeded foreign language needs there.

Mrs. Pucinski testified Wednesday. She said her cancellation notice arrived Aug. 29, the final day. Because of the rumors before that, however, she said she asked her listeners to write to WYNR and to their "congressmen," but she did not recall if she asked them to write her son.

NLRB upholds examiner

The National Labor Relations Board April 19 upheld findings of Trial Examiner Henry S. Sahm who last December ruled that WBRZ (TV) Baton Rouge, had illegally fired two employees who attempted to organize union at the station (BROADCASTING, Dec. 31, 1962). In affirming Examiner Sahm's findings, NLRB orders WBRZ (TV) to rehire the dismissed employees, Henry Havard, assistant film director, and Glen Hawkins,

PROGRAMMING

NEW HIGH FOR FOOTBALL

NBC-TV to pay near \$1 million for rights to telecast next year's NFL playoff game

For what has been called "the largest amount ever paid for a single network sports attraction," NBC-TV last week purchased rights to carry the National Football League playoff game for \$926,000. This is an increase of \$311,000 over what the network paid for the same rights last year. In open bidding with CBS-TV, NBC bought rights for one year.

As a result of the increased purchase price, which with time rates will push the expense of the telecast well over \$1 million, NBC will increase its advertising rate schedule for the telecast.

Sold at \$250,000 per quarter to two national sponsors and two regional sponsors last year, the rate will be raised to more than \$300,000 per quarter this year. NBC expects both of last year's national sponsors — Ford and Philip

Morris—to return. The network anticipates the game will deliver a national audience of 15 million average homes, the number bolstered by the fact that the game will not be blacked out, as it was last year, in the New York area, which contains 10% of the nation's TV audience.

The NFL rules that the game be blacked out in the city where the game is being played, and last year's title game between Green Bay and New York was played in Yankee Stadium. This year, however, the game, scheduled Dec. 29, will be played in the home city of the western team, assuring a New York television audience.

Only Bidders ■ Although invitations were issued to ABC-TV and Sports Network also, only CBS and NBC responded. CBS-TV has rights to carry

the regular season NFL games on a two-year contract for \$2.3 million.

Both NBC and the NFL affirmed the sum as being the largest ever paid for network coverage of a single sports event. For the last two years, NBC has carried the playoff game at \$615,000 per year on a two-year contract basis.

NBC first carried the NFL playoff game in 1956 when it purchased the broadcast rights from DuMont. NBC then took a five-year contract at \$200,000 per year from 1956 to 1960, and in the first year of open bidding in 1961, purchased rights at \$615,000 for two years.

The first telecast of an NFL playoff game was carried by DuMont in 1951 for \$75,000, and was carried by DuMont until 1956 when NBC took over.

Film sales . . .

Rod Rocket (Desilu Sales): Sold to WNEW-TV New York; WTTG (TV) Washington; KMBC-TV Kansas City, Mo.; KOVR (TV) Sacramento, Calif.; WTVH (TV) Peoria, Ill.; WPTV (TV) De-

catur, Ill., KCOP (TV) Los Angeles, WFAA-TV Dallas, KPTV (TV) Portland, Ore., and NET in Japan.

Superman (Flamingo Telefilm Sales): Sold to WGR-TV Buffalo; WDAF-TV Kansas City, Mo.; WTTV (TV) Indianapolis; WPTA (TV) Ft. Wayne, Ind.; WTEV (TV) Providence, R. I.; KGBT-TV Harlingen, Tex.; KLFY-TV Lafayette, La.; WAST (TV) Albany; WZZM-TV Grand Rapids, Mich.; KATU (TV) Portland, Ore.; KTVT (TV) Dallas, and KTSM-TV El Paso, Tex. Now in 100 markets.

The Steve Allen Show (WBC Program Sales): Sold to WAST (TV) Albany. Now in 35 markets.

Leave It to Beaver (MCA TV): Sold to WJW-TV Cleveland; WISN-TV Milwaukee; WCBS-TV New York; KTRG-TV Honolulu; KTLA (TV) Los Angeles; KPHO-TV Phoenix, Ariz.; KATU (TV) Portland, Ore.; KCRA-TV Sacramento, Calif.; KOMO-TV Seattle; WKBT (TV) La Crosse, Wis.; WOI-TV Ames, Iowa; WJBK-TV Detroit; WDBO-TV Orlando, Fla., and WBRE-TV Wilkes-Barre, Pa. Now in 14 markets.

Bachelor Father (MCA TV): Sold to WJW-TV Cleveland; WISN-TV Milwaukee and KNOE-TV Monroe, La.

Rifeman (Four Star): Sold to KPIX (TV) San Francisco; WHTN-TV Huntington, W. Va.; WFMV-TV Greensboro, N. C.; WFIL-TV Philadelphia; KFRE-TV Fresno, Calif.; WFBG-TV Altoona, Pa.; WNHC-TV New Haven, Conn.; WHP-TV Harrisburg, Pa.; WLYH-TV Lebanon, Pa.; WSBA-TV York, Pa.; KPTV (TV) Portland, Ore.; KDKA-TV Pittsburgh and WUSN-TV Charleston, S. C.

Dick Powell Theater (Four Star): Sold to WBAP-TV Dallas-Ft. Worth; WRCV-TV Philadelphia and WHIO-TV Dayton, Ohio. Now in 52 markets.

The Detectives (Four Star): Sold to WHTN-TV Huntington, W. Va. Now in 37 markets.

The Tom Ewell Show (Four Star): Sold to WBKB (TV) Chicago.

The Law and Mr. Jones (Four Star): Sold to KTVC (TV) Ensign, Kan.

True Adventures (Teledynamics): Sold to Triangle Stations (WFIL-TV Philadelphia, KFRE-TV Fresno, Calif., WNHC-TV New Haven, Conn.) and to KTUL-TV Tulsa, Okla.

Peril 13 (National Telefilm Asso-

ciates): Sold to WISN-TV Milwaukee, CKLW-TV Windsor-Detroit, KSHO-TV Las Vegas and WSUN-TV Tampa-St. Petersburg, Fla.

Top Rank, feature film package (NTA): Sold to WWL-TV New Orleans, WTTV (TV) Bloomington-Indianapolis, and KMJ-TV Fresno, Calif. Now in 67 markets.

178 stations added to UPI roster in '62

United Press International added 178 U. S. radio and television stations to its roster of newswire clients in 1962, Mims Thomason, president, reported last week at UPI's annual meeting in New York. Station subscribers to the newswire in the U. S. now total 2,254 for radio and 348 for television.

At the end of 1962, Mr. Thomason said, the number of TV stations subscribing to UPI's Newpicture service rose to 231, and to the newsfilm service to 57.

United Press Movietone is expanding its operations to include Univoice, under which voiced news reports will be made available to radio stations, according to Mr. Thomason. Other advances cited by the UPI president: UPI serves 54 radio networks and 30 TV networks in Europe and Africa and a record 637 newspapers and broadcast stations in Latin America.

He revealed that the cost of covering the world for UPI subscribers in the newspaper and broadcast fields would exceed \$41.5 million in 1963, and noted that the service now has 264 bureaus around the world, an increase of three since last year's report.

Directors okay strike against film producers

Members of the Screen Directors International Guild authorized its executive board at a meeting last Tuesday (April 23) to call a strike, if necessary, against the Film Producers Association of New York.

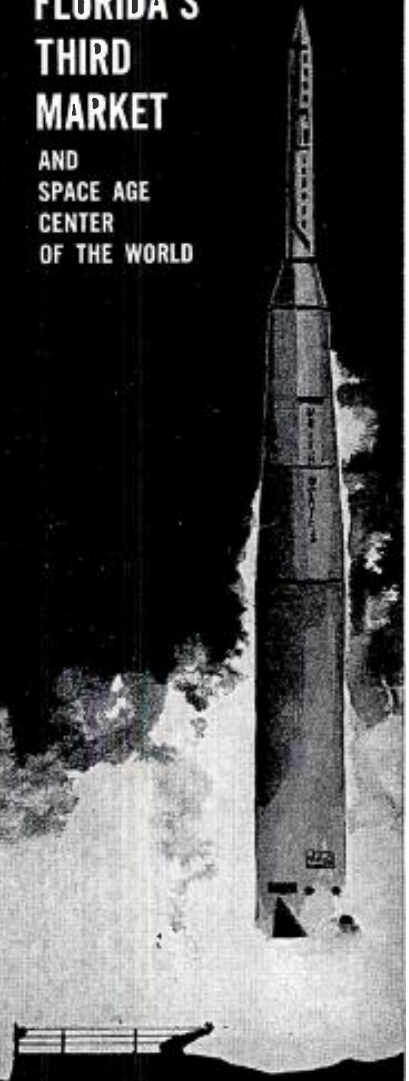
The union and the producers have been negotiating a new contract covering directors employed in the production of television film commercials and motion pictures. The strike authorization vote was taken after the union rejected the producers' offer in certain conditions of employment areas—including the payment for the preparation of a production; payment for premium time, and the establishment of a clear definition of "staff director."

The union represents approximately 400 directors employed in the East. The producers' association is composed of leading film production companies in the East, largely in New York. Negotiations are continuing.

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18 are given for Peabody awards

HONORS IN TV ENTERTAINMENT GO TO 'DU PONT', BURNETT

The 23d annual George Foster Peabody Awards for distinguished achievements by radio and television were presented at a luncheon meeting in New York last Wednesday (April 24) with the *du Pont Show of the Week* (NBC-TV) and Carol Burnett (CBS-TV) the recipients in the television entertainment category.

The presentations were made at a luncheon meeting of the Broadcast Pioneers. The winners were announced by Peabody Board Chairman Bennett Cerf and the awards were presented by Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism, which, with the Peabody board, administers the awards.

Other classifications and winners follow:

Television news: Walter Cronkite, CBS-TV; television education: *Biography* series, Official Films; television contribution to international understanding: *Adlai Stevenson Reports*, ABC-TV; television public service: *A Tour of the White House with Mrs. John F. Kennedy*, CBS-TV; locally produced television: *Elliot Norton Reviews*, WGBH-TV Boston; *Books for Our Time*, WNDT (TV) New York and *San Francisco Pageant*, KPX (TV) San Francisco.

Television youth and children's programs: *Exploring*, NBC-TV, and Walt Disney, NBC-TV; radio news: WQXR New York; radio entertainment: *Adventures in Good Music*, WJR Detroit and *The Eternal Light*, NBC Radio;

radio education: *Science Editor*, KNX Hollywood; radio youth and children's programs: *Carnival of Books*, WMAQ Chicago; special awards: NBC News and William R. McAndrew, executive vice president of NBC News; Television Information Office and the National Association of Broadcasters.

Representative Oren Harris (D-Ark.), chairman of the House Interstate and Foreign Commerce Committee, was to have received a special Broadcast Pioneers award for his "firm and fair leadership of the committee which develops legislation governing America's system of broadcasting. . . ." He was unable to attend the Peabody ceremonies because of duties in Washington, it was explained, and he will receive his award at a later date.

President Kennedy sent a wire of congratulations to the winners and noted that awards were made to three individuals with White House associations (Mrs. Kennedy, Mr. Stevenson and August Heckscher, moderator of *Books for Our Time*).

Mr. Stevenson received a warm ovation when he walked to the dais to receive his award. He noted that his bi-weekly television program was set up by James C. Hagerty, ABC vice president for news, special events and public affairs, who was President Eisenhower's news secretary for eight years.

"After my old friend Jim Hagerty had helped bury me in 1952 and 1956," Mr. Stevenson quipped, "I couldn't have been more surprised when he

wanted to resurrect me."

The Peabody citations follow:

Television News ■ "We commend Walter Cronkite for the concise elucidation of his nightly news programs and for the excellent photography with which they are supported; for his work on the documentary series, *The Twentieth Century*, and for his frequent contributions to *CBS Reports*, and such special programs as *Our Next Man in Space*. In recognition, the Peabody Award for television news." Accepted by Mr. Cronkite.

Television Entertainment ■ "*The du Pont Show of the Week* is a unique and stimulating series combining original teleplays and documentary dramas demonstrating that television entertainment can be informative as well as pleasurable. Well deserving of a Peabody Award for television entertainment." Accepted by Lyman Dewey, division manager of advertising department of du Pont.

Television Entertainment ■ "In a world that needs laughter today more than ever before, Carol Burnett has emerged in the past year as one of television's funniest, and most highly acclaimed comedienne. Already a star of the first magnitude, she promises to give untold enjoyment to the world of television for years to come. May her tribe increase! And in recognition, a Peabody Award for television entertainment." Accepted by Miss Burnett.

Television Education ■ "*Biography*, through television, motion pictures, and moving commentary by Mike Wallace, lets viewers see at close range the great and famous men and women who helped shape and alter the 20th century. Churchill, Roosevelt, Hitler already have moved across the TV stage. So have such lesser luminaries as Will Rogers, Knute Rockne, Clarence Darrow, and Amelia Earhart. Others are to come. Producer David Wolper and the directors show special gifts in revealing the influences and factors that shaped these famous lives and our destinies. These are portraits of absorbing interest and superb educational values. In recognition, a Peabody Award for television education." Accepted by Seymour Reed, president, Official Films.

Television Youth And Children's Programs ■ "With taste, wisdom, and imagination, *Exploring* opens new vistas to the child viewer. As such it merits a Peabody Award for television youth and children's programs." Accepted by Dr. Albert Hibbs, host of the series.

Television Youth And Children's Programs ■ "Long since recognized around



Carol Burnett evidently likes large earrings as she demonstrates a possible use for her Peabody Award to the amusement of Dean John E.

Drewry of the University of Georgia's Henry W. Grady School of Journalism, and Bennett Cerf, Peabody board chairman.

the world as our greatest goodwill ambassador, Walt Disney has made a special impact on television with youngsters from six to sixty (and older). He is the Pied Piper of the 20th century. If laughter is the best medicine, he is our greatest physician. His Sunday hour is an oasis of illumination, entertainment and enchantment, given added scope and dimension through the magic application of color. In recognition and appreciation, this Peabody Award for television youth and children's programs." Accepted by Jack Sayers, Walt Disney Productions.

Television Contribution To International Understanding ■ "*Adlai Stevenson Reports* is a television program that, in the opinion of the Peabody Board, realizes the full potential of the medium. It gives the public an unparalleled opportunity to hear the key problems of the present-day world discussed and clarified by one of the most distinguished, most eloquent, and best-informed men in the world. In recognition, a Peabody Award for TV contribution to international understanding." Accepted by Ambassador Stevenson.

Television Public Service ■ "'A mile-



Mr. Cronkite Mr. Dewey Mr. Reed Dr. Hibbs Mr. Sayers

formances has strengthened the theater in New England. A discriminating public service, extending over five years, for which he well deserves the Peabody Award." Accepted by Mr. Norton.

Locally Produced Television ■ "To station WNDT (TV) (ch. 13) New York for the nurturing of that last flower of civilization, good conversation, with its weekly program, *Books for Our Time*. And to August Heckscher for his wit and skill in presiding over a pre-eminent television literary seminar—a Peabody Award for locally produced television programs." Accepted by Barbara Davidson.

Locally Produced Television ■ "*San Francisco Pageant*, KPXX (TV), is a series of historic documentaries framed

ried six days a week throughout the year; features classical, semi-classical, and folk music; and is directed by the distinguished pianist, Karl Haas, who brings to this series enlightened commentary based on his broad musical background to the enjoyment of millions of listeners in the Great Lakes area. In recognition of the Peabody Award for radio entertainment." Accepted by John Patt, chairman of the board of the Goodwill Stations.

Radio Entertainment ■ "Now completing its second decade on the air, *The Eternal Light*, NBC Radio, combines popularity and quality, entertainment and uplift, and appeals to persons of all religious faiths, of all backgrounds, and of all walks of life. It is inspirational and informative without being sanctimonious or stuffy. It has quality and value. In recognition a George Foster Peabody radio award for entertainment." Accepted by Albert A. List of the Jewish Theological Seminary of America.

Radio Education ■ "*Science Editor* (KNX Los Angeles) for 10 years has brought to American listeners, in understandable terms, information in the fields of science and medicine. Narrated by its persuasive and articulate director, Dr. Hale Sparks, University of California, the program is prepared with the assistance of specialists selected from a teaching and research staff of more than 4,000 scholars. In recognition the Peabody Award for radio education." Accepted by Dr. Sparks.

Radio Youth And Children's Programs ■ "*Carnival of Books* (WMAQ Chicago) is a happy carousel of stories, literary enchantment and inspiration. Through this engaging program, Miss Ruth Harshaw, author and educator, has for years been teaching children to find, enjoy, and appreciate good books. School children engage in lively and



Mr. Stevenson Mr. Collingwood Mr. Simon Mr. Sanger Mr. Patt

stone in television.' 'A distinctive contribution of the electronic era.' 'An invaluable look at a century and a half of American history.' These are but three of the many superlative appraisals of a memorable hour during which our First Lady, accompanied by CBS News Commentator Charles Collingwood, conducted millions of viewers on the most extensive tour of the White House ever provided the public, and at the conclusion of which the President himself stressed the historical importance of 1600 Pennsylvania Avenue. In recognition of this notable contribution to the American way via broadcasting, a George Foster Peabody television award for public service to *A Tour of the White House with Mrs. John F. Kennedy*." Accepted by Mr. Collingwood.

Locally Produced Television ■ "In his friendly but penetrating interviews with the playwrights, directors, and stars of the new plays, Elliot Norton (*Elliot Norton Reviews*, WGBH-TV Boston) has alerted and intensified the appreciation of greater Boston audiences. His attention to Broadway productions, to summer stock, and to undergraduate per-

with style and imagination which enriched a great city's affection for its colorful past—richly meriting a Peabody Award for locally produced television programs." Accepted by Lou Simon, general manager of KPXX.

Radio News ■ "Consistently excellent in its news coverage at all times, WQXR New York City, merits special praise for lighting a candle in the darkness every night during the New York newspaper strike with its concise, authoritative digest of the day's news. And in recognition, a Peabody Award for radio news." Accepted by Elliott M. Sanger Jr., WQXR director of news programs.

Radio Entertainment ■ "*Adventures in Good Music* (WJR Detroit) is car-



Mr. List Mr. Sparks Mr. Yoder Mr. McAndrew Mr. McCollough

revealing conversations with contemporary authors. The show reflects the magic, fresh quality that only youngsters can elicit. *Carnival of Books* proves that television, far from being a deterrent to reading, stimulates and encourages it. In recognition, the Peabody Award for radio youth and children's programs." Accepted by Lloyd Yoder, vice president and general manager of WMAQ and WNBQ (TV) Chicago.

Special Award ■ "William R. McAndrew as executive vice president of NBC News has provided the vision and leadership which have resulted in range, depth, and significance in news programming. His is indeed the news network—a global web of news communication, which reflects the inquisitive intelligence, erudition, and communicative skills of his key personnel the world over. To Mr. McAndrew and all those who try to keep NBC News geared to the informational needs of the space age, a George Foster Peabody Broadcasting Special Award." Accepted by Mr. McAndrew.

Special Award ■ "To Television Information Office and the National Association of Broadcasters, for their study which resulted in the book *For the Young Viewer: Television Programming for Children . . . At the Local Level* (McGraw-Hill), an interpretative compilation of 425 children's programs created by 223 television stations for 146 American communities. Programs are reported, evaluated, and related to

known principles of child development. Steering the published results between the obvious and the obscure, and making this study of practical value to broadcasters, parents, creators of programs, and educators were Dr. Ralph Garry of Boston University, Dr. F. B. Rainsberry of the Canadian Broadcasting Corp., and Dr. Charles Winick of Columbia University, who along with NAB President LeRoy Collins, TIO Chairman Clair McCollough, other TIO officers, and the participants in this study are hereby recognized with a George Foster Peabody Special Award." Accepted by Mr. McCollough.

'Stoney Burke' bought in 14 markets for fall

The release to syndication of the *Stoney Burke* series, currently on ABC-TV, was announced last week by Pierre Weis, vice president and general manager of Economee Television Programs, subsidiary of United Artists Television.

Mr. Weis said that the series has already been bought in 14 major markets, including Los Angeles, Chicago, Detroit, Dallas and Indianapolis for a fall start. The one-hour series, consisting of 32 episodes, ends its cycle on ABC-TV in September.

WBC makes series available

A weekly series of 15 five-minute telecasts and one 15-minute show depicting American history through its

artists will be made available by Westinghouse Broadcasting Co. to its five stations (WBZ-TV Boston, WJZ-TV Baltimore, KPIX (TV) San Francisco, KDKA-TV Pittsburgh and KYW-TV Cleveland) in May.

The series, entitled *America: The Artist's Eye*, is narrated by Fredric March and Florence Eldridge, and will have nine of the telecasts in color. The series will go into syndication this summer following its first run on the Westinghouse stations.

Should TV syndicators rejoin the NAB?

A suggestion that television film distributors seek to return to the National Association of Broadcasters as full members was made last week by Len Firestone, vice president and general manager of Four Star Distribution Corp.

Mr. Firestone made his proposal in a letter to the co-chairmen of the Television Film Exhibition—'63, an event held by distributors during this year's NAB convention. Mr. Firestone, who noted that distributors had associate membership in the NAB for several years before they resigned from the association, stressed that full membership should be sought. He also proposed that one day be set aside during the NAB convention for panel discussion and seminars relating to the TV film industry.

FINANCIAL REPORTS

AB-PT HAS PROFIT DROP

Goldenson says it was caused by failure of some TV shows and bad theater box office

Net operating profits dropped \$653,000 for American Broadcasting-Paramount Theatres during the first quarter of 1963 as compared with the same period last year.

Figures released last week by AB-PT indicated that net operating profit dropped from \$3,042,000 a year ago to \$2,389,000, and net profit per common share (excluding capital gains) had dropped from 68 cents to 54 cents.

Including capital gains, net profit fell from \$2,909,000 (65 cents a share), during the first quarter of 1962 to \$2,512,000 (57 cents a share), for the last quarter.

AB-PT President Leonard Goldenson attributed the loss to two factors: "Some of the television programs launched last fall did not measure up to expectations," he said in a report to stockholders, and ". . . theatre business in the first quarter was off from

the like period of the prior year, particularly in the Midwest where weather conditions were adverse."

Mr. Goldenson, however, said, "In the second quarter, where possible, changes have been made in an effort to improve current [TV] programming," and added, in regard to the theater business, "many fine motion pictures are scheduled for release."

Stockholders Meeting ■ The annual meeting of stockholders of AB-PT will take place May 21 in New York.

The proxy statement shows that Leonard H. Goldenson, president, received \$125,000 in 1962; Simon B. Siegel, executive vice president, \$78,000; Everett H. Erlick, vice president and general counsel, \$50,000; Robert H. Hinckley, consultant to ABC division, \$31,800; Edward L. Hyman, vice president, \$52,000; James G. Riddell, vice president, ABC division, \$68,000;

David B. Wallerstein, president, Balaban and Katz Corp., \$37,708.

In addition the following received credit for these additional sums under the company's incentive compensation plan: Mr. Goldenson, \$50,000; Mr. Siegel, \$42,000, and Mr. Hyman, \$15,000.

Zenith has record first quarter profit

Record first quarter sales and earnings were reported last week by Zenith Radio Corp., Chicago. Distributor sales of Zenith color TV sets to dealers were double the volume a year ago, Zenith said, while the company's share of industry sales of monochrome television sets hit an all-time high. Radio set sales established new records too.

The Rauland Corp., Zenith subsidiary, plans to start "quantity production" of color TV picture tubes during the month of May, Zenith said. Details of the new color tube have not been disclosed.

Zenith first quarter sales totaled more than \$92.2 million, 13% above last year's first quarter record and 7% ahead of the previous all-time record

reported for the fourth quarter of 1961. First quarter profits exceeded \$5 million (56 cents a share) after estimated provision for federal income taxes of nearly \$5.9 million. This was a 7% increase over the first quarter 1962.

Macfadden-Bartell radio income is up

Broadcasting revenues in 1962 for Macfadden-Bartell Corp. amounted to \$2,253,937—\$240,700 more than the \$2,013,244 attributed to radio operations in 1961, the company reported last week.

Broadcasting operations continued on a profitable level, with good progress reflected by all stations, Gerald A. Bartell, president, said in the annual report.

Total revenues were \$23,245,783, including \$703,921 gained on the sale of KYA San Francisco last year. KYA was bought by Clinton D. Churchill family for \$1.25 million last July. Net income was \$162,738, and cash flow generated from operations, \$373,160. No income tax is required, the statement said, because of prior operating losses.

For the first quarter of 1963, Mr. Bartell reported net income of \$483,651 (30.4 cents a share).

The annual meeting of stockholders of the Macfadden-Bartell Corp. will be held May 14 in Milwaukee.

In a proxy statement sent to stockholders, a report of aggregate remuneration of officers and directors in 1962 showed that Gerald A. Bartell, president, received \$65,000; Lee B. Bartell, executive vice president, \$44,158; Frederick A. Klein, vice president, \$38,730, and Melvin A. Bartell, \$33,250.

Macfadden-Bartell owns WOKY Milwaukee, KCBQ San Diego and WADO New York. It also is associated in the ownership of Macfadden-Teleglobe which is preparing to establish a pay TV program in Denver in June over the facilities of KCTO (TV) there. Under the Macfadden name, the company publishes a group of magazines and paperback books.

Capital Cities reports 91% gain in 1st quarter

A 91% gain in net profit for the first quarter of this year, from \$231,409 (20 cents a share) in 1962 to \$440,882 (37 cents a share) was reported last week by Capital Cities Broadcasting Corp., New York.

Net broadcasting income for the 1963 period was \$3,982,987; this compares with \$3,430,552 for the same period last year.

Sales gains were achieved by all Capital Cities' stations except WPRO-TV Providence, it was said, where a third

TV station began operating earlier this year. WPAT-AM-FM Paterson, N. J., benefited somewhat from the newspaper strike in New York, it was said.

Capital Cities stations, in addition to WPRO-TV and WPAT, are: WROW-AM-FM and WTEN (TV) Albany; WCDC (TV) Adams, Mass.; WPRO-AM-FM Providence; WKBW-AM-TV Buffalo, and WTVD-TV Durham, N. C.

Associated Press income up \$2 million in 1962

The Associated Press had revenues of \$42,451,846 last year, an increase from \$40.1 million in 1961, the AP's board of directors announced last week.

Radio and TV station membership rose to a record 2,380 in 1962, and newspaper membership now stands at 1,729. A detailed report on AP's current activities and size, indicating the station membership growth, was released earlier this month by Wes Gallagher, general manager (BROADCASTING, April 8).

Wire service officials declined to break down the source of revenue between radio-TV and newspapers, though a spokesman said revenues from broadcast operations do not equal those of newspapers.

Metromedia to elect board at N.Y. meeting

The annual stockholders meeting of Metromedia Inc. will be held May 14 in New York to elect a board of directors, consider and act on a company-wide retirement program for non-union employees, and transact other business.

The proxy statement shows that John W. Kluge, chairman and president, received \$100,000 in the fiscal year 1962. Other remuneration: Robert A. Dreyer, vice president, secretary and general counsel, \$40,000; Mark Evans, vice president, \$48,624; Benedict Gimbel Jr., vice president, \$35,000.

Metromedia stations are WNEW-AM-FM-TV New York, WTTG (TV) Washing-

ington, WHK-AM-FM Cleveland, WIP-AM-FM Philadelphia, WTVH-TV Peoria and WTVP (TV) Decatur, both Illinois; KOVR (TV) Stockton, Calif., and KMBC-AM-FM-TV Kansas City, Mo. The company has bought KTTV (TV) and KLAC, both Los Angeles and both still pending FCC approval.

TTC sets target for sales contracts

Attorneys for Transcontinent Television Corp. told stockholders last week that they hoped to complete contracts for the sale of TTC's stations in four to six weeks.

When this is done, they said, a special meeting of TTC shareholders will be called.

TTC is negotiating with both Taft Broadcasting Co. and Midwest Television Inc. to sell all of its stations except WDOK-AM-FM Cleveland (BROADCASTING, April 15, 22).

Taft Broadcasting will buy WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-Barre, Pa.; Midwest, KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, Calif.

The announcements said that \$21.20 a share had been offered for TTC stock in these transactions. The exact form they will take depends on a ruling from the Internal Revenue Service, it was said when the negotiations were announced. There are over 1.8 million shares of TTC stock outstanding.

The IRS consideration was also a topic at last week's stockholders meeting. One stockholder sought to learn whether the profits from the sales would be considered capital gains or income. He was told that an IRS ruling will be required.

In a report for the first quarter of 1963, ended March 31, TTC had net income of \$397,644 (22 cents a share). This compares with \$395,684 (22 cents a share) for the same period last year.

First quarter revenues were also about equivalent to these last year, it was announced.

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NAB's Radio Month should be its biggest

MEDIUM'S 'MOBILITY' STRESSED IN '63 PROMOTION

The National Association of Broadcasters has mailed its Radio Month promotion kits to member stations. From preliminary reports, the association expects this year's observance to be the biggest yet.

The 1963 theme, "Radio . . . The Mobile Medium," places its emphasis on radio's "portability" with tiny transistor sets, its "mobility" in covering news events and its "ability" to move goods and services as an advertising medium.

The promotion kit includes recorded jingles, spot announcements, artwork, news releases and a special Radio

Month stamp to be used on station mailings during May. The demand for the special stamp has been so great that a second printing was necessary.

Advance reports from stations indicate that stations plan to use the NAB jingles an average of 63 times a week and the spot announcements about 50 times a week.

Contests measure audience

WPBS (FM) Philadelphia drew 6,803 mail responses in an FM radio giveaway contest. Controlled to measure audience in comparison with two previ-

ous contests, WPBS claims that the contest represents an audience-growth of 900% in 11 months.

Mail response in the first contest was 707 in May 1962. The October 1962 event drew 4,158 pieces of mail.

Controlled factors were length of contest, entering procedure, prizes, number of announcements and method of keying announcements. Through these controls, the station gauged the response received from each of 105 announcements. Average response to each announcement jumped from seven in the first contest, to 40 in the second, to 65 in the third. Thirteen spots in the latest contest pulled over 100 responses with the highest spot drawing 143 responses. WPBS is owned by the *Philadelphia Bulletin* and went on the air in December 1961.

RCA to promote color television at World's Fair

Television may well steal the show at the 1964-1965 New York World's Fair. Plans for TV at the exposition give the medium an extensive two-part role which, by virtue of ubiquity, no visitors will miss.

In addition to a closed-circuit color television network to be operated by RCA, reported to be the largest such system ever developed in this country, the fair will provide facilities to exhibitors for originating local or network telecasts.

RCA, which introduced black-and-white television to the American public at the 1939 World's Fair on the same site, plans 200 outlets throughout the fairgrounds for its closed

color system. Center for the operation will be an ultra-modern building where visitors will watch all steps in the production of color programs. A color mobile unit will range over the fairgrounds picking up remotes for transmission over the system. RCA officials estimate that they will have to produce enough programming to fill 2,000 hours in each of the two fair seasons.

Dr. Elmer Engstrom, RCA president, explaining RCA's role at the fair says the operation will provide "a medium of general utility when the need arises."

TV From The Fair ■ The fair corporation has allocated facilities at

25 locations over the grounds providing connection points for television broadcast or tape operation.

AT&T is constructing a 140 foot antenna—as part of its exhibit—by which all television originations from the fair for network programming will be relayed to downtown New York for subsequent network transmission. The New York Telephone Co. is providing video cables from points within the grounds to the AT&T tower.

Interest in television originations from the fair is reported to be high among the larger exhibitors although no specific telecast plans have been announced. (The fair is still a year off.) Among the groups which have advised the fair corporation of their interest in television originations from exhibit sites are General Motors, RCA, IBM, Eastman Kodak, AT&T, New York City Amphitheater, The Federal Exhibit, Port of New York Authority and a number of states.

A \$4 million "Century Showcase Music Hall," extravagantly outfitted with television production facilities, financed by Texas businessman, Angus Wynne, and operated in association with Compass Productions, is expected to be a center for network TV originations of entertainment type when not in use for theatrical productions.

The Compass-Wynne group hopes that the networks will produce shows in its theater both during the fair and in the hiatus between fair seasons. (The fair runs from April to October in 1964 and 1965.)



This was the scene in 1939 as David Sarnoff, then RCA president and now board chairman, introduced black-and-white television

at the New York World's Fair. Color television will highlight RCA's exhibit at the 1964-65 World's Fair in New York.

FATES & FORTUNES

BROADCAST ADVERTISING

Dr. Theodore F. Dunn, manager of communications research division of Ted Bates & Co., New York, and **John N. Goodnow**, research group supervisor for agency, elected VPs. Dr. Dunn joined Bates in 1962 from Kenyon & Eckhardt, where he served as research supervisor. Mr. Goodnow came to agency in 1956 from Colgate-Palmolive Co., where he was market research analyst.



Mr. Dunn



Mr. Goodnow

Nicholas Salimbene, assistant media director of J. M. Mathes Inc., New York, named associate media director. **Gordon G. Bring Jr.**, former buyer at Doyle Dane Bernbach, joins Mathes in similar capacity. **Mike Pedone**, researcher, promoted to assistant space buyer. **Alexander M. Lindsay**, formerly with NBC, joins agency in public relations department.

Timothy J. Stone, former VP and account supervisor on packaged goods at Benton and Bowles, New York, joins Sullivan, Stauffer, Colwell & Bayles, that city, as supervisor for special services on American Tobacco Co. account.



Mr. Banzhaf

Max Banzhaf, director of advertising, promotion and PR for Armstrong Cork Co., Lancaster, Pa., elected staff VP responsible for directing and coordinating activities of new staff organization unit consisting of employe relations department, newly organized public relations and public affairs department, and advertising and promotion department. **F. J. Muth**, controller since 1960, elected VP-controller. Mr. Banzhaf joined Armstrong organization in 1938 and was appointed director of advertising, promotion and PR in 1956.

Bankruptcy sale of Radio Station WEAD. Operating one KW daytime metropolitan Atlanta radio station located at Hilton Inn, Mableton, Georgia, includes all furniture, fixtures, and broadcasting equipment. Sale will be conducted by Ruth Sills, Trustee, at public auction to highest bidder. Sealed bids may be mailed immediately for consideration. Sale is subject to court confirmation. For further information, contact Stacey Cotton, 1630 Healey Building, Atlanta 3, Georgia, JA 4-5661.

Quentin L. Harvell and **Mae Keenan** of headquarters staff of Advertising Federation of America, New York, named to new and increased responsibilities as VP-administration and club service administrator, respectively. Formerly assistant to AFA President Mark F. Cooper, Mr. Harvell has been associated with federation for two years. Miss Keenan most recently served as assistant director of AFA's bureau of education and research.

Jeremiah Creedon, product manager of Lestoil Products, Holyoke, Mass., joins Sullivan, Stauffer, Colwell & Bayles, New York, as account executive. **Hugh E. Davis**, general manager of *Puck*, *The Comic Weekly*, joins agency as account supervisor.

Sydney Rubin, partner of Licensing Corporation of America, an independent character licensing organization, elected VP in charge of new business and member of creative plans board of Cole, Fischer Rogow Inc., New York. Mr. Rubin, former merchandising executive with NBC and CBS television network licensing divisions, has also held posts of VP and radio-TV director at Frederick Clinton Co.; VP and partner of Emil Mogul Co.; and copy chief of Raymond Spector Agency.



Mr. Rubin

William J. Reese, VP and general manager of Arthur Wagner Associates, industrial designers, and former radio-TV director of Friend Reiss Adv., named director of sales promotion for Ideal Toy Corp., New York.

Halbert E. Payne, product group manager for Jell-O Division of General Foods Corp., White Plains, N. Y., named advertising and merchandising manager. He joined General Foods last

year from Procter & Gamble where he was brand promotion manager.

Herman A. Braumuller Jr., formerly with Cunningham & Walsh, joins N. W. Ayer & Son, Philadelphia, in media department. **Theodore W. Schumacher**, with Stenocard Dictation Systems, also joins Ayer's media department.

Barbara Wilkens, director of publicity and promotion for Trans-Lux Corp., New York, since 1960, elected VP in charge of radio-TV for Softness Group, New York, advertising-promotion - publicity organization. Miss Wilken's post at Trans-Lux included responsibility for promotion and publicity for three subsidiaries, Trans-Lux Television Corp., Television Affiliates Corp. (TAC) and Trans-Lux Distributing Corp. Earlier she had been publicity director of WNTA-TV New York and of ABC Films Inc.



Miss Wilkens

Ivan Terry Galanoy, former associate creative director with Compton Adv., Chicago, and before that with Kenyon & Eckhardt, Los Angeles, joins Leo Burnett Co., Chicago, as associate creative director.



Mr. Schoch

Richard Schoch, assistant creative director of Compton Adv., New York, elected VP. Mr. Schoch joined agency in 1956 as copywriter. **Howard W. Kramer**, Compton VP in New York, resigns to join

Fred L. Wahl, head art director of Aubrey, Finlay, Marley & Hodgson, Chicago, appointed art director of Clay

a smart addition to any newsroom

UNITED PRESS INTERNATIONAL

Stephenson Associates, Houston-based advertising agency. **Robert H. Crockford**, Stephenson account executive, promoted to marketing director.

H. B. (Mickey) Firestone, formerly with McGraw-Hill Publishing Co., joins Ralph Bing Adv., Cleveland, as assistant account executive.

Ralph Cavan, with Klau-Van Pietersom-Dunlap, Milwaukee, named associate creative director. **Robert W. Hora**, with agency since 1946, named executive art director.

Elliot M. Schrero, project chief for SCI Division of Interpublic, New York, joins Ketchum, MacLeod & Grove, that city, as sales promotion writer.



Mr. Burns

John V. Burns, account supervisor at J. Walter Thompson, Chicago, and **Norman A. Franks**, formerly with Charles Pfizer & Co., join Alberto-Culver Co., Melrose Park, Ill., as products director and plant operations director, respectively. Mr. Burns served as brand manager for Procter & Gamble prior to joining JWT.

Michael J. Marino named production supervisor of Newman-Martin, Bloomfield, N.J., advertising-marketing agency.

Ann Jacobson, formerly with Smudin Studios, Philadelphia, joins art department of Wermen & Schorr, advertising agency, that city.

THE MEDIA



Mr. Tillmanns

Carl Tillmanns, VP in charge of eastern sales for CBS-TV network, appointed VP and general sales manager. Mr. Tillmanns joined CBS-TV in December 1959 as account executive in sales department. Previously he was with NBC-TV for five years; with Paul H. Raymer Co., station representatives; C. E. Hooper Inc., audience measurement firm, and Foote, Cone & Belding.

Howard F. Smith named general manager of KCIN Victorville, Calif.

Tom Mulvey, local sales manager, and **Art Knott**, account executive, promoted to general sales manager and district sales manager, respectively, of KHOW Denver. **Jeff Jordan**, formerly with KOA Denver and KDKA Pittsburgh, joins KHOW air staff, replacing **Dan Tyler**, now with KGBS Los Angeles.

Richard V. Fairbanks, general sales



Anonymous veil lifted

They call her the "Tokyo Rose" of NBC-TV, only because her voice is anonymous—not because of any sinister qualities.

It is redhead **Gloria Clyne's** job each week day at 5:30 p.m. to tell 67 NBC-TV affiliates over closed circuit about the day's newsfilm lineup, so the stations can decide whether to use the particular film. In the five months she's held the job numerous stations have written in to NBC asking about the "Mystery Voice" which replaced the stentorian male tones of Mack Johnson, NBC News syndication head.

This is the network's answer.

manager of WPTV (TV) West Palm Beach, Fla., named national sales manager of KMSP-TV Minneapolis-St. Paul.

Ronald Beaton and **Benton Paschall** appointed sales manager and national sales manager, respectively, of KIEV Glendale, Calif.

Thomas D. Harrison Jr., sales manager of WFLN-AM-FM Philadelphia, named national sales manager of Franklin Broadcasting Co., which owns and operates WFMZ (FM) Allentown, Pa., and WFLN-AM-FM. Mr. Harrison

joined Franklin in 1958. **Harry J. Haas Jr.**, WFLN promotion manager, appointed local sales manager for company.

Leonard J. Patricelli, VP-TV programs for Travelers Broadcasting Service Corp. (WTIC-AM-FM-TV Hartford, Conn.), appointed VP-general manager of corporation, succeeding **Walter C. Johnson**, who died April 16. **Robert S. Tyrol**, VP-radio sales and assistant secretary, named secretary of corporation, a position also previously held by Mr. Johnson, and member of board of directors. Mr. Patricelli joined WTIC in 1929 as station's first continuity writer. He was elected VP-TV programs in 1957. Mr. Tyrol came to WTIC staff as announcer in 1941 and subsequently elected VP-radio sales in 1959. He is currently president of Connecticut Broadcasters Association.



Mr. Patricelli



Mr. Tyrol

C. Otis Rawalt, VP-partner of Walker-Rawalt Inc., New York-based radio-TV representative, joins Good Music Broadcasters, New York, as executive VP in charge of sales and station relations. GMB represents 30 radio stations. As part of its expansion program, firm is setting up branch sales offices in Boston, Chicago, Philadelphia and San Francisco.

John C. Doerfer, Washington communications attorney and former FCC chairman, appointed executive secretary and general counsel for Maryland-D.C. Broadcasters Association.



Mr. Doerfer

Lew Sargent appointed sales manager of WTAO Cambridge, Mass.

Ben Munson, account executive at KGO-AM-FM San Francisco, assumes added duties as regional sales manager.

John Ginway, member of sales staff of WCBS-TV New York, joins CBS-TV as network account executive.

Seymour Horowitz, former director of programming for KGO-TV San Francisco, joins WABC-TV New York, in similar capacity. He served as assistant to VP of program practices for CBS-TV from 1960-61. Mr. Horowitz was president of San Francisco chapter of Academy of TV Arts and Sciences.

of KCOL, and **Jim Huitt**, former program director of KZIX, both Fort Collins, Colo., join KLME Laramie, Wyo., as station manager and air personality, respectively. Item was incorrectly reported in BROADCASTING, April 15.



Mr. Powers

Graydon R. Powers Jr., formerly with information services department of Porcelain Enamel Institute, Washington, appointed assistant executive director of Association of Maximum Service Telecasters, Washington, effective today (April 29).

Eugene M. Plumstead named program director of WERE-AM-FM Cleveland, succeeding **Edwin J. Stevens**, who is being transferred to KFAC-AM-FM Los Angeles. Both stations are owned by Ray T. Miller Jr.

D. L. Nelson, formerly with KETV (TV) Omaha, appointed program director of KFDA-TV Amarillo, Tex.



Mr. Dragomier

John Dragomier, account executive at Venard, Torbet & McConnell, Chicago, appointed TV sales manager. Mr. Dragomier joined representative in 1958 from NBC. **James Fox**, account executive, named radio sales manager in Chicago office. Mr. Fox joined representative in 1960.

Jack Wells joins KABC Los Angeles as host of *Open Line* Monday-Saturday, 1:15-4 p.m. He is veteran radio-TV performer in Baltimore-Washington area, where he started in radio in 1946 at WTHH Baltimore and subsequently worked at WCBM, there, WWDC Washington, WBAL-TV, WMAR-TV and WJZ-TV, all Baltimore.



Mr. Pirie

William S. Pirie Jr., local sales manager for past eight years at WITH-AM-FM Baltimore, promoted to general sales manager. Before joining WITH, Mr. Pirie served as general sales manager for WFBR and WCBM, both Baltimore.

Harry R. Littler, account executive with WFIL-TV Philadelphia, joins The Katz Agency, New York, on TV sales staff. **William E. Gellhausen**, formerly with D'Arcy Adv., St. Louis, joins Katz's TV sales staff there.

Patricia Skantze, professional model and TV performer, joins Pete Jamerson



'Broadcast pioneer'

C. A. Rowland Sr., one of the former owners of WGAI Athens, Ga., is about to take the air for the 1300th time with his weekly Sunday program, *Home Worship Hour*, which began the first week WGAI went on the air 25 years ago in 1938.

Mr. Rowland started in the radio business at the age of 68 and is now 93 and still actively broadcasting despite selling WGAI with his partners to the Clarke Broadcasting Corp. in 1956.

as co-host of *Woman's World* program on WMAL-TV Washington, Monday-Friday, 11-11:30 p.m., beginning today (April 29). Mrs. Skantze replaces for seven-week period **Lorraine Flocks**, who begins vacation tour of Europe.

Francis X. Bushman, star of silent movies, has started as moderator of 15-minute weekly panel program series on KIEV Glendale, Calif., dealing with problems of senior citizens. Show, broadcast 11:15-11:30 a.m., Friday, is sponsored by Broadview, Glendale Center for Retired People, through Dodge, Heigh & Associates, Los Angeles.

Craig S. Parker, WDEV Waterbury, re-elected president of UPI Broadcasters Association of Vermont. **J. B. Wood**, UPI Montpelier manager, named executive secretary.

Norris Brock, staff cameraman with Time-Life stations' kogo-TV San Diego,

Calif., assigned temporary duty as cameraman-reporter in Washington news bureau of Time-Life Broadcast Inc.

Nancy Hanschman Dickerson, former radio-TV newswoman with CBS News, joins NBC News as Washington correspondent, effective May 1.

Harold W. Hoth, 39-year-old president-general manager of KRDO-AM-TV Colorado Springs, Colo., elected mayor of that city April 16. Mr. Hoth, member of city council since 1959, is former president of Colorado Association of Broadcasters (1958). He joined KRDO radio as salesman in 1946 when station went on air and became president-general manager of radio-TV operation in 1954.



Mr. Hoth

Art Kent, director of local news for KUTV (TV) Salt Lake City, named managing director of KUTV's news services.

Barclay Powers, publicity director of WLBW-TV Miami, appointed director of advertising and promotion. Mr. Powers joined WLBW-TV as traffic manager in October 1961 and became outlet's publicity director in November 1962.



Mr. Powers

Warren R. Reeves, formerly with KLTW (TV) Tyler, Tex., joins news staff of WAVY-AM-TV Norfolk-Portsmouth-Newport News, Va.

Fred Koestering to assistant merchandising director of WISN-TV Milwaukee.

Harry Ladas, station manager of WWOM New Orleans, elected VP and general manager of WSHO, that city.



Mr. Ladas

William G. Porter, news editor with CBS News, appointed to newly created post of executive editor. In his new position, Mr. Porter will supervise editorial content of daily network and local TV news broadcasts.

Jess Buboy joins WLEE Richmond, Va., as music-production director and announcer.

Bill Brink, sales manager of KVLV Alpine, Tex., joins WLSI Pikeville, Ky., as continuity director.

John McCullough and **Charles Lins-ter** appointed news-public affairs direc-

tor and news operations manager, respectively, of WNDU-AM-FM-TV South Bend, Ind. **Bob Young**, news director for past three years, resigns to accept position with WABC New York.

Gil Jacobsen, with KOL-AM-FM Seattle for past nine years, appointed sales manager, succeeding **William L. Simpson**, former partner and sales manager, who disassociated himself when station was recently purchased by Goodson-Todman Productions of New York and Hollywood.



Mr. Jacobsen

Robert B. Miller, former news analyst at WDBO-TV Orlando, Fla., joins WFTV (TV), that city, as news editor.



Mr. Calibraro

Daniel D. Calibraro, since 1953 with WGN-AM-TV Chicago, appointed executive administrative assistant of WGN Inc. in addition to his present duties as manager of public relations. Subsidiary of *Chicago Tribune*, WGN Inc. also operates KDAL-AM-TV Duluth, Minn.-Superior, Wis., in addition to WGN properties.

Robert (Gabby) Gadbois, former sales manager of KAVR Apple Valley, Calif., from 1955-61, rejoins station as assistant manager in charge of sales.



Mr. Gadbois

Larry Renault, assistant promotion director of WTVT (TV) Tampa, Fla., joins promotion staff of WFIL-AM-FM Philadelphia as writer of sales presentations.

Jim Noel and **Bobby Lyons** join WFLA-AM-FM Tampa-St. Petersburg, Fla., as air personalities.



Mr. Elpers

Dick Elpers, account executive at KFAC-AM-FM Los Angeles for past 11 years, retires May 1. Before joining KFAC, Mr. Elpers was with CBS for 22 years in both network and spot sales in Chicago, Detroit and Los Angeles. **John Hooker**, for past year on KHJ Los Angeles sales staff, succeeds Mr. Elpers at KFAC.

Sam Serota, public relations director of WPEN-AM-FM Philadelphia, resigns to become administrative assistant to

AP election results

Paul Miller re-elected president of Associated Press last week by board of directors. Mr. Miller is president of Gannett newspapers (WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, WENY Elmira, all New York, and WDAN Danville, Ill.). Other officers elected: **Kenneth MacDonald**, *Des Moines Tribune*, first VP; **Harry F. Byrd Jr.**, *Winchester (Va.) Evening Star*, second VP; **Harry T. Montgomery**, secretary and **Robert Booth**, treasurer. Also at annual meeting last Monday AP members elected **William Knowland**, VP and general manager of *Oakland Tribune* and former Senate Republican Majority Leader, to board.

Paul D'Ortona, president of Philadelphia City Council.

PROGRAMING

Martin N. Leeds, who resigned last month as executive VP and director of Talent Associates-Paramount Ltd. (FATES & FORTUNES, March 18), joins **Frank Cooper Associates** (talent representative), Hollywood, as VP in charge of developing program packages for TV and theatrical motion pictures. He also becomes member of agency's board of directors. Mr. Leeds is former president of Home Entertainment Co., West Coast pay-TV firm; executive VP of **Desilu Productions**; and director of business affairs at CBS-TV Hollywood.



Mr. Leeds

Tom T. Miller of Sheffield, Ala., named general manager of Muscle Shoals TV Cable Co., community antenna system serving Florence, Sheffield, Tuscumbia and Muscle Shoals City, one of 22 CATV systems owned by H&H Communications Corp. Mr. Miller has been motion picture theater owner for 11 years.

Marshall Flaum appointed producer-director of *Escape to Freedom*, anti-Communist documentary that Wolper Productions is producing for U. S. Information Agency.

Bruce Geller and **Bernie Kowalski** join Four Star Television as co-producers of new 60-minute Robert Taylor series for NBC-TV network. **Aaron Spelling**, with Four Star since 1958, named producer of hour-long Gene

Barry program sold to ABC-TV for Friday nights in which star portrays millionaire police captain or homicide division.



Mr. Gordon

Jim Gordon, member of news staff of WINS New York for past two years, appointed host of station's *Program PM*, effective May 13, replacing **John Henry Faulk**, who leaves series May 10. Effective May 13, the show, produced by Westinghouse, will be expanded from one hour to 90 minutes Monday-Friday (10:30-12 midnight). **Murray Burnett** continues as series' producer.

Dorothy Hechtlinger appointed story editor at Revue Studios and is initiating program designed to encourage and develop new writers for studio. Miss Hechtlinger was special consultant and story editor with Theatre Guild for five years of *The U. S. Steel Hour*, followed by *Desilu Playhouse* and most recently at Revue as story editor for *Checkmate* and *Wide Country*.

Joseph Fusco Jr., formerly with Official Films, New York, joins 20th Century-Fox Television, that city, as director of sales promotion.

Clark Ramsay, advertising manager of Metro - Goldwyn - Mayer, Culver City, Calif., appointed to newly created post of executive assistant to president, in charge of marketing. In his new assignment, Mr. Ramsay will headquarter in New York. **Dan Terrell**, advertising and publicity director of MGM in New York, named executive director of advertising, publicity and promotion.



Mr. Ramsay



Mr. Terrell

Jon Epstein, associate to Maurice Unger, Ziv-United Artists production chief, named executive assistant to Frank P. Rosenberg, executive producer of Revue Studios' *Arrest and Trial*, new 90-minute dramatic show scheduled for September on ABC-TV network.

Stan LoPresto, former director of film unit at WNYC-TV New York, joins Filmteam Associates as film director.

John F. Becker, former director at On Film Inc., joins Robert H. Klaeger Associates, New York, as motion picture director.

Horatio Alger winner

John W. Rollins, co-founder, chairman of executive committee and director of Rollins Broadcasting Inc., named winner of 1963 Horatio Alger



Mr. Rollins

Award, sponsored by American Schools & Colleges Association. Award will be presented to Mr. Rollins May 15 at ceremonies at Hotel Waldorf-Astoria in New York. Past winners include General Dwight D. Eisenhower; C. R. Smith, president of American Airlines; Brigadier General David Sarnoff, RCA board chairman, and Bernard Baruch. Rollins stations are WAMS Wilmington, Del.; WNJR Newark, N. J.; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; WCHS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla.; KDAY Santa Monica, Calif.; and WPTZ (TV) Plattsburgh, N. Y.

INTERNATIONAL

Robert S. Haft appointed director of international business affairs for CBS Television Stations Division, effective today (April 29). Mr. Haft, who will report directly to Merle S. Jones, division president, will



Mr. Haft

coordinate business activities of division's offshore investments and assist in development and study of future investments abroad. Division is responsible for interests in TV production companies in Argentina and Peru and TV stations on islands of Trinidad and Tobago. In addition, division distributes TV film product worldwide through subsidiaries. Mr. Haft, formerly with Internal Revenue Service, has been with CBS since February 1960 as federal and foreign tax attorney.

Roberta Collier appointed supervisor of broadcast traffic for McConnell, Eastman & Co. Ltd., Toronto.

Joan Wadsworth, women's editor of Regina Leader-Post, named marketing director of CKRM Regina, Sask.

Robin Armstrong, TV sales manager of All-Canada Radio & Television Ltd., Toronto, named general sales manager of newly organized Four Star Television

International of Canada, with offices at 175 Bloor Street East, Toronto.

ALLIED FIELDS

Paul R. Fry, station broker, is consolidating his business with Byron Reed Co., Omaha, on June 1. Mr. Fry will develop general business brokerage service for Omaha real estate firm. He was president of Inland Broadcasting Co. before entering brokerage business in early 1958.

Melvin Harris, of Kansas State University, Manhattan, elected national student president of Alpha Epsilon Rho, radio-TV honorary fraternity, at convention in Kansas City April 20.

Billy I. Ross, on leave of absence from University of Houston and presently staff member of Southern Illinois University, elected national president of Alpha Delta Sigma, national professional advertising fraternity, succeeding Rol Rider, California Institute of Polytechnics, who becomes board chairman. Donald G. Hileman, Southern Illinois University, reappointed national executive secretary. Lee Fondren, chairman of Advertising Federation of America-Advertising Association of The West joint commission, named head of fraternity's advisory committee.



Mr. Ross

Alvin J. Goldwyn Jr. appointed associate director of Center for Documentation and Communication Research of Western Reserve University, Cleveland, replacing Allen Kent, who resigned.

EQUIPMENT & ENGINEERING

Juan C. Chiabrando, chief engineer of ITA Electronics, elected executive VP and director of engineering for CCA Electronics Corp., Yeadon, Pa. Mr. Chiabrando will be responsible for development of complete line of broadcast and communication transmitters.



Mr. Chiabrando

Lee Bunting, previously chairman of board and VP of Bell Television, New York, elected president and general manager. Martin Sugar, former president, succeeds Mr. Bunting as chairman and vice president.

Meyer Leifer, former manager of video instrumentation engineering department of Ampex Corp., Redwood City, Calif., on May 1 becomes technical director for systems engineering and management organization of Syl-

vania Electronic Products Division of General Telephone & Electronics Corp., Waltham, Mass.

Joel P. Smith, partner of Montand Electronics, an exporting firm shipping appliances to South America, Caribbean, and Europe, rejoins Jerrold Electronics Corp., Philadelphia, as manager of firm's CATV operations division. He succeeds Daniel Aaron, who resigned. Before joining Montand, Mr. Smith was with Jerrold as promotion manager of division he now heads.



Mr. Smith

Everett H. Frost, renewal sales department of Sylvania Electric Products, New York, appointed New England district sales manager for electronic tube division.

Martin Ziegler, senior accountant, named assistant controller of Adler Electronics (telecommunications systems and communications equipment), New Rochelle, N. Y.

Charles Mauer appointed national service manager for consumer products division of Sony Corporation of America, New York.



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Kenneth W. Mabee, sales manager for commercial laundry and drycleaning division of Philco Corp., joins Sylvania Home & Commercial Electronics Corp., Batavia, N. Y., as field sales manager-distributors for home entertainment products.

Herbert H. Friedman, founder and president of Electro Components Inc., sales representative organization, appointed distributor sales manager for electronic tube division of DuMont Laboratories, divisions of Fairchild Camera and Instrument Corp., Clifton, N. J. Mr. Friedman will direct sales and merchandising for DuMont industrial cathode-ray tubes, multiplier phototubes and power tubes. Before forming his own firm, he was VP-general manager of Nuclear Electronics, New York.



Mr. Friedman

Charles L. Greenslit appointed manager of government products for radio division of Bendix Corp., Baltimore.

Ben S. Rubin, sales manager of DeJur Amsco Corp. and former manager of Chicago office of Al Paul Lefton Co., appointed merchandising director for

consumer division of Technicolor Corp., Burbank, Calif.

DEATHS

Thorne Donnelley, 67, pioneer Midwest broadcaster and former VP-secretary of Reuben H. Donnelley Corp., died April 23 at his home in Scottsdale, Ariz. Credited as first person to have made broadcast to liner in Atlantic and to broadcast music from dance floor, Mr. Donnelley was co-founder of WDP Chicago (now WGN) in May 1922. His early radio activities are chronicled in "A Pictorial History of WGN" published by that station in 1961.

David B. Stillman, 57, president of Seven Arts Productions Ltd., New York, died April 25, of heart attack. Mr. Stillman, also partner in law firm of Stillman and Stillman, was named president of Seven Arts in June 1960.

John W. Webb, 64, account executive at Bozell & Jacobs, Chicago, died Wednesday at Billings Memorial Hospital.

Thomas Harlan McKnight, 62, veteran producer of radio and TV programs, was killed in automobile accident on April 22. He got into radio in its early years as packager-producer of such programs as *Sherlock Holmes*

and *Mr. Fortune* and after World War II, in which he served as captain in Armed Forces Radio Service, Mr. McKnight returned to radio as producer of *Life of Riley*, *Philco Hall of Fame* and other series. In television he was producer for some of Warner Brothers TV series and at time of his death was producer of NBC-TV's *McKeever and the Colonel* at Four Star.

Ken Craig, 49, veteran of some 30 years in radio and TV, died April 21 of heart attack. Mr. Craig started in radio in early 1930's as singer on *Blue Monday Jamboree* on KFRC San Francisco and subsequently served as newscaster on KNX Los Angeles, in radio department of McCann-Erickson, Chicago, and with WBBM, that city. Most recently, Mr. Craig was program director of KTVU (TV) Oakland-San Francisco.

Don Owens, 32, writer and publisher of country music and disc jockey at WAVA-AM-FM Arlington, Va., was killed April 21 when his car ran off road near his home there. Mr. Owens conducted afternoon program on WAVA called *Crackerbarrel Forum*. He wrote several country hits, including "You're a Fool," "Cold, Dark Waters Below" and "Let's All Have an Old Fashioned Christmas."

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING April 18 through April 24 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 and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—

transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

APPLICATIONS

Fontana, Calif.—International Panorama TV Inc. UHF channel 40 (626-632 mc); ERP 318 kw vis., 159 kw aur. Ant. height above average terrain 2,278 ft., above ground 303 ft. P. O. address 132 North Western Avenue, Los Angeles 4, Calif. Estimated construction cost \$357,336; first year operating cost \$180,000; revenue \$180,000. Studio location Fontana. Geographic coordinates 34° 10' 43" N. Lat., 117° 42' 24" W. Long. type trans. GE TT56A, type ant. GE TY25D.

Legal counsel S. R. Levine, consulting engineer James F. Lawrence Jr., both Los Angeles. Principals: Angel Lerma Maler (75%) and Alma Clara Maler (25%). Mr. Maler produces Spanish-language programs Ann. April 24.

Toledo, Ohio—Producers Inc. UHF channel 79 (860-886 mc); ERP 955 kw vis., 477.5 kw aur. Ant. height above average terrain 1,017 ft., above ground 1,007 ft. P. O. address c/o Richard F. Shively, Box 175, Evansville 5, Ind. Estimated construction cost \$1,082,000; first year operating cost \$420,000; revenue \$450,000. Studio location Toledo, trans. location Oregon, Ohio. Geographic coordinates 41° 41' 01" N. Lat., 83° 24' 49" W. Long. Type trans. RCA TTU-50A, type ant. RCA TFU-25C. Legal counsel Wilner & Bergson, consulting engineer Jules Cohen & Associates, both Washington. Principals: Ferris E. Traylor family (50%) and Polaris Corp. (50%). Producers has interest in WTVW (TV) Evansville, Ind., and KXGO-TV Fargo, KNOX-TV Grand Forks and KCND-TV Pembina, all North Dakota. Polaris also owns Klau-Van Pieteron-Dunlop Inc., Milwaukee advertising agency. Ann. April 23.

New AM stations

ACTIONS BY FCC

Danville, Pa.—Montour County Broadcasting Co. Granted CP for new AM on 1570 kc, 1 kw-D. P. O. address c/o William Emert, WPHB Philipsburg, Pa. Estimated construction cost \$9,790; first year operating cost \$17,376; revenue \$64,860. Principals: William Emert (90%) and Dean Sharpless (10%). Mr. Emert owns WPHB Philipsburg, Pa.; Mr. Sharpless is chief engineer of WPHB. April 22 issue erroneously listed principals as equal partners. Action April 11.

Waverly, Tenn.—Humphreys County Broadcasting Co. Granted CP for new AM on 1540 kc, 1 kw-D, 500 w-CR. P. O. address c/o R. M. McKay Jr., Box 71, Columbia, Tenn. Estimated construction cost \$14,115; first year operating cost \$45,000; revenue \$52,000. R. M. McKay Jr., sole owner, is 28% owner of WKRM Columbia, Tenn. Action April 23.

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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



Existing AM stations

ACTIONS BY FCC

KFKA Greeley, Colo.—Granted increased daytime power on 1310 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw, DA-N; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action April 23.

WJOE Ward Ridge, Fla.—Granted change of facilities of daytime station from 1570 kc, 250 w to 1080 kc, 1 kw, and change station location to Port St. Joe, Fla.; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action April 23.

KWBE Beatrice, Neb.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action April 23.

WKWK Wheeling, W. Va.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. By letter, dismissed opposing petition by KQV Pittsburgh, Pa. Action April 23.

WISN Milwaukee, Wis.—Waived Sec. 1.351 of rules and granted change of facilities from 1150 kc, 5 kw, DA-1, untl., to 1130 kc, 10 kw-N, 50 kw-LS, DA-2; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Comrs. Henry and Cox dissented. Action April 23.

APPLICATION

WPLM Plymouth, Mass.—Mod. of CP (which authorized make changes in N DA pattern) to increase daytime power from 5 kw to 10 kw and install new trans. Ann. April 18.

New FM station

ACTION BY FCC

Columbia, Neb.—KJSK Inc. Granted CP for new FM on 96.7 mc, ch. 244. 3 kw. Ant. height above average terrain 233 ft. P. O. address c/o G. B. Anderson, KLIIR Denver, Colo. Estimated construction cost \$5,000; no estimated operating cost or revenue (proposed station will be run with applicant's KJSK Columbus). Principals: George B. Anderson (68.57%) and others. Applicant also owns KJSK Columbus. Action April 23.

Existing FM station

APPLICATION

WTRC-FM Elkhart, Ind.—Mod. of license to change station location from Elkhart to Elkhart-South Bend, Ind. Ann. April 22.

Ownership changes

ACTIONS BY FCC

WDSP De Funak Springs, Fla.—Granted assignment of license from Cal Ferley and Ken Collins (each 16.8%), Dr. Dan W. Holloway (16%) and others, d/b as Collins, Ferley & McDermott Inc., to Luverne Foster Jr. (100%), receiver. No financial consideration involved. Action April 17.

WNEG Toccoa, Ga.—Granted acquisition of negative control of licensee corporation, Stephens County Broadcasting Co., from William B. Schaefer and Robert E. Shiffet (each 25%) by Charles H. Gaines and Roy E. Gaines (each 50% after transfer, 25% before). Consideration \$30,000. Action April 23.

KBTO El Dorado, Kan.—Granted assignment of license from El Dorado Broadcasting Co. to company of same name; only change is transfer of stock from O. A. Tedrick (16 2/3% individually and 16 2/3% as trustee for interest of W. B. Tedrick, deceased), to Eva G. Tedrick (16 2/3% as executrix of estate of O. A. Tedrick and 16 2/3% as trustee for interest of W. B. Tedrick). No financial consideration involved. Also see KDKD Clinton, Miss., application below. Action April 23.

WLAV-AM-FM Grand Rapids, Mich.—Granted transfer of control of licensee corporation, Stevens-Wismer Broadcasting Inc., from Harman Leroy Stevens and John F. Wismer (each 50%) to Mr. Stevens and wife, Bernardine Stevens, and Mr. Wismer and wife, Rose Marie Wismer (each 50% jointly). No financial consideration involved. Action April 19.

KDKD Clinton, Miss.—Granted assignment of license from O. A. & William E. Tedrick and William J. Allen (each 33 1/3%), d/b as

Osage Broadcasting Co., to Messrs. W. R. Tedrick and Allen and Eva G. Tedrick, executrix of estate of O. A. Tedrick, (each 33 1/3%). Also see KBTO El Dorado, Kan., application above. No financial consideration involved. Action April 23.

WSOQ North Syracuse, N. Y.—Granted relinquishment of negative control of licensee corporation, WSOQ Inc., by William J. and Vivian Warren (each 50% before transfer, 25.5% after) to Frank Harms (25%) and Mary C. Powers (24%). Consideration \$27,500. Action April 23.

KGRO Gresham, Ore.—Granted assignment of license from Daniel M. McPeak (100%), d/b as Gresham Broadcasting Co., to John E. Grant & George O. DeWitz Jr. (each 40%) and Marion McKeown (20%), tr/as Action Broadcasting. Consideration \$72,500. Mr. Grant is general manager of KLIQ Portland; Mr. DeWitz is manager of KGRO; Mrs. McKeown is KGRO's assistant office manager. Action April 17.

WHHM Memphis, Tenn.—Granted assignment of license from William H. Grumbles (51%) and Marie G. Copp (49%), d/b as Mercury Broadcasting Inc., to Marvin C. Goff Jr. (100%), trustee in bankruptcy. No financial consideration involved. Action April 18.

KLTV-TV Tyler, Tex.—Granted relinquishment of positive control of licensee corporation, by Lucille Buford (49%) by transfer to son, Geoffrey R. Buford, (20%), of voting rights previously hers. No financial consideration involved. Action April 19.

APPLICATIONS

KKTU (TV) Colorado Springs, Colo.—Seeks transfer of control of licensee corporation, TV Colorado Inc., to Communications Systems Inc. For other information see KFMH (FM) Colorado Springs and KGHF Pueblo, Colo., applications below. Ann. April 18.

KFMH (FM) Colorado Springs, Colo.—Seeks transfer of control of TV Colorado Inc. (parent corporation of licensee, KFMH Inc.) to Communications Systems Inc. For other information see KKTU (TV) Colorado Springs and KGHF Pueblo, Colo., applications. Ann. April 18.

KGHF Pueblo, Colo.—Seeks transfer of control of TV Colorado Inc. (616 shares issued), (parent corporation of licensee, KGHF Inc.) from Gifford Phillips (280 shares), James D. Russell (130), Betty Z. Russell (150) and Robert D. Ellis (56) to Willard W. Garvey (100%), tr/as Communications Systems Inc. Consideration \$885,000. Price also includes KKTU (TV) and KFMH (FM) Colorado Springs, Colo. Also see those applications above. Mr. Garvey has extensive investments outside broadcast industry. Ann. April 18.

WTRL Bradenton, Fla.—Seeks acquisition of positive control of licensee corporation, Fletcher-Mitchell Corp. of Iowa, from James I. Mitchell (50%) by Jonathan M. Fletcher (100%, 50% before transfer). Consideration \$18,000 and 50% interest in KLIN Lincoln, Neb. Also see KCBC Des Moines, Iowa, and KLIN applications below. Ann. April 18.

WZRH Zephyrhills, Fla.—Seeks assignment of license from John C. Dent (40%),

Ralph C. Wasdon (30%), Edward I. Cutler (20%) and Donald E. Herndon (10%), d/b as Zephyr Broadcasting Corp., to Paul Lasobik (100%). Consideration \$39,000. Mr. Lasobik is in floor covering and tile businesses. Ann. April 24.

WMES Ashburn, Ga.—Seeks transfer of control of licensee corporation, WMES Inc., from Donald H. Wingate (33 1/3%) to Maxine E. Robinson (33 1/3%); other ownership remains stable. Consideration is \$10,472 in debt. Mrs. Robinson owns 15% of WAAG Adel, Ga. Ann. April 24.

WMNZ Montezuma, Ga.—Seeks assignment of license from William E. Blizzard Jr. and Lewis H. McKenzie (each 50%), d/b as Macon County Broadcasting Co., to Mr. Blizzard (100%), tr/as company of same name. Consideration \$15,000. Ann. April 24.

KWKI Pocatello, Idaho—Seeks assignment of license from John W. Lewis, Marvin M. Mollring and Marshall True (each 33 1/3%), d/b as Pocatello Radio Inc., to Carl S. and Frances B. Goodwin (each 40%) and Richard W. Miner (20%), tr/as KWKI Broadcasting Inc. Consideration \$86,000. Mr. and Mrs. Goodwin own KTRC Santa Fe, N.M.; Mr. Miner is general manager of KYVA Gallup, N. M. Ann. April 22.

KCBC Des Moines, Iowa—Seeks acquisition of positive control of licensee corporation, Fletcher-Mitchell Corp. of Iowa, from James I. Mitchell (50%) by Jonathan M. Fletcher (100%, 50% before transfer). Consideration \$18,000 and 50% interest in KLIN Lincoln, Neb. Also see WTRL Bradenton, Fla., and KLIN application. Ann. April 18.

KKKW Lafayette, La.—Seeks transfer of control of licensee corporation, General Communications Inc., from Paul H. and Shirley L. Kurzweg (each 12.5%), Victor J. and Frank T. Kurzweg (each 8.3%) and Loraine K. Chadwick (8.4%) to Edward E. Wilson (76.5%, 29% before) and P. H. Kurzweg (2.5%). Consideration is assumption of debt. Ann. April 24.

WBSM-AM-FM New Bedford, Mass.—Seeks transfer of control of licensee corporation, Bay State Broadcasting Inc., from estate of Joseph P. Duchaine, deceased, (79.5%) to Maurice C. Duchaine (43.75%, 3.5% before transfer) and Paul A. Duchaine (39.75%); other ownership remains stable. No financial consideration involved. Ann. April 24.

WABX (FM) Detroit, Mich.—Seeks transfer of control of licensee corporation, Mid-State Broadcasting Corp. of Detroit, to Mid-States Broadcasting Corp. Transfer constitutes merger, as principals of Detroit corporation are also principals of Mid-States. For other information see KFEQ-AM-TV St. Joseph, Mo., application. Ann. April 24.

WSWM (FM) East Lansing, Mich.—Seeks transfer of control of licensee corporation, Mid-State Broadcasting Corp. of East Lansing, to Mid-States Broadcasting Corp. Transfer constitutes merger, as principals of East Lansing corporation are also principals of Mid-States. For other information see KFEQ-AM-TV St. Joseph, Mo., application. Ann. April 24.

WAMM Flint, Mich.—Seeks transfer of control of licensee corporation, Binder,

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Carter, Durham Inc., to Mid-States Broadcasting Corp. Transfer constitutes merger, as principals of BCD are also principals of Mid-States. For other information see KFEQ-AM-TV St. Joseph, Mo., application. Ann. April 24.

WGMZ (FM) Flint, Mich.—Seeks transfer of control of licensee corporation, Valley Broadcasting Co., to Mid-States Broadcasting Corp. Transfer constitutes merger, as Valley principals are also principals of Mid-States. For other information see KFEQ-AM-TV St. Joseph, Mo., application. Ann. April 24.

WQDC (FM) Midland, Mich.—Seeks transfer of control of licensee corporation, Midland-Mid-State Broadcasting Corp., to Mid-States Broadcasting Corp. Transfer constitutes merger, as principals of Midland-Mid-State are also principals of Mid-States. For other information see KFEQ-AM-TV St. Joseph, Mo., application. Ann. April 24.

KLIK Jefferson City, Mo.—Seeks transfer of control of licensee corporation, KLIK Broadcasting Inc., from Oscar K. and Jesse D. Fine (each 30%) and Isadore J. and Eugene P. Fine (each 15%) and Theodore M. Nelson (10%) to John P. McGoff (25.8%) and others, tr/as Mid-States Broadcasting Corp. Consideration \$198,000. Principals of Mid-States also have interests in WSWM (FM) East Lansing, WQDC (FM) Midland, WABX (FM) Detroit and WAMM and WGMZ (FM) Flint, all Michigan (see applications). Also see KFEQ-AM-TV St. Joseph, Mo., application below. Ann. April 18.

KFEQ-AM-TV St. Joseph, Mo.—Seeks transfer of control of licensee corporation, KFEQ Broadcasting Co., from Oscar K. and Jesse D. Fine (each 30%), Isadore J. Fine (20%), Eugene P. Fine (12.5%), Theodore M. Nelson (5%) and Marvin Cohen (2.5%) to Mid-States Broadcasting Corp. Consideration \$1,213,034. For other information see KLIK Jefferson City, Mo., application above. Ann. April 18.

KXLL Missoula, Mont.—Seeks assignment of license from J. W. Burgan and June B. and George E. Wilson (each 33 1/3%), d/b as June Inc., to Christian Enterprises Inc., non-profit organization headed by Harold Erickson. Consideration \$28,716. Mr. Erickson is general manager of KURL Billings, Mont. Ann. April 22.

KLIN Lincoln, Neb.—Seeks acquisition of positive control of licensee corporation, Fletcher-Mitchell Corp. of Nebraska, from Jonathan M. Fletcher (50%) by James I. Mitchell (100%, 50% before transfer). Consideration 50% in KCBC Des Moines, Iowa, and WTRL Bradenton, Fla. Also see KCBC and WTRL applications above. Ann. April 18.

WISE Asheville, N. C.—Seeks acquisition of positive control of licensee corporation, Davenport-McGuire Broadcasters Inc., from Charles J. McGuire (50%) by John L. Davenport (100%, 50% before transfer). Consideration \$1,500 and assumption of debt. Ann. April 22.

WHGB Harrisburg, Pa.—Seeks assignment of license from Herbert Hendrick (100%), d/b as Hendrick Broadcasting Inc., to Herbert Schorr, Richard B. Stevens and Frank E. Greenberg as trustee for Stanford L. Stevens (each 30%) and Mr. Greenberg individually (10%), tr/as East Coast Broadcasting Inc. Consideration \$200,000. Mr. Schorr is sales manager for WDAS Philadelphia, Pa.; Messrs. R. B. Stevens and Greenberg are attorneys. Ann. April 22.

KCAN Canyon, Tex.—Seeks assignment of license from W. J. Harpole (100%) to Mr. Harpole (100%), tr/as Randall County Broadcasters Inc. No financial consideration involved. Ann. April 24.

WVAR Richwood, W. Va.—Seeks assignment of license from W. Courtney Evans (51%) and Elizabeth G. Evans (49%), d/b as Royal Broadcasting Co., to George H. Clinton (100%), tr/as Cherry River Broadcasting Corp. Consideration \$42,500. Mr. Clinton has interest in WTMA-AM-FM and WCIV-TV Charleston, S. C. and WWHY Huntington, W. Va. Ann. April 22.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward denying for failure to prosecute application of Magic City Broadcasting Corp. for additional time to construct WBHM Birmingham, Ala. Action April 23.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Mid-Cities Broadcasting

Corp. for new AM on 1420 kc, 500 w-D, in Lubbock, Tex., condition that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and denying application of La Fiesta Broadcasting Co. seeking new station on same facilities in Lubbock. Action April 19.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application of Muncie Broadcasting Corp. for new daytime AM on 990 kc, 250 w, with DA, in Muncie, Ind.; made WONE Dayton, Ohio, which filed opposing petition, party to proceeding. Action April 23.

OTHER ACTIONS

■ Commission postponed oral argument from April 25 to May 13 in proceeding on renewal of license of WMOZ Inc. for WMOZ Mobile, Ala., and revocation of license of Edwin H. Estes for WPPA Pensacola, Fla. Comr. Cox not participating. Action April 23.

■ Commission postponed oral argument from April 25 to May 17 in proceeding on revocation of license of KWK Radio Inc. for KWK St. Louis. Comr. Cox not participating. Action April 23.

■ Commission postponed oral argument from May 9 to May 13 in proceeding on application of WDUL TV Corp. for additional time to construct WHYZ-TV Duluth, Minn. Comr. Cox not participating. Action April 23.

■ By memorandum opinion and order, commission (1) granted request by William L. Ross for waiver of Sec. 1.192 to accept for filing and consideration petition exceeding 30-page limitation prescribed by that rule, and (2) denied Ross petition which sought (a) reconsideration and grant without hearing of application for new AM on 1370 kc, 1 kw-D, in Riverton, Wyo., or, alternatively, (b) early submission by Riverton Broadcasting Inc. of application for renewal of license of KVOW Riverton to be consolidated with Ross application for comparative hearing, (c) consolidate in same hearing now separate proceeding on application of Hugh Jordan Stock for new station in Riverton (740 kc, 1 kw-D), and (d) shift of burden of proof on issue I concerning Ross basic financial qualifications. Chrm. Minow concurred except to refusal to consolidate Stock and Ross applications; Comr. Henry dissented and issued statement; Comr. Cox not participating. Action April 23.

■ By memorandum opinion and order, commission denied petition by Central Coast TV to expedite action in proceeding on application and that of Santa Maria Telecasting Corp. for new TV on channel 12 in Santa Maria, Calif. Comr. Cox not participating. Action April 23.

■ By order, commission granted petition by Veterans Broadcasting Co., joined by seven other applicants, and extended time to June 10 to file exceptions to initial decision in Syracuse, N. Y., TV channel 9 proceeding. Comr. Cox not participating. Action April 23.

■ By memorandum opinion and order, commission denied petition by Springfield TV Broadcasting Corp. (WRLP [TV] ch. 32) Greenfield, Mass., for stay of Jan. 30 grant of application of Millers River Translators Inc. for new UHF TV translator station in Athol, Mass., on channel 72 to rebroadcast programs of WBZ-TV (ch. 4) Boston. Commission holds that petitioner failed to show that rebroadcast of WBZ-TV's signal by proposed UHF TV translator would in any way affect ability of petitioner to provide service to Greenfield, Mass., area on WRLP (TV), or to demonstrate any reasonable likelihood of succeeding on merits of petition for reconsideration of Jan. 30 grant which is still pending. Chrm. Minow and Comr. Hyde dissented. Action April 23.

■ Ordered Review Board to certify to commission for decision joint motion by respondents Allegheny County Broadcasting Corp. (WCUM-AM-FM) and Cumberland Valley Broadcasting Corp. (WTBO-AM-FM), both Cumberland, Md., for enlargement of issues in proceeding on application of WKYR Inc., to move WKYR Keyser, W. Va., to Cumberland, and make other changes in operation. Action April 17.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order granted further joint petition by Olney Broadcasting Co. and James R. Williams for approval of agreement whereby Williams

would reimburse Olney for expenses incurred in connection with latter's application for new daytime AM on 540 kc, 250 w, DA, in Olney, Tex., in return for withdrawal; dismissed Olney's application with prejudice; retained in hearing status Williams' application for new station in Anadarko, Okla. Action April 23.

■ By memorandum opinion and order in consolidated proceeding in Docs. 14425 et al., denied untimely filed petition by applicant Bi-States Broadcasters, Anville-Cleona, Pa., to enlarge hearing issues. Action April 23.

■ Granted petition by Taft Broadcasting Co. and extended to April 22 time to file reply to oppositions to petition for enlargement of issues in proceeding on AM applications of Calhio Broadcasters, Seven Hills, Ohio, et al., in Docs. 14973 et al. Action April 22.

■ By memorandum opinion and order in AM consolidated proceeding in Docs. 14873 et al. (1) denied petition by Prince William Broadcasting Corp. (WPRW), Manassas, Va., for additional time to respond to petition to enlarge issues filed by Easton Broadcasting Co. (WEMD), Easton, Md.; and (2) granted petition by WEMD to extent of enlarging hearing issues to include interference determination with respect to WPRW's proposed operation. Action April 18.

■ In consolidated AM proceeding in Docs. 14684 et al. dismissed as moot petition to enlarge issues filed by Hastings Broadcasting Co., Hastings, Minn. April 9 action dismissing Northfield Broadcasting Co., Northfield, Minn., applicant in consolidation, rendered moot Hastings' petition. Action April 18.

ACTIONS ON MOTIONS

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreements reached at April 19 prehearing conference in proceeding on AM application of Beardstown Broadcasting Inc. (WRMS), Beardstown, Ill., in Doc. 15016, scheduled further prehearing conference for May 22, and continued May 22 hearing to June 24. Action April 19.

■ Granted petition by Northern Indiana Broadcasters Inc. and extended from April 16 to April 19 time to exchange exhibits and from April 22 to April 26 date for hearing, and dismissed as moot motion by Broadcast Bureau to reschedule hearing date in proceeding on Northern Indiana's application for new AM in Mishawaka, Ind. Action April 16.

By Hearing Examiner Charles J. Frederick

■ In consolidated proceeding on AM applications of Portage County Broadcasting Corp., Kent-Ravenna, Ohio, et al., granted petition and extended from April 18 to April 26 time to file reply findings. Action April 18.

By Hearing Examiner Millard F. French

■ Upon agreement of parties at April 17 prehearing conference in proceeding on application of Brush Broadcasting Co. for new AM in Wauchula, Fla., rescheduled April 22 hearing for April 30 in Wauchula. Action April 17.

By Hearing Examiner Walther W. Guenther

■ Pursuant to April 16 further prehearing conference in proceeding on AM applications of Hastings Broadcasting Co., Hastings, and Albert Lea Broadcasting Co. (KATE), Albert Lea, both Minnesota, in Docs. 14685-6, (1) granted motion by KATE and severed application from consolidation; and (2) scheduled hearing on application for April 24. Action April 22.

■ Approved procedural ground rules established at April 16 further prehearing conference and scheduled hearing for May 6 in proceeding on application of Hastings Broadcasting Co. for new AM in Hastings, Minn. Action April 16.

■ Approved procedural ground rules established at April 15 further prehearing conference and scheduled hearing for June 4 in proceeding on application of Western Broadcasters Inc. for new AM in Cheyenne, Wyo. Action April 16.

By Hearing Examiner Annie Neal Hunting

■ In proceeding on applications of Young People's Church of Air Inc. and WJMJ Broadcasting Corp. for new FM stations in Philadelphia, in Docs. 12488-9, (1) accepted WJMJ's late filed opposition, (2) denied Young People's motion to strike WJMJ opposition, and (3) referred to commission for action. Young People's petition for leave to amend to show bank loan commit-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 24

	ON AIR		NOT ON AIR		TOTAL APPLICATIONS
	Lic.	Cps.	Cps.		for new stations
AM	3,772	60	134		409
FM	1,078	27	106		191
TV	518	62	83		115

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 24

	VHF	UHF	TOTAL
Commercial	487	93	580
Non-commercial	47	21	68

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31

	AM	FM	TV
Licensed (all on air)	3,768	1,070	518
Cps on air (new stations)	62	32	62
Cps not on air (new stations)	125	109	81
Total authorized stations	3,955	1,211	661
Applications for new stations (not in hearing)	240	178	68
Applications for new stations (in hearing)	180	13	48
Total applications for new stations	420	191	116
Applications for major changes (not in hearing)	55	3	8
Applications for major changes (in hearing)	282	93	39
Total applications for major changes	337	96	47
Licenses deleted	1	1	0
Cps deleted	0	2	1

*Includes 3 stations operating on unreserved channels.

ment in connection with financial showing, and WJMJ opposition thereto. Action April 18.

By Hearing Examiner H. Gifford Irion

■ On own motion continued April 29 further prehearing conference to June 11 in proceeding on application of Broward County Broadcasting for renewal of license of WJXX Oakland Park, Fla. Action April 22.

■ Continued May 20 hearing to June 19 in AM proceeding on applications of Van Wert Broadcasting Co., Plymouth, Ind., and Mid-States Broadcasting Co. (WDZ), Decatur, Ill. Action April 18.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Dismissed as moot petition by applicant parties requesting transfer of place of hearing from Washington, to Las Vegas, 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. Action April 22.

■ Granted petition by Huntingdon Broadcasting Co. to extent of dismissing, but with prejudice, application for new AM in Huntingdon, Tenn., and retained in hearing status remaining applications for renewal of license of Tipton County Broadcasters for WKBL Covington, and Shelby County Broadcasters Inc. for WHEY Millington, both Tennessee. Action April 18.

■ Ordered that proposed findings of fact and conclusions shall be filed on or before June 3 and replies on or before June 18 in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif. Action April 18.

■ Granted petition by Floyd Bell and J. P. Dunklin, d/b as Rockdale Broadcasters to extent of dismissing but with prejudice application for new AM in Rockdale, Tex., and terminated proceeding. Action April 17.

■ Designated Examiner Forest L. McClennig to preside at hearing in proceeding on application of Sitka Broadcasting Co. for assignment of license of KIFW Sitka, Alaska, to Midnight Sun Broadcasters Inc.; scheduled prehearing conference for

May 21 and hearing for June 26. Action April 18.

By Hearing Examiner Forest L. McClennig

■ In proceeding on AM application of Big Bear Lake Broadcasting Co., Big Bear Lake, Calif., in Doc. 15004, cancelled May 8 hearing, and scheduled second prehearing conference for May 23. Action April 18.

By Hearing Examiner Chester F. Naumowicz Jr.

■ By memorandum opinion and order in consolidated proceeding on AM applications of Edina Corp. and Tedesco Inc. for new stations in Edina and Bloomington, respectively, both Minnesota, in Docs. 14739-40, denied motion by respondent Swanco Broadcasting Inc. of Iowa (KIOA), Des Moines, for postponement of hearing. Action April 23.

■ In consolidated proceeding on AM applications of Charles County Broadcasting Inc., La Plata, and Dorlen Broadcasters Inc., Waldorf, both Maryland, in Docs. 14748-9, scheduled further prehearing conference for April 26. Action April 23.

■ By memorandum opinion and order granted joint petition by William S. Cook, Colorado Springs, Colo., and Charles W. Stone (KCHY), Cheyenne, Wyo., and severed AM applications, including Stone's application for renewal of license of KCHY and application of Charles W. and Josephine R. Stone, d/b as Fort Broadcasting Co., for renewal of license of KDAC Fort Bragg, Calif. from proceeding on application of Denver Area Broadcasters (KDAB), Arvada, Colo. Action April 18.

■ By memorandum opinion and order in proceeding on application of Blue Ridge Mountain Broadcasting Inc. for new AM in Ellijay, Ga., postponed to June 5 surrebuttal evidence to any rebuttal offered to direct case by Blue Ridge at May 15 hearing. Action April 16.

By Hearing Examiner Herbert Sharfman

■ In consolidated AM proceeding in Docs. 14510 et al., granted petition by applicant Rockland Broadcasting Co., Spring Valley, N. Y., and further extended from April 29 to May 6 time to file reply findings. Action April 23.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Accomack-Norhampton Broadcasting Inc. (WESR), Tasley, Va., and rescheduled procedural dates and continued May 8 hearing to June 5 in proceeding on AM application and that of Chesapeake Broadcasting Corp. (WASA), Havre de Grace, Md. Action April 15.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of April 23

KLOU Lake Charles, La.—Granted CP to change from DA-D and N (DA-1) to DA-N only; condition.

WRAL-TV Raleigh, N. C.—Corrected license to reflect corrected geographic coordinates and studio location.

WLKB Decatur, Ga.—Granted license.

WNAH Nashville, Tenn.—Granted license covering change in ant.-trans. location and installation of new trans.

WCOL Columbus, Ohio.—Granted licenses covering use of present aux. trans. as aux. day and alternate main night and installation of second aux. trans.

WFEN Philadelphia, Pa.—Granted licenses covering use of old main trans. as alternate main trans. and installation of new main trans.

WLIB New York, N. Y.—Granted license covering installation of new trans.

WBAX Wilkes-Barre, Pa.—Granted license covering use of old main trans. as aux. daytime and alternate main nighttime trans. at main trans. site; remote control permitted.

WPAP Parkersburg, W. Va.—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

WNOG Naples, Fla.—Granted license covering change in hours of operation, installation of DA-N and change in trans. location.

WRVR (FM) New York, N. Y.—Granted license covering changes in ant. height, type ant. and ant. system.

WMMW Meriden, Conn.—Granted mod. of license to change name to Meriden-Wallingford Radio Inc.

K10ER Glasgow, Mont.—Granted mod. of CP to change frequency to channel 10, trans. location and make changes in ant. system for VHF TV translator station.

KPGE Page, Ariz.—Granted extension of authority to operate sign-off at 7 p.m. for period ending June 1.

WSLM-FM Salem, Ind.—Granted authority to remain silent for period ending June 15.

KFIL (FM) Santa Ana, Calif.—Granted authority to remain silent for period ending July 15.

■ Granted licenses for following stations: WLRW (FM) Champaign, Ill.; WMT-FM Cedar Rapids, Iowa; WINT-FM Winter Haven, Fla.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WBAX (main) Wilkes-Barre, Pa.; WLDB Atlantic City, N. J.; WPAP (main) Parkersburg, W. Va.

■ Granted licenses covering increase in power for following stations: WCMC Wildwood, N. J.; WRMN Elgin, Ill., and installation of new trans.

■ Following stations were granted extensions of completion dates as shown: WYKP Ocean City-Somers Point, N. J., to Oct. 17; KCHV Coachella, Calif., to Aug. 2; WEEK Easton, Pa., to Aug. 15; KJAY Sacramento, Calif., to June 30; KWJJ Portland, Ore., to Nov. 15; WEDR (FM) Miami, Fla., to July 1; KOTO (FM) Seattle, Wash., to Nov. 3.

Actions of April 22

WETL (FM) South Bend, Ind.—Granted SCA on sub-carrier frequency of 20 kc.

WKEI Kewanee, Ill.—Granted increased daytime power on 1450 kc, from 100 w to 500 w, continued nighttime operation with 100 w; remote control permitted; conditions.

KLWW Cedar Rapids, Iowa.—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KROC Rochester, Minn.—Granted license covering installation of aux. trans. with DA-D; remote control nighttime.

WMC-FM Memphis, Tenn.—Granted license covering decrease in ant. height and change of type ant.

KFMY (FM) Eugene, Ore.—Granted license covering decrease in ERP, increase in ant. height, change in ant.-trans. and studio location and ant. system; specify ant. height as 785 ft.

KORK-FM Las Vegas, Nev.—Granted li-

cense covering changes in ERP, ant. height and ant. system.

WWNR Beckley, W. Va.—Granted license covering use of old main trans. as aux. trans. at old main trans. site with DA-N; remote control permitted while using non-DA.

WGPC Albany, Ga.—Granted licenses covering use of old main trans. as main trans. nighttime and aux. daytime; and use of present main trans. as alternate main nighttime and main trans. daytime.

WQAM Miami, Fla.—Granted license covering change in aux. trans. location.

WFPF Park Falls, Wis.—Granted license covering use of trans. as main trans. daytime and alternate main nighttime and use of other trans. as main nighttime and aux. daytime.

WRAI Rio Piedras, P. R.—Granted license covering change in ant.-trans. location and type trans.

*KFJC (FM) Los Altos, Calif.—Granted CP to install new ant. and make changes in ant. system; remote control permitted.

WCBT Roanoke Rapids, N. C.—Granted mod. of CP to change ant.-trans. and studio locations, make changes in ground system and delete remote control operation.

KVKM Monahans, Tex.—Granted mod. of CP to make changes in DA system.

WYNZ Ypsilanti, Mich.—Granted license and specify main studio location; remote control permitted.

WLVN Nashville, Tenn.—Granted CP to replace expired permit for new AM.

WPIT Pittsburgh, Pa.—Granted license covering increase in power and installation of new trans.

Granted licenses covering increase in daytime power and installation of new trans. for following stations: KBFS Belle Fourche, S. D., and specify main studio location; WLSE Wallace, N. C.; WLER Lebanon, Pa., and change in DA and ground system, change from DA-N to DA-2 and specify type trans.; condition.

Granted licenses covering installation of new trans. for following stations: KDX Dickinson, N. D.; WWNR Beckley, W. Va.; WDAE Tampa, Fla., and make changes in ground system and change ant.-trans. location; WQAM (main) Miami, Fla., and change trans. location; WMBL Morehead City, N. C.

Actions of April 19

WRUF-FM Gainesville, Fla.—Granted license covering installation of new trans.

KVRE Santa Rosa, Calif.—Granted license. WEUP Huntsville, Ala.—Granted license covering change in ant.-trans. and studio locations.

WFMW-AM-FM Messenger Broadcasting Inc., Madisonville, Ky.—Granted mod. of licenses to change name to Sound Broadcasters Inc.

KYOS McBride Corp., Merced, Calif.—Granted mod. of license to change name to McBride Industries Inc.

KNND, KRKT, Radio Station KNND, Cottage Grove and Albany, Ore.—Granted mod. of licenses to change name to Radio Stations KNND & KRKT.

KIWA, Eider C. Stangland, Sheldon, Iowa—Granted mod. of license to change name of Eider C. Stangland, tr/as Sheldon Broadcasting Co.

KLEB, John A. Egle, Golden Meadow, La.—Granted mod. of CP to change name to John A. Egle, tr/as Little Eagle Broadcasting.

WKTG Greenville, N. C.—Granted authority to remain silent for period ending June 1.

American Broadcasting-Paramount Theatres Inc., New York, N. Y.—Granted extension of TV authority to transmit programs to stations under control of Canadian Broadcasting Corp. or to any licensed station in Canada for period ending Feb. 2, 1964; conditions.

Granted licenses for following stations: WGPC-FM Albany, Ga.; WTAY-FM Robinson, Ill.; WTRE (FM) Greensburg, Ind.

Granted licenses covering increase in daytime power and installation of new trans. for following stations: KXRA Alexandria, Minn., and redesigne trans. location; WNIA Cheektowaga, N. Y.

Following stations were granted extensions of completion dates as shown: *WHA-FM (main and alternate main trans.) Madison, Wis., to June 1; WHOT Campbell, Ohio, to July 14; WJMR New Orleans, La., to Nov. 15; WRAN Dover, N. J., to Sept. 15; KXEW Tucson, Ariz., to June 1; WBAL Baltimore, Md., to July 15; WWHW Princeton, N. J., to Oct. 6; WADM Decatur, Ind., to Sept. 15; WTUP Tupelo, Miss., to May

30; WTCN Minneapolis, Minn., to June 6; KCLH Blue Earth, Minn., to Oct. 1; WBLF Bellefonte, Pa., to June 30; KETX Livingston, Tex., to June 1; KSET El Paso, Tex., to June 15; WJAQ Jackson, Miss., to Nov. 3; WOTD Toledo, Ohio, to May 30; WCHI Chillicothe, Ohio, to June 1; WGNP Indian Rocks Beach, Fla., to July 28; KRWB Roseau, Minn., to June 1; WREL Lexington, Va., to Aug. 13; WKVT Brattleboro, Vt., to July 11; WIZE Springfield, Ohio, to May 28; WCSM Celina, Ohio, to July 6.

Actions of April 18

WKTA (FM) McKenzie, Tenn.—Granted license.

WLAG-FM La Grange, Ga.—Granted license covering installation of new trans.

WRBL-FM Columbus, Ga.—Granted license covering increase in ERP.

WKRC-FM Cincinnati, Ohio.—Granted license covering increase in ERP and installation of new ant.

WPTW-FM Piqua, Ohio.—Granted license covering installation of new trans.

WPRN Butler, Ala.—Granted license covering change in frequency and hours of operation (from day to unl.).

KRSI St. Louis Park, Minn.—Granted license covering change of hours of operation (from day to unl.), and change from DA-D to DA-2.

WAMS Wilmington, Del.—Granted licenses covering change from DA-2 to DA-3; and change aux. trans. from DA-2 to DA-3.

WFPG Atlantic City, N. J.—Granted license covering increase in day power, installation new trans., and specify present licensed trans.

KETO Seattle, Wash.—Granted license covering change in hours of operation; installation DA-N; move ant.-trans. site, and make changes in ground system.

WKIX AM-FM Raleigh, N. C.—Remote control permitted; use of non-DA for AM (main trans.).

KPOL-FM Los Angeles, Calif.—Granted CP to change ERP to 100 kw (horizontal) and 76 kw (vertical), and make changes in ant. system; conditions.

KSOM (FM) Tucson, Ariz.—Granted CP to increase ERP to 3 kw and install new trans.

KRAB (FM) Seattle, Wash.—Granted CP to modify type trans.

WKRK-FM Mobile, Ala.—Granted mod. of CP to increase ERP to 100 kw; increase ant. height to 800 ft.; change type trans. and type ant.

KCRA-FM Sacramento, Calif.—Granted mod. of CP to decrease ERP to 50 kw; ant. height to 430 ft.; move ant.-trans. location; change type ant., and make changes in ant. system.

WLBH-FM Mattoon, Ill.—Granted mod. of CP to install new trans.

WCUE Cuyahoga Falls, Ohio.—Granted mod. of CP to make changes in nighttime DA pattern.

Universal Missionary Church, Detroit, Mich.—Granted authority to transmit religious programs to CKLW Windsor, Canada, for period ending April 20, 1964.

WTSV-FM Claremont, N. H.—Granted extension of authority to June 1 to remain silent.

KPON Anderson, Calif.—Granted authority to July 15 to remain silent.

KLYK Spokane, Wash.—Granted extension of authority to July 1 to remain silent.

WRIM Pahokee, Fla.—Granted extension of authority to June 30 to remain silent.

Granted renewal of licenses of following stations, including aux., for normal license term, on which action had been deferred: KAAA Kingman, Ariz.; KSLM Salem, Ore.; KAOL Carrollton, Mo.; KYNG Coos Bay, Ore.; KBES-TV Medford, Ore.; WINF Manchester, Conn.; KDEO El Cajon, Calif.; WMMW Meriden, Conn.; KGEN Tu-lare, Calif.; WORL Boston, Mass.; KGMJ (FM) Seattle, Wash.; WRIB Providence, R. I.; KITI Chehalis-Centralia, Wash.; WVOV Logan, W. Va.; KLYD-TV Bakersfield, Calif.; WCDC (TV) Adams, Mass.; KNND Cottage Grove, Ore.; WNPS New Orleans, La.; KQEN Roseburg, Ore.; WBEZ-FM (SCA only) Boston, Mass.; KRAC Sacramento, Calif.; KZUN-FM (SCA only) Opportunity, Wash.

Following stations were granted extensions of completion dates as shown: WVOV (FM) Rochester, N. Y., to Aug. 1; WCUE Cuyahoga Falls, Ohio, to May 25; KSEA (FM) San Diego, Calif., to Oct. 15; WISZ-FM Glen Burnie, Md., to Sept. 25; WMTS-FM Murfreesboro, Tenn., to June 30; KTW-FM Seattle, Wash., to Nov. 5; WHTC-FM Holland, Mich., to June 19; WCCO-FM Minneapolis, Minn., to Oct. 6; KPLX (FM) San Jose, Calif., to Sept. 15; WLOB-FM

Portland, Maine, to Oct. 10; KRON-FM San Francisco, Calif., to Sept. 16; KHSJ-FM Hemet, Calif., to July 9; WKNE-FM Keene, N. H., to Sept. 30; WXYC Fort Myers, Fla., to Oct. 14; WLTN Littleton, N. H., to Nov. 5, and KAHJ Auburn, Calif., to Oct. 7.

Actions of April 17

K12BO Glasgow, Mont.—Granted assignment of license to Valley T. V. Club Inc. for VHF TV translator station.

WPPA Pottsville, Pa.—Granted license covering increase in daytime power, installation of new trans., change from DA-N to DA-2, change in ground system and ant.-trans. location and specify type trans.; condition.

WLSV, Radio Services of Wellesville, Wellsville, N. Y.—Granted mod. of license to change name to J. S. Mumma, J. M. Cleary, J. H. Satterwhite, J. E. Ericson and C. B. Daggett, d/b as company of same name.

KCJH Arroyo Grande, Calif.—Granted CP to replace expired permit to install aux. trans. at main trans. site.

KRCS (FM) San Bernardino, Calif.—Granted mod. of CP to decrease ant. height to 1,580 ft., change type trans. and make changes in ant. system.

KSEO-FM Durant, Okla.—Granted authority to remain silent for period ending July 1.

WSEI (FM) Effingham, Ill.—Granted authority to remain silent for period ending June 15.

KOAF-FM Portland, Ore.—Granted extension of authority to operate Monday through Friday only for period ending June 30.

KCAL-FM Redlands, Calif.—Granted extension of authority to remain silent for period ending June 1.

WTHR Panama City Beach, Fla.—Granted extension of authority to remain silent for period ending June 1.

*WKAR-AM-FM East Lansing, Mich.—Granted authority to remain silent on following dates: May 30, July 4, Sept. 2, Nov. 28, Dec. 25, all 1963 and Jan. 1, 1964.

Granted licenses for following stations: KDEY Boulder, Colo.; KBOM Bismarck-Mandan, N. D.

Following stations were granted extensions of completion dates as shown: WIAA (FM) Interlochen, Mich., to June 15; KPRI (FM) San Diego, Calif., to July 15; WHYY-FM Montgomery Ala., to Sept. 6; *WVIS (FM) Terre Haute, Ind., to Dec. 11; WWCO-FM Waterbury, Conn., to Sept. 15; KAEI-FM Dallas, Tex., to Oct. 1; KSFV (FM) San Fernando, Calif., to June 1; WDVR (FM) Philadelphia, Pa., to June 15; WHTG-FM Eatontown, N. J., to Oct. 29; WIBV Belleville, Ill., to Aug. 23; WEEF Highland Park, Ill., to Aug. 15; WLOB Portland, Me., to July 1; KHFH Sierra Vista, Ariz., to Aug. 31; KRAD East Grand Forks, Minn., to July 30; WGRY Gary, Ind., to Dec. 10; KCLB (FM) Carlsbad Calif., to June 15.

Fine

Commission notified John, Eli and Harry Daniels, d/b as Heart of Black Hills Station, that they have incurred apparent liability of \$1,000 for willful or repeated violations of Communications Act and commission rules by operating KRSD Rapid City, S. D., with unauthorized equipment, operating by remote control with defective remote control equipment, and for failure to notify district engineer in charge, when construction, adjustments and measurements were completed, that station was ready for initial inspection. Licensee was further advised that it can, within 30 days, file statement why it should not be held liable or why forfeiture should be reduced to lesser amount. Action April 23.

Rulemakings

PROPOSED

In view of interest expressed by applicants for assigned UHF channels and by petitions for additional assignments, commission proposed rulemaking to add following UHF TV channels in Puerto Rico and Virgin Islands: Puerto Rico: Aguadilla, *33, 45; Arecibo, 55, 81; Bayamon, 37; Caguas, *59; Carolina, 53; Cayey, 77; Fajardo, *41; Guayama, 47; Humacao, 69; Mayaguez, 17, 23 and 61 (deleting present channel 16); Ponce, 15, 21, *27 and 49 (deleting present channels 22 and 28); San Juan, 25, 31 and *75; San Sebastian, 39; Utuado, *71; Vega Baja, 65, and Yauco, 43. Virgin Islands: Charlotte Amalie, 18, *24, 44, and Christiansted, 16, *22 and 28. Action April 23.

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 AGENCIES advertising requires display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Staff needed for new country and western station. Experienced sales manager, announcer, traffic and copy. Opportunity for advancement, KRSA, P. O. Box 2138, Salinas, California.

Management

Commercial manager. Immediate opening lucrative 5000 watt fulltime radio. Pleasant northern New England. Send resume and photo. Box E-119, BROADCASTING.

Manager, strong in sales. Midwest single now billing six figures. Good incentive pay plus fringes. Box E-243, BROADCASTING.

Invest and manage Illinois station. Exceptional opportunity for experienced manager-commercial manager with proven competitive market record. Box E-413, BROADCASTING.

Partners in established daytimer need manager to start May 15. Top salary, regular share of profits. North Dakota's boomingest city. Box E-359, BROADCASTING.

Manager of business affairs. Man who held this position promoted to controller. Experience a must. Send full details. Box E-390, BROADCASTING. Applications will be kept confidential.

Require strong sales experienced station manager for new 5,000 watt fulltime directional station presently under construction in Princeton, New Jersey. Middle of the road music, community service, sports and news approach. Excellent growth opportunities for right man. Herbert W. Hobler, President, WHWH, 295 Mercer Road, Princeton, New Jersey.

Station manager wanted. Sales oriented, experienced, seeking challenging opportunity for key station in four station market. NW market of 100,000. Write National Time Sales, 122 East 42 Street, New York 17, New York.

Sales

Two reliable salesmen to sell the brightest sound in Florida radio competitive metro market. Outstanding opportunity for men who can really sell. Job offers permanence and many fringe benefits with strong organization in one of fastest growing markets in country. Hurry please with complete personal details to Box E-387, BROADCASTING.

Major market sales positions open. \$100 to \$150 per week to start, plus commission deal. Must be hard-hitting salesmen looking for advancement—not order-takers or has-beens. Great opportunity for top men in the smaller markets to move up to established chain-operated, top-rated major station. Rush detailed reply and photo in confidence to Box E-347, BROADCASTING.

Excellent opportunity; \$150 weekly; mid-week fulltime stereo fm. Now billing \$30,000 yearly. Box E-452, BROADCASTING.

Have unusual opportunity for experienced young salesman. Good market, good town, and good money if you are the man. Call Mel Ring, 3404, Radio WHLT, Huntington, Indiana.

Liberal earnings await experienced salesman with proven record. Medium market. California coast, adult programming. Write Box 1070, Monterey, California.

Help Wanted—(Cont'd)

Sales

Delano, California, KCHJ, 5 kw, \$520 guarantee, 25% commission, experienced salesman.

Delano, California, KCKH, 5 kw, \$520 guarantee, 25% commission. Experienced salesman with 1st phone.

Wanted: Creative salesman for Palm Beach county's only fm station, soon to begin stereo. Opportunity for advancement, maximum commission and draw against collections, a live growing area, WQXT, Palm Beach, Florida.

Immediate opening for salesmanager to supervise three salesmen. \$150 per week and up base salary. Bonus on net station billing. Pulse rates station top in the area. WGHQ (5,000 watts), Kingston, New York.

Broadcast Employment Service, openings for all sales and management personnel. Move ahead—write now. 4825 10th Ave. So. Minneapolis 17, Minnesota.

Announcers

Our identity may not be obvious to you—but everyone in our gigantic coverage area knows everyone on the staff. One of the nation's fastest growing, most powerful stations—top 40 operation—part of a chain operation—looking for an outstanding personality for mid-morning or afternoon. Must swing, have good voice, have production ability, be friendly, get along with people, have good credit, and want to work to maintain the station's number one rating. The market's competitive—a beautiful Southwestern United States City of 110,000. If you want to come to a city to stay—a good job with good pay, good benefits, and if you can do a good job, send tape and resume today. We'll return the tape and answer every single reply with a personal letter. Box E-118, BROADCASTING.

Medium large midwest market CBS radio tv outlet needs qualified radio announcer only. Resume, picture and tape first letter, please. Box E-272, BROADCASTING.

Young fast expanding chain with station in small market near Los Angeles wants an experienced tight format swinger. Much opportunity for advancement. Air check, resume (including credit references), picture and salary requirements first inquiry. No beginners considered. Personal interview mandatory. Our staff knows of this ad. Box E-308, BROADCASTING.

Announcers: The next decade's Freberg might well be in training at this station; an acknowledged standout nationally in a medium market where young management encourages talent kicking up its creative heels without the normal restrictions of safe modern radio. Box E-356, BROADCASTING.

Announcer with first class ticket. Desirable mid Pennsylvania location. Tell all in first letter. Box E-363, BROADCASTING.

Wanted: combination first class engineer and announcer for a young three station organization with excellent growth potential. Box E-379, BROADCASTING.

Announcer-salesman. 20 hours each week mike work, balance sales and account service. Must have mature voice, experience, and best work references. \$115.00. Going to 1-kw in good community Rocky Mountain west. No phone calls. Make full application by mail. Box E-389, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Ohio better music radio station interviewing for personality announcer and also for first phone personality. Superior facilities and sound. No maintenance. Salary open. Send tape and resume. Box E-395, BROADCASTING.

FM/TV announcer/newsman. Must have mature voice, pleasant appearance, ability to read commercials. No rank beginners please. Send tape, picture or SOF, resume, salary in first letter. Midwest. Box E-396, BROADCASTING.

Experienced morning man needed for Maryland independent station. Send tape and resume and references. Box E-457, BROADCASTING.

Need hard sell, quick closers for music format in Reno. Incentive plan. Not r&r. Modern music. Good sound top job to be sold in expanding market. Sales manager needed to head new crew. Contact Lee Fuller, K-ONE, Reno, Nevada.

News director for local news gathering. Must be good announcer. Good salary. KTOE, Mankato, Minnesota.

Are you a d.j. who wants to be a pd? Southwestern Montana's number one radio station wants d.j. with an eye for the future. Send air check and resume to Jack R. Bolton Manager, Radio KXLF, Butte, Montana.

Wanted: Announcer with first phone for summer relief. WAMD, Aberdeen, Md.

Bright sounding announcer with no problems. Send letter and tape to WBIL Leesburg, Florida.

WBUX needs man with 1st phone, little or no experience. We'll train you as newsman and personality d.j. Call 348-3332, Doylestown, Pennsylvania. David Ross, Program Manager.

First phone announcer must be light and bright for a top 40 station. Great opportunity for advancement. Send air check, photo, resume to WCVS, Box 1506, Springfield, Illinois.

Suburban Chicago. Combo—1st class permanent. Tape, complete information now. WEAW, Evanston, Illinois.

Experienced all around announcer for adult good music station. Resume, tape, photo first letter. George Frechette, WFHR, Wisconsin Rapids, Wisconsin.

New Jersey experienced announcer newsman for adult music station. Send preliminary tape, resume. Interview required. WHTG, Rt. 1, Asbury Park.

Wanted two combo men. One for morning show, one for afternoon. Steady, good voice and experience. The right pay for the right man. Call Radio WHPL, Winchester, Virginia. 662-5101.

Hot, but getting hotter! Swingin' live wire with showmanship to shovel the coal on WHYE, Roanoke, Virginia. Humorous personality a must. Send tape, photo, resume—when available.

Established Illinois daytimer under new ownership needs experienced announcer to add to growing staff. Continuity or news gathering experience desired but not essential. Salary open. Send resume and tape to WTIM, Taylorville, Illinois.

Help Wanted—(Cont'd)

Announcers

Broadcast Employment Service has choice latest AM or TV openings. Confidential professional placement. 4825 10th Ave. So. Minneapolis, 17, Minnesota.

Technical

Chief engineer announcer would have complete charge of maintaining equipment at 1000 watt Michigan station. Excellent working conditions up to date equipment. Six to seven per year for right man plus fringe benefits. Must be reliable cooperative man who knows his job and one who has had experience in broadcast engineering. Minimum amount of air work. Personal interview required. Send all information to Box E-287, BROADCASTING.

Announcer-chief engineer to help build and work at new station in New Hampshire. Salary \$110.00. Send tape and resume. Box E-326, BROADCASTING.

Directional am/fm good music station in beautiful southern California coast city needs permanent chief engineer/announcer to take complete charge of all engineering plus night board shift. Box E-364, BROADCASTING.

First class radio telephone operator. AM-FM in town of 10,000. Ticket holder should also be interested in radio time sales and a resident of Illinois or Indiana. Box E-374, BROADCASTING.

Immediate opening for engineer with FM SCA experience. Fine opportunity. Salary open to man with qualifications, interest, know how. No announcing. Ability to maintain FM transmitter SCA & studio equipment is essential. Excellent conditions. Send all particulars, age and resume to Manager, WGH-FM, Newport News, Virginia.

Help wanted—engineer—with first class ticket, capable of complete maintenance of 1,000 watt non directional RCA transmitter, cartridge equipment, and remotes. Salary, \$75.00 per week to start. Air voice preferable, not essential. Call Manager, WOKS Radio, Columbus, Georgia. References carefully checked.

First class engineer for 5,000 watt daytimer. Must be able to maintain transmitter and studio equipment. Contact Chief Engineer, WJCO, Box 380, Jackson, Michigan.

Opening soon for chief engineer-announcer for eastern Carolina AM-FM operation. Salary dependent on experience. WIAM, Williamston, North Carolina.

Engineer with first phone license for 5 kw fulltime number one regional station. Send resume to D. E. Reifsteck, Chief Engineer, WURL, 121 Northeast Jefferson, Peoria, Ill.

Broadcast Employment Service, professional placement. Let us move you up. Confidential. Write! 4825 10th Ave. So. Minneapolis 17, Minnesota.

Production—Programming, Others

Major market production director-program director-chief announcer opening. Must have modern radio experience and be expert production man. Excellent opportunity for talented man in medium market or at secondary major market station to move into key position at established chain-operated, top-rated major station. Rush detailed reply photo, and tape in confidence to Box E-346, BROADCASTING.

Talent, etc.: For the copywriter who yearns for freedom; who respects what words can do when properly commanded and treated with tender loving care; who appreciates the sound of each second, the power of each phrase; who can no more keep his fingers from writing than his body from breathing; who yearns not to write the great American novel or play, but with the same intensity, excitement and discipline, to be one of the best darn copy-production men in the business. Are you the one we've been keeping the nest warm for? Box E-357, BROADCASTING.

Experienced newsman for combination radio-tv Rocky mountain area. Send tape, resume, photo, references to Box E-399, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman with local news experience, gathering, writing and airing. Established am-fm station in growing New York suburban area. Pleasant working conditions, good salary. Send tape and resume to Box E-406, BROADCASTING.

Copywriter-announcer with emphasis on copy. Must be able to produce good production copy and young adult appeal. Will consider beginner but primary interest must be copy. Radio Station WBYS, Canton, Illinois.

WQXI Atlanta, Georgia looking for top newsman for AM shift. Must have good voice, fast pace and top credentials. Mail tape, resume to news director. Immediate opening.

Wanted newsman for challenging opening with NBC midwest affiliate. Must have experience, aggressive, three man local news staff. Some tv. Send photo, tape to Sam Hall, WTRC, Elkhart, Indiana.

RADIO

Situations Wanted—Management

Versatile manager-sales manager for small to medium gulf coast or Florida station. 20 years experience as announcer, staff, sports and news, copywriter, pd and traffic, manager-sales manager. Agency experience to handle national business. Responsible man for absentee owner. Handle variety of jobs as manager. Best trade references. Modest salary with profit sharing arrangements preferred. Box E-15, BROADCASTING.

Veteran, versatile manager-sales manager for small to medium radio station. Gulf Coast, California, Florida only. 20 years experience as announcer staff, sports, news, copy writer, pd and traffic, management and sales. Originate and sell new programs. Agency experience to get and handle national business. Responsible man for absentee owner. Can handle variety jobs as manager and keep nub to minimum. Best references. Box E-293, BROADCASTING.

Commercial manager for west Texas, Oklahoma, 9 years in radio, Best references, good sales and news record, announcer, graduate of sales and public relations courses, civic minded, ambitious, married. Box E-371, BROADCASTING.

Mature twenty year radio veteran, has put three stations on the air. Eleven years as general manager of absentee owner station; working knowledge of programming, sports, news and shoe-leather competitive selling. Five figure salary and incentive will bring you six figure billing and a tight, cost conscious operation. Best references. Box E-376, BROADCASTING.

A personal interview will prove I can increase sales with proven methods, manage your station the way it should be managed. Presently employed and with my methods and increased sales almost double. If you have a challenge, turn it over to me, I can handle it. Medium market preferred. Box E-385, BROADCASTING.

Announcer metropolitan sound, 12 years experience. All phases, sales, news, sports, music. Presently program director. Can build, maintain image. Creative, mature, family man. Box E-394, BROADCASTING.

Experienced husband and wife managerial team available for your station. Box E-418, BROADCASTING.

Top management team. Twenty years experience. All markets considered. Manage or lease. Box E-408, BROADCASTING.

Mature man with long experience managing small and medium markets. Available soon. Box E-417, BROADCASTING.

Manager-14 years experience. Familiar every phase. Top references. Available now. Write Box 7161, Orlando, Florida. Phone 423-9900.

Situations Wanted—(Cont'd)

Sales

Top salesman in large southern market would like change to larger kw. West or southwest only. Box E-378, BROADCASTING.

Salesmanager-announcer top 25 market. Looking for same or management. Nine years experience. Excellent references. Box E-380, BROADCASTING.

Can you use an account executive women's editor with a refreshing new sales approach? Capable of selling, planning and producing programs, commercials, children's shows, fashion shows and interviews enthusiastically. Mature (but young) professional training and experience. Will locate anywhere. Tape and resume available. Box E-458, BROADCASTING.

Announcers

Announcer/dj. 6 years experience wants northeast states only. New England, New York, etc. Good references. Box E-183, BROADCASTING.

Attention! All-nighters! DJ limited experience would like graveyard shift. Available after 15 June. Have tv experience-audio, booth announcing. Box E-274, BROADCASTING.

Want a bright new sound for your medium to major market station? Need a first phone? I presently have top ratings in market. Box E-279, BROADCASTING.

D.J. newscaster: Young, ambitious, pleasant personality. Seeking employment in New York metropolitan area. Available immediately. Box E-324, BROADCASTING.

Top 40, negro disc jockey. First phone. Will work hard. Box E-355, BROADCASTING.

Florida only. Professional dj, 1st phone, no maintenance. Medium or smaller market preferred. Box E-362, BROADCASTING.

Hello there. Are you looking for a personable performer? Excellent ratings, #2 for middle of the road net affiliated station in 300,000 market. Married, one child. Eight years in broadcasting. Excellent terms with present employer. Desiring move to anyone of the top 40 markets. Let me sell for you. Box E-366, BROADCASTING.

Air personality, fast board, live, bright swinging show. Crisp news type production. Family man. Have 3rd class FCC permit. No floater, no prima donna. Box E-368, BROADCASTING.

School trained announcer. Want to settle down, not a floater, bright sound, tight production. Not a prima donna. Box E-369, BROADCASTING.

D.J. wants to swing with top 40. One year experience middle of road. Single Box E-372, BROADCASTING.

I am loyal, upstanding, true blue, humble, friendly, lovable and money hungry! Want out of small market. Currently pd outside Los Angeles with top station and personal rating in the area. Want medium or large California sharp operation midnight or morning shift. Any format except segue or country. I am not an engineer and do not pretend to be one. Have third phone? Don't want to mail order. Let's get together and talk after you hear my air check and read my resume. Full particulars given on first inquiry. Box E-375, BROADCASTING.

Fast, smooth, funny pro wants to spend a long time with a solid, responsible organization in medium to major market with major university. My ad lib is my product. Lots of good background, references, and love for money. Educated. No problems. Box E-391, BROADCASTING.

Young, dependable family man seeks position with a future. Good announcer, salesman, copywriter, quality production. At present job 4½ years. Box E-392, BROADCASTING.

Announcer-program-production director 27. Married, 10 years experience. Award winning newscaster. References excellent. Prefer Virginia or North Carolina. Box E-393, BROADCASTING.

Situations Wanted—(Cont'd)**Announcers**

Sportscaster. College station play by play. Desires commercial job anywhere. Box E-373, BROADCASTING.

Attention AFTRA affiliated stations! An intelligent, college trained announcer is looking for a career opportunity with a sound progressive organization—no rock. I'm young, experienced, and have fresh ideas. Prefer eastern market but will consider all. Box E-400, BROADCASTING.

Announcer with an easy going style. Bound to attract. Five years experience. Box E-401, BROADCASTING.

Currently employed but looking! This modern air personality has metro and major market experience with top flight organizations. Easy to work with and for, after 5½ years has pd experience, 1st phone, family man. Now willing to relocate for west coast, southwest, northeast. Prefer top 40. Replies answered quickly, send inquiries to Box E-403, BROADCASTING.

Announcer, dj, news, sports, versatile staff man with solid background. Prefer east large or medium market. Presently employed. Box E-410, BROADCASTING.

D.J. announcer air personality, good ad liber, smooth bright delivery, tight production, fast board, authoritative news, married will settle. Box E-418, BROADCASTING.

Morning man, dj, 5 years experience, Married, within 75 miles N.Y.C. Box E-420, BROADCASTING.

Automation moved in, I moved out. Announcer with 18 months experience, 10 years musical background, 25, family man, vet, prefer middle of the road good music format. Will relocate. Box E-422, BROADCASTING.

Modern, bright sound, swinging announcer, newsman, dj with class. Fast tight board—triple spotting etc. Former pr manager for NBC-TV affiliate—solid tv experience also. Will settle. Crisp news delivery. Air personality. Box E-426, BROADCASTING.

Attention southeast, midwest! 10 years experience announcer-salesman, pd and play by play. Prefer sportsminded station demanding versatility. Excellent character. Employed as commercial manager-announcer. Box E-450, BROADCASTING.

Family man, announcer d.j. with live, bright show, fast board, triple and quadruple spotting, air personality. Newscaster with authoritative news, not a floater or prima donna. Want to settle. Box E-456, BROADCASTING.

4 years announcing, sports, play by play, and some sales. Prefer modern radio. Family man. John Merkl, 1610 North 16th Street. Escanaba, Michigan. Phone 786-7936.

Teetotaler, first ticket, non-smoker oldest Grantham graduate, AB degree, University of North Carolina, seeks combo position with emphasis on news. Temporary job acceptable. Available May 1st anywhere. No tower climbing. Sidney Jones, Room 116, 305 West 94th, N. Y. 25, N. Y.

First class ticket holder desires job as announcer. Two years experience, 23 years old. Easy, relaxed personality. Former music director and librarian. Contact Larry Lewin 915 Angela Street, Key West, Florida. Tel CYpress 6-2923.

Experienced announcer. Wants midwest or western market. Tapes available. Duane Gunn, 959 State, Phillipsburg, Kansas.

Nite hawk flippin' to fly cool nite zounds. Dee-jay Jonathon Cue acclaimed "Kid personality" by fellow jocks all over the country is sharpening talents. Searching for nest. Swing to middle of the road format. No daytimer please, Cue's a prima donna. Has been accused, tho. of being kind, cheerful, considerate of old ladies and helpless dogs. Believe this: Public love that "Cue" Zound. (no 1st) Station A, Box 25, Radford, Va.

No seven days. Bill Dillner, 208 Hamlet, Hamlet, North Carolina.

Situations Wanted—(Cont'd)**Announcers**

Top flight d.j.-air salesman. Proven record no. 1. Pulse rated shows a metro indie past 6 years. Presently morning man. Minimum \$1000 per month. Box E-467, BROADCASTING.

Announcer, will graduate from college in June. Looking for summer replacement job in Kansas, Oklahoma, Texas, Alabama or Georgia for July through September. Two years experience. Will audition in person. John Wadsworth, 1215 30th Street, Des Moines, Iowa. Phone: 274-3821.

Available immediately. First class ticket, two and one half years experience in country and western music. Please phone SK 1-0567 or write Box 4258, El Paso 14, Texas.

Attention Philadelphia area stations; young, versatile, experienced announcer with bright, intelligent delivery, desires weekend position. Will audition in person. Phone 215-GLadstone 5-4625.

D.J. announcer authoritative newscasting, street interviews, married, willing to relocate. Box E-460, BROADCASTING.

College and announcing school graduate. One year experience in announcing and newswork. First class ticket. Box E-462, BROADCASTING.

President Kennedy impersonator, age 17, slays competition. Available June 12; will relocate. Wire: Alias JFK, 9325 Beacon Street, Cleveland 5, Ohio.

Experienced dj, news, sports phases of station operation. Basketball, football, baseball play by play. 25 years, summer wedding, not top 40. Degree. References. Bob Sullivan, Madison, South Dakota. 256-4287.

Technical

First phone combo: 250 to 50 kilowatt, sober, college graduate, 6 years electronics experience, 2 years in broadcasting, \$100.00 minimum unless offer reflects future potential. Box E-277, BROADCASTING.

Transmitter operator, experienced, radio, television, communications. Prefer higher power radio station, eastern. All offers considered. Box E-397, BROADCASTING.

Experienced engineer available for summer replacement. New York or New England preferred. Box E-382, BROADCASTING.

Experienced radio operating engineer. Any location considered. No announcing. Box E-411, BROADCASTING.

Production—Programming, Others

Major market newsmen, flagship station 6 state network ready for top 25 metropolitan, thoroughly experienced, authoritative, concise, colorful. Harvard graduate, 33, family. Box E-285, BROADCASTING.

Newsman. Currently employed top 10 market. Five years experience radio-tv all areas. Master's degree. Seeks top 10 market challenging position with news-minded management. Prefer east coast. Will travel. Married. Box E-280, BROADCASTING.

Award winning newsmen, experienced announcer, dj. Two years experience in all phases. Prefer south, southwest. Box E-301, BROADCASTING.

Young lady, fifteen years of capable and proven experience in music programming for adult listening. Interested only in metropolitan market station. Box E-186, BROADCASTING.

News director—top rated newscaster 16 years experience. Editing, writing, filming 16mm, B & H, Bolex, Auricon and still work. Tape or film on request. Box E-367, BROADCASTING.

Newscaster: decade-plus. Actualities, beepers, beat coverage. Currently: station's editorialist; perform hourly newscasts. Crisp, literate, colorful writing, \$8,000 yearly. Box E-383, BROADCASTING.

Situations Wanted—(Cont'd)**Production—Programming, Others**

Major market announcer, idea man, energetic, with sales success, ready for program director in small/medium market. Interview at my expense. Contact Elliot Ross, 7111 West Outer Drive, Detroit, Michigan. BR 3-5567.

Experienced recording and production engineer desires position as production and promotion manager for small station with potential. Box E-412, BROADCASTING.

News director. Highly successful record major market operations. Familiar with both individual and group stations operations. Best references from industry leaders, including present employer. Box E-454, BROADCASTING.

Sports is my business. Top rated sportscaster seeking major college sportscasting job, radio and/or tv. Seven years experience. Married, veteran. Box E-414, BROADCASTING.

Experienced newsmen. College graduate, 26, draft exempt. Background also includes sportscasting and selling. Desire position in midwest. Box E-415, BROADCASTING.

Let's exchange references. 30 year old pro, presently employed major eastern market, offers 8 years experience modern radio, good music, tv. Will relocate only for right organization. Top rated personality. Recognized production news. Family man. Will answer all inquiries. Minimum \$7,800 annually. Box E-419, BROADCASTING.

Newscasting and sportscasting in midwest or south. College degree in public speaking and 14 years experience. Unbeatable at basketball or baseball. Write Box E-421, BROADCASTING.

Seek opportunity of number 2 man in solid sports department. Short on experience, long on enthusiasm. Now in prestige news operation. College, 23, married. Box E-459, BROADCASTING.

TELEVISION**Help Wanted—Announcers**

Leading announcer-personality has opening for medium large market tv station. Excellent opportunity for progressive, versatile responsible station not afraid of creativeness and hard work. If you can meet high standards apply to Box E-423, BROADCASTING.

Group station seeks versatile staff announcer strong on news delivery. Television experience preferred but not essential. Please send resume, salary requirements, photo and video or audio tape to Personnel, WIS-TV, 1111 Bull Street, Columbia, South Carolina.

Immediate opening for experienced on-camera announcer strong on news, weather and commercial presentation. All replies will be acknowledged. All tapes will be returned. Send photo, background information, references, and audio tape to: Harry C. Barfield, WLEX-TV, Lexington, Kentucky.

Technical

Video maintenance supervisor, minimum 5 years in the industry, wanted for July opening. University in planning stage. Top conditions, Florida east coast. Box E-288, BROADCASTING.

Wanted chief engineer for new UHF station located in southeast. UHF experience desired. Salary commensurate with experience. Box E-319, BROADCASTING.

Latin American TV station needs chief engineer able take complete charge of planning, installation and maintenance. Knowledge Spanish essential. Box E-188, BROADCASTING.

Transmitter engineer wanted, experience desirable. Contact Bill Elks, Operations Manager, WECT-TV, 205 W. Shipyard Blvd., Wilmington, North Carolina.

Help Wanted—(Cont'd)

Technical

Hawaii Asst. Chief engineer; experienced in general maintenance on RCA transmitters, video tape recorders and Vidicon film chain. Please write outlining background and salary requirements. Box E-381, BROADCASTING.

TV transmitter engineer summer relief possibly permanent. Give experience, availability and wages required. Write Chief Engineer. WENH-TV, Box Z, Durham, New Hampshire.

Two technicians with 1st or 2nd class phone licenses to attend uhf translators in Chicago and Detroit retransmitting airborne tv instruction programs to city schools. Twenty hour weekly broadcast schedule offers unique opportunity for individuals desiring to further education in off-duty hours. Send qualifications, references, and salary requirements to Director of Engineering, MPATI, Inc., Memorial Center, Purdue University, Lafayette, Indiana.

Production—Programming, Others

News director in CBS affiliated VHF station located in the midwest. Must be top flight on the air and have thorough news and public affairs background. Necessary to have a complete familiarity with film and tape production along with excellent administrative ability. Must have audio tape and photo with complete resume. Box E-358, BROADCASTING.

Promotion manager needed immediately at long established New England VHF in medium market. Excellent opportunity for capable man. Box E-360, BROADCASTING.

Television newsmen with experience for key on-the-air post at first rate, medium market as air personality and writer-reporter. Prestige chain, midwest. Send detailed resume and SOF, VTR, or audio tape with photo. Film and tape will be returned. Box E-365, BROADCASTING.

Thoroughly experienced tv program man wanted in eastern medium market. Administrative ability and a liking for responsibility are prerequisite. Excellent conditions. Box E-361, BROADCASTING.

Continuity writer . . . full time position with established etv stations. College graduate, radio-tv writing experience essential. Write Otto Schlaak, Manager, WMVS, Milwaukee 3, Wisconsin.

TELEVISION

Situations Wanted—Management

Broadcasting challenge Young (26), experienced broadcaster. Production management, promotion, sales. Master's degree. Former broadcasting instructor with perspective of field. Married. Works 16 hours a day for genuine challenge and opportunity. Box E-386, BROADCASTING.

Promotion and research manager—young, experienced, sales minded. Presently associated with network O&O station. Box E-404, BROADCASTING.

Sales

13 years experience in sales and announcing tv and radio. Would like to settle in south-east. Family man, 38, five children. Will be at parent's home on vacation first two weeks in May. Contact for personal interview at 4210 Waters Avenue, Savannah, Georgia. Phone EL 5-7153 area code 912.

Announcers

Excellent announcer looking for opportunity with station needing creative personality. Variety, kiddies, sports, news, fashion. I do them all well. Commercial finesse. Family man, college, nine years tv, all phases. West coast preferred but will consider all. Box E-424, BROADCASTING.

"Help!" Box E-425, BROADCASTING.

Mature announcer, versatile, personable, experienced. Would like move to medium market. Personal interview my expense. Box E-427, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Children's master of ceremonies, 7 years experience, or weather forecaster. Also announcing experience. Picture resume available. Frank Fox, 208 Country Club Lane, Belleville, Illinois.

Technical

Presently TV chief. Good references. 10 years varied experience. Available May 20th. Box E-332, BROADCASTING.

First phone available. Experienced communications, radio and television broadcast transmitter staff engineer. Prefer southern location. Box E-398, BROADCASTING.

Small station? Sound like a big one. Let me record your commercials at low cost. Excellent voice and delivery. For details and sample tape, write Box E-377, BROADCASTING.

Asst. chief seeks relocation for greater opportunity. Medium and large station experience. Best references. Box E-405, BROADCASTING.

Chief engineer: ETV or commercial experienced all phases, UHF and VHF. Studio and transmitter operation, maintenance, planning, construction, supervision. VTR experience. 5 years total experience. Present chief in full power small market commercial VHF. Prefer midwest or south. Box E-463, BROADCASTING.

Production—Programming, Others

Realistic public affairs-special events director. Prepared to take total responsibility for your public service commitment: A running tap on public service announcements, production of low budget effective public affairs shows and general community relations. Box E-211, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

News director. Top rated major market newscaster. Extensive special events, editorial public affairs experience. Kines available. Box E-298, BROADCASTING.

Experienced news director; seeks station leading or planning to lead competitive market. News in depth specialist; award winning techniques, top voice, references. Box E-176, BROADCASTING.

Northwestern University graduate (June, '63) with degree in radio-tv seeks permanent position sportscasting, directing or producing. Have working experience with major tv stations and have handled Big Ten play by play football and basketball. Sportscasting is my main interest. Young and ambitious. Excellent references. Box E-291, BROADCASTING.

Young intrepid news cameraman seeks employment at tv station with large news operation. Completely equipped si/sof, excellent photographer, good reporter/correspondent, many network credits, best local and network references. Contact: Johann Rush, 2982 Angela Circle. Jackson, Mississippi. FL 4-1846.

News director. Award winning, top rated newsmen with extensive major market experience. Best references, including present employer. Kines available. Box E-455, BROADCASTING.

Writer, proven skill and adaptability highly regarded in broadcast industry. Seeks limited number of additional clients, freelance assignments. Feature articles, biographies, profiles, speeches, special projects. Box E-461, BROADCASTING.

For Best Results, You Can't Top A CLASSIFIED AD in, BROADCASTING, The Business Weekly of Television and Radio.

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)

Indicate whether Radio or TV

Radio

TV

HELP WANTED

- management
- sales
- announcers
- technical
- production-programming

SITUATIONS WANTED

- management
- sales
- announcers
- technical
- production-programming

FOR SALE

equipment

WANTED TO BUY

- stations
- equipment

ADDITIONAL CATEGORIES

- Instructions
- Business Opportunity
- Miscellaneous

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

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COMPANY _____

ADDRESS _____

Remittance enclosed \$ _____

Bill

4-29

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Owner wants out of active management of unopposed radio station in southwest. Will sell 40 per cent interest in growing market, with contract to sell controlling interest after 2 years management. You'll need \$25,000 or \$30,000 cash. Present gross about \$40,000 with rapid growth anticipated. Box E-388, BROADCASTING.

Miscellaneous

Helicopters for lease, yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

Agencies: Texas market, 300,000 coverage, 1,000 watts, low frequency, spots \$1.50 . . . religious patriotic broadcasters. 15 minutes, \$4.50 discounting paid contracts. Box E-295, BROADCASTING.

Broadcast Comedy is listed in the new "Comedy Guide" of "talk" comedy. Write for free 24 page booklet on your letterhead. Show-Biz Comedy Service (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

30,000 Professional Comedy Lines! Topics, 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. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

WANTED TO BUY

Equipment

1-5 kw linear final with power supply. Also 50 kw tuning unit and transmission line for 800 kcs operation. Reply stating price and condition immediately to May Electronic Corp., 761 Elton Avenue, Bronx 51, New York.

Wanted: Ampex 601 and 620. State age, condition and price. Box 234, Newark 1, N. J.

Remote two turn tabel with amplifier in good condition. Gus Czaplak, WJLL, Niagara Falls, N. Y.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

One kw fm transmitter; fm antenna with power gain of 40; fm modulation & freq. monitor; 200 foot am tower, forty pound wind load. WTJH, East Point, Georgia.

3 RCA 44 BX microphones. Must be in excellent condition. Include prices in first answer to A. Tillery, Engineer, KOB Radio, P. O. Box 1351, Albuquerque, New Mexico.

Tower wanted. Approximately 450 foot self supporting. Bill Angle, Box 55, Greenville, North Carolina.

For Sale

Equipment

Excellent one kilowatt FM transmitter available immediately. KRPM, 1505 Cherry-valley Drive, San Jose, California.

Will sell individually or as package the following: 200 foot G-17 stainless tower with lighting; two sampling loops; sampling line; two sampling insulation coils; 200 foot RG-17 transmission line; one phasor for two tower array; one line termination unit. All in use less than two years. WDUN, Gainesville, Georgia.

Gates ST 101 spot tape, used less than one year, asking \$650.00. WQXT, Palm Beach, Florida.

Television film camera RCA TK-20A with accessories studio camera RCA TK-10A and accessories. In good condition. Inspection or inquiries invited. Box E-465, BROADCASTING.

For Sale—(Cont'd)

Equipment

Xmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Telephone 2-3527.

Am, fm, tv equipment including transmitters orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Transistorized: Pulse Distribution Amplifier, 8 in 16 out. Sync Generator W/Regulated Power Supply. Sync Slave W/Regulated Power Supply. Aperture & Phase Correction Amplifier. Regulated Power Supply, 1.6 Amp 285V. Video Equalizer Amplifier W/Regulated Power Supply. Waveform monitor W/Regulated Power Supply. Keyed Video Signal Generator. TV-Radar Bar Dot Generator. All units are new and guaranteed. Priced at a fraction of original cost. Lang Electronics Inc. 507 Fifth Avenue, New York 17, N. Y. MU 2-7147.

PT 6/AH Magnecord amp & deck, P60 deck (new heads) perfect condition \$700. REL 10 kw fm transmitter (needs work) \$125.00; mc jones micro match, reflectometer No 442B12 \$125.00; broadcasting. Box E-451, BROADCASTING.

Houston fearless labmaster less than two years old with accessories. Costs \$7,000 new. Make an offer. Bill Hargan. KSEW-TV, Salinas, California.

Used film cameras, slide projectors, monitors, power supplies, scopes, switches, transmitter input equipment, color sync generator and many other items. Call or write R. Truscott, WITI-TV, Milwaukee, Wisconsin.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

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.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd. N. Y. OX 5-9245.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

INSTRUCTIONS—(Cont'd)

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 July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 239 Geary Street.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

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 coeducational classes. Write for FREE career information. RCA Studio School, Dept. B-29, 1600 Broadway, N.Y.C.

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RADIO

Help Wanted—Announcers

SPORTSCASTER-WHAS, LOUISVILLE, is auditioning experienced sportscasters. Primary duties: preparation and presentation of daily radio and tv sports programs. Send resume, picture, tape and salary requirements to: Sports Director, WHAS, Louisville 2, Kentucky.

Help Wanted—(Cont'd)

Announcers

VIRGINIA

Experienced, bright personality

Middle of the road music format. TV opportunity. Rush tape, photo, full resume and salary expectations.

WSVA-AM-FM-TV
Harrisonburg,
Virginia

Technical

Visual Electronics Corporation
A leader in Broadcast Equipment. Sales. Engineering has openings for:

**Broadcast Systems
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to assist engineering staff in N. Y. C. in preparing systems proposals. Requires experience in broadcast engineering and knowledge of AM-FM and TV stations equipment requirements in systems design.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Situations Wanted

Production—Programming, Others

MAJOR MARKETS ONLY
VET RADIO-TV NEWSMAN
7 years experience. Air personality, writer-reporter, documentary produce. ABC net Europe, Westinghouse 50 kw. Available immediately as:
TV NEWSCASTER, CONVERSATIONAL HOST, RADIO NEWS DIRECTOR
Contact: Ed Hersch, 16000 South Woodland Road, Cleveland 20, Ohio
Tel: WA 1-6088

TELEVISION

Help Wanted—Sales

TV SALES HELP WANTED

Here is an outstanding opportunity to get in on the ground floor of the powerful new trend to UHF. You'll get them chance to make good money in one of the top 15 markets in the country. We have a rapidly rising station and you can rise with it! The job offers the challenge of a UHF station in a predominantly TV market but you will find us with a 10 year jump in set conversion. This is a hard, hard sell but extremely rewarding for the man who can see the great future. We need experienced, hard and dedicated worker who we can promise will learn more about basic TV operation in a single year with us than in 5 years with another station. Send resume and photo.

Box E-345, BROADCASTING

Situations Wanted—Management

**TO THE TELEVISION STATION
OWNER OR OPERATOR WHO
NEEDS TOP PERFORMANCE IN
HIS OPERATION**

I'm a TV pioneer General Manager with an enviable record of professional management in both large and medium size markets. My success is known and highly regarded in the industry. I'm a George Foster Peabody award winner. Extremely strong on organization, sales presentations and sales results both local and national. Creative and imaginative. Have top-level contacts and excellent references. Enjoy hard and challenging work and solving tough problems. Family man in superb health. Am thoroughly familiar and experienced in FCC rules and regs., programming, film and equipment buying, financial reports, talent and union negotiations. Will consider Sales Manager position ultimately leading to higher executive position and will set up sales quotas and train men to become professional TV salesmen. Past accomplishments demonstrate outstanding ability. Presently on special assignment and not affiliated with any station. Will consider individual station or group. All correspondents held in strictest confidence. Box E-484, BROADCASTING.

For Sale

Equipment

- 10 KW Continental 316B Transmitter.....\$10,000
- Gates M-5093 Modulation Monitor.....300
- Gates SA-30B Limiting Amplifier.....300
- Gates V-32 VU Panel with attenuator.....60
- Spotmaster Model 300 Record Player.....300
- Gates M-5452 "Auto-Trans" 45 RPM Automatic Programmer.....150
- Gates Studioette Console.....850
- Gates Model 525 Transcription Turntable complete with arm and equalizer in cabinet.....250
- Ampex 351-U 7 1/2 15" full track rack mount1,250

Above equipment has been in use less than 2 1/2 years and is in very clean shape. Please reply to Box E-428. BROADCASTING.

Employment Service

Looking For a **JOB?**

Sherlee Barish
BROADCAST PERSONNEL
16 East 52nd Street, New York, N.Y.

WANTED TO BUY

Stations

WESTERN STATES
Successful manager/salesman seeking the best buy possible for his money. Properties from \$50,000-\$200,000
All replies confidential
Box E-429, BROADCASTING

Wanted To Buy

Full time radio station anywhere in the U. S. Priced under \$200,000. Send complete details first reply. All letters answered. We have large cash resources.

Box E-402, BROADCASTING

FOR SALE

Stations

FOR SALE

Daytime Station-Located in the heart of New York State. Price very reasonable for immediate sale. Financing can be arranged.

Box E-407, BROADCASTING

MIDWEST STEREO FM

Billing \$30,000 yearly. Automated.

Cash\$125,000

Box E-453, BROADCASTING

STATIONS FOR SALE

SOUTHWEST. Fulltime. Absentee owned. Priced at \$40,000. \$10,000 down to qualified buyer.

SOUTHEAST. Major market. Daytime. Priced at \$225,000. 29% down.

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Tenn.	single	daytimer	48M	terms
N.Y.	small	daytimer	125M	36M
S.E.	small	fulltime	33M	10M
Fla.	medium	power	150M	30%
S.E.	metro	daytimer	65M	37M
Mass.	metro	daytimer	185M	29%
Pa.	metro	daytimer	120M	terms
N.E.	metro	daytimer	195M	50M

And others

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Danny Kaye shows how we can help visitors from abroad enjoy their stay here

Help visitors save time.

Time is so important to travelers. Give them tips to avoid delays—how and where to get tickets to theaters and special events ahead of time; which stores have the things they want; which bus or train will take them to certain landmarks most quickly; the fastest routes.



Show where to get advice.

If you can't answer a question, chances are you can direct the visitors to the proper source of information—tell them about Travelers Aid, for example; or state and local vacation bureaus, the Chamber of Commerce and all the many free touring services available.



Add to the fun.

I'm supposed to be something of an expert in making people laugh and have fun. But there's no secret formula. I think we can all help visitors enjoy themselves if we show them we're interested in helping them find out about our way of life, humor and pastimes.

You know what I've discovered on my trips abroad? That people are planning visits to America! They are coming here on business, as students—and on vacation. I think this is great news, not only because it gives them a chance to learn what America is really like—but also because it gives us the opportunity to return the hospitality shown to Americans overseas. There are many ways you can help visitors. Some are shown here. Please be sure you extend the courtesy traditional with Americans!



OUR RESPECTS to Donald Casper Beelar

Administrative law is his forte

Newton Minow didn't know it, but he sort of tipped his future to broadcasters at the National Association of Broadcasters convention in Chicago early this month when he quoted Don Beelar, the new president of the Federal Communications Bar Association, and a partner in the Washington law firm of Kirkland, Ellis, Hodson, Chafetz & Masters.

Some years ago Mr. Beelar had written that "It is not possible for a man to be a good judge on Monday and Tuesday, a good legislator on Wednesday and Thursday, and a good administrator on Friday."

When he heard that Chairman Minow was quoting this remark of his, Mr. Beelar remarked to a friend:

"Good Lord, the last time I was quoted, by Louis J. Hector, he resigned from the Civil Aeronautics Board a month later!"

The man whose words were used in two instances by regulatory officials as their swan songs is a quiet, long-time lawyer who received his apprenticeship in administrative law under an old master, the late Louis Caldwell.

Fresh out of law school in 1932, Mr. Beelar joined the Caldwell firm and was soon engrossed in the burgeoning practice of regulatory agency law. It was the time of Franklin D. Roosevelt and the proliferation of the New Deal alphabetical agencies.

At that time, Mr. Caldwell was chairman of the American Bar Association's section on administrative law, in fact its first chairman. And Mr. Beelar was, as he puts it today, Mr. Caldwell's "water boy" in that field.

This interest in administrative law has continued to the present. Since the late 1940s, Mr. Beelar has been a member of the ABA's administrative law section, and was chairman of the group in 1956-57. He also was chairman of the same unit of the District of Columbia Bar Association in 1954.

His stature in this field was recognized last year when he was named to the Administrative Conference of the U. S., established by President Kennedy to survey the workings of regulatory agencies and recommend methods to speed up and make less costly their operations.

It was Don Beelar, in fact, who, single handedly at first, fought vehemently and successfully against a recommendation which would have had the FCC establish panels of citizens to "advise" broadcasters on programming—to the extent even of having these advisory committees appear as parties at station license renewal time.

Act Under Review ■ Now as president of the FCBA, Mr. Beelar is presiding over what may be one of the most significant assaults on the Communications Act. These are suggestions by members of a special FCBA committee to revise portions of the statute which, it is believed, may very well change the direction of broadcast regulation from the path it has been following (BROADCASTING, Jan. 28).

These recommendations have been published in the *FCBA Journal* and are already in the mails for the consideration of members as well as by 40-50 government and outside lawyers interested in their implications.

Before summer, the FCBA is expected to hold a general meeting to discuss these proposals and to determine what it should do about them.

Not Quite A Ham ■ Although Mr. Beelar doesn't claim to have been a radio ham, as so many in communications were, he does have a background in radio.

It was World War I and America had just entered the war to end all wars. Young Mr. Beelar and a friend had rigged up a homemade transmitter just powerful enough to put the two boys in touch with each other all of three blocks apart in their hometown of Warrenton, Ore. Soon rumors were rife that a clandestine radio station was broadcasting to the enemy. The local sheriff finally appeared and confiscated

the baling wire job for the duration.

Railroad 'Brat' ■ Donald Casper Beelar was born June 10, 1903, at Sand Point, Idaho. Both of his parents were telegraphers for the Great Northern Railroad, and consequently young Donald spent his childhood and youth on the move: from Sand Point to Spokane, Wash., to Great Falls, Mont., and finally to Warrenton, Ore.

He received his BA from the University of Oregon in 1928, where he was president of his class. His eye on the law, he hid himself to Washington and worked as a clerk in the Department of Justice while going to George Washington University law school at night. After receiving his LLB in 1932, he joined the Reconstruction Finance Corp. as an attorney, and continued his legal education at Georgetown University law school, receiving a JD in 1935.

In between he joined the Caldwell law firm.

In 1941, when the U. S. entered World War II, Mr. Beelar joined the Air Corps, entering as a major and leaving as a colonel. He spent most of the war on the staff of the Army Airways Communications System, with headquarters at the Pentagon working on agreements with the Allies throughout the world for the establishment of AACS stations. AACS was the worldwide communications system used by the U. S. Air Force during the war.

Appellate Specialty ■ In more recent years Mr. Beelar has been active in aviation law as well as in appellate cases involving the broadcast field.

Mr. Beelar, who carries his 5 feet 6 inches and 165 pounds in almost ramrod erectness, loves golf and sailing.

He is married to the former Virginia Patterson, also of Oregon. She is a physician and practices as an internist in Washington. The Beelars live in a cooperative apartment in the Foggy Bottom section of the capital, a section recently "Georgetownized" via a slum clearance program. They have a daughter, Barbara, 21, a student at Northwestern University. Mr. Beelar has a daughter by a former marriage by whom he is a grandfather.

During the war, flying around the world on his assignments, Mr. Beelar got a feel for piloting. Many times he took the stick while en route—"wildcatting" it's called when a non-pilot flies a plane. After the war he learned to fly, and now holds a pilot's license and has about 500 hours to his credit. This may be the reason a colleague, speaking of Mr. Beelar's automobile driving habits, expressed it so forcibly:

"He drives like a madman!"



Mr. Beelar
FCBA president

News break

THE press had its big week in New York last week. There were the annual meetings of the American Newspaper Publishers Association, the Associated Press, United Press International and other organizations and syndicates identified with the field. A week earlier the American Society of Newspaper Editors had its meeting in Washington.

There were more problems than usual. The New Frontier, with its propensities for news management, limiting access and even toying with truth, gave the editors an extraordinarily active agenda. The publishers, meeting in New York in the wake of two damaging newspaper strikes, grappled with the worsening economics of publishing.

These worrisome events overshadowed other matters usually debated whenever editors and publishers have met. But they were there nevertheless. Editors insist they must spruce up their news handling to meet the faster and sprightlier competition of radio and television news. Publishers—even those who own radio and television stations—are distraught over mounting competition for the advertising dollar.

These problems are genuine. Newspapers have reason to be disturbed. There should be a willingness to recognize that radio and television are here to stay—as are newspapers. The competition should make for better newspapers and better broadcasters. Both media have a bigger problem in dealing with government restraints and should learn to live together if they wish to develop as free institutions.

Although radio is more than 40 years old and television has been a full-blown medium for more than a decade, it is still painfully evident that most publishers refuse to recognize broadcasters as journalistic brethren. Newspapers do not seem to resent magazines which compete for the same advertising dollar and for the attention of the same public. Perhaps it's because they've been around longer and have the smell of printer's ink.

We have yet to find a publisher who resents having broadcasters pick up what we understand has become the biggest part of the tab for newsgathering by the press associations (actual figures are hard to come by). They know that if broadcasters were not around, their AP and UPI costs would become prohibitive.

Although broadcasters have become the most numerous customers of the press associations, they have little voice in the management of these fine and efficient organizations.

It may be mere coincidence that last week, while all newspaperdom was meeting in New York, a number of broadcasters (as noted elsewhere in this issue) revived questions about what they regard as take-it-or-leave-it five-year contracts purportedly required by the press associations.

Rating realism

AMONG all the proposals that have so far been advanced to introduce order into audience measurement, one has particular attractions. It is the proposal that broadcasters, advertisers and agencies unite in the creation of an auditing system to check the validity of commercial research services and, hopefully, to engage in exploration of ways to make research more meaningful.

Other proposals incline toward extremes of action. One school suggests that a new bureau be organized to do all the audience research for radio and television. Another suggests that nothing be done on the theory that the fuss raised by the Oren Harris hearing will soon blow over. The latter, we suggest, is wishful thinking. The former has practical defects that have proved fatal in the past.

Broadcasting has had two experiences with centralized

bureaus of audience measurement. The first was the Cooperative Analysis of Broadcasting which disappeared years ago because it failed to compete with the commercial rating service provided by C. E. Hooper. The second was the Broadcast Measurement Bureau, a cooperative venture that was scuttled because influential broadcasters felt the medium was shortchanged by the BMB technique of measurement.

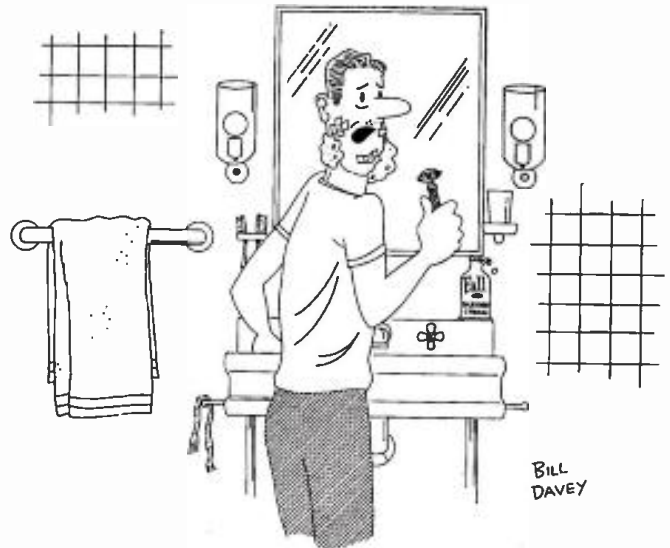
There is no reason to assume that another cooperative venture would be more successful than the two that failed. With so many radio and television stations in competition with one another, it is impractical to hope that all could be persuaded to accept a single source of measurement of their audiences.

A diversity of ratings services must be considered a continuing fact of life in radio and television. The problem that confronts broadcasters and their customers is to assure that the several services adhere to reasonable standards of reliability. An auditing system seems to give the most promise in the solution of that problem.

But no auditing system will work unless broadcasters are willing to increase their budgets for research. It will take some money to support the auditing bureau. It will take considerably more money to enlarge the samples and make the other improvements that will be demanded of the ratings services if standards are to be raised. To some extent the users of broadcast advertising may be persuaded to share in the added expense, but broadcasters must face the fact that they will bear the principal burden.

The least expensive way to create a system of auditing is to create a single bureau to operate it. At the moment several different elements in broadcasting are individually working on plans to do something about ratings. On the theory that radio and television have different problems in audience research the Radio Advertising Bureau and the Television Bureau of Advertising have been engaged in separate planning. It seems to us that there are more similarities than differences in radio and television research and that it makes sense for radio and television broadcasters to join in the study of the problem by the research committee of the National Association of Broadcasters, which represents both radio and TV.

Fragmentized efforts are apt to produce more confusion in a field where confusion already reigns.



Drawn for BROADCASTING by Bill Davey
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