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ON AND RADIO

OCT63

NEWSPAPER

MAY 6, 1963

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Georgia broadcasters protest entertainment
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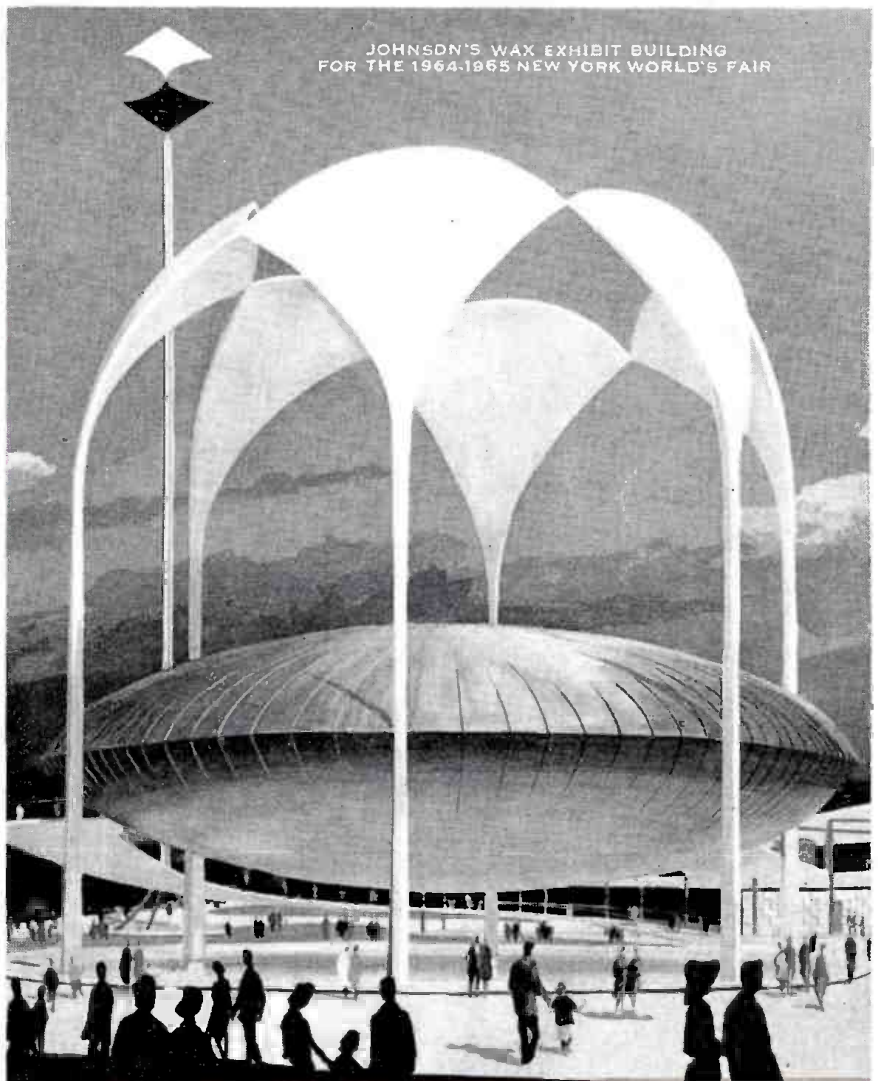
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SPOT TV

MODERN SELLING IN MODERN AMERICA

Spot Television stands out for its effective results. It can be used to reach more people more often. With Spot, advertisers can also pick and sell the markets with the greatest potential. These quality stations offer the best of Spot Television in their markets.

- | | | | |
|---------|----------------------|---------|-----------------------|
| KOB-TV | Albuquerque | WVUE | New Orleans |
| WSB-TV | Atlanta | WTAR-TV | Norfolk-Newport News |
| KERO-TV | Bakersfield | KWTV | Oklahoma City |
| WBAL-TV | Baltimore | KMTV | Omaha |
| WGR-TV | Buffalo | KPTV | Portland, Ore. |
| WGN-TV | Chicago | WJAR-TV | Providence |
| WFAA-TV | Dallas | WTVD | Raleigh-Durham |
| KDAL-TV | Duluth-Superior | WROC-TV | Rochester |
| WNEM-TV | Flint-Bay City | KCRA-TV | Sacramento |
| KPRC-TV | Houston | KUTV | Salt Lake City |
| WDAF-TV | Kansas City | WOAI-TV | San Antonio |
| KARK-TV | Little Rock | KFMB-TV | San Diego |
| KCOP | Los Angeles | WNEP-TV | Scranton-Wilkes Barre |
| WISN-TV | Milwaukee | KREM-TV | Spokane |
| KSTP-TV | Minneapolis-St. Paul | WTHI-TV | Terre Haute |
| WSM-TV | Nashville | KVOO-TV | Tulsa |



JOHNSON'S WAX EXHIBIT BUILDING
FOR THE 1964-1965 NEW YORK WORLD'S FAIR

TELEVISION DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



GOOD SOUND RADIO

wgar
RADIO 1220 

* **Good Sound Listening**

... that appeals to grown-ups of all ages ... variety shows ... complete news coverage ... good music ... sports ... special events ... featuring top local and NBC personalities.

* **Good Sound Market**

... a vast buying audience in Greater Cleveland Growthland and northeastern Ohio respond to *wgar's* kind of service ... good sound radio to help make your sales prospects, *your customers*.

PEOPLES BROADCASTING CORPORATION

WGAR Cleveland, Ohio
WRFD . Columbus-Worthington, Ohio
WMMN . . . Fairmont, West Virginia
KVTV Sioux City, Iowa
WNAX . . . Yankton, South Dakota

JIMMY HOFFA IN PERSON ON

FLORIDA FORUM



SOUTH FLORIDA'S 2 MILLION RESIDENTS plus 5 MILLION ANNUAL*VISITORS SEE



Year 'round, Florida residents and visitors alike are attracted by top-notch programming on Channel 7, WCKT, NBC-Miami. Above, union leader Jimmy Hoffa discusses his plans to invest \$4,000,000 in Miami. The Teamster boss was interviewed on Sunbeam-WCKT's weekly discussion program, "Florida Forum." Questions were directed at Hoffa on the air by Dr. Tom Wood and Dr. Ross Beiler, government professors at the University of Miami, by WCKT newsman Wayne Fariss, moderator Don Fischer and by the studio audience. Other guests on the program in weeks past have been Pierre Salinger and Lt. Col. "Shorty" Powers.

* Most of Florida's visitors come in the summert months! Summertime is TV-Time in Florida, contrary to viewing habits nationally. Resident audience tune-in is 12% above national average according to ARB-Top 30 Market Summer Reports . . . and millions of visitors enjoy the cool comfort of air-conditioned hotel-motel rooms to watch Channel 7, because there's more to see on WCKT!



SUNBEAM TELEVISION CORPORATION

P. O. BOX 1118, MIAMI, FLORIDA
National Representatives: HARRINGTON, RIGHTER AND PARSONS
For the South: BOMAR LOWRANCE AND ASSOCIATES

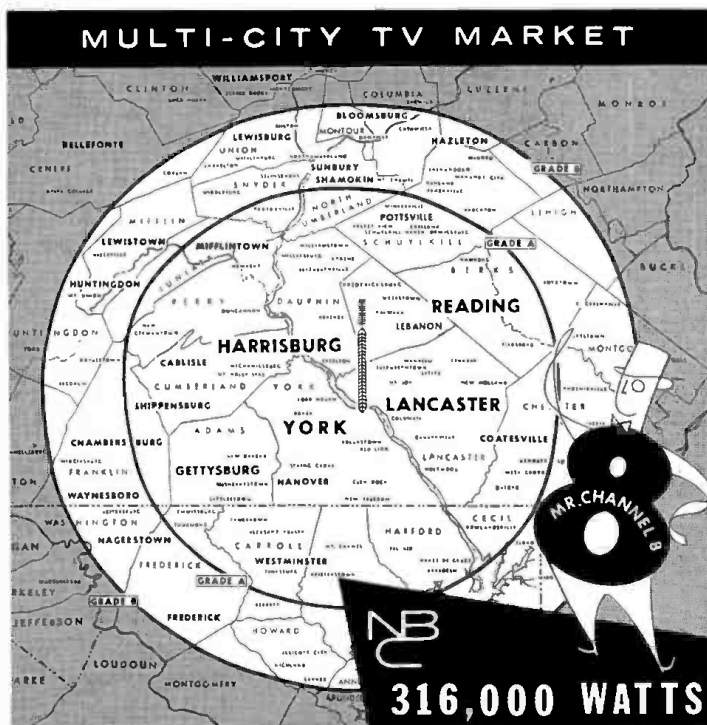
CAMERA 7—Sundays 5:30 to 6 p.m.
A most interesting documentary series that penetrates local glamour and glitter for a candid view of South Florida people — their problems, projects and ideals.

FLORIDA FORUM
—Sundays 6:30 to 7 p.m.
Weekly town-meeting series in which a panel of experts explores issues timely to South Florida . . . and answers questions from the audience. Educational and entertaining, too!

OUTLOOK—Mondays 10:30 to 11 p.m.
A local news documentary that probes the facets behind current South Florida problems . . . as presented by those most closely involved. An informative program produced in a manner to offer interest and entertainment to our viewers.

†Source Florida Development Commission
July — 1,600,000 visitors — 50% more than Jan., Feb., or March!

you always WIN when you use **WGAL-TV**



Only single medium assuring full sales power in the entire region . . . a multi-city market including the metropolitan areas of Lancaster, Harrisburg, York, and many other communities. And, area-wide, the Channel 8 viewing audience is unequaled by all other stations combined. This is full sales power. Use it to build sales and increase profits.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

Commercial restrictions

Plea to FCC to drop its proposal to impose limitations on commercial time (through embracing of NAB code provisions) was made last week by John B. Soell, vice president-general manager, KTVB (TV) El Dorado, Ark., in interest of small market television stations. At NAB convention last month, Mr. Soell had urged code review board to eliminate commercial provisions of code because of hardships imposed on secondary market stations. In letters to each member of FCC last week, Mr. Soell asked for privilege to explain his position and is expected to see majority this week.

FCC figures, Mr. Soell said, show that in top 25 television markets, 95 TV stations with 60% of TV homes get 44% of all network revenue and 59% of national and regional spot. In top 45 markets, 148 stations with 71% of TV homes, get 55% of network affiliate revenue and 75% of national and regional spot. Remainder of TV commercial roster in 228 markets with 372 stations divides 25% of network and national and regional spot revenue.

Sindlinger moving in

Albert E. Sindlinger Co., which was enlisted to conduct national radio listening reports for ABC Radio last year, will announce this week local radio survey service in major markets. Firm will work with samples of at least 2,000 in each of top 15 markets.

Print rep eyes radio-TV

Quiet appraisal of broadcast station representation business—with eye to possibility of entering it—has been conducted by Moloney, Regan and Schmitt Inc., New York, one of largest firms in newspaper rep field. From preliminary soundings, however, prospects appear slim that company will make such move soon—if ever. According to Moloney firm, broadcast field looks near-prohibitive for outsider to crack, but if there's good chance company can profitably enter station rep business, it might well consider doing so.

What's in a name

Broadcasters can cite New York World's Fair's Press Building, which opened over past weekend, as another example of archaic terminology perpetuating itself. Building accommodates working newsmen of all media, and fair authorities—including several with strong radio-TV backgrounds—say they spent long time picking name, considered "communications center" and "news center," among

CLOSED CIRCUIT®

others. One justification for choosing "press" building: White House's Pierre Salinger serves all media but is called "press" secretary, and National Press Club and Overseas Press Club are all-media organizations although they carry designation most commonly associated with print. Another reason for not choosing name more clearly identified with radio-TV: Public would try to get in.

The watchers watched

One top investigator for House ratings subcommittee has become intrigued with invention that photographs reactions of viewers while they watch TV. Device is called DynaScope, is placed on or near TV set in sample homes and every 15 seconds takes picture of those watching set. It's invention of Dr. Charles E. Allen, director of Oklahoma State University School of Journalism, and was described in BROADCASTING last July 23.

Subcommittee staffer went to Oklahoma to see DynaScope in action, and although he won't endorse it, he intends to write favorable report. Inventor claims that experimental DynaScope studies show present audience figures are inflated, that sets are on with no one watching 25.1% of time.

New CATV approach

FCC Commissioners Robert T. Bartley, Frederick W. Ford and Kenneth A. Cox have been constituted as special panel to meet with National Community Television Association representatives on CATV legislation. NCTA board announced two weeks ago it was appointing committee of five CATV operators to meet with commissioners in apparent effort to break impasse blocking agreement on proposed CATV legislation (BROADCASTING, April 29). Three commissioners represent spectrum of opinion on CATV regulation: Commissioner Bartley is generally against it, Commissioner Cox in favor and Commissioner Ford in middle. Meanwhile there is tentative—and unofficial—discussion on compromising differences over protection for one-station or multiple-station markets, by settling on three-station protection.

Already agreed to is new definition of what constitutes CATV system for regulatory purposes. Definition follows: "Community Antenna System" means a facility utilizing a receiving antenna or antennas, connecting wire, cable or relay facilities and associated equipment, for the reception by subscribing members of the public of the

signals of one or more broadcast stations but such terms shall not include for the purposes of this Act: (1) any such facility which serves fewer than 50 subscribers, or such other small number of subscribers as the commission, in the public interest, may from time to time determine to be appropriate; (2) any such facility which serves only the residents of one or more apartment dwellings under common ownership, control or management, and commercial establishments located on the premises, or (3) any such system or part thereof during the period of time when used for purposes other than reception of radio broadcast signals."

Filing fee delay

Because of absence in West of Commissioner Rosel H. Hyde, FCC last week postponed final action on filing fee schedule for licensees, but indications were order would be forthcoming soon—perhaps this week—establishing schedule but with waiting period before procedure becomes effective. As now drafted, plan envisages collection of about \$1 million instead of nearly \$7 million originally contemplated in, of that amount, about \$100,000 would be absorbed in administrative costs. Only fraction of FCC's licensees are in broadcast field but they consume most man hours of commission work.

Down under—in spades

After feuding for full year, CBS and Australian television station operators have come to terms on prices for CBS-TV programs to be carried concurrently in Australia. Network, through CBS Films, declined to sell its 1962-63 *True*, *Beverly Hillbillies* and *The Nurses* series in Australia, claiming fixed prices set by agreement among station owners there (\$1,250 for half-hour episode and \$2,500 for hour) were inadequate. These series now have been sold in Australia, but neither CBS Films nor Australian representatives in New York would reveal price structure.

Crown colony TV

Commercial television is on its way to Hong Kong, and number of U. S. broadcasters want in. Among several applications on file is one by Time-Life interests in association with Roy Thompson, British publisher and international TV investor. One or more U. S. networks may be involved in other applications. Hong Kong now has wired TV system, owned by Rediffusion Ltd., British program distributor.

WTV



CLEVELAND

Well rounded . . . good **J**udgement . . . **W**orth while . . .
 That's Channel 8 programming with "Buy Appeal"

STORER BROADCASTING COMPANY	LOS ANGELES <i>KGBS</i>	PHILADELPHIA <i>WIBG</i>	CLEVELAND <i>WJW</i>	MIAMI <i>WGBS</i>	TOLEDO <i>WSPD</i>	DETROIT <i>WJBK</i>
	NEW YORK <i>WFNN</i>	MILWAUKEE <i>WITI-TV</i>	CLEVELAND <i>WJW-TV</i>	ATLANTA <i>WAGA-TV</i>	TOLEDO <i>WSPD-TV</i>	DETROIT <i>WJBK-TV</i>

WEEK IN BRIEF

Spot TV on rise this season with small and medium markets benefiting. Overall national TV spot is up an average of 17%, with some stations reporting 50% increase. See level continuing all year. See . . .

SMILE ON SMALLER MARKETS . . . 27

Sense of urgency in air to do something about ratings. NAB trying to pull various sectors under one tent as congressional committee prepares to resume next week. RAB insists on going it alone. See . . .

RESEARCHERS PUSH FOR ONE VOICE . . . 28

It's not only what you say but how you say it that makes radio advertising successful, Los Angeles Ad Club told. Robert W. Light demonstrates that the right sound evokes the right response in listeners. See . . .

RADIO'S SOUND IS THE KEY . . . 38

Quiz show specter arises in NBC Philadelphia renewal hearing, as Philco lawyer essays point that network was not as careful as it should have been. The two Bobs contend stations have served community well. See . . .

SKELETONS IN THE CLOSET? . . . 50

Ten senators and 13 representatives have interests in broadcasting stations either directly or family-related. This is same number as last year, but there are new names taking place of some old ones. See . . .

CONGRESSMEN IN BROADCASTING . . . 58

UHF committee wrangles about study of programing resources, ratings, network affiliations, CATV and pay TV, but finally approves investigations with some strong dissents. Other studies approved. See . . .

CONTROVERSY AT ALL CHANNEL . . . 84

Storm is brewing on Georgia airwaves over ETV showings of entertainment films, particularly when educational outlet airs feature film scheduled to be shown later by nearby commercial station. Investigation ordered. See . . .

GEORGIA PROBE OF ETV . . . 80

Radio is up 11.46%, TV, 24% in Canadian national advertising for 1962. Food advertisers lead billings, with drugs and toiletries and automotive following. Total national broadcast advertising is \$75 million. See . . .

NATIONAL ADVERTISING IS UP . . . 78

David Susskind out, Richard Heffner in as Metromedia closes door on 'Open End.' Substitute program will continue level of Sunday night feature, but in calmer tempo. Susskind syndication continues. See . . .

DID HE QUIT OR WAS HE FIRED? . . . 70

Telstar II due to be launched tomorrow and may be used to bring 1964 Tokyo Olympics live to American viewers. Higher orbit and improved components expected to overcome radiation hazards. See . . .

TELSTAR II SET TO GO MAY 7 . . . 48

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BROADCASTING THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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THE VOICE NO STORM CAN SILENCE

January 23, 1963 . . . Tennessee temperatures tumbling to record lows . . . transportation almost at a standstill . . . schools and industries and stores and offices shutting down under the icy arctic blast . . . frigid paralysis creeping across the entire state.

WSM was there . . . newsmen and announcers on duty all night. It has been this way many times during WSM's 37 years of service to the South.

32 county school systems depended on WSM to keep thousands of students at home during the blizzard . . . as did nine private and parochial schools and four colleges. 19 mid-state industries turned to WSM to spread the word of their closings.

The telephone rang all night . . . calls from 11 states . . . one from a listener in Canada who reported their weather better than ours!

Millions of people—and many other radio stations—depend on this, the largest radio news staff in the area and the only direct broadcast line to the U.S. Weather Bureau in Nashville, to keep them informed during any emergency.

In 37 years we have not let them down.

Just one of many reasons why more people—grown people—listen to WSM than to all other Nashville stations combined.

the WSMpire



WSM

CLEAR
CHANNEL
650

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY

NIELSEN TOLD TO GIVE UP CLIENTS

FTC charges firm with radio-TV ratings monopoly

Federal Trade Commission has accused A. C. Nielsen Co. of monopolizing radio-TV audience measurement business and proposes to require company to divest itself of 50% of its broadcast clients.

Nielsen immediately attacked FTC complaint in statement for release today (Monday), charging proposed order "appears to be without legal or factual justification." FTC complaint and proposed order have not been made public but they reportedly find Nielsen has attained monopoly position in radio-TV surveys with share of television network business in excess of 90%.

In proposed order, FTC seeks to prohibit Nielsen from providing broadcast surveys in future to more than one-half of its clients during 1961. Among clients Nielsen would be required to drop are at least one major TV network, major national advertiser and major advertising agency. Enforced reduction of Nielsen business would remain in effect for four years under proposed order.

Surveys for industries other than broadcasting are not covered under complaint against Nielsen. Radio-TV measurements account for 18% of firm's total business.

Nielsen Replies ■ In today's statement, A. C. Nielsen Jr., president of firm, said FTC proposals would preclude Nielsen from selling its services to large portion of industry and would result in substantially higher costs to radio-TV and advertisers.

"We are confident that we will be able to demonstrate that our position in the national audience research field is due to the superiority of our service and that we and our clients should not be penalized. . ." Mr. Nielsen said. He said FTC proposal deserves careful study by all advertisers, agencies and broadcasters. "We believe that the entire industry needs access to all available information, and to deprive any user or segment of the industry of access to Nielsen or any other services would be most unwise."

It had been known that FTC was preparing to lodge complaint against Nielsen (CLOSED CIRCUIT, April 8), but Nielsen statement was first public announcement that action had been lodged. Under normal procedure, FTC attempts to obtain agreement from respondent before public announcement is made. If respondent refuses to sign

agreement, FTC will make public charges and case will move through agency hearing procedures.

FTC observers sat through company's testimony during March-April hearing of House Subcommittee on Investigations. FTC complaint was issued under Section 5 of Trade Commission Act.

Henry not candidate; seeks free time rule

Commissioner E. William Henry acknowledged Friday he would like to be named chairman of FCC. He then proceeded to make tough speech recommending commission take action to increase amount of public service programming.

Commissioner Henry told reporters in Nashville that he would like to be FCC chairman "but isn't a candidate . . . in the sense that I am pressing for it."

He said President Kennedy should have free hand in naming successor to FCC Chairman Newton N. Minow, who reportedly plans to resign this spring (BROADCASTING, Feb. 11).

In speech before Radio and Television Council of Middle Tennessee, Commissioner Henry criticized broadcasters for failing to meet needs of minority groups not satisfied with TV offerings designed for mass audience. He suggested commission take two steps to deal with situation:

Adopt staff proposal regarding commission policy on sustaining programs. "The percentage of sustaining time in the broadcast day is one of many appropriate yardsticks . . . for use in the examination of a station's overall performance in the public interest," he said.

Propose rule requiring broadcasters to use their facilities to inform audience of TV stations' legal responsibilities "to serve their listening public's needs and interests—at the same time soliciting public response, criticism, and suggestions for improved programming."

Collins urges removal of advertiser influence

LeRoy Collins, president of National Association of Broadcasters, again has called on broadcasters to begin efforts to eliminate advertiser influence over programming.

In speech scheduled to be delivered

to Alabama Broadcasters Association in Florence Saturday (May 4), NAB president added that there are other pressing needs for advertising reforms, "improvement in the form and content of commercial announcements, more realistic limitations on program interruptions, and more effective means for assuring in advance the truth of advertising claims."

He also called for more broadcaster responsibility in creative programming.

He repeated, as he has in other recent speeches, that state associations should be strong. "I feel that weak state associations are a handicap to NAB," he said. Governor Collins and NAB have been criticized by some state groups for not taking stronger actions to combat government incursions.

New FCBA unit to make further study of act

Executive board of Federal Communications Bar Association has decided more work should be done on its study of Communications Act, and authorized President Donald C. Beeler to appoint special committee to carry on further study.

New committee will look into other problem areas and solicit ideas from membership.

Consensus of FCBA executive board meeting May 2 was that it would be premature to hold general meeting on monographs submitted last January until whole act was studied.

Documents prepared earlier this year were by Leonard H. Marks, on FCC organization; W. Theodore Pierson, on Sec. 326 (censorship); Philip J. Loucks, on Sec. 315 (equal time), and Reed Rollo, common carrier provisions (BROADCASTING, Jan. 28). Documents were reprinted in latest issue of *FCBA Journal*.

Storer gives 45 cent 1st quarter dividend

Storer Broadcasting Co. directors declared quarterly dividend of 45 cents a share on common stock, payable June 7 to stockholders of record May 24. Board also voted quarterly dividend of 12½ cents a share on Class B stock. Storer common is listed on New York Stock Exchange.

Board announced it had completed on April 30 purchase of 439,700 shares of Class B common from George B. Storer, chairman and chief executive officer. Purchase reduced outstanding shares to 2,001,200 (1,218,460 com-

mon and 782,740 Class B). Company paid \$12,531,450 for Mr. Storer's stock which will be held as treasury shares. This reduces Mr. Storer's ownership of Class B shares to 20.9% of total outstanding. He also retains right to vote 10.4% regular common, for total vote of 31.3%.

John J. (Chick) Kelly, director of advertising and promotion since 1959, was elected vice president of Storer.

FCC probing use of TV in Kentucky primary

FCC is investigating complaints involving television documentary figuring in Kentucky's Democratic gubernatorial primary contest between A. B. (Happy) Chandler and Ned Breathitt.

Supporters of former Governor Chandler say documentary uncomplimentary to him was shown on two TV stations without indicating sponsors were backers of Mr. Breathitt.

FCC official said stations alleged by Chandler aides to have carried program are WHAS-TV Louisville and WLAC-TV Nashville. Latter station reportedly edited film sharply.

Commission will seek to determine whether stations carried program without identifying its actual sponsors and, if so, what effort they had made to determine who the sponsors were, as required by FCC rules.

Early educational shows defended by WRCV-TV

NBC executive defended on Friday WRCV-TV Philadelphia's practice of scheduling educational programs before 7 a.m.

Raymond Welpott, executive VP of NBC's owned and operated stations and general manager of its Philadelphia outlets, said station has developed audience for such programs before 7 a.m.

He made comment as comparative hearing involving NBC-Philco Corp. fight for channel 3 Philadelphia took on aspect of investigation of WRCV-TV's local programming (see story page 50).

Philco's counsel, Henry Weaver, in cross examining Mr. Welpott, brought out that many of station's educational programs were scheduled before 9 a.m. and after 1 a.m.

Referring to 30-minute filmed series carried by station 6:30-7 a.m. in 1959, Mr. Weaver asked whether it wouldn't be easier to attract larger audience between 10 a.m. and 5 p.m.

Mr. Welpott said he didn't agree. He said early morning audience for educational programs has been developed, and if continuity of service was maintained, "there was good possibility of attracting good audience"

ARB expansion plan attacked by Kearney

Charge that American Research Bureau's plan to double size of its sample is attempt to make "a grandstand play in Washington" was leveled by Don Kearney, sales director of Corinthian Broadcasting, in speech prepared for delivery Saturday (May 4) at West Virginia Broadcasters Association meeting at Charleston.

Mr. Kearney's text did not mention ARB by name, but there was no doubt about his target. ARB disclosed some time ago, and reasserted last week, it plans to double sample sizes (see page 30).

Mr. Kearney also claimed ARB Director James Seiler—again, not mentioned by name—had tried to "virtually sandbag" broadcasters into spending more money with his company by implying broadcasting is "miserly" toward research.

Of proposal to double sample sizes he said:

"All sound research people know that there is a lot more to improving the stability and reliability of ratings than just doubling the number of people you interview. If the people are not properly selected in the first place, the results can be worse than twice as bad as the original small sample.

"Doubling a sample, at best, reduces the margin for error by only 25% . . . improves the stability only 5%. That is not much of an improvement and I think you will agree. The whole matter needs much more study, particularly with voracious computers being installed in ad agencies."

Mr. Kearney quoted "this same researcher" as saying one-half of 1% of TvAR gross revenues are spent on research.

"This is a completely misleading statistic," Mr. Kearney said. Engineering research that goes into equipment bought by broadcasters, stations' own engineering research, program research at all levels, customer research beyond ratings—all these, he asserted, represent "another part of research and development in broadcasting that isn't included in that man's demeaning estimate."

Musicians' trust fund to pay \$6 million fees

Recording industries trust funds are expected to expend \$6 million in paying union musicians for public performances in fiscal year beginning July 1, Samuel R. Rosenbaum, trustee of fund, is scheduled to say today in accepting

University of Kansas citation for services to cause of American music.

Since 1948, trust funds have spent over \$50 million. In 1962, funds received almost \$6.3 million, and spent over \$6.1 million, Mr. Rosenbaum reported in issuing 28th annual report on funds.

Based on contributions from record manufacturers and TV film producers, funds are used to pay members of American Federation of Musicians for performances open free to public.

Bureau urges FCC ignore new charge in WMOZ case

FCC's Broadcast Bureau told commission last Friday that affidavit by Lester Foster, telling of conspiracy against Edward H. Estes' renewal application for WMOZ Mobile, Ala., should not be believed.

Mr. Foster had recently made affidavit which detailed alleged conspiracy against Mr. Estes said to have been planned by competitor of WMOZ (BROADCASTING, April 29). WMOZ is subject of license-renewal proceeding. Oral arguments in case will be heard before commission May 13.

Broadcast Bureau said that no credence should be given to Mr. Foster's statement as "it is quite obvious that the allegations in Foster's . . . affidavit are unworthy of acceptance." Bureau said that the several contradictory statements which Mr. Foster has made (previous affidavits by Mr. Foster were made against Mr. Estes) demonstrate his untrustworthiness.

Bureau added that if Mr. Foster is telling the truth this time, then Mr. Estes has lied during hearing. Mr. Foster's latest affidavit said that he helped falsified station's program records requested for renewal application, but testimony has already been given that Mr. Estes dictated false logs, bureau said. Both Mr. Foster and Mr. Estes can't be telling truth, bureau reasoned. It added that conspiracy described by Mr. Foster seemed absurd.

Ambassador Rivkin to testify for WYNR

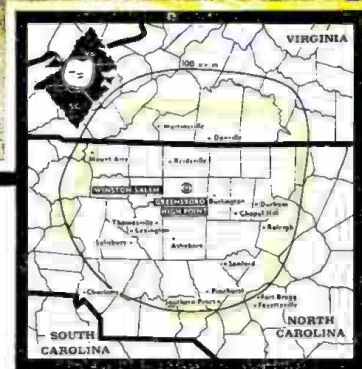
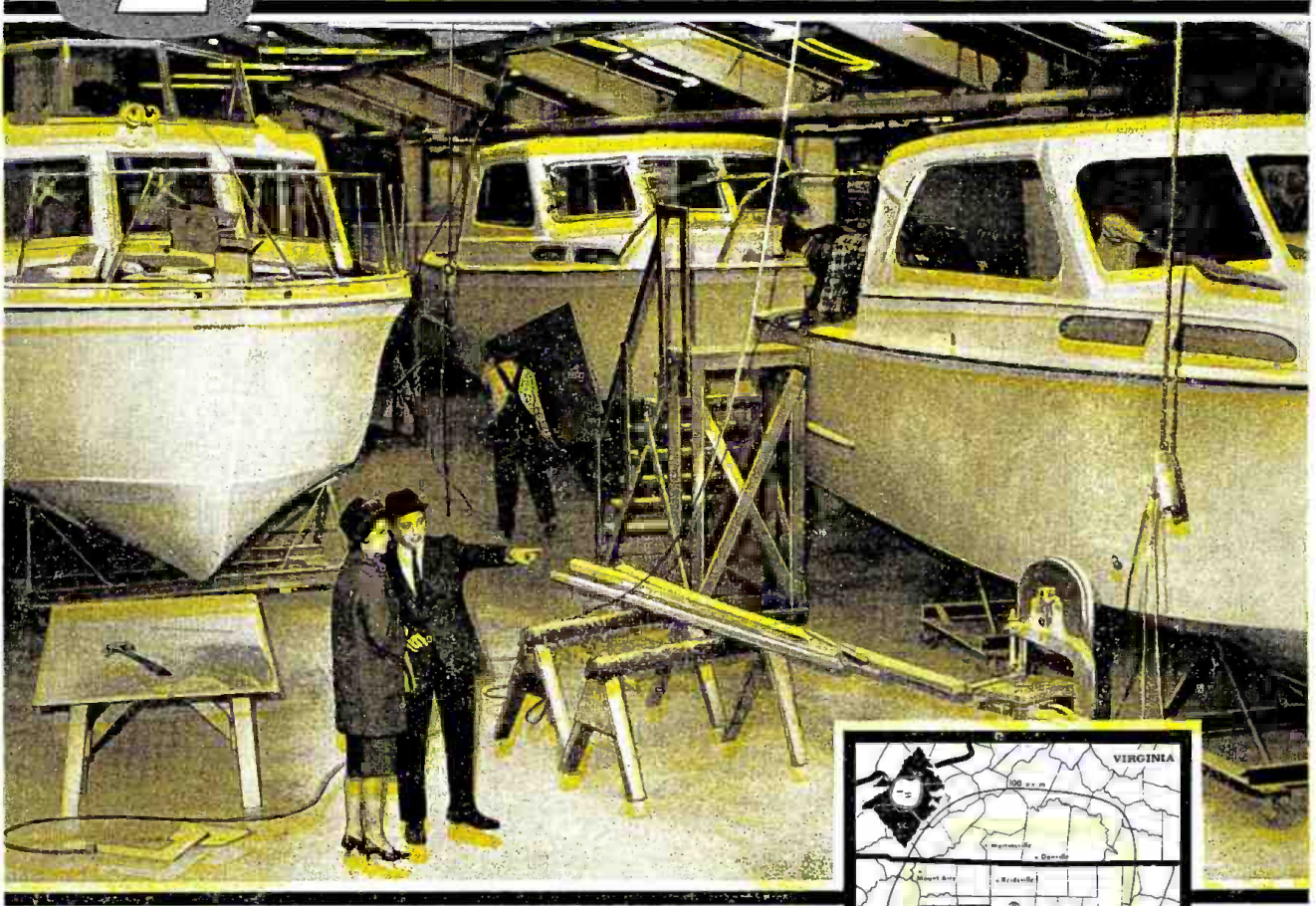
William Rivkin, ambassador to Luxembourg, and former attorney for McLendon Corp., will appear in behalf of McLendon at FCC's investigation of WYNR Chicago programming.

Ambassador Rivkin will testify at Friday (May 10) hearing to be held in Washington. Hearing was moved last week from Chicago, where Chief Hearing Examiner James D. Cunningham originally conducted investigation (BROADCASTING, April 29).



in

HIGH POINT



Built for the high seas in High Point . . . 200 miles from the ocean! WFMY-TV's John McMullen and wife see why the nation's largest mass producer of fiber-glass hulled yachts chooses to build in this Piedmont North Carolina city. As the center of the greatest concentration of furniture manufacturing in the world, High Point affords the craftsmen, fine woods and fabric to meet the demands of a variety of industries. A famous furniture capital with 92 furniture factories and a mammoth exposition building covering 23 acres . . . a leading textile center . . . home of the world's largest commercial still-photo studio and the huge bureau serving as state Junior Chamber of Commerce headquarters . . . this is High Point, selected by the National Municipal League and Look Magazine as a "1962 All-America city." High Point, Greensboro and Winston-Salem form the largest metro tv market in the Carolinas, the heart of the 51 county area served by another see-worthy performer, WFMY-TV.



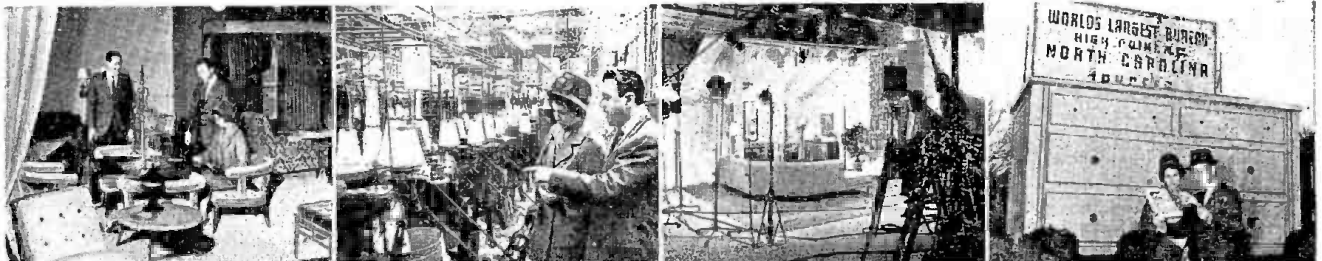
wfmy-tv

GREENSBORO, N. C.

"Now in Our 14th Year Of Service"



Represented nationally by Harrington, Righter & Parsons, Inc.



SERVING THE LARGEST METROPOLITAN TV MARKET IN THE CAROLINAS

BROADCASTING, May 6, 1963



Good-Cheer Leader

You might call Mitch Miller "the man with the happy arms." But it's also true that the same viewers who are so familiar with song-leader Mitch's "cheerful" arms and hands never quite know what's up his sleeve.

It's this element of surprise—along, of course, with the show's solid musical and visual values—that will make "Sing Along with Mitch" so worthy an ingredient in NBC-TV's Fall line-up.

During the current season, the program's most talked-about "little-innovation" has been its practice of planting a celebrity among its 25 male choristers in the concluding, lyrics-on-screen segment of each show.

The celebrity is not identified (nor is the "bit" even referred to on the air). Viewers who "think" they've spotted such unlikely choristers as Sir Cedric Hardwicke, Walter Slezak or Milton Berle simply have to go on wondering.

Next season's "Sing Along with Mitch" audi-



ences can look forward to additional surprises—which we have no intention of tipping here. But among the new “regular” features will be the appearances of guest choral groups from all over the nation and solo performances by young, outstanding musicians (professional) making their television debuts.

Back again, naturally, will be Mitch himself; the Sing Along Gang; soloists like Leslie Uggams, Bob McGrath and Victor Griffin; the 10 lovely girl dancers; and the rest of the beguiling company

that's made this weekly color series a national favorite for two seasons.

Come Autumn, “Sing Along with Mitch” (which is moving to Monday nights) will be the singingest part of a varied NBC-TV roster that includes the front-rank drama of “The Richard Boone Show”; the news treatments of the expanded “Huntley-Brinkley Report”; and the buoyant comedy of Imogene Coca’s “Grindl.” We don’t believe there’s ever been a more attractive schedule.



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

NORMAN & NORMAN Inc.

**BROKERS
ANALYSTS
APPRAISERS
CONSULTANTS**

**MAIN OFFICE
NOW IN
DES MOINES**

**1800 WATROUS AVE.
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\$1.11

an hour **STAFFS YOUR
STATION** with IGM SIMPLIMATION

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder. "The Sound of Money."

IGM SIMPLIMATION,

P. O. Box 943, Bellingham, Washington.

DATEBOOK

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

*Indicates first or revised listing

MAY

May 5-7—Television Programing Conference annual meeting (formerly SWAPDT). Royal Orleans hotel, New Orleans. Speakers include: FCC Commissioner Kenneth Cox. Washington; Lynwood King, NBC, New York; Pamela Hott, 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 LAAW'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.

May 6-7—Fifth annual meeting of Council on Medical Television of the Institute for Advancement of Medical Communication. National Institutes of Health, Bethesda, Md.

May 6-7—Internal Revenue Service hearing on proposed regulations on deductibility of travel, entertainment and gift expenses. Auditorium, Department of Health, Education and Welfare, Washington.

May 6-8—Spring meeting of Kentucky Broadcasters Association, Louisville Sheraton hotel. FCC Commissioner Robert T. Bartley and John F. Box Jr., managing director of the Balaban Station, will speak.

*May 7—Luncheon meeting of the Advertising Club of Metropolitan Washington, 12:30. Presidential Arms. Guest speaker is Representative Oren Harris (D-Ark.).

May 7—Annual RCA stockholders' meeting, 30 Rockefeller Plaza, New York City.

*May 7—Sales Executive Club luncheon features A. C. Nielsen Jr., president of A. C. Nielsen Co., as its speaker. Hotel Roosevelt, New York, 12:25 p.m.

*May 7—Annual advertising awards luncheon of Chicago chapter of Station Representatives Association, 12 noon, Guild Hall, Ambassador West.

May 7-9—Electronic Components Conference, International Inn, Washington. The conference will be opened with a keynote address by Dr. James H. Gardner, deputy director of defense research and engineering. D. Brainerd Holmes, director of manned space flights, NASA, will be 8 p.m. banquet speaker May 8.

*May 8—Advertising Club of Greater Miami, Du Pont Plaza hotel, Miami, Fla., on subject "What's with Ratings," at 6:30 p.m. Panelists: Blair Vedder, vice president and media director at Needham, Louis & Brorby; Ralph Crutchfield, station sales manager for American Research Bureau, and Murry Woroner, station manager of WAME Miami. Moderator: Bill Brazzil, vice president in charge of sales for Wometco TV stations.

*May 8-10—Forty-first annual convention of Public Utilities Advertising Association, International Inn, Tampa, Fla.

May 8-11—Annual convention of the Montana Broadcasters Association, Bozeman.

May 9—Annual stockholders meeting. Reeves Broadcasting & Development Corp., New York.

May 9—Meeting of the scientific section of Toilet Goods Association, Sert Room, Waldorf-Astoria hotel, New York City.

May 9-10—Chesapeake AP Broadcasters Association, Sheraton-Belvedere, Baltimore.

*May 9-10—CBS-TV Affiliates meeting in New York. All events will be held at Waldorf-Astoria except for one—the opening session will be at the Trans-Lux Theatre at 52nd and Lexington Avenue, where scenes from next fall's shows will be shown.

May 9-11—Second annual convention of North American Broadcasters Idea Bank, Holiday Inn, Danville, Va.

May 10—Effective date for new FCC rule allowing automatic logging and requiring daily, five-times-a-week inspection of transmitting facilities of AM-FM stations.

May 10-11—Annual convention of Kansas Association of Radio Broadcasters, Lawrence. Speakers include: Dr. James A. McCain, president of Kansas State University; Carle E. Bolle, National Fidelity Life Insurance Co., Kansas City; former District Judge Joseph M. McDonald of Denver, who presided at the John Gilbert Graham murder trial, and Lee Fondren, general manager of KLZ Denver.

*May 10-11—Ninth District Convention of the Advertising Federation of America, Indian Hills Inn, Omaha. Among the speakers are Mark Cooper, AFA president; Mel Blanc, president of Mel Blanc Associates, Hollywood; Jack Baxter, senior vice president-creative director of Post-Keys-Gardner, and Cleo Hovel, vice president of Leo Burnett Co.

*May 10-11—University of Wisconsin Journalism Institute's advertising seminar, Madison. Speakers include: Dr. Ithiel de Sola Poole, Simulmatics Corp., New York, "What Do Simulation and Linear Programming Offer Media Buyers?"; Pierre Martineau, Chicago Tribune, "What Do the Mass Media Mean to Their Audiences?"; Vernon Royster, Wall Street Journal, "The News Philosophy of the Wall Street Journal," and Dr. Donald Kanter, Tatham-Laird, Chicago, "What Contributions Can Communication Theory Make in the Evaluation of Advertising Media?"

*May 10-12—Spring conference of Second District of Advertising Federation of America, The Inn, Buck Hill Falls, Pa. Keynote speakers include Theodore E. Callis, Dow Jones & Co.; Mark F. Cooper, AFA president; and John P. Cunningham, Cunningham & Walsh.

*May 11—California AP Radio-TV Association's annual meeting at 10 p.m., Charter House, Anaheim, Calif.

*May 13—Hollywood Ad Club luncheon

TVB SALES CLINICS

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

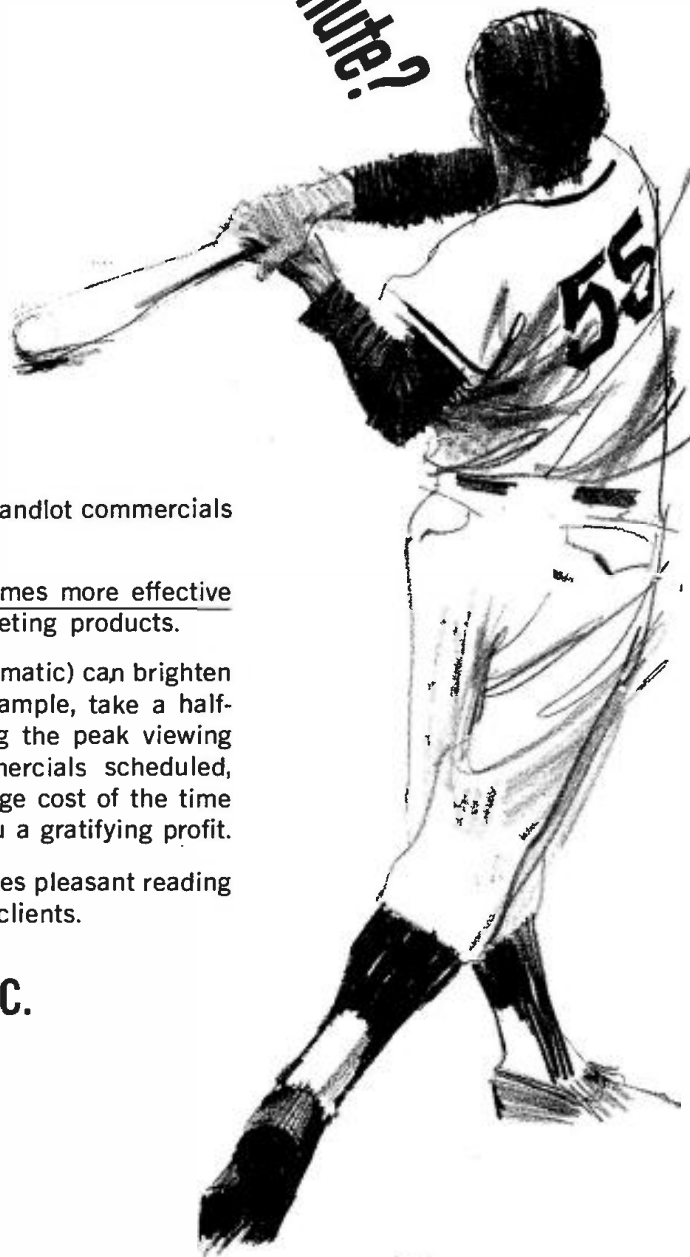
May 13—Tulsa; Binghamton, N. Y.; Nashville; Lincoln, Neb. May 14—Utica, N. Y.; Omaha. May 15—Houston; Evansville, Ind. May 16—Rochester, N. Y.; Sioux City, Iowa. May 17—Lake Charles, La.; Buffalo; Louisville, Ky.; Sioux Falls, S. D.

May 20—Providence, R. I.; Cleveland; Milwaukee; Terre Haute, Ind. May 21—Indianapolis. May 22—Portland, Me.; Toledo, Ohio; La Crosse, Wis. May 23—Cincinnati. May 24—Bangor, Me.; Detroit; Rockford, Ill.; Wheeling, W. Va.

May 27—Burlington, Vt. May 29—Albany, N. Y. May 31—Springfield, Mass.

June 3—Boise, Idaho; Abilene, Tex.; Minneapolis. June 4—Duluth, Minn. June 5—Seattle; Odessa, Tex. June 6—Fargo, N. D. June 7—Portland, Ore.; El Paso, Tex.; Bismarck, N. D.

What is the batting average of your \$38,000 minute?



As in baseball, there are far more sandlot commercials than big leaguers.

Some commercials can be forty times more effective than other commercials for competing products.

Swings like this (and some less dramatic) can brighten your television arithmetic. For example, take a half-hour evening network show during the peak viewing season. If you have three commercials scheduled, each must return its \$38,000 average cost of the time and talent. Then go on to give you a gratifying profit.

This is our goal. Getting there makes pleasant reading on the income statements of our clients.

N. W. AYER & SON, INC.

The Commercial is the Payoff

NOTHING LIKE IT IN BROADCASTING—
anywhere • anytime
anyhow!

"50-50 CLUB"

in color

on **WLW TV**
and **WLW Radio**
12 NOON-1:30 MON. thru FRI.



*the show with
the Lyons share of
sponsors and mail!*

Ruth Lyons sponsors are among the happiest people in the world. And they stay happy for years. Prime proof of the pudding! Nu-Maid Margarine has been on the show for 21 years; Fels soap products and Folgers Coffee for 11 years; Frigidaire for 5 years. And the list goes on and on.

A big part of Ruth's 1,726,000 pieces of mail last year was her fabulously successful Telephone Exchanges for various sponsors with valuable prizes. Even though audience was not required to send in sponsors' labels, an overwhelming 98% did!

need we say more?

CROSLY COLOR TV NETWORK

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

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLY BROADCASTING CORPORATION
a subsidiary of *Arco*

meeting 12 noon at Hollywood Roosevelt. Radio Day with Maurie Webster, vice president, CBS Radio Spot Sales, New York, speaking on "New Creative Dimensions in Radio." Bob Sutton, VP and general manager of KNX Los Angeles, is chairman.

*May 13—1963 Emmy Awards dinner, Great Hall, Pick-Congress hotel, Chicago. Awards program will be televised by WNBQ (TV) Chicago from 9:30-10 p.m.

*May 13-15—NAEB national conference on Instructional Broadcasting, University of Illinois, Urbana. Participants will observe how instructional television is used at the university, and visit the Urbana public schools to see the reception and use of Midwest Program on Airborne Television Instruction programs.

*May 14—Annual stockholders meeting, Metromedia Inc., New York.

*May 14—Annual stockholders meeting, Macfadden-Bartell Corp., Milwaukee.

*May 15—Membership meeting of Radio, TV, Recording, and Advertising Charities of Hollywood, 12 noon, Continental hotel.

*May 15—Annual stockholders meeting, The Outlet Co. (WJAR-AM-TV Providence, R.I.), Providence, R. I.

*May 15—Catholic Apostolate of Radio, TV and Advertising, "spring fiesta" at Starlight Roof, Waldorf Astoria hotel, New York, 6-11 p.m. Fashion show, cocktails, buffet supper and dancing. Co-chairmen: Martha Palmer, public relations consultant; John McArdle, vice president and general manager, WNEW-TV New York, and Jane Huntley, Compton Adv., chairman of ticket committee.

*May 16—FCC deadline for reply comments in proposed rulemaking to allow daytime radio stations to go on the air at 6 a.m. or sunrise, whichever is earlier.

*May 16-17—Annual spring meeting of Ohio Association of Broadcasters, French Lick-Sheraton hotel, French Lick, Ind. Reggie Martin, vice president and general manager of WSPD-AM-FM Toledo, is conference chairman.

May 16-18—Western States Advertising Agencies Association annual conference, Riviera hotel, Palm Springs, Calif.

May 16-18—Iowa Broadcasters Association annual meeting, Sheraton-Warrior hotel, Sioux City.

*May 17—Iowa AP Radio-TV News Association, in conjunction with the Iowa-Nebraska Broadcasters meeting at the Sheraton-Warrior hotel, Sioux City.

*May 17—South Dakota AP Broadcasters Association, Cataract hotel, Sioux Falls.

*May 17-18—Seminar on Educational Television by University of Wichita, in cooperation with the Wichita Board of Education. Principal speaker will be Charles A. Siepmann, chairman of Department of Communications in Education, New York University. Further information, write Richard J. Meyer, director of educational television, University of Wichita, Wichita 8, Kan.

May 17-18—Iowa Radio News Directors Association annual meeting, Sheraton-Warrior hotel, Sioux City.

May 17-19—Louisiana-Mississippi AP Broadcasters meeting, Lafayette, La.

May 18—Florida AP Broadcasters annual meeting, Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a luncheon, afternoon tour of Cape Canaveral and an awards dinner at night.

*May 19-21—Pennsylvania Association of Broadcasters convention, Pennsylvania State University, University Park, Pa. Speakers include: LeRoy Collins, NAB president; Eric Walker, president of Pennsylvania State University; Honorable William W. Scranton, governor of the Commonwealth of Pennsylvania; Edmund Bunker, RAB president; and William Kaland, Westinghouse Broadcasting Co.

May 19-21—Association of National Advertisers meeting, Waldorf-Astoria, New York.

May 20—Georgia Radio Day, Atlanta Advertising Club, Atlanta.

*May 20—Composers and Lyricists Guild of America, western branch, annual dinner at Sportsman's Lodge, North Hollywood, Calif.

*May 20—Southern California Broadcasters Association annual "whinging" at Lakeside Country Club, Burbank, Calif. Ed Lytle of KFI and Ed Loveton of KFAC (both Los Angeles) are co-chairmen of the stag event, golf followed by dinner.

*May 20—Fifty-seventh annual Boys' Clubs of America convention, Toledo, Ohio. Key-note speaker is LeRoy Collins, president of National Association of Broadcasters.

May 20-22—Electronics Parts Distributors Show, Conrad Hilton, Chicago.

*May 21—Annual stockholders meeting, 20th Century-Fox Film Corp., New York.

*May 21—Annual stockholders meeting, American Broadcasting-Paramount Theatres Inc., New York.

*May 21—Kiwanis Club of Hazleton (Pa.), Altamont hotel. Robert F. Hurleigh, president of Mutual Broadcasting System, will speak. His remarks will be broadcast on WAZL, MBS affiliate in Hazleton.

May 22—Annual spring managers meeting, New Jersey Broadcasters Association, Rutgers University, New Brunswick, N. J.

*May 22—Advertising Club of Wilkes-Barre (Pa.), Sterling hotel. Robert F. Hurleigh, president of Mutual Broadcasting System, will speak.

*May 24—Annual dinner for President Kennedy, White House Correspondents Association and White House News Photographers Association, Sheraton-Park, Washington.

*May 24—Deadline for comments on FCC proposal to bar applications under multiple ownership rules unless applicant first disposes of one interest.

*May 25—Meeting of UPI Broadcasters of Wisconsin, County Stadium, Milwaukee.

May 26—Academy of Television Arts & Sciences, "Emmy" awards telecast. NBC-TV, 10-11:30 p.m. EDT.

*May 27—Hollywood Ad Club luncheon 12 noon at Hollywood Roosevelt. Jack Samuels, director of marketing, Lucky Lager Brewing Co., San Francisco, will speak. Jack O'Mara, western manager for Television Bureau of Advertising, is chairman.

*May 27-29—15th annual conference of International Advertising Association, Stockholm, Sweden. Theme is "How to Sell in World Markets." Among the speakers are: Sherwood Dodge, vice president of Colgate-Palmolive Co., "Advertising's Role in the Engineering of Preference"; William Belson, director of survey research unit at London School of Economics and Political Science, "Recent Progress in Audience Measurement"; and Alfred W. de Jonge, vice president for international operations of Bentonies Abroad—the Leaders of the Led," and cles Abroad—the Leaders of the Led," and Leonard H. Lavin, president of Alberto-Culver Co., Melrose Park, Ill.

*May 30-June 1—Texas AP Broadcasters, Jack Tar hotel, Galveston.

JUNE

June 1—UPI Broadcasters of Illinois, Hotel Jefferson, Peoria.

*June 3—Hollywood Ad Club luncheon at the Hollywood Roosevelt, 12 noon. Max Factor, founder of the cosmetic firm bearing his name, will receive the club's Founder's award. Marvin L. Mann, director of advertising for Max Factor & Co., will be program chairman.

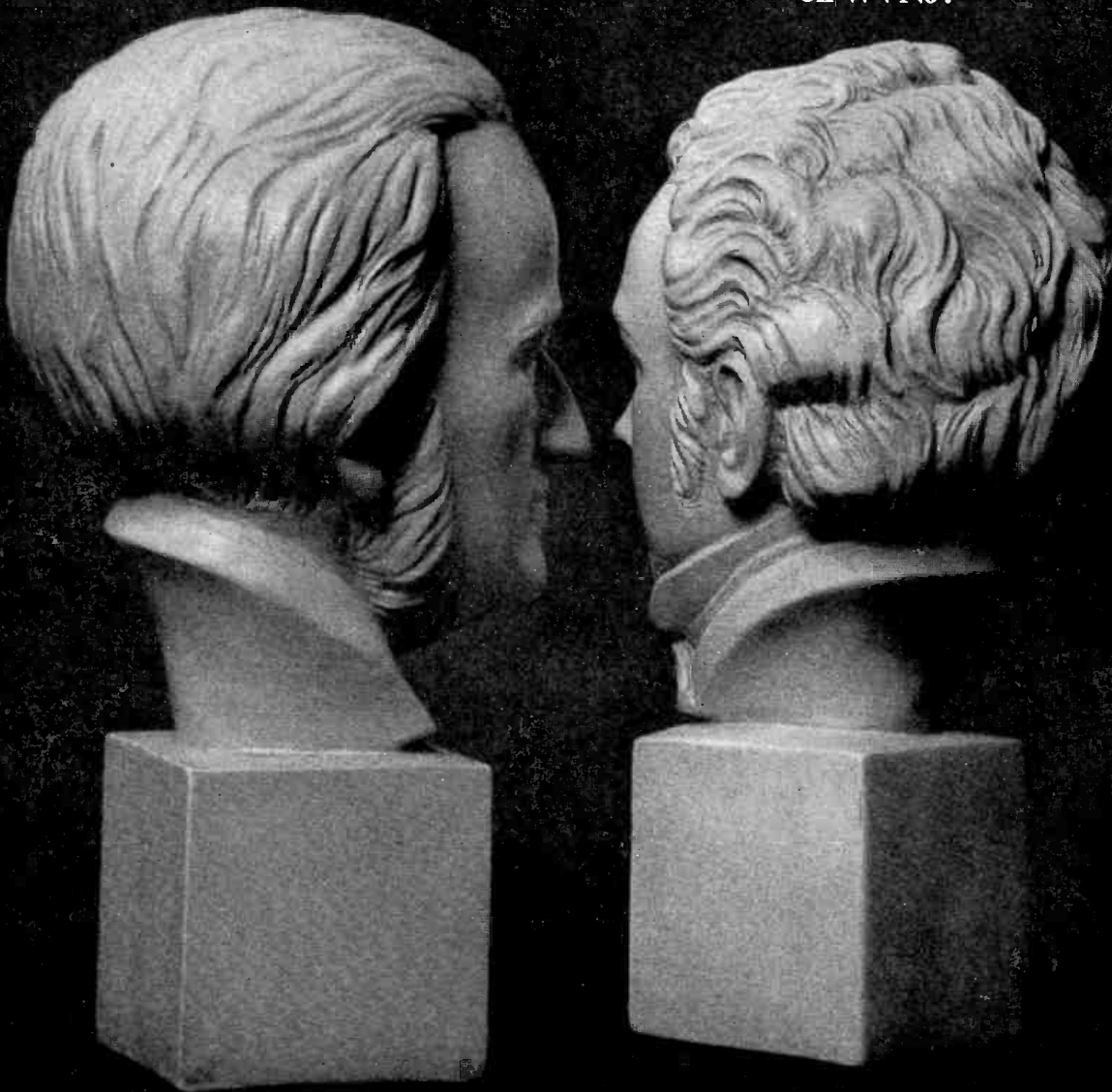
June 4—Board of Broadcast Governors hearing, Ottawa.

*June 4-6—National Visual Presentation Association, Hotel Commodore, New York.

*June 4-6—Annual convention and exhibition of Armed Forces Communications & Electronics Association, Sheraton-Park hotel, Washington.

Oscar, do you
know that
**The Bolling
Company**
was appointed
national sales
representative*
for **WVNJ**
serving metropolitan
New York,
effective immediately.

Of course,
but hush,
Lorenz.
I'm listening to
**Great Albums
of Music
on WVNJ!**



*except New York and Detroit

New York/Chicago/Atlanta/Boston/Dallas/Denver/Detroit/Kansas City
Los Angeles/Memphis/Minneapolis/Philadelphia/St. Louis/San Francisco

THE **bollling** co.



In Pittsburgh, **WON + WON = 11**



WIIC's Caley Augustine repeat winner of the NBC Promotion Managers Award

Caley Augustine has won it again! For the second year in succession (third time in four years) WIIC's dynamic Director of Public Relations and Promotion has captured first place* in the NBC Promotion Managers' Awards Campaign. We thank the judges for again recognizing WIIC as NBC's top promotional station.

If you're interested in promoting your product in the big Pittsburgh market, let WIIC help put you in first place, too. *Over \$700 category.

CHANNEL 11 ^{NB}
WIIC Pittsburgh's promotion-minded station

Represented nationally by Blair-TV

United Press International
Facsimile Newspictures and
United Press Movietone Newfilm
Build Ratings



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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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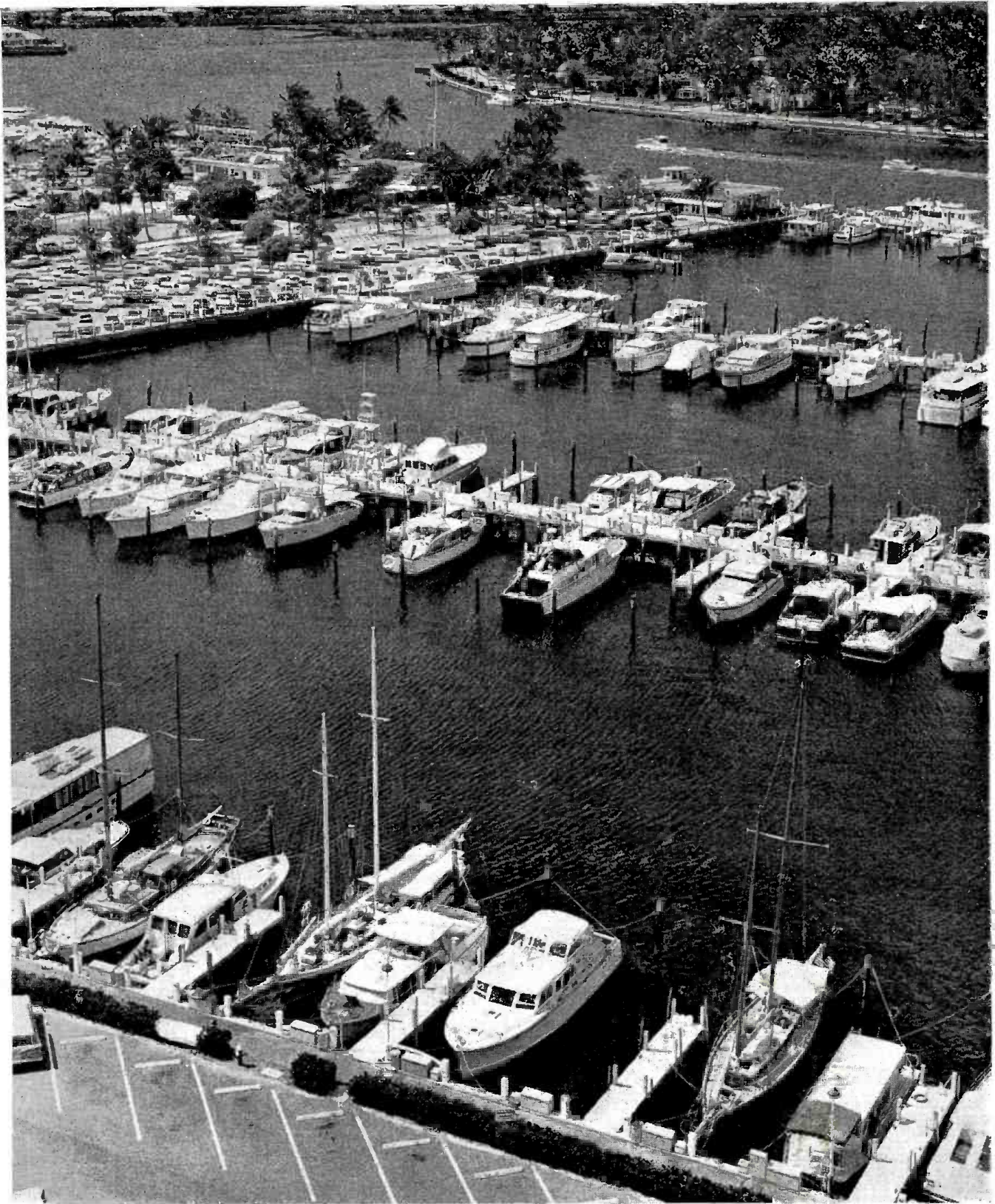
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TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

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BROADCASTING, May 6, 1963



Only the sunshine covers South Florida better than WTVJ



South Florida's Largest Daily Circulation

WTVJ



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.



WTVJ
WLOS-TV

KV S-TV
WFGA-TV
(Affiliate)

FOR
EARLY EVENING : LATE AFTERNOON
AUDIENCES

157 HALF-HOURS

BACHELOR
FATHER JOHN
FORSYTHE

STARRING

5-YEAR PROVEN AUDIENCE
COMPOSITION:

28%.....MEN
31%.....WOMEN
11%.....TEEN-AGERS
30%.....CHILDREN

234 HALF-HOURS

LEAVE
IT TO
BEAVER

6-YEAR PROVEN AUDIENCE
COMPOSITION:

23%...MEN
35%...WOMEN
12%...TEEN-AGERS
30%...CHILDREN

STARRING
HUGH BEAUMONT
BARBARA
BILLINGSLEY
TONY DOW
 AND
JERRY MATHERS
 AS
"BEAVER"



NOREEN
CORCORAN
 AND
SAMMEE
TONG

'BEAVER' FIRST SALES

STATION	MARKET	STATION	MARKET	STATION	MARKET
WQJ-TV	Ames	WKBT	La Crosse	KMSP-TV	Minneapolis
WJW-TV	Cleveland	WGAL-TV	Lancaster	WCBS-TV	New York
WJBR-TV	Detroit	KTLA	Los Angeles	WOW-TV	Omaha
KTRG-TV	Honolulu	WISN-TV	Milwaukee	WDBO-TV	Orlando

'BACHELOR' FIRST SALES

STATION	MARKET	STATION	MARKET	STATION	MARKET
WXYZ-TV	Detroit	WTCN-TV	Minneapolis	KCRA-TV	Sacramento
WAGA-TV	Atlanta	KNOE-TV	Monroe	WBOC-TV	Salisbury
KTBC-TV	Austin (Tex.)	WNEC-TV	New York	KNTV	San Jose
WGR-TV	Buffalo	WBOS-TV	Orlando	KIRO-TV	Seattle
WCIV	Charleston (S.C.)	WRCV-TV	Philadelphia	KLY-TV	Spokane
WNBQ	Chicago	KPHO-TV	Phoenix	WMAL-TV	Washington, D.C.
WJW-TV	Cleveland	KOAM-TV	Pittsburg (Kan.)	WBRE-TV	Wilkes-Barre-Scranton
WBNS-TV	Columbus (O.)	KNBC	Los Angeles		
WOC-TV	Davenport	WISN-TV	Milwaukee		

WJW-TV, Storer Broadcasting Co.'s CBS affiliate in Cleveland, first to plan 'Beaver' and 'Bachelor' back to back, 4:30-5:30 P.M.



GLITTER !! VIEWPOINT

OPEN MIKE ®



FIRST STATION . . . TO TELECAST THE GLITTER AND GLAMOUR OF THE MISS VIRGINIA PAGEANT TO A STATE-WIDE AUDIENCE . . .



FIRST STATION . . . IN VIRGINIA TO EXPRESS OUR VIEWPOINT ON CURRENT AFFAIRS THROUGH REGULARLY SCHEDULED TV EDITORIALS . . .

TWO SALIENT REASONS WHY THE PEOPLE IN THE 325,600 TV HOMES* THAT MAKE UP VIRGINIA'S NO.1 TV MARKET VIEW WSLs-TV FIRST !!

* Source - Television Magazine

WSLS-TV ^{NB} ROANOKE, VA.

K THE KATZ AGENCY, INC.
National Representatives

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

Radio-TV must be 'nuts'

EDITOR: I think we in the broadcasting industry must be nuts. While we struggle for equal access to the courtrooms, fight for comparable tax treatment with our print media friends, while we are burdened with more and more FCC regulations and while we struggle for that same advertising dollar, we take time out to pat the newspaper boys on the back.

What I am referring to is the New York newspaper strike which claimed about as much wire time, TV and network radio news time as did the troubles in Laos, Cuba, Berlin and all the other "hard" news stories. One network went so far as to mention on their TV newscasts "that during the newspaper strike,—has added—men to its news staff at a cost of \$—." This is a public admittance that we in broadcasting have been doing less than complete and ample news coverage in the past, that we have been, in a way, forced to do it now and that we don't care to do it unless we have to in the future. How much better it would have been if the network concerned had just made the improvements, said nothing and let the results speak for themselves.

We get 75 cents of the local advertising dollar and don't pat the newspapers on the back. We have proven that radio news coverage is superior in most cases. . . If the fellows up the line would adopt a similar attitude, the regional and national revenue for all radio and TV stations would be increased. *C. Curtis Sigmon, manager and vice president, WYCL York, S. C.*

FCC was not there

EDITOR: . . . On page 86 of the April 8 issue, the article [describing equipment exhibited at the NAB convention] indicated that we flew FCC representatives and broadcast consultants to Cedar Rapids for a symposium. We did bring engineering consultants, but there were no FCC representatives either invited or present.—*A. Prose Walker, Collins Radio Company, Cedar Rapids, Iowa.*

Wronged by a release

EDITOR: In your April 8 issue, page 39, you stated Plumrose Inc. has appointed Crestwood Advertising as its advertising and publicity agency.

Crestwood will handle only publicity for Plumrose. The advertising will continue to be the responsibility of Croot & Accola Inc., formerly Croot & Brant.

. . . Admittedly, the release sent out by Crestwood was somewhat ambiguous.—*A. J. Accola Jr., Croot & Accola, New York City.*

Why not put \$4 million behind your commercial (without paying a cent extra)

So begins the sales pitch of one of our more ebullient salesmen. And you must admit, it's a good way to call attention to the size and scope of WFAA's facilities.

Two years ago we invested \$4 million, give or take a few thousand, in our new operations headquarters. And for a purpose. Communications Center was designed to be the pace setter for all Southwest broadcasting. And this it became... with the best facilities for everything: programming, sales, continuity, production, promotion, and even traffic. It meant installing the finest equipment. (The personnel to utilize it we already had!)

This was money well spent to our way of thinking. And if you've run a schedule with us recently, you'll agree. Because in one way or another you feel the weight of these dollars everytime your commercial is aired on the station.

You feel it in the efficient handling of your schedule... in the superb production... in the creative, practical merchandising. You feel it in the responsiveness of a loyal audience that knows it can depend upon WFAA for quality programming.

To us, the pursuit of excellence is never a gamble. It's a blue chip investment. No doubt you agree, so phone your Petryman today.



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

Sports fan's loyalty transferred to sponsor's product

Sports fans are a strange breed. They are most vociferous in expressing their likes and dislikes and as changeable as an American actress starring in an Egyptian story made in Rome.

Yet they possess one innate quality which, when recognized, can be a major factor in assisting an advertising agency in determining the best way to promote a client's product.

That quality is loyalty. It's not the same loyalty as that of a Nathan Hale, but rather a strangely incongruous blend of proprietary interest, emotional involvement, and just plain enjoyment.

Fans Are Loyal ■ Perhaps the best way in which this loyalty can be illustrated is in the hard, proven fact of the so-called home team advantage. Certain athletes and teams have the faculty of responding to the cheers of an excited throng, and this fact has long been recognized by the gentlemen who are willing to test your willingness to back up faith in the ability of a team with the fruits of your financial harvest.

There's another aspect of this loyalty, however, which is far more important to those of us in the advertising industry. That is the appreciation which sports fans have for the companies which make it possible for them to enjoy spectacular events. If you don't think these people *do* buy the sponsor's products, you're missing out on a fact of life which has been subscribed to by leading companies.

It's Got To Be Live ■ However, there is one disclaimer. Sports programs which are live attract tremendous audiences and outstanding sales results. On the other hand, filmed or otherwise canned shows just don't rate this kind of loyalty. Perhaps it's the lack of excitement and the air of immediacy . . . but it's just not the same.

Back in the winter of 1955, the Union Oil Co. made its first venture in the sports programming field by sponsorship of the feature race each Saturday during the Santa Anita race track meeting. The success of the sponsorship of this racing meet can be illustrated by the fact that the Santa Anita meeting has been a regular part of the Union Oil Co. sponsorship program ever since. Additionally, the same thing has been done with the Hollywood Park meeting since 1957.

Something For Everyone ■ From that somewhat uncertain beginning in sports, the radio and television program developed for Union Oil has mushroomed. To date it now includes sponsorship of the Pacific Southwest Tennis Tournament, Los Angeles Dodger base-

ball games (on both radio and TV), five Pacific Coast League baseball teams, the Los Angeles Blades and San Francisco Seals hockey teams, San Diego Charger football, University of Washington and Oregon State football and basketball, and an off-baseball season Vin Scully commentary program. Mr. Scully, the head announcer of the Dodgers, has had off-season identification with the sponsor since 1959.

That's quite a package. However, its success has been proven time and again through sales results. The loyalty of the sports fan just can't be questioned. This can sometimes be even more noticeable on a regional program such as the one carried out by Union. There's something for everybody, with the emphasis naturally in the key areas.

We've found out that most sports fans are just that: They're enthusiastic about sports. Sure, they might prefer baseball above everything, but they're not about to pass up a good hockey game—or a top college football contest if it's available to them. And they don't blame the sponsor if the home team doesn't win.

There weren't too many happy people in Los Angeles in early October of 1962, following the final Dodger play-off game against the San Francisco Giants. However, you can bet your life there were millions of people who appreciated the opportunity of looking in on that thriller, regardless of the game's outcome.

When you have great athletes such as Willie Mays, Don Drysdale and Maury Wills brought right into your living room . . . when you can watch the slam-bang of hockey . . . see the spectacle of top-flight amateur tennis . . . and watch the pulsing drama of the stretch run at the magnificent Southern California headquarters for improving the breed . . . you're being given an

opportunity which is not available through any other medium.

Radio, Too ■ And, radio's staccato delivery, detailing the spine-tingling suspense of a college football cliff-hanger, or a ball game with the home club trailing by three, with bases loaded, two out in the ninth and the pitcher due next at bat, are a part of our American way.

Naturally, when devising a comprehensive advertising program, you must take into consideration a number of other areas. But here again, your solid sports identification provides outlets not ordinarily available, and merchandising techniques which reach throughout the entire family.

Kids And Moms ■ If you don't think a lot of juniors brought a lot of dads into Union Oil stations to "fill 'er up," and, also, pick up the latest Dodger portrait, you probably have also stopped believing in Santa Claus.

Well, what about the women who drive cars, you ask. They aren't sports bugs and couldn't care less about watching or listening to events which are broadcast, you say. Maybe that was true 10 or 20 years ago, but such is not the case today. Right now mom is often perhaps even more enthusiastic about sports events than the old man. Just ask Walter O'Malley about his ladies' night attendance.

We believe that the fans who listen to our broadcasts, be they male or female, know who the sponsor is. This, in itself, is an accomplishment. Furthermore, they know what product the sponsor dispenses, and they have shown a willingness to use that product.

Of course the fact that the product is an outstanding one must be assumed. Because we're realistic enough to know that without an outstanding product the loyalty we have built up in the sports fans over the years could never have come about.



Jack W. Smock entered the advertising business in 1938 with Lord & Thomas, predecessor agency to Foote, Cone & Belding. He remained with FC&B until 1953, when he was named to head the Young & Rubicam office in Los Angeles, a position he retained until the formation of Smock, Debnam & Waddell in 1962. A former Southern California council and western region chairman of the American Association of Advertising Agencies, he is a University of Wisconsin graduate.

You can't cover Indianapolis with Indianapolis TV!

**The Indianapolis Market, we mean!*

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. Greatly expanded Indiana reach
2. Effective and complete coverage of Indiana's two top TV markets
3. Greatly improved overall cost efficiency

So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

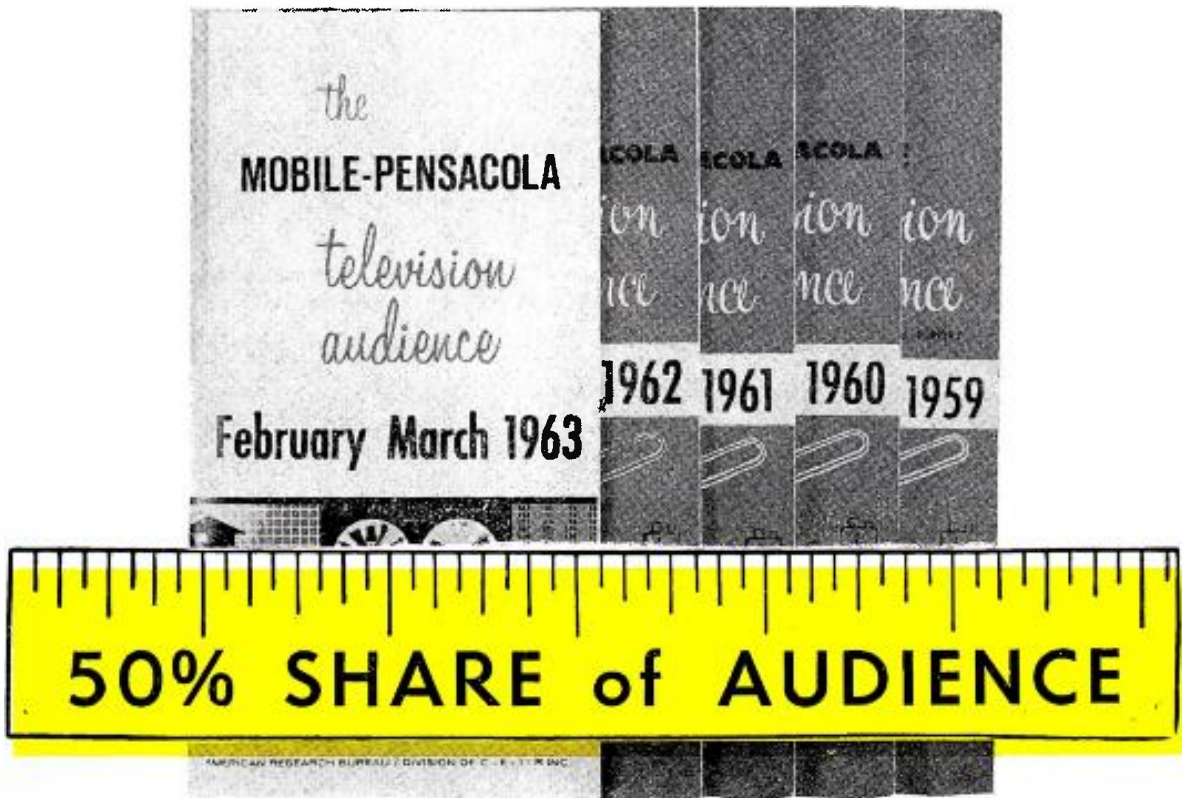
**An affiliate of WTHI AM & FM*



**WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station *
(March 1962 ARB)**

*except Indianapolis

NO OTHER STATION CAN MAKE THIS STATEMENT 5 CONSECUTIVE YEARS



Exception To The Rule

WKRG-TV — Mobile — Pensacola

has averaged 50% or more share of audience in every March ARB measurement since 1959, from 9 a.m. to midnight.*



Represented by H-R Television, Inc.
or call

C. P. PERSONS, Jr., General Manager



*3 station VHF market.

BUYERS SMILE ON SMALLER MARKETS

- Spot TV sales volume reflects changes in buying strategy
- All size markets show total sales well ahead of last year
- Most stations expect spot gains to continue throughout 1963

Spot television business is cresting to a record for this time of year, with small and medium-market stations getting an uncommonly big share of the gains.

The unusually heavy volume of business evident in reports from outside the big markets was construed as reflecting revisions in national advertisers' buying strategy as well as generally stepped-up local business.

In markets of all sizes, eight out of ten stations (80.7%) reporting in BROADCASTING's annual Spring TV spot business survey, completed last week, said their national advertising volume currently is ahead of its mark a year ago. Where they gave estimates, the increases ranged as high as 50% and averaged 17%.

A little more than one out of ten (12.5%) showed declines in volume as compared to a year ago. These averaged 10.6% among stations that reported the extent of their drop-offs. Somewhat less than one station in ten (6.8%) said spot business now is holding even with the pace a year ago, when spot billing was in the midst of a strong rise from its levels of the preceding spring.

Optimistic View ■ A majority of the stations willing to venture a forecast said they expected the current advances

to continue and give them gains variously estimated at 5 to 40 or 50% for the full year. Some, more cautious, warned that unforeseen forces may slow or stall the currently rising cycle, and a few reported that, although their business was up now, there was enough instability to make them wary about the outlook for later in the year.

The most striking finding in the survey, however, was the strong showing among stations in small and medium-sized markets. The trend among many national advertisers, increasingly evident in prior studies, has been to concentrate their money in big markets.

The current survey indicates that medium and small markets, as a group, are enjoying a brisk comeback. In virtually all day parts the average station there is more substantially sold out of spot positions than its counterpart in the large markets (see table).

Fewer Availabilities ■ The extent of this resurgence may be gauged by the fact that the average small market station was found to have fewer availabilities open now than during the peak pre-Christmas rush last December. Medium-market stations are often near their December levels. The average big-market station reports substantial business gains compared to a year ago but

has somewhat more positions open now than in December, which is generally regarded as the normal relationship for the two seasons.

A sampling of station representatives buttressed the questionnaire survey's finding that business is considerably better than a year ago, both for television stations generally and for small and medium-market stations specifically.

One explanation advanced for the especially notable upsurge in the smaller markets was that national advertisers may be beginning, for various reasons, to deviate more frequently from the so-called big-market concept and thus expand more often into the smaller ones. It was also noted by many stations that local as well as national business is brisker now than a year ago.

The failure of the average big-market station to match its smaller-market counterpart's record in equalling or exceeding last December's unit sales also was given an explanation. A number of holiday-season advertisers, it was noted, were concentrating in major markets last December but have dropped out to wait for the next holiday push.

Minutes Needed ■ BROADCASTING's survey found that, as in similar studies in the past, one-minute availabilities are in by far the greatest demand among

Television spots sold by market size

Day Part	% 15s & 10-Seconds Sold			% 20-Seconds Sold			% 60-Seconds & Participations Sold		
	Small Markets	Medium Markets	Large Markets	Small Markets	Medium Markets	Large Markets	Small Markets	Medium Markets	Large Markets
Sign-on to noon	34%	34%	30%	33%	34%	29%	52%	54%	47%
Noon-6 p.m.	37	38	34	45	46	40	62	65	63
6-7:30 p.m.	69	73	57	78	80	61	89	86	85
7:30-11 p.m.	70	77	66	80	78	65	86	83	80
After 11 p.m.	32	42	56	28	41	55	43	64	71

Timebuyers looking at this table can get an idea of how hard or easy it will be to find the TV spot availabilities they want at the times and places they prefer. It shows the extent to which spot positions are currently (May 6-10, inclusive) sold out within given day-parts in markets of different sizes. Most striking feature is that in most cases small and medium-size markets show higher sold-out levels than large markets. This departure from prior find-

ings, which normally have shown big markets with fewest availabilities, is attributed both to an apparent tendency among spot advertisers to expand beyond biggest markets, and to increased local sales generally. Figures are averages compiled from data supplied by stations in BROADCASTING's annual Spring spot business survey. Markets with one or two stations were classified as "small"; those with three as "medium"; those with four or more as "large."

agencies and advertisers and in shortest supply at the stations.

There was, however, noticeably more demand for 20-second positions than in the past. But these ranked far behind minutes in both demand and scarcity.

In the small markets (those with one or two stations) 87% of the respondents reported current spot business volume—specifically, sales for the week beginning today (May 6)—running ahead of the pace at this time in 1962. Many stations did not report the extent of their gains, but among those that did the average increase was 14%. In these same markets 13% of the respondents said business was trailing; the average drop-off, where estimates were given, was 9%.

In the medium-sized (three-station) markets, 71% said business was up (by an average of 18.5% where figures were reported); 16% said it was down (12.5% average), and 13% said it was

about even with the level at this time last year.

Big Cities ■ In the larger markets (four or more stations), 89% reported gains (averaging 20% where figures were given); 5.5% said business was off but no significant number specified by how much, and another 5.5% said it was unchanged from a year ago.

Optimism for the full-year 1963, although by no means unanimous, dominated the reports from markets of all sizes. Several small-market broadcasters forecast gains of 5, 10 and even 50% for the year, and similarly bullish outlooks were reported from medium and large markets. In all groups, most of those who expressed an opinion thought the full-year outlook now was brighter than 1962's was a year ago.

A sampling of station representation firms buttressed the stations' reports. Practically 100% of the respondent companies said business is better now than at the same point in 1962, and

among those estimating the extent of the gains the average increase was 18%—almost identical with the stations' estimates.

The representatives stressed, however, that the traditional checkerboard pattern of increases and declines is still evident—that while many markets show gains, a number of others, often for unaccountable reasons, show a slippage. These fluctuations often occur within markets, and may also change from month to month.

One representative, reporting his own business was "going through the ceiling," predicted that spot spending as a whole would be 15 to 20% higher this year than last.

Another ventured that if the TV networks wind up the selling of their fall schedules reasonably soon, both summer and fall should be strong spot-business seasons, whereas a slackening of the network sales pace might contribute to "uneasiness" in spot selling.

Can NAB pull ratings out of the fire?

OTHERS JOIN ITS BUCKET BRIGADE, BUT RAB HAS RESERVATIONS

Broadcasters last week moved a step closer to a basis for agreement on what should be done to solve the problems turned up by the congressional investigation of the ratings services.

With one major exception, the approaches seemed moving toward convergence under the banner of the National Association of Broadcasters, which on Monday sketched "preliminary plans" not basically dissimilar from those proposed by the Television Bureau of Advertising (BROADCASTING,

April 29).

The exception was the Radio Advertising Bureau, which has already initiated a radio research methodology project and which renewed its demand for radio research separate from that for television. The RAB called again for NAB cooperation, but made clear that it was ready to go it alone if necessary.

NAB Proposals ■ The NAB's broad plans, developed by the association's research committee under Donald H. McGannon of Westinghouse Broadcasting, did not seem capable of accommodating the RAB demand without adjustments on one or both sides. With details yet to be worked out, the NAB's plans were announced as:

"Evolution and development of approved minimum criteria and minimum standards for audience measurement services.

"Establishment of a Broadcast Audit Service (BAS).

"Development of a long-range research program to improve methodologies conducted under the direction and aegis of NAB."

Chairman McGannon said that Leroy Collins, president of the NAB, and other NAB representatives would meet shortly with the American Association of Advertising Agencies, the Association of National Advertisers, TvB and RAB "to work out plans for cooperation and support among the various organizations."

TvB authorities indicated a willingness to mesh their efforts with NAB's and an eagerness to push ahead with

it. Officials of the AAAA and ANA indicated interest in the plan but otherwise were noncommittal pending details on what it would involve and how it would work. There seemed no doubt of their willingness to discuss the subject with Governor Collins, although it appeared likely that the extent of their participation in the project itself would depend on how the project shapes up.

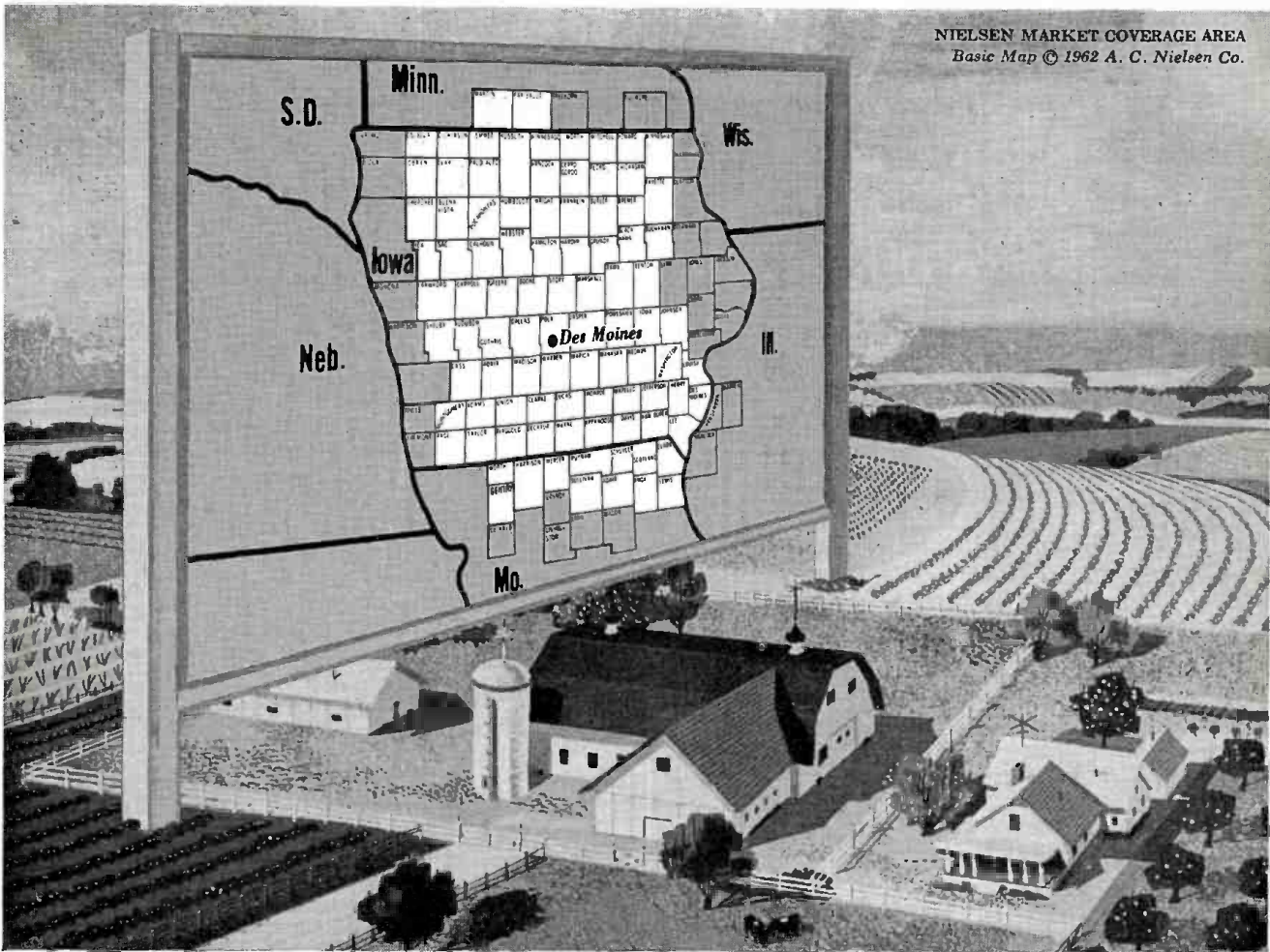
RAB Stand ■ RAB, meanwhile, made clear where it stood. The NAB's plan for "long-range" methodology work,



Mr. McGannon



Mr. Bunker



WHO Radio reaches up to 300% more farm homes*

Last year, The Pulse, Inc. made a "farm pullout" in the 93-county area indicated by the white section of the NCS '61 map above.

This 93-county area has 84% of all farm families in the 117 counties shown on WHO Radio's NCS '61 map.

WHO Radio's share of "farm homes using radio" exceeded that of any other station in 100% of all quarter hours surveyed —

exceeded that of the next TWO stations combined in 90% of

the quarter hours — of the next THREE stations in 73% of the quarter hours — exceeded the next SIX stations in 48%. †

And farm families constitute only 25% of the 805,000 radio homes in WHO Radio's NCS '61 area. Only 22 radio markets in America offer you a larger audience than WHO Radio (the 23rd U. S. radio market!). Ask PGW for all the facts.

†Pulse 93-County Area Farm Homes, March, 1962.

*It's 164%, from 6:00 A.M. to 8:30 A.M., Mon. thru Fri. From 12 noon to 1:00 P.M., it's 300%. From 5:30 P.M. to 7:00 P.M., it's 286%.

WHO RADIO

for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., National Representatives

ARB sticks with plan to double its local samples

The American Research Bureau announced last week that it had rejected a plea for a "moratorium" on changes in its television ratings and would proceed with its plan to double its sample sizes in all local markets.

The announcement came after a Thursday morning session with the Television Bureau of Advertising, which had asked for the moratorium (BROADCASTING, April 29), and while a number of individual broadcasters were complaining privately that doubling the sample would increase prices by 50 to 60% without significantly improving the accuracy of ARB ratings.

James W. Seiler, director of ARB, contended the larger sample size would improve accuracy appreciably and would be especially meaningful in relation to demographic data on audiences and also in reference to low-rated programs, where a few aberrant or exceptional returns can have a much greater effect on the rating than in the case of high-rated shows.

Critics contended that it would be necessary to quadruple the sample in order to double the accuracy. Doubling the sample, they argued, would decrease the range of error



Mr. Seiler

by only 25%. Thus a 20 rating, whose extreme ranges now are a low of 16 and a high of 24, would have extremes of 17 and 23.

Mr. Seiler maintained that, even viewed in this way, the improvement in accuracy from doubling the sample would actually be about

29%, and if viewed another way would be closer to 50%. Either way, he said, it would "add a lot to the value of the service."

He said ARB decided to go ahead with its sample increase because it had been planned long before TvB asked the ratings services to defer any changes; because the industry-wide group which TvB proposed to consider such changes "has not even been formed, and may never be"; because delay beyond another week or two would make it impossible to "add this improvement for the coming broadcast year," and because indefinite deferment of all changes by ratings services could, in ARB's view, cause "serious damage to the research industry."

Mr. Seiler said that when the proposed industry committee has been formed, ARB will be "happy to work with it in order to insure that all future changes and improvements in the service meet the needs of the entire industry."

A. C. Nielsen Co. meanwhile has disclosed plans for a sample-rotation plan that would mean a 100% turnover of its current 1,200 Audiometer-equipped homes by 1968. The first revision, affecting about 100 homes, would be made by this fall.

RAB President Edmund C. Bunker said, is inconsistent with the fact that RAB already has a radio methodology project under way, that radio needs immediate rather than long-range action in order to get a complete measurement of the radio audience for use as a sales tool, and that the best interests of radio require that RAB remain in charge of it.

But he called again for NAB cooperation. In a telegram to Governor Collins on Friday he asked for a meeting this Thursday to discuss "cooperative efforts" on methodology work. He also suggested that Governor Collins appoint an all-radio subcommittee of the NAB research committee to work with RAB.

"On a separate matter, the NAB plan for auditing present research practitioners, we will be glad to participate," Mr. Bunker said. "But we suggest auditing of present systems should not be allowed to take priority over expeditious launching of vitally needed methodology experiments to develop better radio measurement techniques. Radio broadcasters, working to solve the radio problem, can break ground for problems television will face some years hence. Let us work together for fastest possible effective industry-wide action."

In a separate statement Mr. Bunker said he was "sure that a situation in which RAB proceeds to develop a tangible plan as rapidly as possible is best for radio. I am hopeful that NAB will want to work with us but their need to coordinate both television and radio interests necessarily makes for a somewhat slower pace. . .

"RAB must, of course, continue to guide development of this project because RAB is the industry's prime channel of communication with agencies and advertisers who must be consulted every step of the way if the methodology study is to have any value in creating tomorrow's sales tools for radio. RAB is best qualified through its experience to achieve this objective for radio."

Early Start ■ Mr. Bunker also disclosed that RAB hopes to have its methodology study in the field by Sept. 1 and then to complete the field work in six weeks. He said the plans, which are being developed in consultation with the Advertising Research Foundation, anticipate that one of the nation's top three markets will be selected for the pilot study, with other studies also indicated for another major city and a small market.

RAB said the cost of the first pro-

posal for a major-market study blending several measurement methods exceeds \$75,000.

The NAB's preliminary plans came on the heels of a somewhat similar proposal by TvB. The latter had suggested formation of a broadcast auditing bureau to audit the practices of ratings services, and creation of an office of research to seek improvements in research standards and techniques.

TvB also had asked for a "moratorium" in which ratings services would defer any currently contemplated changes until the changes could be "properly evaluated." This proposal was rejected by the American Research Bureau last week in an announcement that it would proceed with its proposed doubling of its sample sizes in local markets, effective this fall (see story above).

Prepared for Harris ■ The NAB's plans, when developed, are slated for presentation to Rep. Oren Harris (D-Ark.) and his special House Investigations Subcommittee, which conducted the ratings hearing.

There were divergent reports last week about the control contemplated for the auditing service and the project for "minimum criteria and minimum

BAILEY'S SUPREME BUY



*NSI Nov.-Dec. 1962; NCS '61 **Sales Management 1962

SUPREME: WSB gives Bailey's Supreme Coffee and other food advertisers dominant coverage (37.3% tune-in share*) in the five-county Metro Atlanta market, where retail food sales ring to the tune of \$293,259,000** annually.

SUPREME: WSB reaches 132 counties* (in Ga., Ala., S.C., N.C. and Tenn.), where retail food sales total \$925,372,000** annually.

Buy the one that gives you two . . .

WSB RADIO



Georgia's 50,000 watt clear channel station



NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami.



Molding of a Marine

Give a 24-year-old Marine officer his first command, and you have a man with problems, even in peacetime. If the man is as sensitive as he is devoted to his job, you have the makings of standout television drama.

We thought so much of the idea, we told it to the Marines — at Camp Pendleton, California. They

agreed to use of the base as background, and even assigned a Navy Cross-winning officer as our technical adviser. The result is "The Lieutenant," an authentic new series that becomes part of NBC-TV's wide-ranging schedule this Fall.

The young officer in question is Bill Rice (played by Gary Lockwood), toughened by four years of training at Quantico, but modest enough to know that gold bars do not a lieutenant make.

How he proves himself on duty — in such situa-



tions as a night of rugged shore patrol, a brain-wash experiment, and the handling of a rebellious recruit who happens to be a close friend – involves no stereotyped heroics, and wins him no medals. But it will, we think, win viewers by the million.

(How he proves himself off-duty is a winning story, too. With a young officer as handsome as this, it's a rare girl who has no time for lieutenants).

Gary Lockwood, an acting protege of Elia Kazan and Joshua Logan, earns his starring assignment

after impressive performances in Hollywood's "Splendor in the Grass," and Broadway's "There Was a Little Girl." The rigors of Marine camp life should hold no anxiety for Lockwood, a former movie stunt man and star college athlete. Lest anyone feel we *had* to summon the Marines, may we add that "The Lieutenant" is only one of a diversified span of programs helping to make the upcoming season the most exciting in NBC history.



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

CAN NAB PULL RATERS OUT OF THE FIRE? continued

standards" as embodied in the NAB proposal.

One report said the NAB would be in charge of both, as it specifically proposed to be in the case of the long-range methodology improvement project. Another report said plans contemplated that the audit service would be under a tripartite control of broadcasters, advertisers and agencies.

Agency and advertiser association comment was brief.

John Crichton, president of the AAAA, said that "the AAAA is interested in improving the performance of the ratings services and in verification of that performance. We are studying the problem ourselves and in combination with other groups. We certainly will be interested in proposals made by broadcasters leading to better performances in the ratings field and hopefully lower costs to users of ratings services."

ANA Views ■ Peter Allport, president of ANA, said he had not seen the TvB proposal. Of NAB's, he said: "Any comment has to wait on more finalized plans than we have been able to discuss with NAB. We welcome and commend the appropriate initiative of the NAB in seeking to develop a plan in the area of audience measurement."

Marion Harper Jr., head of Interpublic Inc. and retiring chairman of the AAAA, shocked broadcasters at the AAAA convention 10 days ago by suggesting that the ratings "crisis" is overrated, that tripartite research activities should be avoided and that the ratings

firms should be free to work out their destinies—and researches—in free and open competition (BROADCASTING, April 29).

Although Mr. Harper was speaking his personal views, not the AAAA's, they appear to represent the general agency consensus insofar as his appraisal of the "crisis" is concerned. There is a feeling that agencies would participate in an auditing or verification service—provided that the ratings firms are not forced to submit to audit, but do so voluntarily.

AAAA officials and members of its broadcast committee have been looking into the ratings situation for some time. But it is understood that their main focus is on determining what sort of information agencies need from audience measurement services and what it is worth—the same questions that Mr. Harper said could, if clearly answered in advance, eliminate "almost all the complaints about the inaccuracies of present research."

Broadcasters To Pay ■ Agency authorities almost certainly will insist that any auditing that is done be paid for by the broadcasters, as print media pay the bulk of the costs of the Audit Bureau of Circulations.

The Advertising Research Foundation, itself a tripartite organization, has offered to audit measuring procedures "if representative segments of the advertising industry are ready to support such an activity" (BROADCASTING, April 22). ARF officials said last week they had no immediate comment on the

NAB and TvB proposals but that these probably would be considered at an ARF board meeting May 23.

In a separate development, Cowles Magazines and Broadcasting, which cancelled its contracts for A. C. Nielsen Co. broadcasting and magazine measurement services following the Washington hearings, last week offered \$150,000 to ARF for the measurement of large-circulation magazines. This offer also will be considered at the ARF's May 23 meeting.

In another move last week Robert F. Hurligh, president of Mutual, reiterated his advocacy of a single ratings system. He developed the plea, which he first advanced in 1959, in an editorial in the May issue of the *Mutual Newsletter*. He wrote:

"Let's have ONE rating system. We don't need multiplicity; it's just plain wasteful. Let's have one system for radio, another for TV. They are not the same, in our opinion, and should be measured differently. Let's get everyone concerned involved in the act. Let's make it as rig-proof as possible and always open for all to see. Broadcasting is just too valuable to settle for anything less."

Meanwhile in Washington last week, a joint FCC-industry committee launched its own ratings investigation limited to the extent that ratings influence UHF (see page 84). This group, a subcommittee of the Committee for the Full Development of All-Channel Broadcasting, will consider the basis for accurate UHF surveys, UHF sample size in major markets and UHF vs. VHF sample homes and the economics of stable surveys.

Harris sets another round on ratings

HE'LL ASK REGULATORS, AGENCIES AND NAB WHAT'S TO BE DONE

The House subcommittee that set off the ratings row will resume its recessed hearing in Washington, probably next week, by calling in the heads of government regulatory agencies, advertising agency executives, the president of the National Association of Broadcasters, and possibly a rater.

Two members of the Special Subcommittee on Investigations—one a Democrat, the other a Republican—made it clear last week that the group is far from through with its work.

The nine-member subcommittee met for an hour in closed session on Monday (April 29) to plan its next steps. A six-week hearing was recessed early last month (BROADCASTING, April 15) by Chairman Oren Harris (D-Ark.), who has allowed raters and their clients several weeks in which to come up with proposals to improve rating methods

and reliability.

Expected to be called as witnesses: Federal Trade Commission Chairman Paul Rand Dixon, FCC Chairman Newton N. Minow, NAB President LeRoy Collins (who asked last month for an opportunity to present industry proposals for rectifying the ratings mess), agency people and maybe A. C. Nielsen Jr., president of the Nielsen rating firm, who has complained publicly that the subcommittee failed to allow him to testify last month. (Chairman Harris has explained to Mr. Nielsen that the latter actually passed up an opportunity to testify April 5 [CLOSED CIRCUIT, April 22].)

Moss Wants Action ■ A ranking Democratic member of the subcommittee said in an interview Thursday that the group is well aware of published reports that indicate some influential

advertising agency people believe the rating controversy will "blow over."

"The subcommittee is very alert to the ill-advised commentary of some of the raters and agencies . . . and is cognizant of some of the distortions of the raters," said Representative John E. Moss (D-Calif.). "If the agencies think for one moment that we can permit the type of audience measurement which has taken place [to continue], then they underestimate the sense of responsibility of the Congress," he continued.

Asked whether the subcommittee intended to propose legislation on ratings, Representative Moss said, "The consensus of the subcommittee, without a single exception, is that something definite must be done. . . . We are willing to hear from the industry itself [see page 28], but in absence of constructive

yawn

Yawns usually follow dawns. But too often in broadcasting yawns come with dragging programs, lagging interests, nagging commercials, and sagging ideas. Our stations retain the conviction (bred of success) that good broadcasting is not spawned on yawns but carefully nurtured with programming that is sound, exciting, responsible. People watch. People listen. People know.

POST • NEWSWEEK STATIONS

A DIVISION OF THE WASHINGTON POST COMPANY

WTOP-TV, WASHINGTON, D.C.

WJXT, JACKSONVILLE, FLORIDA

WTOP RADIO, WASHINGTON, D.C.



Success of radio commercial is in its sound

SEVEN ADMEN DESCRIBE THEIR CAMPAIGNS TO AD CLUB

Members of the Los Angeles Ad Club got audio proof at last Tuesday's (April 30) meeting of why seven advertising men consider their respective radio campaigns successful. The commercials advertise food products, automobiles, a fertilizer, a water softener, and appliances. All supported the speech of Robert W. Light, president of the Southern California Broadcasters Association, that radio can "present things exactly as you want them."

Jingles are featured in four spots and humor is used in the other three. All have a common denominator; salient sales points are blended with entertainment.

▪ Fred Heaton, vice president, Pacific Cracker Co., reported a strong, consistent growth of Patty Cake cookies and said, "the credit clearly belongs to radio." Copy featured a catchy jingle. Agency: Compton Advertising, Los Angeles.

▪ Ed O'Neill of McCann-Erickson, Los Angeles, said that after a year of humorous radio commercials based on names like "Gordon Baker" for the head baker and "Rush Loaf" for a driver, a survey showed consumer consciousness of Gordon bread had increased 46% and salesmen said the buyers could play back the latest commercials word for word. The campaign is continuing after three years.

▪ Philip Peoples, advertising manager, Gaffers & Sattler Division of Utility Appliance Corp., said that the radio campaign, employing a fast-patter jingle sung as a duet by "Mr. Gaffers" and "Mr. Sattler," had given "positive results" and was "a vital part of our advertising." Agency: Charles Bowes Advertising, Los Angeles.

▪ Ken Edwards, advertising manager of Culligan Inc., said that the comedy, "Oh, Culligan man," radio spots had found such favor with the dealers handling the water softeners throughout the country that they have made radio their favorite advertising medium (replacing newspapers), both in terms of numbers of dealers using the medium and in the total amount of money expended. Agency: Alex T. Franz Inc., Chicago.

▪ Donald E. Jones, vice president, MacManus, John & Adams, Los Angeles, said that the saturation radio campaigns used for the Los Angeles Pontiac Dealers Association have been so successful that much more radio has been used nationally for Pontiac. The commercial played was the "Wide Track Town" jingle.

▪ Bob Humphreys, executive vice president, Grey Advertising, Los Angeles, credited a radio campaign with a 26% increase in the sale of Johnston's

frozen pies in Southern California last fall, when radio was the only consumer advertising used, and said that after this local success the radio campaign was being extended into other markets. The commercial, with a background of regal trumpets, salutes "The Queen," the housewife listener, and urges her to serve her family king-size Johnston pies and "watch your loyal subjects bow and scrape—their plates."

▪ Byron Reynolds Jr., sales manager, Bandini Fertilizer Co., said that from its first use of radio in 1954, his company had come to depend almost entirely on this medium for its consumer advertising. Amusing commercials (the one played satirized a sing-along session) have played a major part in making Bandini a top-selling fertilizer in Southern California. Agency: Davis, Johnson, Mogul & Colombatto, Los Angeles.

In his introductory remarks, with illustrative sound effects, Mr. Light showed how we live in a world of



The Devil on radio

Ray Goulding (l) and Bob Elliott (r) find the Devil an amusing fellow. The trio will be heard on 1,095 spots a week over 54 radio stations in 20 cities from today (May 6) through Labor Day for Wm. Underwood Co., Watertown, Mass., whose red devil is the oldest food trademark in use. The current flight marks the first time Underwood has attempted to project the devil's voice. Underwood Deviled Ham will be dramatized as quick, inexpensive summertime fare. Portraying the devil with Bob and Ray is actor-photographer Carey Sutlive. Underwood's agency is Kenyon & Eckhardt, Boston.

sounds, happy sounds, sad sounds, alarming sounds, sounds which alone can arouse emotions and evoke reactions as surely as Dr. Pavlov's bell did for his hungry dogs. When Mr. Light reproduced the sound of a sizzling steak, he said he could see his audience swallowing as if savoring a tasty mouthful, even though they had just finished lunch. "And," he commented, "such is the magic of sound, that each of you had your steak exactly as you prefer—rare, medium or well-done. That's the rare beauty of radio; it can present things exactly as you want them."

ANA SPRING MEETING

Several television sessions are on the bill-of-fare

Television topics dot the program released last week for the spring meeting of the Association of National Advertisers which will be held in New York on May 20 and 21.

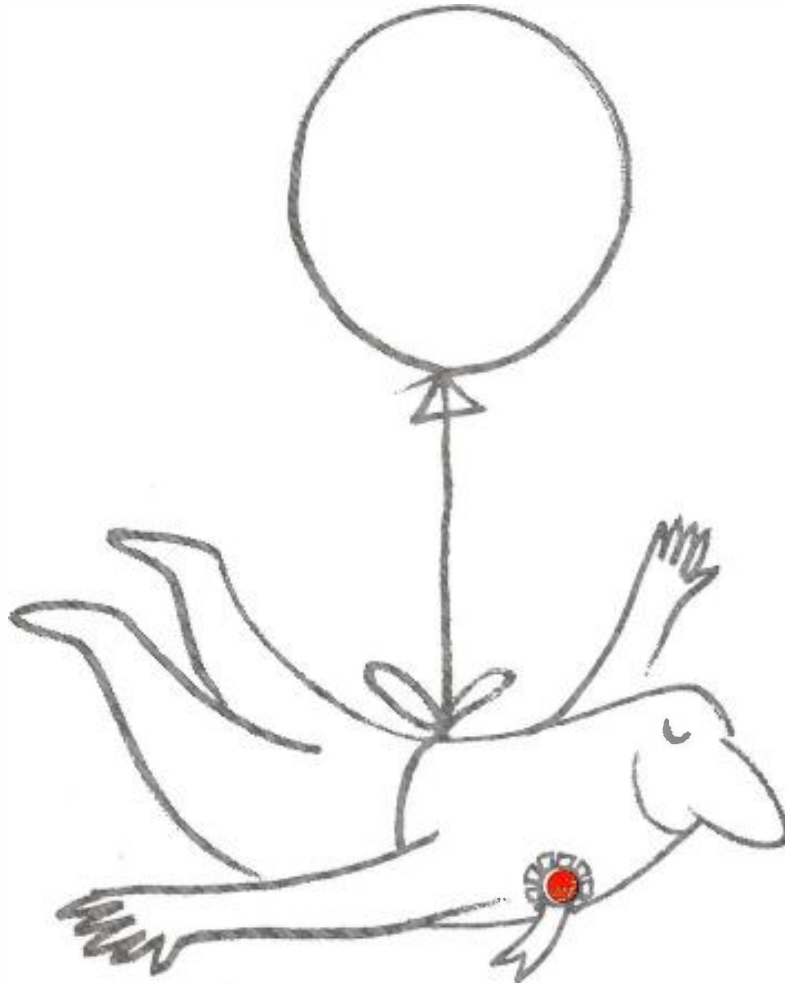
The afternoon of May 20, for example, will be devoted to a session on communications, presided over by John B. Hunter Jr., director of advertising at the B. F. Goodrich Co. On this part of the program:

"The Future of Television—Its Problems and Opportunities" discussed from the advertiser's view by John W. Burgard, vice president-director of advertising, Brown & Williamson Tobacco Corp., and chairman of ANA's broadcast committee, and from the broadcaster's view by Donald McGannon, president of Westinghouse Broadcasting Co., and chairman of the research committee, National Association of Broadcasters.

The ANA program, which will be held at the Waldorf Astoria, is made up of morning and afternoon sessions on both days. Also on the program is a pre-meeting feature May 20 of a special screening of selected foreign television commercials, and a run-through early May 21 of final candidates for awards in the American TV Commercials Festival.

The May 20 morning session is "The Economic and Advertising Perspective." On the schedule: a presentation by *Fortune* editors on the rate and pattern of U. S. economic growth; a talk on consumer and industrial buying motives by Richard H. Holton, assistant secretary of commerce; a speech on marketing efficiency by Dr. Clarence Walton, associate dean of Columbia University's Graduate School of Business, and a luncheon address by John K. Hodnette, executive vice president of Westinghouse Electric Corp.

Communications Is Topic ▪ Others on the afternoon session on communications: Thomas Dillon, general manager, BBDO, will talk on how adver-



Well, how would you feel if you'd just won the Peabody Award?

Great.

That's how we felt at any rate. Partly because we're human. But mostly because we're convinced that radio programs can and should stimulate—even illuminate—as they entertain. And "Adventures in Good Music"—the show that won the award—is a good example of this philosophy.

The program features all sorts of fine music — presented

and discussed with the very special intelligence of WJR Fine Arts Director and distinguished pianist Karl Haas.

Our mailbox tells us how our listeners feel about this and other WJR programs. But winning the support of the Peabody Board, as well—that is *indeed* gratifying!

WJR
760 KC 50,000 WATTS
DETROIT

Art Directors Club announces annual awards

A sharp and visual attack on look-alike advertising was delivered by George Gribbin, chairman of the board at Young & Rubicam, in an address last week before the Art Directors Club of New York.

His remarks, cutting at sameness in advertising for such mass products as cigarettes, automobiles, beverages and facial soaps, were followed by the annual presentation of the club's advertising awards.

Mr. Gribbin based his visual presentation on "cliché" advertising in magazines but said the same fault could be found with TV commercials, noting that a TV commercial demonstration would prove that "the commonplace doesn't become unusual just because it moves."

He said that many advertisements, including commercials, could be freshened "if the creative team took into consideration what other adver-

tisers, in other industries, were doing—and if they made a conscious attempt to develop a distinctive product identity."

Voice In Media — Mr. Gribbin, in tracing the greater role of the art director in the agency and publication fields, said that today's art director "often has a voice in media selection, frequently comes up with the best headline, and occasionally does more client contact than anyone in the product group except the account man himself."

Emphasized by Mr. Gribbin was the search for and discovery of a difference in advertising. He said, there "is so much advertising today that it requires truly brilliant work if your advertisement is to have the impact it should have."

In the competition, Doyle Dane Bernbach and Campbell-Ewald each won a medal award for commercials

entered in the TV category. Both DDB and Campbell-Ewald won awards of distinctive merit.

Papert, Koenig and Lois won three distinctive merit awards. The medal awards were DDB's commercial for the Cracker Jack Co., and C-E for its Chevrolet commercial (see pictures).

Louis Dorfman, art director at CBS-TV, won a medal award for a network advertisement entered in the newspaper ad category (black and white).

The full list of TV winners follows.

Medal Winners

Art directors: Lee Savage, Jack Schnerk; writer: Jack Goodford; designer: Jo Ann Mitchell; producer: C. Mano; production company: Elektra Productions Inc.; photographer: Jack Schnerk; agency: Campbell-Ewald Co.; client: General Motors—Chevrolet Division.

Art director: Bob Gage; writer: Judy Protas; producer: Ernie Hartman; production



Campbell-Ewald's Chevrolet commercial



Doyle Dane Bernbach's Cracker Jack winner

tisers and agencies make more effective use of "communications forces"; a discussion of media's "dual" responsibility to the audience and the advertiser by Max Banzhaf, director of advertising, promotion and public relations, Armstrong Cork Co., and a two-man look at advertising's role in shaping the U. S. image abroad by Stanley Plesent, general counsel of the U. S. Information Agency, and Sanford Marlowe, USIA's director of the office of private cooperation.

The May 21 morning session over which Thomas B. McCabe Jr., Scott Paper Co.'s vice president of marketing, will preside, will have six speakers viewing ways toward marketing efficiency and effectiveness. They are Dr. Peter Drucker, professor of management at New York University and a

consultant; Dr. Carl Rush, senior vice president of Ted Bates & Co.; Paul E. J. Gerhold, vice president at Foote, Cone & Belding; Gilbert H. Weil, ANA's general counsel; Dr. James L. Hayes, dean of Duquesne University's School of Business Administration, and at lunch, Demarquis D. Wyatt, director of programs at the National Aeronautics and Space Administration. Dr. Gerhold will speak of the audience size for TV commercials.

In the afternoon session, with Kenneth R. Baumbusch, American Home Products, presiding, the following speakers are scheduled in a discussion of advertising's creative resources:

Edwin E. Ebel, vice president, advertising, General Foods Corp.; Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles; David C.

Stewart, president of Kenyon & Eckhardt, and Harry McMahan, TV consultant.

Business briefly . . .

Milani Foods, Los Angeles, will start a five-to-six-month, \$400,000 radio campaign in eight major markets this week for its line of dressings. The campaign, through Riedl & Freede, Clifton, N. J., will cover stations in San Francisco, Los Angeles, Atlanta, Washington, Chicago, New York, Philadelphia and Boston. Supplementary markets include Fresno, Modesto, Sacramento, Stockton, Bakersfield and San Diego, all in California.

Gulf Oil Corp. will sponsor two one-hour NBC-TV specials next fall, one

company: Rose-Magwood Productions Inc.; photographer: Ernie Caparas; agency: Doyle Dane Bernbach Inc.; client: Cracker Jack Company.

Distinctive merit awards

Art director: Jack Delaney; writer: Dick Kiernan; designer/producer: Jack Delaney; production company: On Film; photographer: Bert Spielvogel; agency: Kenyon & Eckhardt; client: Buitoni.

Art director: Len Sirowitz; writer: Ron Rosenfeld; producer: Dick Feldman; production company: V P I; photographer: Arne Zucksdorf; agency: Doyle Dane Bernbach; client: Crown Zellerbach Corporation.

Art director: Art Koch; writer: William Muyskens; designers: Fred Mogubgub, Irene Trivas; producers: Art Koch, William Muyskens; photographers: David Vine, Fred Mogubgub, Schwartz; agency: J. Walter Thompson; client: Ford Motor Co.—Ford Division.

Art directors: Blair Collett, Hisashi Nakamoto; writer/producer: James C. Nelson Jr.; production company: Davidson Films; photographer: Don Duga; agency: Hoefer, Dietrich & Brown; client: Harrah's.

Art director: George Lois; writer: Monty Gherltier; producer: Herb Gompertz; production company: Elliot Unger & Elliot; agency: Papert, Koenig and Lois; client: Pharmacrast.

Art director/writer: Steve Frankfurt; designer: Paul Kim; producer: Chet Novich; production company: Paul Kim & Lew Gifford Productions Inc.; photographer: Antifilm Studio (animation); agency: Young & Rubicam; client: Personal Products Corp.

Art director: George Lois; writer: Fred Papert; producer: Ed Murphy; production company: D&R Productions Inc.; agency: Papert, Koenig and Lois; client: Upjohn.

Art director: Sam Scali; writer: Mike Chappell; producer: Ed Murphy; production company: Elliot Unger & Elliot; agency: Papert, Koenig and Lois; client: Xerox Corporation.

Art directors: John Hubley, Faith Elliott; designer: William Littlejohn; producer: John Hubley; production company: Storyboard Inc.; photographer: Jack Buehre; client: WNDT(TV) New York.

Art director/writer: Don Miller; producer: Dick Willis; production company: Alexander Film Company; photographer: Roger Montaran; music: Walter Scharf; agency: Campbell-Ewald; client: General Motors—Chevrolet Div.

dealing with education, and the other with the training of a quarterback of the New York Giants football team. *An Experiment in Excellence* will be televised Thursday, Sept. 19 (10-11 p.m. EDT). *The Making of a Pro* is scheduled for Sunday, Dec. 15 (10-11 p.m. EST). Gulf's agency is Young & Rubicam, New York.

American Dairy Association, Chicago, will sponsor *The Pat Boone Show*, starting July 1 on CBS Radio. The show will be broadcast Monday-Friday, 7:35-7:40 p.m. EDT. Compton Advertising, Chicago, is American Dairy's agency.

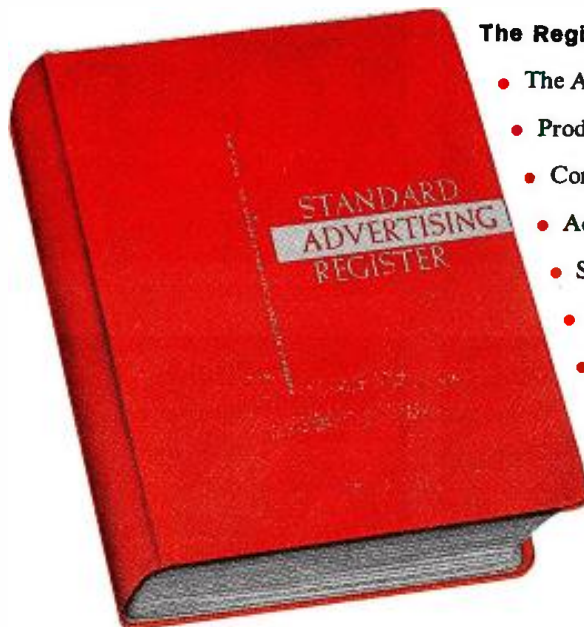
Hunt Foods and Industries Inc. and The Quaker Oats Co. will sponsor *My Three Sons* on ABC-TV next season, Thursday, 8:30-9 p.m. [CLOSED CIR-

BROADCASTING, May 6, 1963

COMPARE FOR ADVERTISING ACCURACY

Imagine — in one handy book, listed and cross-indexed for reference — 16,000 Companies with their 65,000 Executives listed by title, their Advertising Agencies, all subdivided into 47 product classifications, 19,000 Brand Names!

To have the Standard Advertising Register ready to use is a "must" for all Sales and Advertising Executives. Just drop us a line on your letterhead and we'll do the rest.



The Register Contains

- The Advertiser and Address
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executives
- Advertising Budgets
- Character, Extent of Distribution

The Agency List

The authoritative basic source of information about the 3600 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 45,000 clients. Issued three times yearly — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.



FREE

Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services.

NATIONAL REGISTER PUBLISHING CO., INC.

147 West 42nd St., New York 36, N. Y.

333 No. Michigan Ave., Chicago 1, Ill.

2700 West 3rd St., Los Angeles 57, Calif.

COMMERCIAL PREVIEW: Stancraft greeting cards

An interrupted trip through a supermarket by Mrs. Housewife is the format for a 60-second TV commercial which will launch a test market campaign for a new Stancraft greeting card dispenser.

The ad, developed for Stancraft by Smith Henderson & Berey, New York, will be used on four stations

in Columbus, Ohio and Minneapolis-St. Paul beginning May 8.

Viewers of the commercial see the supermarket through the eyes of Mrs. Housewife and hear her soliloquy on her errands and surroundings. From lamb stew her thoughts turn to the automatic greeting card dispenser. Curiosity aroused, she ex-

amines it, selects a card for a sick friend and inserts a coin. She presses buttons corresponding to figure and letter next to the chosen card. And what does she get? Her card naturally; it's not a juke box. And then back to lamb stew.

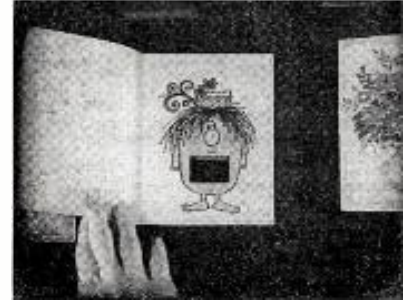
Stancraft is a division of Standard Packaging Corp.



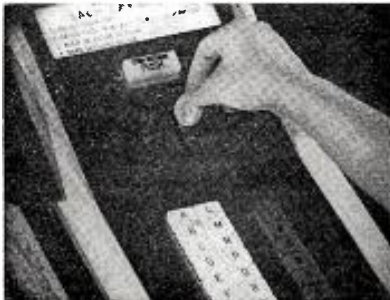
Lamb stew for tonight . . .



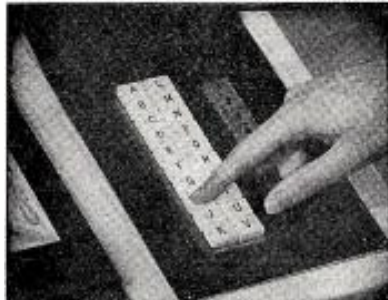
Here's something new . . .



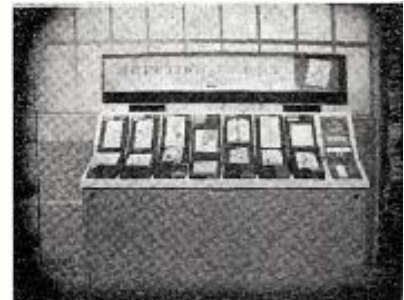
Here's one. Now what? . . .



Oh, put in the coin . . .



Push the button . . .



Back to the lamb stew.

CUIT, April 8]. Agencies are J. Walter Thompson for Hunt Foods and Young & Rubicam for Quaker Oats. Don Fedderson Productions produces the series in Hollywood. The program will return for its fourth season on the networks.

Rep appointments . . .

- WKAB Denver and WBNB-AM-TV St. Thomas, Virgin Islands: Spot Time Sales Inc., New York, as national representative.
- WTHM Lapeer, Mich.: D-O Sales Service, New York, as national representative.
- WNMP Chicago: Herbert E. Groskin & Co., New York, as national representative.
- WVNJ Newark, N. J., and WAVI Dayton, Ohio: The Bolling Co., New York, as national representative.
- WPON Pontiac, Mich.: Mid-West Time Sales, Kansas City, Mo., as regional representative.

Coleman forms rep firm for good music FM

Roger Coleman, formerly vice president and general manager of the QXR Network, has formed his own representative firm. The new company will represent good music FM stations and provide custom programming prepared for advertisers.

Mr. Coleman, who joined QXR Network in early 1962, was previously director of FM for WABC-FM New York (1960-62), and sales manager of the Concert Network (1958-60).

Roger Coleman Inc. is at 21 West 58th Street, New York. Telephone is Plaza 5-1621.

Agency appointments . . .

- Grove Laboratories Inc., St. Louis, has appointed Doherty, Clifford, Steers & Shenfield Inc., New York, as agency for a new test product. DCSS also handles five other Grove products.
- Borden Chemical Co. has appointed

Fuller & Smith & Ross Inc., for Mystic Tape consumer and industrial products. The consumer account will be handled in FSR's New York office; the industrial in the Chicago office. Billing is about \$300,000.

- Penny Pak Inc., Danville, Ill., marketer of aerosol household products, beauty aids and men's shaving products, to M. M. Fisher Associates, Chicago. Firm is introducing new 14-ounce package of its products which will retail for less than \$1 and will test market with TV spots in selected markets.

McLendon to make UA spots

United Artists Corp., New York, and Gordon McLendon, president, McLendon Stations, Dallas, have signed an agreement for the production of specially designed radio spots for the film company's major motion picture releases.

The radio spots will be created and produced by the McLendon staff working closely with the advertising department of United Artists, Fred Goldberg,

HEY YOUNG & RUBICAM!

Want to know why WABC Radio became a leader in New York radio?

Ask this dentist from the Bronx.



While you're at it, ask a busy housewife from Manhattan.

Ask a mailman from Brooklyn.

Ask a young secretary from Staten Island.

Ask almost anybody from anywhere.

You name them...we reach them. We know what they like. We offer it to them. That's why they listen.

All four of the leading research organizations document this. So does WABC's audience response and sponsor acceptance.

If it's your job to reach and sell people—all kinds of people—the right kind of people—come to WABC RADIO.

It's the station that became a leader in New York radio in just two short years.

Now tell us, Young & Rubicam, isn't that worth shouting about?

AN ABC OWNED RADIO STATION
770 KC 50,000 WATTS CLEAR-CHANNEL, NON-DIRECTIONAL



vice president, UA, said.

"Dr. No" and "The Caretakers" will be the first UA films to use the McLendon spots.

The McLendon stations are KLIF-AM-FM Dallas; KILT and KOST (FM) Houston; K TSA San Antonio, Tex.; KABL Oakland-San Francisco; WYSL-AM-FM Buffalo, and WYNR Chicago.

Is there too much emphasis on big markets?

National and regional advertisers too often fail to take advantage of valuable marketing data that local radio stations can provide. Keystone Broadcasting System has reported on basis of survey it conducted among its affiliates.

Results of the survey made these major points: too much emphasis is placed on listenership surveys of large-city stations and not enough attention is paid to actual market and sales figures stations can supply; advertisers frequently do not have accurate picture of competitive media in a given area (how effective are newspapers in reaching buyers? What kind of sales response TV advertising prompts?); advertisers often choose radio outlets incompatible with product or service they sell.

Station managers also suggested that advertisers recognize the cumulative effects of their radio commercials. Advertisers should utilize day-in, day-out

schedules to intensify product identification and listener interest, the respondents stated.

Spot TV getting half of Bonomo test budget

Bonomo Manufacturing Co., New York, which is introducing a new line of cosmetics in a test campaign this summer, will put half of its \$1 million test budget into spot television, according to a company spokesman.

Bonomo, which now manufactures hardware, housewares, furniture, toys and other products, is introducing Adoree Informative Cosmetics with a three-month test scheduled to begin in June. Commercials will be seen in six markets around the country. Station orders have not yet been placed.

If the test is successful, the company will begin a \$7 million national campaign in September or October. Results of the test drive will determine TV's share in the increased billing.

Accurate Advertising, New York, is the agency.

M-E gets Suave account

Helene Curtis Industries Inc., Chicago, announced the appointment of McCann-Erickson, Chicago, for its Suave line of shampoo and hair dressings. Billing is estimated at \$2 million,

of which approximately \$600,000 is in spot TV.

The account has been at J. Walter Thompson Co., Chicago. An official of Curtis said its association with Thompson was terminated "regretfully" because of the "strong possibility" in the future of a competitive product situation. The addition of the Suave product line raises the Helene Curtis billing at McCann to about \$7 million.

'Lee Marvin Show' sold to 2d regional sponsor

A second regional buy on *The Lee Marvin Show* was announced last week by M. J. Rifkin, executive vice president in charge of sales for United Artists Television, who disclosed the first-run series has been purchased by the Lincoln Life Insurance Co., Louisville, in Oklahoma City, Louisville and Lexington, Ky. The agency is Fred R. Becker Advertising, Louisville.

The initial regional sponsor, Savannah Sugar Refining Co. has added Charleston, S. C., to its original lineup of seven markets (BROADCASTING, April 15). Latest station sales, he said, were to WTAR-TV Norfolk, Va.; KOGO-TV San Diego; WJXT (TV) Jacksonville, Fla.; KELP-TV El Paso, Tex.; KOTV (TV) Tulsa, Okla.; KTBS-TV Shreveport, La., and WNDU-TV South Bend-Elkhart, Ind. The series is sold in a total of 78 markets.

FINANCIAL REPORTS

Reeves first quarter better than all '62

TV HOLDINGS GET CREDIT FOR MUCH OF THE GAIN

Reeves Broadcasting & Development Corp., owner of three television stations, reported last week that earnings for the first quarter of 1963 exceeded the corporation's net profits for the entire 1962 calendar year.

Attributing the rise in profits to "increased revenues in the broadcasting and studio division," Reeves President J. Drayton Hastie said that the corporation earnings for the quarter ending March 31 totaled \$82,739 as compared with a profit of \$72,451 for all of 1962. First quarter earnings in 1962 were \$14,952.

Earnings in the 3 months were 6 cents a share, compared to 1 cent a share for the first quarter of 1962, and 5 cents a share for all of 1962.

Sales for the first quarter of this year totaled \$1,297,559, an increase of 15% over the \$1,126,481 in sales for the first quarter last year.

Sales Go Up ■ The television stations, with an average of 20% boost in sales, contributed an increased percent-

age to the company's 1962 gross revenue.

Overall the company had a net income after taxes of \$72,451 (5 cents a share) on total income of \$4,719,016.

New name for Reeves

Reeves Industries Inc. is the new name of Reeves Soundcraft Inc. Stockholders voted to change the name at the annual meeting last week. Hazard E. Reeves, president of the company, said the new name reflects the changing character of the company, which is no longer just a magnetic tape producer. One of the new products in the company's diversification, Mr. Reeves announced, is an office photo-copying machine which is due to be placed on the market in the third quarter of this year.

This compared with net income of \$15,283 (1 cent a share) on a gross of \$4,340,240 in 1961.

Income from TV broadcasting, sound and video recording, film developing etc. amounted to \$4,022,787 in 1962, 83% of total revenues. In 1961 these activities resulted in revenues of \$3,177,319.

The annual stockholders meeting is scheduled for Thursday (May 9) in New York. Hazard E. Reeves, chairman, owns directly or beneficially 41.9% of the outstanding common stock. Mr. Hastie owns 72,801 shares out of 1,408,893 shares outstanding, and received \$34,996 as salary in 1962. Chester L. Stewart, vice president, received \$35,000.

Reeves company owns WUSN-TV Charleston, S.C.; KBAK-TV Bakersfield, Calif., and WHTN-TV Huntington, W. Va. It also owns sound and video recording studios in New York and real estate in Wilmington, N.C. and Charleston, S.C.

Filmways reports profit

A net profit of \$58,036 for the first six months of the 1963 fiscal year, ended Feb. 28, has been reported by Filmways

HEY DANCER- FITZGERALD- SAMPLE!

Want to know why WABC is a leader in New York radio?

Ask this housewife from Manhattan.



While you're at it ask a beautician from Mount Vernon.

Ask a writer from Darien.

Ask a salesman from Newark.

Ask almost anybody from anywhere.

You name them...we reach them. We know what they like. We offer it to them. That's why they listen.

All four of the leading research organizations document this. So does WABC's audience response and sponsor acceptance.

If it's your job to reach and sell people—all kinds of people—the right kind of people—come to WABC RADIO.

It's the station that became a leader in New York radio in just two short years.

Now tell us, Dancer-Fitzgerald-Sample, isn't that worth shouting about?

AN ABC OWNED RADIO STATION
770 KC 50,000 WATTS CLEAR-CHANNEL, NON-DIRECTIONAL

NEW YORK'S
FIRST STATION
WABC
RADIO 77

BLACK
GROUP
PLAN
MEMBER

Inc., New York. This compares to a loss of \$54,155 for the similar period in 1962. Revenues for the 1963 half year were \$5,195,896; in the first six months of the 1962 period they were \$4,775,158. Working capital has been increased by almost \$100,000 to over \$1 million.

Filmways produces series for television (*Beverly Hillbillies*, *Mr. Ed*, etc.), and feature films for theatrical exhibition.

Four Star net drops in current half

Substantial write-offs depressed the first half net income of Four Star Television to \$187,117 (31 cents a share) on a gross income of \$11,776,321 for the 26 weeks ended Dec. 29, 1962. In the first half of the previous fiscal year, net income was \$367,471 (60 cents a share) on a gross of \$9,939,751.

The write-offs, being taken in equal parts in each of the two halves of the current fiscal year, apply to costs incurred in the development of a number of properties and pilot films over the last few years, as well as higher amortization costs. Operating, selling and administrative expenses in the first half of the year also reflect large charges.

The company has received a tax-free payment of \$500,000 from a company-held insurance policy on the life of the late Dick Powell, founder and first chairman of Four Star Television. This will apply to the second half of the current fiscal year.

Tele-Broadcasters shows loss in '62

Tele-Broadcasters Inc. suffered a net loss of \$192,962 on net broadcast revenues of \$987,094 for the year 1962, according to its annual report. This compares with a net loss of \$117,049 on net revenues of \$988,074 for the same period in 1961.

In addition Tele-Broadcasters has reserved \$107,650 as a reserve for loss based on notes from Thermoil Corp. now in bankruptcy. Tele-Broadcasters sold its manufacturing subsidiary, Tele-Communications Corp., to Thermoil Corp. last year and received notes as well as mortgages on the equipment.

Last January Tele-Broadcasters arranged to sell WPOP Hartford, Conn., to Joseph C. Amaturio and group for \$665,000. This is still pending FCC approval. Mr. Amaturio owns WIRE Indianapolis and is half owner of WFTL Fort Lauderdale, Fla. Other Tele-Broadcasters stations: KUDL Kansas City; KALI Los Angeles, and KOFY and KUFY (FM) San Mateo-San Francisco. Earlier this month Tele-Broadcasters received a grant for ch. 9 in El Centro, Calif. (BROADCASTING, April 15).

Cowles' stations ahead of last year

Business volume of stations owned by Cowles Magazine and Broadcasting, Inc., New York, during the first half of 1963, is "running well ahead" of volume in the like period a year ago, Gardner Cowles, president, told stockholders at the company's annual meeting last Thursday (May 2). (CMBI owns KRNT-AM-TV Des Moines, Iowa and WREC-AM-TV Memphis, Tenn. and publishes *Look* and *Family Circle* magazines, *Insider's Newsletter*, the *Gainesville* (Fla.) *Daily Sun*, the *San Juan* (P.R.) *Star* and books and encyclopedias).

Mr. Cowles said that earnings of the parent company during the first six months of the year will be lower than in the same period last year. He attributed the lower earnings to a decline in advertising of *Look* magazine, largest unit of the company.

Although Mr. Cowles said it was too early to estimate earnings for 1963, he pointed out that advertising revenue of *Look* will be up in the third quarter and

prospects for the magazine's volume in the fourth quarter are "encouraging."

Hoyt B. Wooten, founder of WREC-AM-TV, was elected to the board of directors of CMBI at the meeting (CLOSED CIRCUIT, April 29). The FCC approved sale of WREC-AM-TV to CMBI on April 23 (BROADCASTING, April 29).

Mr. Wooten will also become chairman of the board of directors of Cowles Broadcasting Service Inc. Charles Brakefield and Jack Michael, both with WREC-AM-TV and sons-in-law of Mr. Wooten, were elected vice presidents and directors of Cowles Broadcasting Service. Mr. Brakefield was named general manager while Mr. Michael will be director of programming (CLOSED CIRCUIT, April 29).

CMBI declared a dividend of 10 cents a share on its common stock to holders of record as of the close of business on May 31. The dividend is payable June 15. Payment of the regular semi-annual dividend on its preferred stock covering the period Jan. 1, through June 30 was also authorized by the board.

Oak Manufacturing has drop in net income

Consolidated net income of Oak Manufacturing Co., Crystal Lake, Ill. (manufacturer of VHF and UHF tuners and other products) for the first quarter of 1963 ended March 31 was \$240,685 (35 cents a share) on net sales of \$9,345,333. This compares with net income for the same period last year of \$276,013 (42 cents a share) on net sales of \$7,415,802.

E. A. Carter, president of the company, said he foresaw the possibility of a slack period in TV set sales during the "transition period" prior to April 30, 1964 when all channel receivers must be produced.

Oak previously had reported a net income of \$907,031 (\$1.32 a share) on net sales of \$30,591,623 for the year 1962. This compares to a net of \$557,662 (85 cents a share) on sales of \$23,017,077 in 1961.

In this report the company said that UHF tuners made in Japan by the firm's subsidiary, Noble-Oak Ltd., should be in volume production by the third quarter of this year. UHF tuners are also made at the company's Elkhorn, Wis., plant.

Plough's net up

Plough Inc. net earnings after taxes for the first quarter of 1963 were over 10% better than for the same period last year, Abe Plough, president of the Memphis pharmaceutical company (which owns five radio stations), reported at the annual stockholders meet-

ing. Earnings were \$900,000 (33 cents a share) on sales of \$12,850,000. This compares with the 1962 first quarter earnings of \$810,000 (30 cents a share) on sales of \$12 million.

Plough Stations are WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore and WPLO-AM-FM Atlanta.

Wometco's earnings up 16.8% in first quarter

First 1963 quarter earnings and net income for Wometco Enterprises reached new records with earnings after taxes for period ended March 25 up 16.8% to \$524,647 (36 cents a share) on gross of \$5,035,824. Last year's 12-week period had earnings of \$449,088 (31 cents a share) on revenues totaling \$4,436,441.

Wometco owns WTVJ (TV) Miami; KVOS-TV Bellingham, Wash.; WLOS-AM-FM-TV Asheville, N. C., and 47.5% of WFGA-TV Jacksonville, Fla. It also owns and operates chain of theaters in Florida, Miami Seaquarium, engages in vending operations in Florida and Caribbean area, and holds soft drink franchises in Caribbean.

Dynamics Corp.'s profit drops

Dynamics Corp. of America has reported 1963 first quarter earnings on common shares of 24 cents as compared to 25 cents a share for the first three months of 1962. Income for the three-month period was \$17,476,958 which compares to \$18,254,593 in the same period last year. The company

HEY CAMPBELL- EWALD!

Want to know why WABC Radio jumped from 9th place to a solid leader?

Ask this mailman from Brooklyn.



While you're at it, ask a little old lady from the Bronx.

Ask a professional from Westchester.

Ask a young secretary from Staten Island.

Ask almost anybody from anywhere.

You name them...we reach them. We know what they like. We offer it to them. That's why they listen.

All four of the leading research organizations document this. So does WABC's audience response and sponsor acceptance.

If it's your job to reach and sell people—all kinds of people—the right kind of people—come to WABC RADIO.

It's the station that became a leader in New York radio in just two short years.

Now tell us, Campbell-Ewald, isn't that worth shouting about?

AN ABC OWNED RADIO STATION
770 KC 50,000 WATTS CLEAR-CHANNEL, NON-DIRECTIONAL



reported a backlog of orders worth \$25 million as of April 1.

Net profits for the first quarter this year were \$824,099, a drop of \$38,527 from last year's figure.

C-C 3 month net falls

Crowell-Collier Publishing Co. had a net income of \$162,639 (5 cents a share) on sales and revenues of \$21,810,066 in the three months ended March 31. This compares with net income of \$226,869 (7 cents a share) on \$16,989,671 for the comparable period in 1962.

C-C owns KFVB Los Angeles, KEWB Oakland-San Francisco and KDWB Minneapolis-St. Paul.

Polaris Corp. registers stock offering with SEC

Polaris Corp., Milwaukee diversified company which owns radio and TV stations, has registered with the Securities & Exchange Commission an offering of 90,122 shares to be sold at an estimated \$17 a share to stockholders on the basis of one new share for every seven held.

Expected to be realized is over \$1.5 million which will be used as working capital, including the reduction of short-term bank indebtedness.

In 1962, Polaris had an operating income of \$11.6 million, of which \$1.3 million came from broadcasting. Its net

income after federal and state taxes amounted to \$666,990 (83 cents a share). Principal owners of the group are headed by Eliot G. Fitch of the Marine Bank, Milwaukee. Ferris Traylor and family own about 20%.

Polaris owns or controls WTVW (TV) Evansville, Ind., KXGO-TV Fargo, KNOX-TV Grand Forks and KCND-TV Pembina, all North Dakota; KXOA-AM-TV Sacramento, Calif., and WKYW Louisville, Ky. It has applications pending FCC approval for the purchase of KOMA Tulsa, Okla., WTAM-TV (CP) Louisville, Ky., and KJAX Santa Rosa, Calif. The company also owns the Klau-Van Pietersen-Dunlop advertising agency in Milwaukee and is engaged in real estate development.

EQUIPMENT & ENGINEERING

Telstar II to be placed into higher orbit

AT&T USING NEW TRANSISTORS TO KEEP SPHERE ALIVE

Telstar II, a virtual twin of the first AT&T space communications satellite, is scheduled to be launched tomorrow (May 7) from Cape Canaveral, and may be used to bring the 1964 Olympic Games in Tokyo to the United States via television.

Because Telstar I suffers from radiation sickness—it was launched July 10, 1962, failed for the first time Feb. 21 and has functioned off and on since then—the new satellite will use "evacuated" transistors to prevent ionization of the gasses in the transistors caused by high radiation from the Van Allen belt. To overcome radiation hazards Telstar II also will be placed in a higher orbit—from 575 miles to 6,560 miles—in comparison with Telstar I (592 miles to 3,531 miles).

The satellite will be used for experimental communications between AT&T's Andover, Me., ground station, and those in England, France and Italy and, in part, in Brazil. Two satellite communications ground stations are

under construction in Japan; one of them is due to be in operation by October.

As before, AT&T will pay about \$3 million to the National Aeronautics & Space Administration for the launching. A 90-foot Delta rocket will be used.

Telstar II will not only join its sister, Telstar I, in space, but also Relay, manufactured by RCA for NASA and launched in December 1962. Last February NASA also launched Syncom, the stationary satellite built for the government by Hughes Aircraft which failed to achieve its exact 22,300-mile-high orbit or to operate on command.

Other news of advanced technology last week: A commercial system of satellite operation should begin in 1967 and might show a slight profit sometime between 1969 and 1971. Leo D. Welch, chairman of the Communications Satellite Corp., made these predictions to a House space committee.

Both Mr. Welch and Joseph V. Charyk, president of Comsat, were

sharply questioned by committeemen about government space communications efforts benefitting the "private" company. They responded by urging that NASA be permitted to continue research in space communications in the interest of the U. S. space effort, even if Comsat benefits.

Research on underground radio communications was described by scientists at the annual meeting of the U. S. National Committee of the International Scientific Radio Union, meeting in Washington. Radio waves can be sent underground, it was pointed out. The work is being underwritten by the Defense Department which is eager to interconnect its underground missile sites and command posts with secret, jamproof, secure communications links.

Philco gets color TV patent after 13 years

Philco Corp. announced last week that it had been granted a patent which applies to equipment used for transmitting and receiving color television signals—and the implications are that transmitting and receiver manufacturers are going to have to get a license from the Ford Motor Co. subsidiary.

The patent (No. 3,087,011) was granted two weeks ago. It follows a long drawn out interference proceeding which began after the filing of the patent application in 1950. The basic conflict was settled earlier this year when RCA and Philco came to an agreement on a settlement of longstanding litigation over patents, including color TV whereby RCA paid Philco \$9 million for non-exclusive rights to use Philco patents (BROADCASTING, Jan. 7).

This agreement, it's understood, covers only RCA-manufactured equipment. Other manufacturers are expecting to hear from Philco, although at the mo-

January, February set sales and production

Television sales and production moved forward for the first two months of 1963 compared with the same period last year, but radio sales and production fell behind.

Figures for TV and radio distributor sales and production for January-February of this year, as reported by the Electronic Industries Association:

Period	DISTRIBUTOR SALES		PRODUCTION	
	Television Totals	Radio Totals	Television Totals	Radio Totals
January-February 1963	1,039,820	1,069,384	1,042,346	2,619,159
January-February 1962	987,111	1,260,762	1,030,363	2,815,427
			(121,745)	(163,185)
			(86,324)	(156,223)



Sacramento, California, capital city of the nation's number one state in population and home of . . .

KXOA, under new ownership of Producers Incorporated (R. E. Shively, Executive Vice President; John Bayliss, Vice President and General Station Manager) appoints . . .

KXOA



BLAIR RADIO
as its exclusive national representative and adds its selling power to the Blair Group Plan, America's most influential group of radio stations.

ment they have not.

For the last 30-odd years, manufacturers were able to take out a single license from a single source, RCA. RCA either had patents in critical fields, or secured the rights to sublicense from others. The color TV area may mark the first departure from this arrangement in the broadcast manufacturing field; where transmitting and set makers may also be required to take out a license from Philco as well as RCA.

The patent covers apparatus which processes color information from the television camera to the circuit in the receiver which extracts the color information from the signal for picture reproduction. It was invented by Wilson P. Boothroyd, former manager of electronic engineering for Philco,

and Edgar M. Creamer Jr., manager of Philco's advanced development electronic engineering laboratory. Both assigned their rights to Philco.

With the patent issuance, Philco will begin manufacturing a complete line of color receivers soon, it was announced.

\$225,000 USIA contract

Continental Electronics Manufacturing Corp. of Dallas, a division of Ling-Temco-Vought Inc., has been awarded a \$225,000 contract by the U. S. Information Agency to provide six 50 kw single-sideband transmitters for the Voice of America at its Delano and Dixon, both California, and Bethany, Ohio, stations, the agency announced last week.

11 video tape recorders being replaced by ABC

Eleven RCA transistorized television tape recorders, with built-in capability for color program operation, have been ordered by ABC. The order brings ABC's total purchases to 25 such units valued at more than \$2 million, the RCA broadcast and communication products division announced.

The new recorders, the industry's first to use an all solid-state design, will replace older, tube-type equipment in ABC-TV's television center in New York. It was ABC-TV which last fall bought the first two such recorders from RCA for its news programming in Washington.

Since that time, the recorder has been manufactured on a volume basis.

GOVERNMENT

Philco tries to open NBC's closet

IT REVIVES QUIZ REVELATIONS IN ATTEMPT TO GET NBC'S CH. 3

NBC officials were taken on a walk down a memory lane peopled with the ghosts of the quiz-show era last week, as the FCC hearing involving the network's fight with Philco Corp. for channel 3 Philadelphia resumed.

Robert Sarnoff, NBC board chairman, and Robert E. Kintner, president, testifying in support of the network's application for renewal of WRCV-TV, cited the strength network ownership gives the station and the local autonomy it enjoys.

But Henry Weaver, counsel for Philco in its application for a new station on the channel that WRCV-TV now occupies, spent a considerable amount

of his cross-examination dredging up such quiz-show era names as Charles Van Doren, *Twenty-One* and *Tic-Tac-Dough*.

With the complex hearing turning to the comparative issues in the case, Philco was attempting to demonstrate that the network was not as alert as it should have been to the possibility that something was amiss with the quiz shows it was airing.

In his cross-examination of Messrs. Sarnoff and Kintner and Raymond Welpott, executive vice president of NBC's owned-and-operated stations and general manager of WRCV-AM-TV, Mr. Weaver also attempted to bring out that the network is more interested in the Philadelphia TV station's earnings than in the local programming it's providing.

NBC, which is under a Justice Department consent decree to divest itself of the Philadelphia properties by June 30, 1964, is seeking renewal of the stations preparatory to swapping them for RKO General Corp.'s Boston stations, WNAC-AM-TV and WRKO (FM).

Quiz-Show Quiz — Mr. Weaver introduced the quiz-show issue in his questioning of Mr. Sarnoff and continued it with Mr. Kintner. Both said they weren't aware that any of the shows were rigged until the New York grand jury began investigating charges of fixed shows in 1958.

Yet, Mr. Weaver said, "there was a mass of information available to NBC executives early enough for them to have taken action" before the grand jury inquiry. He introduced a number of newspaper and magazine articles

published in late 1956 and early 1957 alleging that quiz shows weren't as pure as they were being represented.

And Mr. Kintner, restating the position NBC has taken previously, said he was convinced of Charles Van Doren's honesty until the fall of 1959, when the former quiz-show idol balked at testifying at the House Legislative Oversight Subcommittee hearing on quiz shows.

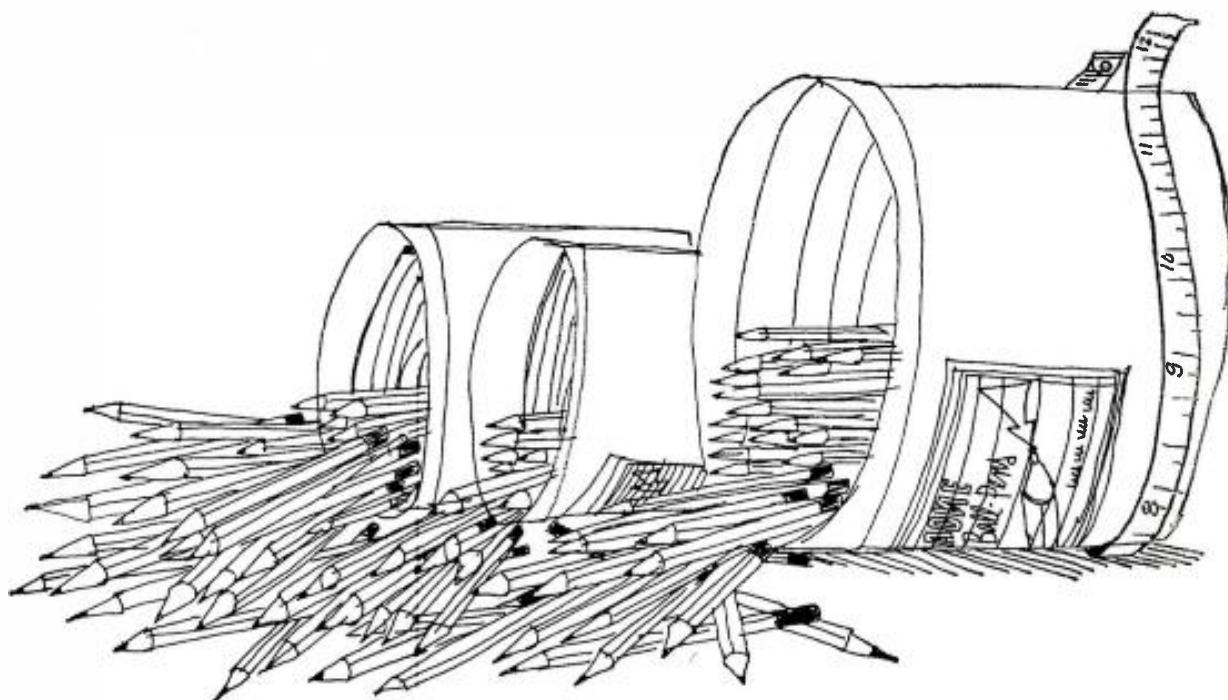
Mr. Van Doren, who had risen to fame as a contestant on *Twenty-One*, was under contract to the network at the time. He was suspended after he finally appeared before the subcommittee and confessed to his participation



Mr. Sarnoff



Mr. Welpott



puzzle:

Does Circular Reasoning Pay?*

"I think," reported executive secretary Betty Leslie to Dick Stakes, Assistant Treasurer and Controller, "that I have scored a tremendous buying coup."

"Great," said Dick, "what was it?"

"You know those ballpoint pens we buy in bulk for the Accounting Department? They used to come in a cardboard tube that was 12 inches around. I ordered some more this morning and the salesman told me they package them in six-inch round tubes now instead, but I could have two of the six-inch tubes for \$5.00, the same thing I used to pay for one 12-inch. I told him it was more trouble to store and open two tubes than one, so he came down to \$4.00 for the two of them. Wasn't that clever of me?"

"It was clever of somebody," said Dick. "I think you've been taken."

Had she or hadn't she, why and by how much? Tell us and win a good ballpoint pen.

**Straight reasoning will lead you to the audience-pleasing spot carriers scattered through our daily programming of comedy, drama, entertainment and information for the whole family. Why not send your product along for the ride? Harrington, Righter & Parsons, Inc. will supply times, rates, availabilities.*

Address answers to Puzzle #80, WMAL-TV, Washington 8, D. C.
Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.

wmal-tv abc

Evening Star Broadcasting Company
WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

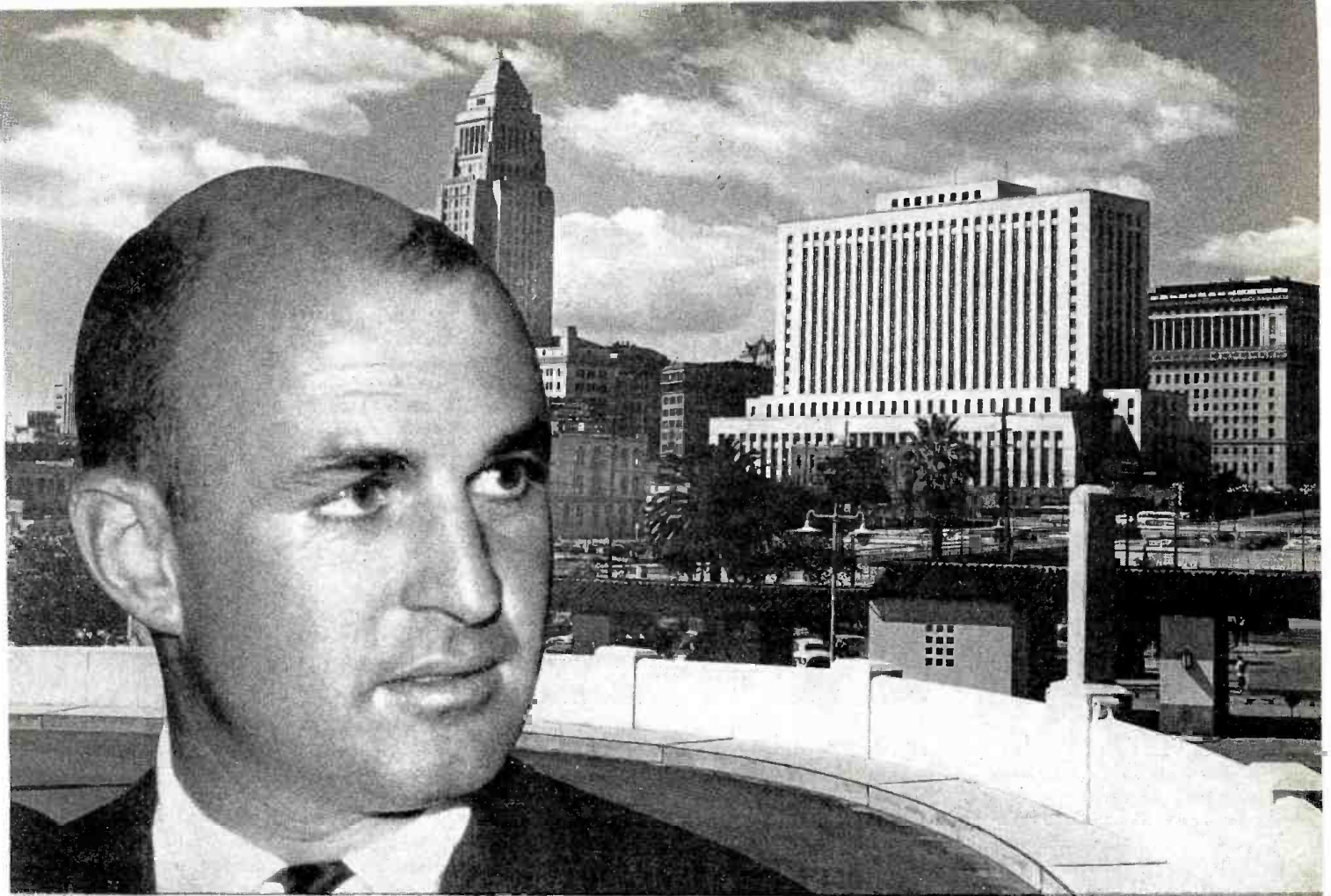
Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

WNBQ is the State and Madison crossroads of Chicago television—the electronic mirror in which Chicago sees all aspects of itself reflected, accurately and vividly.

Many local issues have been illuminated on WNBQ's *City Desk*—where prominent Chicagoans face right-to-the-point interrogation by Channel 5 newsmen.

Len O'Connor spotlights the local political and social

scene, with meaningful critiques. Chicagoland's brightest teenagers match knowledge on *It's Academic*. The city's young creative talent is displayed in the rich setting of *Artists' Showcase*. A documentary on race relations on *Dateline: Chicago* examined the city's conscience. And a preview of the Versailles exhibit reflected Chicago's pride in its famed Art Institute.



MAL KLEIN, Vice President and General Manager KHJ-TV, Los Angeles, California.

Why KHJ-TV bought Volumes 1, 2, 3, 4 & 5 of Seven Arts' "Films of the 50's"

Says Mal Klein:

"We bought these features because,

that could ever be offered! In other words, if a blue chip national advertiser such as P & G, Colgate or Revlon went to a network and said, 'Don't worry about the budget. We want the most important spectacular you can possibly produce . . . with the biggest writer and director, largest cast, full color, the works — they couldn't possibly create a special to match the bigness of Warner Bros. 'Mr. Roberts', 'Auntie Mame' or 'Sayonara' or 20th Century-Fox's 'The Man In The Gray Flannel Suit', 'The Revolt of Mamie Stover' or 'No Way Out.'

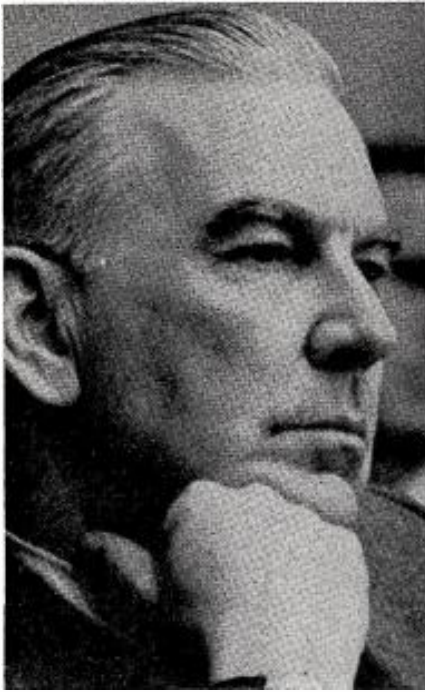
"With the acquisition of such films as these, KHJ-TV has, in effect, added to its production staff: Joshua Logan, Billy Wilder, Mervyn LeRoy, Elia Kazan and a dozen other of the best producers and directors in the business. In addition, such top writers as Budd Schulberg, Ernest Hemingway, George Abbott, Ben Hecht . . . and such stars as . . . Rosalind Russell, Doris Day, Kirk Douglas, William Holden, James Stewart, Marlon Brando . . . and many, many others too numerous to list.

"Volumes 1 and 2 launched our campaign to be the #1 independent in Los Angeles. The campaign was successful. The acquisition of Volumes 3, 4 and 5 assures us of a continuation of this success."



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
 NEW YORK: 200 Park Avenue 972-7777
 CHICAGO: 4630 Estes, Lincolnwood, Ill. Orchard 4-5105
 DALLAS: 5641 Charleston Drive ADams 9-2855
 LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. State 8-8276
 TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

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



Representative Springer

proposals, the committee must take steps of its own."

A Republican Speaks ■ In a speech on ratings prepared for delivery Friday (May 3) to the convention of the Illinois Broadcasters Association in Springfield (see page 86), Representative William L. Springer (R-Ill.) said he would prefer an approach whereby "the industry—with a continuing and extremely close scrutiny by broadcasters and advertisers—could take the necessary action to police itself."

"The question of the reliability of broadcast ratings, I believe, is a matter of concern for the Federal Trade Commission," Representative Springer said. "And, putting it mildly, perhaps the FTC has not done all that it might have done to assure the accuracy of those ratings." But ratings reliability also "is a matter of prime concern for the advertisers who must ultimately foot the bill—and whose very existence, perhaps depends on the intelligent use of reliable figures," he said.

Recalling press reports in which Mr. Nielsen said the subcommittee was unfair and failed to provide his firm an opportunity to rebut testimony of three former field men (BROADCASTING, April 8), the congressman said the subcommittee is unaware of any request to testify on the subject.

A "clean bill of health" which Mr. Nielsen has implied was given his firm two years ago by three experienced statisticians hired by the subcommittee actually was a report "prepared by the statisticians' spending one day in the offices of each of the rating services being investigated [in 1960-61]—taking at face value any and all information



Representative Moss

offered by the service—and then projecting that information to get the 'accurate and reliable' label referred to by Mr. Nielsen," Representative Springer said.

"In all fairness to the industry," he said, "I must say that three companies—American Research Bureau, the C. E. Hooper Co. and Albert E. Sindlinger Co.—while their results may or may not have been good, were given a clean bill of health as far as their honesty was concerned."

The congressman also said he does not think Nielsen Audimeters "are placed in typical homes with typical viewing and/or viewing habits."

Florida Rating Proposal ■ Another development last week showed interest at the state level in regulating the ratings problem.

Broadcaster-State Senator C. W. Mapoles has introduced a bill in the Florida legislature which would require radio and TV audience measurement firms to be licensed by the state. The measure, Senate Bill 568, has been referred to the Veteran's Affairs and Judiciary Committee.

The bill would put survey firms under the regulation of the secretary of state and require them to post \$1,000 bond and pay an annual \$500 license fee to do business in Florida. Senator Mapoles, owner of WBYW Milton, Fla., also would require ratings firms to notify the secretary of state and all stations to be measured 30 days in advance of field work. Violation of provisions of the bill calls for a fine up to \$1,000, 60 days imprisonment, or both.

Rating companies would be required

to keep detailed records of their operations in Florida, including dates, areas, methods used, names of interviewers and amounts paid to employees. The bill permits any station challenging a rating, upon paying a \$100 fee, to have a spot check made to determine whether any misrepresentation or fraud occurred in the survey being questioned.

The bill exempts from licensing stations, networks and associations who conduct their own surveys, providing not more than \$300 is spent for this purpose over any given six-month period. The exempted groups would, however, be required to maintain detailed records of their own surveys for inspection by the secretary of state.

The Florida Association of Broadcasters has not taken a position on the Mapoles bill.

Babbitt buys time on 3 radio networks

B. T. Babbitt Inc., on behalf of three of its household products—Bab-O Cleanser, Cameo Copper Cleaner, and Hep Oven Cleaner—has purchased radio campaigns this spring on ABC, Mutual and NBC.

One campaign—on Mutual—began April 24 with 11 announcements each week for a 32-week period. The other campaigns begin May 27 with 156 time announcements in 26 weeks on NBC Radio and 130 announcements in 26 weeks on ABC Radio. The agency is Geyer, Morey, Ballard Inc.

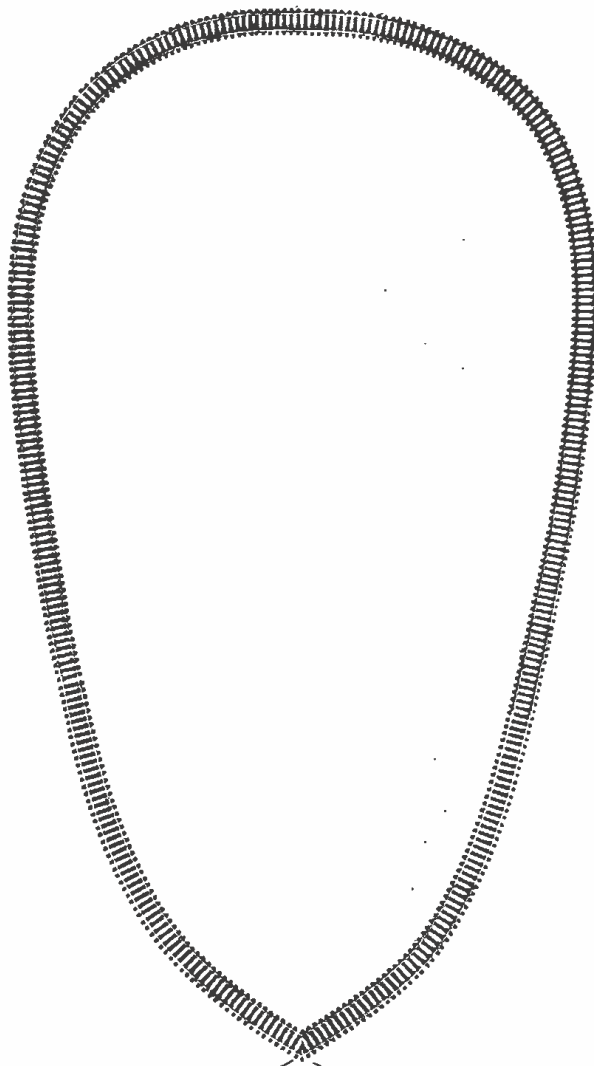
Michael Cerra, Babbitt's manager of marketing services, said that the company is using radio "because it will enable us to achieve both wide reach and message frequency. Our campaign can also be directed to the housewife effectively and economically, particularly during the morning hours." He estimates that the three-network buy "will deliver nearly 13 million home impressions weekly."

Writers association announces key awards

Winners of the Advertising Writers Association's annual Gold and Silver Key copywriting competition have been announced in New York. Jerry Gerber of Young & Rubicam, New York, won a Gold Key for his TV commercial for Goodyear snow tires. Silver Key Awards for television went to Bob Levenson of Doyle Dane Bernbach (Volkswagen) and John Flagg of Benton & Bowles (Gravy Train dog food).

Peter Nord of Hicks & Greist won the Gold Key for radio writing, with his commercial for La Rosa Marinara Sauce. No Silver Key was awarded in the radio category.

as much a part of Chicago as the Loop



For 15 years, WNBQ has been the busiest screen in town, interpreting Chicago with objectivity, candor, and pride. Like the *Loop*, WNBQ is a center of Chicago life. This kind of community-station link—joined with the wide ranging NBC Network programming of diversified entertainment and information—is distinctive to the programming of all NBC Owned Stations.



WNBQ, CHICAGO
KNBC, LOS ANGELES
WRC-TV, WASHINGTON
WNBC-TV, NEW YORK
WRCV-TV, PHILADELPHIA

NBC Owned. Represented
by NBC Spot Sales.

in rigged shows.

Barry and Enright ■ Mr. Weaver also revived memories of Jack Barry and Daniel Enright, and of their shows *Twenty-One* and *Tic-Tac Dough*, which NBC purchased for \$2 million in 1957, and of contestants Herbert Stempel and James Snodgrass, whose charges about fixed quiz shows helped signal the end of the big-money game-shows.

Mr. Weaver also attempted to establish that NBC, after the disclosures by the Oversight Subcommittee, made "a deliberate attempt to obscure the real significance of the quiz rigging by using NBC as a medium." He cited statements in 1960 by Jack Paar and Dave Garroway on their shows, *The Jack Paar Show* and *Today*, expressing sorrow for Mr. Van Doren.

But Chief Hearing Examiner James Cunningham, who is presiding, sustained an objection from NBC attorney Irving Segal when the questioning turned to Mr. Paar's comment.

"There must be bounds" to the questioning, Mr. Cunningham said. "Jack Paar . . . has made thousands of pronouncements," he added dryly.

Station Relations ■ In discussing NBC's relationship with its owned-and-operated stations, Messrs. Sarnoff and Kintner were in more congenial territory. Mr. Sarnoff cited the "balanced program service" available to the stations.

And Mr. Kintner, who disclosed an encyclopedic knowledge of NBC programming, said the network in 1961-62 produced 482 special news, entertainment and religious programs.

He also spread on the record the scope of the NBC News Department, 800 full and part-time employees, 14 overseas news bureaus and four in the U. S., and expenditures this year of \$30 million.

Mr. Weaver, however, who drew from that network officials the concession that NBC shows were available to affiliates as well as owned-and-operated stations, went into the question of local autonomy in detail with the witnesses. Mr. Kintner said the stations were expected to reflect the tastes and interests of their communities.

Local Pre-emptions ■ But the NBC officials said local managers could preempt network shows for local offerings only after getting clearance from the president of the network. The only exception was in the case of fast-breaking news stories or other emergencies where, as Mr. Sarnoff put it, "time is of the essence."

Mr. Kintner said WRCV-TV has pre-empted network shows for emergency and "pre-planned" specials on several occasions, both before and after May 1960, when Philco filed its competing application for channel 3.

Throughout their cross-examination

NAB seeks delay

The National Association of Broadcasters last week asked the FCC to extend from May 18 to July 1 the filing deadline for comments on the commission's controversial proposed rulemaking on the broadcast of horse race information (BROADCASTING, April 15).

The NAB's request for more time to comment on the proposal, which has provoked loud howls of protest from both horse racing fans and promoters (BROADCASTING, April 29), said that "we support the basic objectives of the proposal. . . ." but asked for additional time on the ground that "substantial questions of both a legal and public interest nature . . ." were raised by the proposed rulemaking.

by Mr. Weaver, the NBC executives denied implications into questions that the station had upgraded its programming proposals, in an amendment filed to its renewal application in 1961, as a result of the Philco application.

Mr. Welpott said the amendment was merely to reflect changes that had been made in the schedule. He also said that 15 local live series of half-hour or longer programs were carried by the station as of October 1962, the cut-off date for exhibits. Of these, he said, seven were on the air before the Philco application was filed, and four others were in preparation.

Mr. Weaver was also interested in the liaison between the O&O stations and top network officials. Mr. Welpott, who became executive vice president of the O&O stations in August 1962, said he had "often talked" to his predecessor in that job, P. A. Sugg, about the station's programming, but had never submitted a written report on it.

Financial Reports ■ In answer to another question, he said the station submits weekly reports on its sales figures and a profit-and-loss statement monthly.

At the resumption of the hearing last Monday, NBC won an important point when Examiner Cunningham ruled against Philco's request to exclude all of the network's programming exhibits dealing with the two-year period beginning October 1960, two months after the station's license expired.

The examiner, citing a ruling by the FCC on a similar question in a case involving WBAL Baltimore, said he wouldn't want to deny the commission the opportunity of considering recent WRCV-TV programming. "It would be

harsh and unreasonable to do that," he said.

Another issue still to be resolved involves NBC's request to introduce affidavits from 30 civic and community leaders in the Philadelphia area who support WRCV-TV's bid for a license renewal. Mr. Weaver, however, has objected on the ground the affidavits go "far beyond" the proper limits for such exhibits. Unless an agreement on the matter is reached, Mr. Segal says he will present the 30 persons involved as witnesses.

One scheduled witness who won't testify is Elmer Engstrom, president of NBC's parent corporation, RCA. The opposing counsel agreed to enter his testimony for the record without requiring his appearance.

\$1 million fair figure, Essex tells L.A. court

Harold Essex, president of Triangle Broadcasting Corp. and general manager of Triangle station WSJS-TV Winston-Salem, N. C., told the Los Angeles Superior Court last week that in his opinion \$1 million would be a fair evaluation of the price that WSJS-TV, if free of debt, would have brought if the station had been put on the market April 30, 1956.

Mr. Essex is also vice president of Piedmont Publishing Co., publisher of the *Winston-Salem Journal* and *Twin City Sentinel* (WSJS-AM-FM Winston-Salem) and general manager of the radio stations. He was testifying in a hearing to determine the value of the goodwill of WSJS-TV on April 30, 1956, date on which Piedmont Publishing exercised its option to buy the one-third interest in Triangle formerly held by Mary Pickford and her husband, Charles (Buddy) Rogers (BROADCASTING, April 29).

Mr. Essex, week's principal witness, took the stand Tuesday morning after Miss Pickford's counsel had completed his cross-examination of John Alden Grimes. Mr. Grimes, an appraiser called by Piedmont, had put a \$1.1 million price tag on the station as of the option date. On Thursday afternoon the Piedmont counsel began questioning their third witness, W. K. Hoyt, former president-publisher of Piedmont, now retired.

Lower tax on UHF sets?

A proposal to encourage sales of all-channel television sets by reducing excise taxes was introduced in the U.S. House of Representatives last week. Offered Wednesday (May 1) by Representative Harold R. Collier (R-Ill.), H.R. 5988 would provide that the 10% tax on TV sets be reduced to 5% in the case of all-channel receivers.



Reach 'em with a SPOT OF TAE
(the "big movie" station in Pittsburgh)

Dyed-in-the-wool movie fans have one choice on Pittsburgh television. TAE. Because TAE has the choice movie library! Oh yes, we're also the only channel with a nightly 11:15 movie. And the only local channel to originate movies in color.

*Current and choice: Million Dollar Movie (every night);
Million Dollar Matinee (weekday afternoons);
Pittsburgh Movie Special (Saturday nights at 7);
Shirley Temple Theater (Saturday mornings);
Family Movie Album (Sunday afternoons).*

Take TAE and see

WTAE CHANNEL 4

abc Basic ABC in Pittsburgh
THE KATZ AGENCY

Non-broadcasters play 'follow the leader'

ASK NEXT FCC MEMBER BE FROM THEIR RANKS

Non-broadcast users of the radio spectrum, taking a leaf from the broadcasters' book, have begun to bombard President Kennedy to appoint someone to the FCC who has knowledge of the communications radio services.

On March 28, the Committee on Manufacturers Radio Use, affiliated with the National Association of Manufacturers, asked the President to consider "the urgent need for active planning to meet the dynamic growth requirements of all the non-broadcast radio services . . ." in his next appointment to the FCC.

On May 2, this plea was seconded by the Land Mobile Communications Section of the Electronic Industries Association, also in a letter to the White House.

More appeals are on their way, it is understood.

The non-broadcast groups were spurred to this move by the action of a half dozen state broadcast associations which in recent meetings have passed resolutions asking the President to appoint a broadcaster to the commission. The ac-

tivity of both the broadcasters and the business communications users stems from reports, never denied, that FCC Chairman Newton N. Minow is resigning (BROADCASTING, Feb. 11).

Last year, the EIA group, acting independently, petitioned the FCC for UHF channels 14 and 15 for the mobile radio business service (BROADCASTING, Oct. 1, 1962). The FCC received comments on these proposals last December but has not yet acted.

Mobile radio users include business firms, taxicab companies, industrial corporations, and a host of other special users who find radio an aid in relaying orders and instructions, and in the manufacturing and transportation field.

What is lacking in the commission, according to Jeremiah Courtney, counsel for the manufacturers group, is some "active and progressive planning for the requirements of the non-broadcast radio service."

He added:

"The NAM letter to the President urging presidential consideration of a

commission composition that will give 'equal time' and weight to all the publicly important uses of the spectrum, and the EIA support of Mr. Reis's recommendation, are simply forerunners of many other actions that may be expected by industrial, commercial and public safety licensees to gain a better knowledge of their problems and frequency requirements."

WAME charges Pulse, Nielsen with fraud

A pair of \$250,000 civil suits filed by WAME Miami against the A. C. Nielsen Co., Chicago, and The Pulse Inc., New York, claims the companies misrepresented ratings reports from 1959 through the fall of 1962.

In what is believed to be the first court action attempted by a broadcaster against a broadcast measurement firm since a congressional hearing on ratings began in March, WAME charges the firms could not accurately report the listening habits of 310,000 metropolitan Miami radio homes on the basis of samples purported to be used in their reports.

Claiming misrepresentation and fraud, WAME's complaints seek compensatory damages from each company, plus punitive damages to be set by the court. The complaints were filed in Dade County Circuit Court against Pulse on April 29; against the Nielsen Co. the next day. The firms have up to 20 days after official notification by the Florida secretary of state to file answers or defensive motions.

Irving J. Whitman, a Miami trial lawyer retained by WAME, said in a telephone interview last week that the defendants' replies will determine WAME's next step. The station is prepared for a lengthy trial, and may call as witnesses some of the principals in the congressional ratings investigation (BROADCASTING, Feb. 28, et seq.), he said.

Smoking control bill offered by Udall

Washington concern that smoking may be injurious to health brought forth a bill last week which would place smoking products under the jurisdiction of the Food and Drug Administration.

However, a suggestion to ban the broadcast of liquor and tobacco commercials in daylight and early-evening television time has been shelved for the present.

Representative Morris K. Udall (D-Ariz.), author of both ideas, said he has put off the commercial ban proposal "because my study indicates it

Hyde pessimistic about air freedom

The idea that government regulation of broadcasting stems from a premise that "the public owns the airwaves" is completely erroneous, FCC Commissioner Rosel H. Hyde told a seminar of radio broadcasters and community leaders in Los Angeles last week. The true basis for the power Congress has assigned to the FCC is the federal power to regulate interstate commerce, he stated.

In a brief review of the authority given the FCC by the Communications Act and the restrictions the act places upon the commission, Commissioner Hyde emphasized his belief that attempts of the FCC to inject itself into broadcast programming are unwarranted intrusions into the affairs of the broadcasters and are more likely to hurt than to help the quality of programs made available to the general public. General hearings like those held by the FCC in Chicago and Omaha are "not a desirable practice," he declared, commenting that they seem to have no real purpose but are put on "just to stir up the natives."

Public interest, convenience and necessity change with changing times and conditions, Mr. Hyde pointed

out, and government direction would be more apt to restrict than to widen the programing offered by the nation's broadcasters. New ideas have difficulties enough in competing with established concepts and the resistance to change as it is, he commented. "We shouldn't be setting guidelines for programing, but encouraging creativity. Competition is better than government regulation to give the public the best service."

Asked whether there is any sign that his views, which he admitted are not those of the majority of the commissioners, may permeate the rest of the FCC, Mr. Hyde replied that he had felt so when he succeeded in getting full license renewals for nearly a third of all the country's TV stations, which had been given temporary licenses while the FCC staff questioned them about local live programing between 6 and 11 p.m. But two weeks later the same sort of question came up again in New England and this time he failed.

"I hope the FCC will see the wisdom of putting faith in the broadcasters and the competitive process," he said, "but, frankly, I'm not making much progress."

FIRST-RUN MOVIES

Every Saturday Night 11 P.M. on the

"BIG MOVIE OF THE WEEK"

Burt Lancaster, Joan Rice, "HIS MAJESTY O'KEEFE"

Doris Day, John Raitt, Carol Haney, "THE PAJAMA GAME"

Marilyn Monroe, Laurence Olivier, "PRINCE AND THE SHOWGIRL"

Edward G. Robinson, Nina Foch, Hugh Marlowe, Jayne Mansfield, "ILLEGAL"

Andy Griffith, Nick Adams, "NO TIME FOR SERGEANTS"

Randolph Scott, David Brian, "FORT WORTH"

Vincent Price, Frank Lovejoy, Phyllis Kirk, "HOUSE OF WAX"

John Payne, Arleen Whelan, Dennis O'Keefe, "PASSAGE WEST"

Ronald Reagan, Rhonda Fleming, "THE LAST OUTPOST"

EXCLUSIVE IN BALTIMORE! WMAR-TV is the only station programming late movies 6 nights a week! (Mondays through Thursdays, "Channel Two Theatre", 11:20 P.M., Fridays, "Films of the 50's" 11:20 P.M.)



No Wonder — In Maryland Most People Watch

WMAR-TV

Channel 2 — Sunpapers Television — Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.

23 congressmen in broadcasting

10 IN SENATE, 13 IN HOUSE HAVE SOME KIND OF TIE-IN

Ten senators and 13 representatives in the 88th Congress have either a direct or family-related interest in U. S. broadcasting stations, according to FCC records.

The congressional list represents the same number of senators and representatives as a similar compilation two years ago (BROADCASTING, April 17, 1961), but some of the names have changed.

Representative Robert Taft Jr. (R-Ohio), a freshman from Cincinnati, returns that broadcasting family name to the Congress for the first time since the death of his father, the late Senator Robert A. Taft (R-Ohio), who died in 1953.

Representative Morris K. Udall (D-Ariz.), whose uncle has an interest in the Gila Broadcasting Co., replaces his brother Stewart, a representative through the 86th Congress and now Secretary of the Interior.

Vice President Lyndon B. Johnson, who as president of the Senate presides at its meetings and may vote to break ties; is not an owner, but his wife is (see related story, page 88).

Missing from the roll is the late Senator Robert S. Kerr (D-Okla.), a major figure in the Kerr-McGee Stations and considered one of the most powerful men in the Senate until his death early this year (BROADCASTING, Jan. 7). No longer listed either is former Representative William W. Scranton (R-Pa.), now governor of his state, who holds an interest in Transcontinent Television Corp.

The others not on the current list either were not returned to Congress or no longer have interests in broad-

cast properties.

A review of the current roll shows that Democrats outnumber Republicans 15-8. Eleven on the list are from southern states. Missouri leads the states of the union with three; Alabama, North Carolina, Virginia and Wisconsin have two each. Other states: Arizona, California, Georgia, Kentucky, Montana, Nebraska, New Mexico, New York, Ohio, South Carolina, Vermont and Washington.

The congressional list, showing network affiliations where they exist and noting new names with a dagger (†), follows:

Senator Clinton P. Anderson (D-N. M.), Albuquerque—owns 250 (5.5%) of 4,434 shares common voting stock of New Mexico Broadcasting Inc., licensee of KGGM-AM-TV Albuquerque and KVSP Santa Fe, and permittee for a CP for TV in Santa Fe. His son, Sherbourne Y., has 107 (2.4%) shares and Mrs. Nancy Anderson Roberts, his daughter, has 102 (2.3%).

KGGM-AM-TV, KVSP: all CBS.

Senator Roman L. Hruska (R-Neb.), Omaha—his brother, Victor, of Ponte Vedra Beach, Fla., is a trustee of WJCT (TV) Jacksonville, Fla., an educational station.

Senator Olin D. Johnston (D-S. C.), Spartanburg—his wife, Gladys, owns 25% of WFGN Gaffney, S. C.

WFGN: Keystone.

Senator B. Everett Jordan (D-N. C.), Saxapaha—owns 36 (8%) of 473 shares of WBBB-AM-FM Burlington, N. C. His wife, Mrs. B. E. Jordan, owns 34 (4%) of 750 shares of WHKY-AM-FM Hickory, N. C.

WBBB: MBS, Keystone; WHKY: ABC.

Senator Warren G. Magnuson (D-Wash.), Seattle—chairman of the Senate Commerce Committee, he owns 8,389 (3%) of 256,897 shares of common stock in Queen City Broadcasting Co., owner and licensee of KIRO-AM-FM-TV Seattle. The senator recently sold 2,000 of his shares and at the same time granted authority to vote his remaining interest to Saul Haas, president-general manager and 64% owner (CLOSED CIRCUIT, April 15).

KIRO-AM-FM-TV: CBS.

†**Senator Thruston B. Morton (R-Ky.), Louisville**—his brother-in-law, George W. Norton Jr., owns all 225,000 shares of WAVE Inc., licensee of WAVE-AM-TV Louisville, and parent company of WFRV (TV) Green Bay, Wis., and WFIE-TV Evansville, Ind. The senator is a member of the Commerce Committee.

WAVE-AM-TV, WFRV (TV) and WFIE-TV, all NBC.

Senator Winston L. Prouty (R-Vt.), Newport—his second cousin, John A. Prouty, owns one share of 1,643 in WIKE Newport. The senator is a member of the Commerce Committee.

WIKE: NBC.

Senator A. Willis Robertson (D-Va.), Lexington—his brother, Harold G., is a director but not a stockholder of Shenandoah Life Insurance Co., owner and licensee of WSLS-AM-FM-TV Roanoke, Va.

WSLS-AM-FM-TV: NBC.

Senator John J. Sparkman (D-Ala.), Huntsville—his wife, Ivo H., is a partner and 49% owner in WAVU-AM-FM Albertville, Ala.

†**Senator Stuart Symington (D-Mo.), St. Louis**—his brother, James H., is

might be both ineffective and discriminatory." Such legislation would not control advertising in other media, he explained.

LeRoy Collins, president of the National Association of Broadcasters, has said he has not discarded plans to discuss a time ban on such commercials at the association's board meeting in June (Broadcasting, April 29, 22).

Governor Collins has made strong statements opposing TV advertising which influences the young by giving undue glamour to smoking.

The lawmakers' major concern with tobacco product advertising is "the increasing tempo of advertising in all media designed to lure young people into the use of cigarettes," as Repre-

sentative Udall put it.

A Public Health Service study of smoking and health has been in progress since last summer.

Meanwhile, Senator Maurine B. Neuberger (D-Ore.), prime mover in the smoking-health controversy, revealed last week that she has completed writing a book on the subject which includes a "Model Smoking Control Act."

While she maintains that the federal government has all the statutory authority it needs to "mount an effective program of smoking control," the senator says the model act is needed to "prohibit the distribution of free cigarette samples to minors, restrict the permissible tar and nicotine yields

from cigarettes and provide a moderate rise in cigarette taxes to finance programs of smoking education (including television advertising) and research."

Several Senate supporters of Senator Neuberger's position are ready to co-sponsor legislation along the lines of Representative Udall's bill, it was learned last week.

Moss charges denied by Tobacco Institute

George V. Allen, president of The Tobacco Institute Inc., last week offered a rebuttal to allegations by Senator Frank E. Moss (D-Utah) that much cigarette advertising, which the

president of WAGE Leesburg, Va. Mrs. James H. is joint tenant; she and her husband own 42 (68%) of 62 shares in Radio WAGE Inc.

WAGE: MBS.

†Representative James F. Battin (R-Mont.), Billings—owns 5% of KURL Billings.

Representative Thomas B. Curtis (R-Mo.), Webster Groves—is trustee, but not a stockholder, of WDCR Hanover, N. H., a commercial station licensed to Dartmouth College.

Representative John W. Davis (D-Ga.), Summerville—is a director but not a stockholder of WGTA Summerville.

Representative L. H. Fountain (D-N. C.), Tarboro—is secretary-treasurer of WCPS-AM-FM Tarboro, of which he owns 86 (28.6%) of 300 shares. His brothers, V. E. and R. M., own 107 (35.7%) shares each and are president and vice president respectively.

Representative Porter Hardy Jr. (D-Va.), Churchland—owns 300 (1.4%) of 7,801 shares in WAVY-AM-TV Portsmouth.

Representative Paul C. Jones (D-Mo.), Kennett—he is president and a director of KBOA-AM-FM Kennett, owning 100 (20.4%) of 490 shares of common voting stock. His wife, Ethel, owns 22 (4%) shares and his son, Paul C. Jr., owns 28 (6%) shares.

Representative Eugene J. Keogh (D-N.Y.), Brooklyn—has 12,500 (1%) of 1,189,557 of capital common voting stock in Capital Cities Broadcasting Corp. His wife holds 3,750 shares (0.3%) for their two children. Capital Cities owns WROW-AM-FM Albany, WTEN(TV) Albany-Schenectady-Troy WKBW-AM-TV Buffalo, all New York; WCDC(TV) Adams, Mass.; WTVD(TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I.; and WPAT-AM-FM Paterson, N. J.

WROW: CBS.

WTEN(TV): CBS; WKBW-TV: ABC;

WCDC(TV): CBS; WTVD(TV): CBS; WPRO-TV: CBS.

†Representative Melvin R. Laird (R-Wis.), Marshfield—his cousin, Ben A., is president and a director of WDUZ Green Bay, Wis., of which he owns 85%. Mrs. Ben A. owns WDUX Wau-paca, Wis., and KHAK-AM-FM Cedar Rapids, Iowa.

WDUZ: ABC; WDUX: ABC.

†Representative Alvin E. O'Konski (R-Wis.), Mercer—is owner and permit-tee of WAEO-TV Hurley, Wis., for which a CP was granted March 1.

Representative Albert M. Rains (D-Ala.), Gadsden—he is vice president and director of the Rains-Roberts-Carrell stations, three Alabama AM's. The congressman owns 30 (30%) of 100 shares in WEYY Talladega, 45 (30%) of 150 shares in WGAD Gadsden, and 36 (30%) of 120 shares in WGSV Guntersville.

WGAD and WGSV: both ABC

†Representative James Roosevelt (D-Calif.), Los Angeles—his brother, John A., is a member of the board of trustees of WGSU-FM Albany, N. Y. P. J., a fifth cousin on the Theodore Roosevelt side of the family, owns 37% of WBRY Waterbury, Conn.

WBRY: CBS.

†Representative Robert Taft Jr. (R-Ohio), Cincinnati—he owns 5,111 of 1,578,938 common voting shares of the Taft Broadcasting Co. He is one of two trustees in the estate of David G., who held 76,060 shares. The congressman also is a nephew of Charles P., a director of the company and owner of 76,287 shares. The company owns WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala. and WKYT-TV Lexington, Ky., and is negotiating for the purchase of three Transcontinent Television Corp. stations: WGR-AM-FM-TV Buffalo; WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-

Senate on TV?

The Senate, which permits its committees to allow broadcast coverage, would open its floor debates to similar coverage under the provisions of a resolution to be offered this week by Senator Jacob K. Javits (R-N.Y.).

In a story in the May 11 issue of *TV Guide*, Senator Javits argues that such coverage would reawaken public interest in government and "would speed the often agonizing deliberative process because there would be less need to dramatize issues by extended debate."

The Senate Rules and Administration Committee would determine when broadcast coverage could be allowed.

Earlier this year the House Rules Committee shelved a resolution to open committee meetings to cameras and microphones (CLOSED CIRCUIT, April 1).

Barre, Pa. (BROADCASTING, April 29, 22, 15).

WBRC: MBS; WTVN: ABC; WGR: NBC.

WKRC-TV, WTVN-TV, WKYT-TV, WBRC-TV, WNEP-TV: all ABC; WDAF-TV, WGR-TV: both NBC.

†Representative Morris K. Udall (D-Ariz.), Tucson—his uncle, Jesse A., owns 10 (5%) of 200 shares of Gila Broadcasting Co., which is licensee of KGLU Safford, KZOW, KWJB(FM) Globe, KCKY Coolidge and KVNC Winslow, all Arizona. Jesse A. Udall is also chief justice of the Arizona Supreme Court. KGLU: NBC.

senator claims is directed at youth, represents smoking as glamorous while it is in fact connected to "dread diseases and early deaths" (BROADCASTING, April 29).

In answering Senator Moss's charges, which were contained in a letter sent to presidents of the television networks and tobacco companies, Mr. Allen noted that "the singling out of tobacco as a major factor" in causing lung cancer "is not warranted by existing scientific knowledge." He also cited medical experts who alleged that the rise of the death rate resulting from lung cancer was probably attributable not to the increased frequency of the disease but to finer medical diagnosis, which is detecting the disease with

greater accuracy.

Mr. Allen also said that no relationship between smoking and heart disease has been established. Senator Moss's comments on teen-age smoking, Mr. Allen suggested, might well be unfounded, as "we are not aware of any substantial studies on this subject, and have the impression that those that have been done were rather limited in sample size and area, with inconsistent results."

Court upholds FCC's equal time decision

A three-judge federal court in Chicago told a candidate for the Democratic nomination for mayor of Gary,

Ind., that there is nothing illegal in the FCC's refusal to order wwca Gary to give him more time than he has already received (BROADCASTING, April 29, 15).

The court ruled April 29 that the commission's ruling "constituted a valid exercise of the commission's authority." Acting on the briefs of the parties and without argument, it denied the petition for review of the FCC's equal time decision filed by Thomas R. Fadell. Mr. Fadell claimed that he deserved time equal to that of his opponent, Judge A. Martin Katz, who appears four times weekly on wwca's *Gary County Court of the Air*.

Denied also by the FCC was a second complaint submitted by Mr. Fadell charging unfairness to the station.

ECONOMIC CONTROLS NOT INTENDED

Henry dissents on FCC hearing reaffirmation order

Is the FCC thinking of adopting a birth control policy for AM radio that would extend economic protection to existing stations?

Some communications lawyers read that possibility into a dissent written last week by Commissioner E. William Henry—but Mr. Henry said that wasn't what he meant.

The dissent was written in a case involving an AM application for Riverton, Wyo. In dissenting to a majority decision reaffirming its order for a hearing in the case, Mr. Henry wrote:

"The commission will hopefully soon be able to avoid the difficulties which this case has pointed up by the promulgation of rules which would impose restricted and definite limits on the number of aural broadcast facilities which may be assigned to small markets such as Riverton."

This comment was taken by some to suggest that the FCC—which has been studying the AM station population problem—was considering the imposition of economic criteria in the granting or withholding of licenses. Mr. Henry explained, in answer to questions, that he was referring to the review of AM allocations policy that now is under

way. He said he hoped the review would lead to a general tightening of allocations based on area, population and stricter engineering standards.

The FCC staff has prepared a proposed rule revising AM allocations (CLOSED CIRCUIT, April 8), and the commission last week began a series of meetings to consider the proposal.

Last year the National Association of Broadcasters met with the FCC to discuss ways to control the station population explosion—but the NAB argued strenuously against the adoption of economic protection. The association's fear was that if the FCC limited competition on economic grounds, it would eventually wish to regulate the rates and perhaps the profits of stations.

The case in which Mr. Henry dissented last week involves the application of William L. Ross for a class III AM station in Riverton, which has a population of 6,845. kvow Riverton, the only station in the community, opposed the grant, alleging Mr. Ross lacked the necessary financial qualifications, and the commission subsequently set the application for a hearing on this issue. The commission at one time also proposed to look into the question of

whether Riverton could support more than one AM station, but eventually dropped this issue.

Mr. Ross, in a petition for reconsideration of the order, said the commission should either grant his application without a hearing or order kvow to apply for an early renewal of its license so the two applications could be consolidated in a comparative hearing. In addition, he asked that another AM application in Riverton, submitted by Hugh Jordan Scott, be considered in the consolidated hearing.

In denying Mr. Ross's requests, the commission rejected his contention that it lacked the authority to order the hearing on his application. It also said his view that "a Carroll issue" is involved "is not well taken." This was a reference to a court decision requiring the commission to determine whether a market can support a new station when it appears the resulting competition with an existing outlet would lead to impairment of the service being given the public.

Carroll Issue In Disguise — Commissioner Henry, however, said the commission has injected Carroll issues in the case "in the guise of financial qualification" questions. He said this was inappropriate since no party has claimed substantial injury to the public interest would result from the operation of new stations in Riverton. Both applications should have been granted without a hearing, according to Mr. Henry.

He said both Messrs. Ross and Scott have shown they have the funds necessary to construct and operate their proposed stations. "Yet," he noted, the commission has "further indicated that possible long-term financial problems might arise if multiple standard broadcast stations were licensed in Riverton."

Supreme Court hears case of TV confession

The U. S. Supreme Court was told last week that the telecasting of a murder "confession" by a 19-year-old prisoner made impossible a fair jury trial.

Asking the Supreme Court to require a new trial in a different community, the attorney for Wilbert Rideau, convicted in 1961 of bank robbery, abduction and murder, said that an interrogation of the prisoner by the sheriff of Calcasieu Parish, La., during which Rideau acknowledged the crimes was filmed and then broadcast three times over KPLC-TV Lake Charles, La.

Also attacked was the ruling of the trial judge in refusing to dismiss three jurors who admitted seeing the broadcasts, but claimed it would not affect their impartiality.

The Louisiana state attorney contended that the defendant received a fair and impartial trial.

Chorus of ayes greets uniform time bills

In what was called "the first full-fledged congressional hearing on the time problem in 45 years," the Senate Commerce Committee was told by broadcasting networks and the National Association of Broadcasters last week that they support legislative proposals intended to lend uniformity to the nation's widely varying time practices.

The FCC said that with some possible exceptions it could go along with uniform time proposals which "should in fact reduce some of the confusion stemming from the existing patchwork of local daylight saving legislation."

ABC, NBC and the NAB said they supported proposals being considered by the committee. Uniform switch-over dates to and from advanced time in April and October are "of utmost importance," the NAB said.

The committee is considering two bills. Both would provide eight time zones (including areas outside the continental U. S.) but vary in regulation and enforcement requirements (BROADCASTING, April 15). The legislation is of concern to communica-

tions and transportation industries which have time problems on a national scale.

The committee concluded a two-day hearing on Tuesday (April 30), but faces executive sessions at which it must make a political judgment on what legislation Congress will accept.

The FCC pointed out that the rising and setting of the sun controls the duration of daytime station operations and that "skywave interference is governed by the degree of light or darkness along the transmission path." How time zones are established "is of little concern to the commission," the agency said, but "the end product is of vital importance in connection with standard broadcast licensing, as well as other services."

Daylight saving time operations cost the networks several million dollars, they have estimated (AT DEADLINE, April 29). ABC-TV says equipment costs for its special programming operations run \$1 million. CBS-TV and NBC-TV said line charges alone cost each network between \$300,000 and \$650,000 per season.

"THE HUEY LONG STORY"

WDSU-TV WINS BMI HISTORY AWARD

A brilliant report of the dramatic events that shaped his life from his earliest political days. A revealing analysis of the impact of the "Kingfish" on state and national political affairs. Conceived, researched and produced entirely by the staff of WDSU-TV.

*Reached rating peak of 36**

(Public Service Programs can win the public)

Says Harnett Kane, first biographer of Huey Long, "Remarkable job, a real documentary of our times."

Sallie Farrell, State Librarian, "We were fascinated . . . a valuable addition to the State Library."

W. J. Montgomery, Counsellor, Ridgewood Preparatory School, "Our appreciation for the instructive series."

Paul Hostetler, Director, Department of Theatre and Speech, Tulane University, "A masterful job of writing, film editing and presenting. Deserves national recognition."

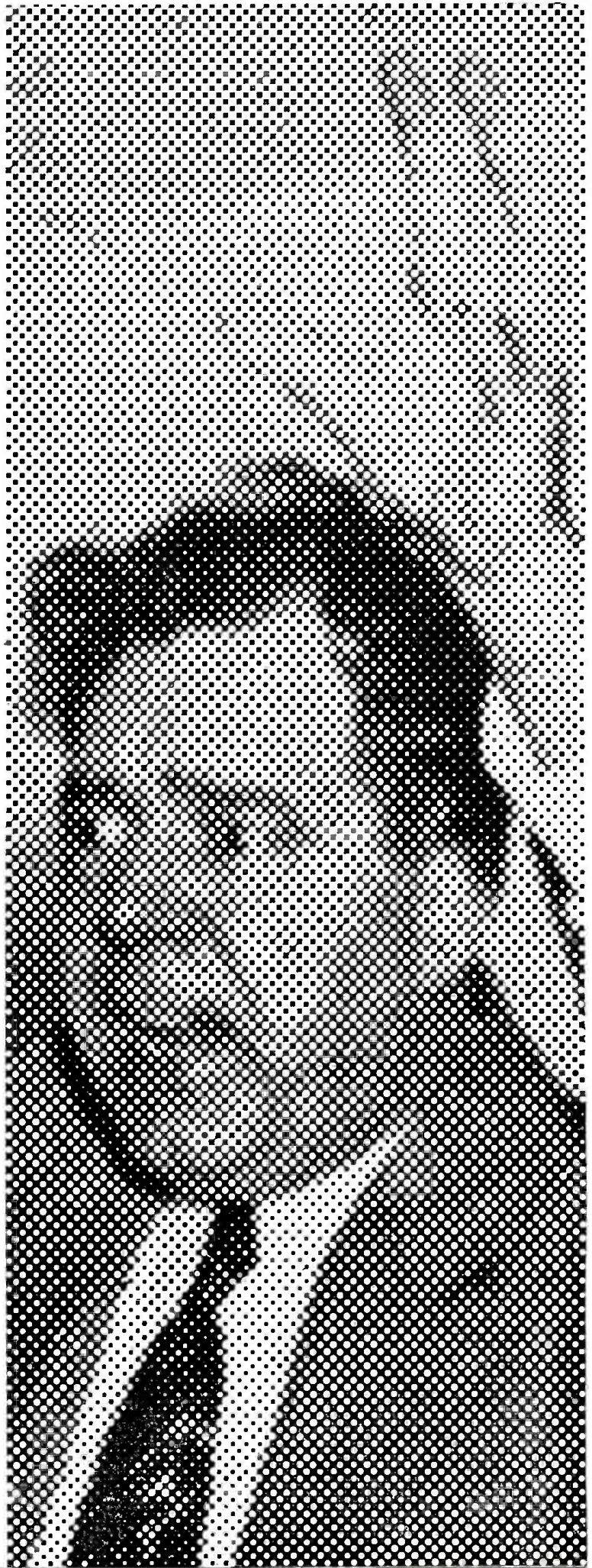
Mrs. Charles Keller, Jr., civic leader, "Please accept my grateful thanks . . . masterful reporting . . . most careful and conscientious kind of research."

These are but a few of the unprecedented laudatory comments.

WDSU-TV congratulates producer-writer Mel Leavitt, and all other staff members who contributed to this award-winning achievement.

WDSU-TV
CHANNEL 6 NEW ORLEANS
NBC

**Special ARB Coincidental-September, 1962*



Do donors get say in WNDT programing?

FCC INITIATES PROBE OF NBC GIFT TO NEW YORK ETV

The FCC has begun an investigation of all gifts to educational television station WNDT(TV) New York to determine whether any of them were conditioned on the kind of programing the station would carry.

But commission officials last week were doing their best to calm the atmosphere surrounding the investigation, which attracted wide attention in the New York newspapers.

The inquiry was sparked by a *New York Times* story Monday (April 29) on the correspondence between Robert Sarnoff, NBC board chairman, and Dr. Samuel B. Gould, president of the station, in connection with the network's \$100,000 gift last month.

In his letter, Mr. Sarnoff said he was "impressed" by the station's programing plans under which "the bulk" of its service would be devoted to direct teaching and the rest to "specialized interests not met by commercial broadcasting."

An FCC "spokesman" was quoted in the *Times's* story Monday as saying the commission viewed with "utmost seriousness" the question of whether the station's programing was the subject of an understanding between WNDT and NBC.

No Strings ■ The network and Dr. Gould denied that any strings were attached to the grant. NBC said its contribution—which matched one made earlier by CBS—"was for the sole purpose of assisting the station in meeting its immediate financial requirements. It involved no understanding or commitment with regard to the station's programing. Any reference to the contrary is unwarranted and untrue."

And Dr. Gould, speaking at a lunch-

eon of the American Film Festival in New York, said: "It has been implied that we have sold our birthright for a mess of pottage, that we have agreed to dilute our evening cultural programs in exchange for financial support from commercial stations. I have denied this publicly and do so again as forcefully as I know how." He added that he welcomes the "impartial inquiry now underway by the FCC," and he expressed confidence the inquiry "will vindicate us."

Almost as soon as the story first appeared, commission officials were attempting to take some of the sting out of it. John Cushman, administrative assistant to FCC Chairman Newton N. Minow, said the inquiry was being handled in a routine manner. He said the commission had sent the station a "brief letter" requesting "any information" it could furnish regarding the financing of the station.

Another commission official said the idea that NBC was concerned about competition from WNDT seemed "ridiculous." However, he said the contents of the Sarnoff letter required some inquiry by the commission to determine the facts.

Dr. Gould told BROADCASTING he is sending the FCC the information it requested, including copies of all correspondence with donors, and a report on his conversation with Mr. Sarnoff at the time he approached him for a donation.

General Request ■ In recounting the events leading up to the NBC grant, Dr. Gould said he had asked all three networks to assist the station, which is in serious financial difficulty. After CBS announced its gift of \$100,000, he made another appeal to ABC and

NBC. A short time later, he said, NBC announced its plans to give \$100,000.

Dr. Gould, disturbed by the furor created by the release of his correspondence with Mr. Sarnoff, said his conversation with the network executive was different from talks he has had with other donors only in that they discussed programing. But, he added, "I discussed his programing with him also."

He said he is puzzled by the difference between what he says and what people think he says. "I have maintained the same thread of policy throughout all my statements—that evening programing will be devoted to cultural shows, and others will be more instructional-type programs."

Congress nears approval on ETV appropriations

Chances improved considerably last week that Congress would appropriate the first federal funds of an approved \$32 million program to help put educational television stations on the air.

Both houses approved \$1.5 million to get the program started before June 30, the end of fiscal year 1963. The House also passed and sent to the Senate a 1964 appropriation for the Department of Health, Education and Welfare which would provide another \$5 million for the ETV program.

The smaller amount still must survive a House-Senate conference intended to iron out disagreements in the billion-dollar omnibus supplemental appropriation bill in which the ETV money is provided, although it seemed unlikely conferees would cut the TV money since both houses already have approved the funds.

The Senate Appropriations Committee will soon take up the 1964 bill.

FCC reduces fine of WRVB-FM to \$500

WRVB-FM Madison, Wis., was ordered by the FCC last week to pay a \$500 fine for having made unauthorized assignment of the station's license.

The station originally was told that it was liable to a \$1,000 fine when its licensee, Paul A. Stewart, changed his assignment of license to Paul A. Stewart Enterprises Inc., a corporation in which Mr. Stewart retained 81% interest, the commission said (BROADCASTING, Oct. 15, 1962). WRVB-FM said it had not meant any deliberate violation of the rules. The commission then said that considering the "extent and seriousness of the violation" and that WRVB-FM had taken corrective action, it would reduce the original \$1,000 fine to \$500.

The commission said that on Oct. 10, 1962, it granted an application by WRVB-FM covering the unauthorized assignment.

Report completed but investigation continues

The Senate Subcommittee on Juvenile Delinquency may have completed its report of the effects upon children caused by watching television programs which feature sex and violence, but it is apparent that staff investigation has not ceased.

"Fifty Miles from Home," an episode of *Route 66* (CBS-TV, Friday 8:30-9:30) which was shown nationally March 22, was viewed privately by the subcommittee staff late last month, it was learned last week. Subcommittee Chairman Thomas J. Dodd (D-Conn.) had requested the screening, although he was not present to see the film.

The senator has been sitting on a revised version of a staff report on

the subcommittee's two-year hearing, but has failed so far to release it to other members of the subcommittee (CLOSED CIRCUIT, Dec. 24, 1962).

The *Route 66* episode in question included "one of the longest fist fights on television," wrote Lawrence Laurent in a March 27 TV column for the *Washington Post*. The program introduced Linc Case, a new character played by Glen Corbett, replacing George Maharis, who left the show this spring.

Mr. Case was in two long fights on the program, the first with a group of high school students, the second and longer with the remaining continuing character in the series, Todd Stiles, played by Martin Milner.



Chicagoans don't just sit there...



they do something!

The people of Chicago take an active interest in what they see on CBS Owned WBBM-TV. Which is just the way WBBM-TV wants it.

Recently, as part of a first-of-its-kind experiment in two-way communication—station to viewer, viewer to station—Television 2 broadcast "The Strangling City," a candid exploration of Chicago's commuter facilities. People were asked to fill in and mail back "ballots" (printed in all four Chicago metropolitan newspapers and widely distributed at central commuter points on the day of the broadcast) which probed attitudes to-

ward public transportation . . . and which could only be completed by those tuned to the broadcast. Chicagoans responded en masse, including more than 13,000 people with positive suggestions about present commuting facilities.

The two-way exchange of ideas—this is the true meaning of communication. Too, it is a prime example of one station's unceasing efforts to pioneer new ways to serve its community better. But Chicagoans expect no less from the station that has been their consistent favorite year after year after year. **WBBM-TV**

FCC PROPOSAL HAS FEW PROPONENTS

Daytimers find fault with 'pre-sunrise' rulemaking

The FCC's further proposed rulemaking to permit daytime-only stations to begin operating at 6 a.m. or sunrise, whichever is earlier, in areas without an unlimited time station, was the subject of more than 160 comments last week. Although the commission was lauded for its efforts, broadcasters did not feel that the rulemaking was equal to the needs of the situation.

The FCC's rulemaking last November, proposing the pre-sunrise operation, followed logically from a bill passed by the House of Representatives last summer which promoted such an operation. According to the rulemaking pre-sunrise operation would allow daytime stations to go on the air at 6 a.m. or at sunrise, using a maximum power of 500 w and a nondirectional antenna. At that time the commission suggested that pre-sunrise authority should be on a licensed basis and effective three years after the adoption of the proposed rule changes (BROADCASTING, Dec. 3, 1962).

Et Tu Daytimers ■ Those for whom the FCC's proposal was specifically drafted, the daytime broadcasters, took one of the strongest stands against the rulemaking. The Daytime Broadcasters Association charged that the proposed rules would deprive the public of its accustomed early hour service, not promote it, and bring economic injury to those stations now operating prior to sunrise.

The DBA claimed that approximate-

ly 500 daytime stations will have to end their pre-sunrise operations almost overnight, under the provisions of the new rules. In addition to that, the association said, some 700 other daytime stations located in areas having fulltime operations would "be forced to go begging" to "affected" stations—that is, fulltime stations claiming undue interference, "whatever that may mean," DBA said. The DBA said that daytimers in this position would have to beg permission from fulltime stations to stay on the air during pre-sunrise hours, pending any commission action on applications which the FCC would require filed within 90 days.

The association told the commission that the present delay in the processing of applications for new AM stations will seem short compared to the delay that will be caused by the flood of applications for pre-sunrise operations. There will also be the added delay caused when fulltime broadcasters oppose such applications, the DBA added.

Margin of Profit ■ The daytimers went on to claim that if daytime-only stations lose their valuable pre-sunrise operation they will suffer losses in revenue. The association said that such pre-sunrise broadcasting often makes the difference between a station's profit and loss. Advertising time would be lost to daytime-only stations and there would also be a loss of listeners.

In the face of the conditions of the

Now KBIG is KGLM

John Poole Broadcasting Corp. has abandoned its quest for "gold" as the FCC last week assigned the new call letters KGLM to the Poole station in Avalon, Calif. Originally KBIG, it had taken the new call KGOL, but the commission ruled that it must revert to KBIG because of possible confusion with KPOL Los Angeles and KGIL San Fernando (BROADCASTING, April 29).

The Poole corporation was upset over the loss of its new call, as \$100,000 had been committed toward promoting KGOL as K-Gold, "the new gold station. . ." The call assigned last week was a compromise designed to eliminate confusion but retain the "golden" implications. The Poole corporation is continuing to promote its station as "programing golden music for the Golden State."

rulemaking, it would be contrary to the FCC's policy of promoting competitive services, the DBA said, if the proposal is adopted.

The daytimers association also said that to limit stations to 500 w during pre-sunrise hours of operation would deprive substantial areas of service. The association noted that approximately 85% of the daytime-only stations are licensed to operate with 1 kw.

Some Changes ■ The DBA offered the commission some counter proposals to the burdens it claimed are being placed on daytime broadcasters. The association urged that the FCC require fulltime stations that file interference complaints against daytime-only stations operating before sunrise submit engineering data supporting the complaints. The daytime stations which have been charged with causing interference should then be given a chance to answer the complaints, after which the commission could either dismiss them or order a hearing. Depending on the commission's decision, it could then dismiss the interference charge, order the daytime station to cease its pre-sunrise broadcasting or modify its power.

The Association on Broadcasting Standards Inc. also had several suggestions for the agency to consider in its rulemaking, and warned that the technical basis for the rulemaking is completely wrong. ABS suggested that a joint industry-government research committee be formed to study technical problems of pre-sunrise operation. The commission should then apply com-

Some unanswered questions on combo rates

The FCC notice warning broadcasters not to enter into combination rate agreements has produced a number of questions from licensees wondering just what the commission feels is illegal.

One communications attorney, Benito Gaguine, has submitted a list of such questions to the commission, and suggested the FCC institute a proposed rulemaking to establish precisely what practices to avoid.

The commission last February said it had learned that some independently owned AM stations serving "substantially the same areas" are selling advertising under combination rates and added that such activities violate the antitrust laws (BROADCASTING, Feb. 4).

One question troubling broadcasters is, what is considered "substantially the same area."

Other questions cited by Mr. Gaguine include:

Does the notice apply to stations

in metropolitan areas that have partial overlap and sell joint advertising at a discount?

Does it cover regional network stations that have partial overlap?

Does it cover stations with partial overlap that group together in regional networks to serve areas larger than metropolitan areas and sell advertising for multiple usage at prices lower than those on rate cards of the individual stations?

Does it apply to the joint sale, by a common national rep of independently owned clear channel stations?

A commission official said these and other questions concerning the notice that have been received by the agency will be answered, but not necessarily through rulemaking procedures. He said the commission might issue a policy statement, after getting comments on the notice, or simply answer the queries on a case-by-case basis.

SECRETS TOLD

KRNT Radio has the largest audience in Des Moines and has had for a long, long time. The audience is predominantly adult. Central Surveys study confirms that KRNT is the most believable station here. Here's the way all this comes about:

1. We feature one of the great news outfits in the nation. Every newscast on KRNT outrates its competition by a country mile. We're rough, tough operators in the area of news. We have more reporters than some stations have total personnel! This is one of the great news stations in the nation.

2. We feature highly publicized, highly trained, highly accepted personalities. We have the advantage that all our people are seen on our television station; radio listeners really "know" the person that goes with the voice. This INTER-MEDIA MOTIVATION FACTOR is tremendously important to the effectiveness of advertising. There are more widely known personalities on KRNT than on all other local radio stations combined. With listeners, clients, and rating men, we're the station with the most popular, professional and persuasive personalities . . . again and again and again.

3. We feature music with melody. Old ones, new ones, golden records (million sellers), albums, pops, classical . . . all chosen with great care by a man who cares, programmed with care by people who care . . . introduced with understanding by people who care. In the area of music we've got a song in our heart.

4. We feature service to the community. Last year we broadcast some 20,450 announcements for eleemosynary organizations and 600 program hours. We spent countless hours meeting with committees, writing their copy, counseling them. We touch lots of lives this way. We're kind and gentle people in this area of operation.

5. We publicize and advertise our activities, our people, our aims and aspirations. In this area we make no little plans and we carry through what we start. People hereabouts know everything about all we do.

We honestly believe that it is a great opportunity to be able to advertise a good product on this station. We've been in business long enough (28 years) for any test of fire. We know now without doubt that advertisers don't test us . . . we test them. We test their product appeal, the copy they use, their prices, their merchandising setup.

If you have a good product, good copy, honest dealings, and fair prices, you can get rich advertising on this great station.

KRNT

"Total Radio" in Des Moines

REPRESENTED BY THE KATZ AGENCY

600 miles too short, 5 years too little

While broadcasters last week seemed content with the FCC proposed rulemaking to reserve UHF channel 37 for use by the University of Illinois, at its Danville radio astronomy observatory, scientists expressed dissatisfaction as they supported the proposal. Concern over the use of the channel was also expressed last week on Capitol Hill.

The commission's rulemaking would reserve, for a five-year period, the use of channel 37 solely to the University of Illinois, within a 600 mile radius of Danville. Any TV station on channel 37, though outside the 600 mile radius, would be restricted from broadcasting between midnight and 7 a.m. (BROADCASTING, April 1).

The University of Illinois and seven other groups representing scientific research, were happy that the commission had allocated channel 37 for the Danville observatory, but

urged that the channel be reserved for radio astronomy throughout the United States. The U. S. National Committee of the International Scientific Radio Union, which met in Washington last week, expressed its fear to the FCC that other radio astronomy projects across the country would be excluded by the rulemaking. The university also told the commission that five years is not long enough for complete studies of the heavens.

No Opposition - The Association of Maximum Service Telecasters Inc. told the commission that it would not oppose the rulemaking because it would not directly effect a TV operation outside of the Danville radius. And that the hours to which such an operation would be restricted do not really interfere with regular broadcasting.

Progress Broadcasting Corp., an applicant for channel 37 in Paterson,

N. J., said it felt the commission had made a fair balance between research and broadcast use of that frequency. Trans-Tel Corp., another applicant for the same facility in Paterson, suggested the commission waive its mileage separation requirements and allocate channel 14 to Paterson in place of channel 37.

Senator Gordon Allott (R-Colo.) went to the floor of the Senate Tuesday (April 30) to announce he has asked the space and commerce committees to recommend to the FCC "that some action be taken as quickly as possible to provide . . . protected facilities for the benefit of our space research program.

"Any decision by the FCC which would open channel 37 to commercial operations would . . . be of very serious detriment to the entire program of the U. S. observations of distant objects in space," Senator Allott said.

puter techniques in studying the many particular cases. ABS further suggested that the commission maintain its present pre-sunrise rules pending the outcome of such a study. The study should take about six months, ABS projected.

Then There Is FM - Storer Broadcasting Co. said that FM is capable of providing better early hour service than is pre-sunrise AM. Storer also charged that a blanket proposal for pre-sunrise operation, such as the FCC's, "would remove the incentive in a large number of locations for the establishment of new FM stations, at a time when maximum encouragement of the FM service is desirable."

Storer told the commission that if daytime broadcasters are really interested in providing service to the public, the FCC should encourage them to apply for FM operations.

In any case, Storer said, the daytime-only stations should not be allowed on the air before 7 a.m., and should be limited to a power of 250 w, or half what the commission has proposed. Storer said that pre-sunrise operations, under these conditions, should also be limited to existing stations only.

ABC urged that the commission stick with its present rules, from which both the fulltime and daytime only stations have benefited over the last 20 years. The network said that it would oppose any rulemaking which would allow daytime stations to operate before sunrise, without providing protection from interference to fulltime stations operating

at that hour with daytime power.

Under the existing rules, ABC said, there have been very few complaints of interference, even in the face of the growth of AM service. ABC said that the present rules give fulltime stations two means of protection; they may use daytime power, or complain of interference to the commission. Maintain the status quo, the network urged.

The Association of Maximum Service Telecasters Inc., told the commission that if the pre-sunrise rules are changed, there is no doubt that fulltime stations will still be entitled to hearings if interference is probable.

FCC grant contrary to own rules, WEOK says

The question of overlap has been raised in the U. S. Court of Appeals in Washington by WEOK Poughkeepsie, N. Y., which has claimed the FCC violated its own rules last year in granting WKIP Poughkeepsie an increase in power to 1 kw and a move of transmitter site.

WKIP has common ownership with WGNV Newburgh and the overlap between these two stations, which now amounts to 40,000 people, will be doubled to 80,000, WEOK charged. WKIP is on 1450 kc with 250 w; WGNV on 1220 kc with 5 kw daytime only. George W. Bingham is the principal owner of both stations.

The case was heard by Circuit Judges David L. Bazelon, J. Skelly Wright and Warren E. Burger.

SEC adopts rules on ex parte contacts

Even if someone "volunteers" to intercede in behalf of parties to an evidentiary hearing before the Securities and Exchange Commission this will be considered an ex parte communication. The representation must be put on the record and all parties must have the right to respond to the comments.

This and other details on off-the-record communications between persons outside the SEC and commission personnel acting in a decisional capacity were adopted last week by the SEC in a "Code of Behavior" prohibiting written and oral ex parte contacts.

Penalty for engaging in ex parte communications includes censure or suspension or revocation of their privilege of practicing before the commission.

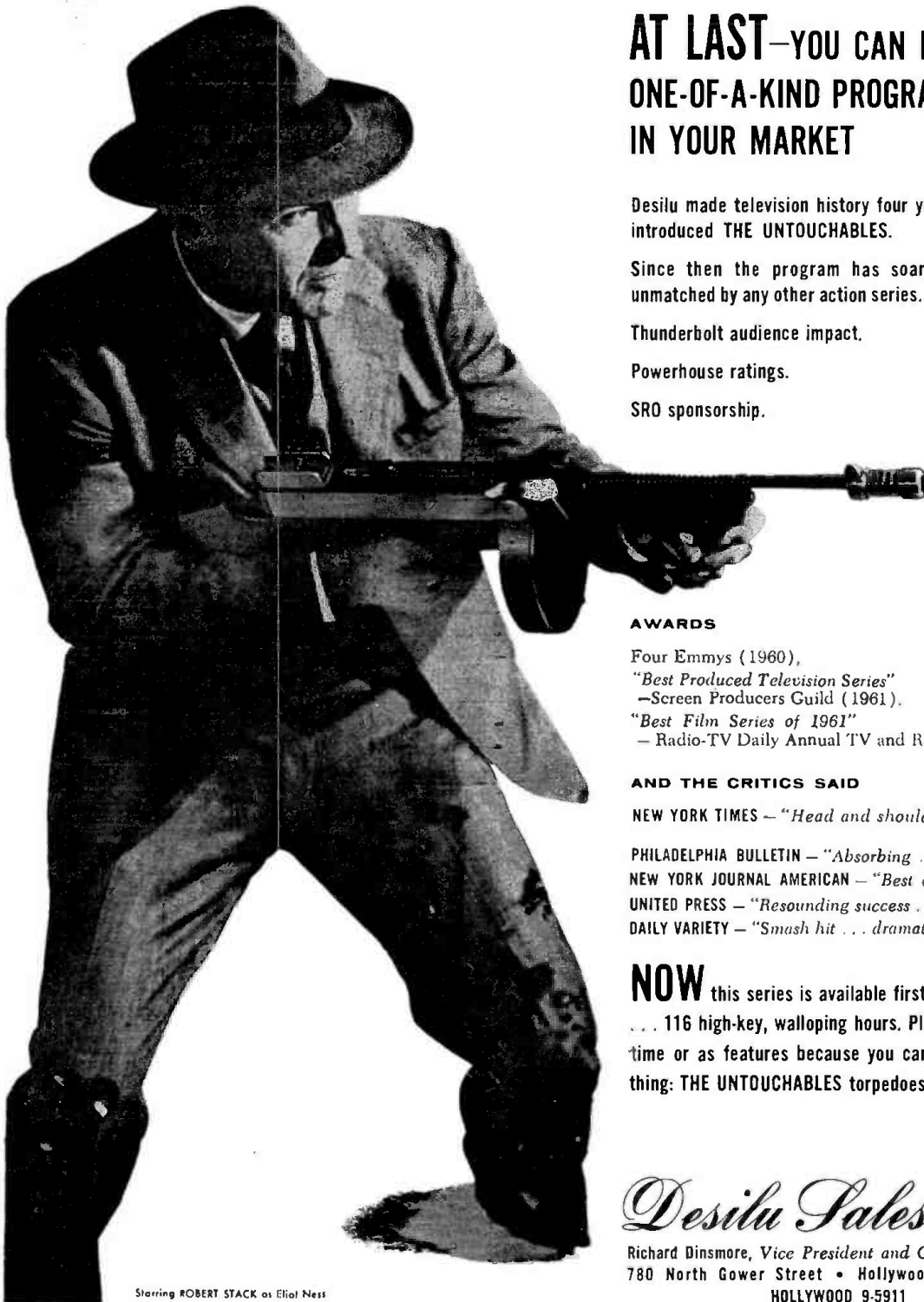
NLRB to issue complaint against WYNR Chicago

Chicago Local 1220 of the International Brotherhood of Electrical Workers announced Tuesday (April 30) it had received notice from the National Labor Relations Board's regional office there that the union's unfair labor charge against McLendon Corp.'s WYNR Chicago "has been investigated and that a complaint is being issued by the board."

The dispute concerns WYNR's firing of James Clark "for union activity," the IBEW local said (AT DEADLINE,

THE

UNTOUCHABLES



Starring ROBERT STACK as Eliot Ness

AT LAST—YOU CAN PLAY THIS ONE-OF-A-KIND PROGRAM IN YOUR MARKET

Desilu made television history four years ago when it introduced THE UNTOUCHABLES.

Since then the program has soared to a record unmatched by any other action series.

Thunderbolt audience impact.

Powerhouse ratings.

SRO sponsorship.

AWARDS

Four Emmys (1960),
"Best Produced Television Series"
—Screen Producers Guild (1961).
"Best Film Series of 1961"
—Radio-TV Daily Annual TV and Radio Editors' Poll.



AND THE CRITICS SAID

NEW YORK TIMES — "Head and shoulders above other series . . ."
PHILADELPHIA BULLETIN — "Absorbing . . . suspenseful."
NEW YORK JOURNAL AMERICAN — "Best of the year . . ."
UNITED PRESS — "Resounding success . . ."
DAILY VARIETY — "Smash hit . . . dramatic dynamite . . ."

NOW this series is available first-run off-network . . . 116 high-key, walloping hours. Play them in prime time or as features because you can be sure of one thing: THE UNTOUCHABLES torpedoes its competition.

Desilu Sales Inc.

Richard Dinsmore, Vice President and General Manager
780 North Gower Street • Hollywood 38, California
HOLLYWOOD 9-5911

March 11). "The complaint consolidates a similar charge by one Benjamin Jones," the union said, "who it is alleged was also fired by WYNR for union activity." Mr. Jones, a member of the American Federation of Television and Radio Artists, testified during the FCC's probe of WYNR (BROADCASTING, April 29).

Jay Schatz, WYNR manager, said the two men involved "were fired for incompetence" and the action had "nothing to do with union activities." The NLRB hearing is scheduled in Chicago on June 26.

N.C. university asks 7 channels for ETV

The University of North Carolina, Chapel Hill, has asked the FCC to reallocate seven channels for noncommercial educational use.

The channels requested are: channel 2 in Columbia; channel 22 in Marion, by deleting that channel from Elizabethon, Tenn.; channel 15 in Franklin; channel 20 in Concord; channel 20 in Roanoke Rapids, by deleting that channel from Albemarle; channel 34 in Kinston, deleting it from Goldsboro, and channel 21 in Red Springs, deleting the channel from Lumberton.

The university presently operates WUNC-TV (ch. 4) Chapel Hill.

FCC refuses to let Perrine applicant quit

The FCC last week denied a petition by South Florida Amusement Inc., contestant with Coral TV Corp. for channel 6 in Perrine, Fla., and ruled that the commission's 10-month-old decision not to allow South Florida to drop out of the comparative hearing still held good. The original decision (BROADCASTING, July 23, 1962) vacated a hearing examiner's ruling that South Florida could drop out with a payment from Coral TV of \$65,000 for its expenses in the contest for the station in the Miami area.

Last week's action also directed the return of a "confidential memorandum" to South Florida. The FCC held that if the information in the memorandum was to be considered by the commission "it should be adduced in open, evidentiary hearing."

The commission's refusal to allow South Florida to drop out hinges on its exploration of the character qualifications of Sherwin Grossman, a 50.5% owner of the reluctant applicant, who was at one time a principal owner of the now dark WBUF-TV Buffalo, N. Y. The FCC charged that if South Florida were allowed to quit the hearing and be reimbursed for its expenses, other questionable applicants might be encouraged to apply for stations only to

A NOD FOR BARRY, ENRIGHT

FCC examiner recommends renewal for WGMA; maintains quiz activities have no bearing on case

An FCC hearing examiner last week recommended a license renewal for WGMA Hollywood, Fla., despite the involvement of station owners Jack Barry and Daniel Enright in the quiz scandals that rocked the television industry in the late nineteen-fifties.

Hearing Examiner Elizabeth C. Smith, in an initial decision that dealt with the "moral climate" in which rigged TV quiz programs grew, said the activities of Messrs. Barry and Enright in connection with their shows, *Twenty-One* and *Tic Tac Dough*, were not to be condoned.

But, she added, those activities don't constitute "an absolute disqualification as to the basic character attributes" required for renewal of a license.

She said that the conduct of Messrs. Barry and Enright in the operation of WGMA has been exemplary and that the daytime-only station, which they acquired in 1957, has provided an outstanding service to its community. She also noted that the quiz shows in question weren't carried by WGMA.

Another mitigating factor, the examiner said, was that the Barry and Enright shows violated no laws existing at the time and that neither principal was ever indicted, despite lengthy investigations by New York County law enforcement authorities.

The FCC ordered the hearing on WGMA's license-renewal application to determine the extent of Mr. Enright's involvement in "fixed" quiz shows and to determine whether Melody Music Inc., the licensee corporation, had the

necessary character qualifications to operate a station.

Fed Questions ■ Examiner Smith said that Mr. Enright, producer of *Twenty-One* and *Tic Tac Dough*, gave questions and answers to contestants and was aware that others on his staff were doing the same thing. She said Mr. Barry, the master of ceremonies, knew of the coaching, but took no part in it. She also recalled that when charges of rigging were originally made both had publicly denied that their shows were controlled.

But, she said, Messrs. Barry and Enright "held no copyright for . . . the practices of rigging television quiz programs. It was in the public domain and used by others." She said this doesn't excuse their behavior but does place it "in better perspective."

The examiner was also critical of "those in the industry who were not directly involved" but who, she indicated, should have known what was going on. She said their attitude was "either that of extreme naivete or . . . of not wanting to know what actual circumstances existed—perhaps so long as the ratings were good and the public was kept in the dark."

"It is not a page of history of which the industry can be proud," she said. "Quite the contrary."

She was particularly critical of NBC, which, she noted, purchased *Twenty-One* and *Tic Tac Dough* in 1957 soon after the publication of newspaper articles alleging that quiz shows then being aired were not as "pristine" as

withdraw with no monetary loss if they are exposed.

Commissioner Robert E. Lee dissented to the denial of South Florida's petition and Commissioner E. William Henry did not participate.

COURT SPEAKS AGAIN FCC told to consider WQXR objections to L.I. grants

A federal court in Washington for the second time has told the FCC it must consider the objections of the *New York Times's* WQXR New York, to grants on adjacent frequencies that impinge on what the station claims is its service area.

One of the judges warned that an existing "powerful" station can delay for long periods grants on available frequencies by allegations and litigation

and make it rough financially for smaller, less well-heeled applicants.

In a unanimous three-judge decision by the U. S. Court of Appeals for the District of Columbia, the FCC was told to decide whether the objections of WQXR are valid and if they are to hold a hearing, at which the New York "good music" station must prove them.

This is the second time the court has remanded the case to the FCC; the first was in 1960 when it ruled that WQXR (a Class 1-B station on 1560 kc) did have standing to object to the 1959 grants of a new station on 1570 kc in Riverhead, L. I., to Patchogue Broadcasting Co., and on 1550 kc in West Hartford, Conn., to Grossco Inc. In both instances WQXR claimed that its license was being modified without a hearing (although both areas are outside its primary service area) and it al-

they appeared to be.

NBC's Reaction To Charges ■ She recalled that even after the charges of a *Twenty-One* contestant, Herbert Stempel, were published in a New York paper in August 1958, NBC merely asked Mr. Enright about the matter, "and then let the matter drop until a second contestant [James Snodgrass] made public charges."

In discussing the character qualifications of Messrs. Barry and Enright, the examiner held that, "other than in connection with the television quiz imbroglio," there is no evidence which reflects adversely on their integrity, character or reputation. She said numerous witnesses testified to their good character and reputation.

She also said Messrs. Barry and Enright had cooperated fully in the hearing and concluded that they are probably better men for the "soul-searing experiences" they have undergone. "Mistakes which were made in the past—and gross mistakes of judgment there were—have indelibly left their imprint on these men," she said. "Steel which has been through the crucible of a fiery furnace is stronger than before."

She said the caliber of WGMA's programming has improved considerably under Messrs. Barry and Enright, and cited the high regard in which its community service is held by community and civic leaders in the Hollywood, Fla., area.

She called, "the outstanding service" which WGMA is providing a "factor of utmost importance." She said the FCC has often held that station performance is to be given "substantial weight in determining whether countervailing factors exist to overcome" other shortcomings. She said the station is well operated and is "acutely" sensitive to



Mr. Barry



Mr. Enright

'They are probably better men'

the needs of its community. She also said the station's promise-vs.-performance record "is excellent."

WBC Case Cited ■ The examiner noted that, as a result of a congressional committee's disclosures in 1959 of wide-spread quiz-show rigging, Congress enacted legislation to make such practices illegal. But, she said, this law "cannot, of course, be applied ex post facto." Furthermore, she said, the commission renewed the licenses of Westinghouse Broadcasting Corp.'s 14 TV, AM and FM stations despite the conviction of officers of WBC's parent concern, Westinghouse Corp., on price-fixing charges.

She said the commission's decision

in the Westinghouse case was based largely on WBC's "outstanding broadcast record." But WGMA also provides "a highly commendable service," she said, and added: "Certainly it is not the policy of the commission to apply more stringent standards of conduct for those actions which did not . . . violate any law—federal, state or local." She observed that neither principal has been indicted despite investigations by two New York grand juries and the New York district attorney.

She said it isn't the commission's province to punish those "who others feel should be punished, but have not effected such punishments—for whatever reason."

so claimed economic injury.

After hearing oral argument on the WQXR objections, the FCC last year affirmed the original grants. It was to these decisions that WQXR appealed to the court again.

Unique Service ■ In last week's opinion, Senior Circuit Judge Henry W. Edgerton said the commission must decide whether WQXR's contentions are correct that it provides such a unique service that it should be protected from interference beyond its 0.5 mc/m contour.

He said:

"If the commission concludes that WQXR's specific factual allegations, construed in the light of affidavits, testimony and exhibits, if true, are sufficient to preclude grant of either application, it must offer WQXR an opportunity to prove the allegations. If the commis-

sion concludes that the allegations are not sufficient it may decide both cases against WQXR, provided it supports its conclusions with explanations founded on sufficient findings of fact. In its discretion it may hold further hearings even if not required to do so."

Judge Edgerton found also that the new grants do not modify WQXR's license and that the FCC need not consider the cumulative effects of numerous small incursions on its service.

Chief Judge David L. Bazelon and Judge George T. Washington concurred.

Judge Washington in his concurring opinion warned, however, of the delays and expenses put on the applicants "which evidently lack the financial resources of WQXR." If the FCC decides against WQXR, he foresaw a further appeal to the court.

He added:

"As a practical matter, then, under our ruling, an established and powerful station can delay the grant of new applications for apparently available frequencies by setting up a barrage of allegations as to why the established station should be protected at a distant point well beyond its normally protected contour because of the 'unique service' it renders . . ."

He recalled that in 1957 the commission had deleted a rule providing protection beyond normally protected contours for stations providing a "unique service."

The court's ruling last week, Judge Washington noted, although compelled by rulings of the U. S. Supreme Court may revive the old rule. He called on the commission to take into account the reasons which led it to abandon the former rule.

Did David quit or was he fired?

'OPEN END' COMES TO AN UNSCHEDULED HALT

The Metropolitan Broadcasting Television stations are replacing David Susskind's weekly *Open End* show with a series of two-hour programs described as "analytical, reflective and probing rather than controversial."

Mr. Susskind will continue production of his show, which is syndicated to 24 non-Metropolitan outlets by National Telefilm Associates. (Metromedia Inc. is licensee of Metropolitan Broadcasting TV stations WNEW-TV New York; WTTG Washington; WTVH Peoria and WTVP Decatur, both Illinois; KOVR Stockton, Calif., and KMBC-TV Kansas City, Mo.)

Moderator for the new Metromedia series, *The American Experience*, will be Richard D. Heffner, former vice president-general manager of New York's educational station, WNDT (TV).

A mutually admitted two-year history of irritation between producer David Susskind and Metropolitan Broadcasting Television came to an abrupt resolution last week. Mr. Susskind an-

nounced he would discontinue his affiliation with Metropolitan after the completion of his present contract. Metropolitan said, "*Open End* is closed on our stations right now. . ."

The split developed over control of subject matter, guests, and format of the program. Mr. Susskind told BROADCASTING last week that under his agreement with Metropolitan, "sole discretion of the show was to lie within my orbit." A statement issued by Metropolitan said it "was our policy to approve each subject to be discussed and the panel of guests selected." This problem, apparently festering ever since the show started on Metromedia stations, 72 programs ago, came to a head with "The Sexual Revolution in America," a program taped last January which Metropolitan refused to telecast on the grounds that "it would be detrimental to the public interest."

In the climax of the controversy last week, Mr. Susskind and Bennett H. Korn, Metropolitan Television presi-

dent, failed to agree on the selection of panelists for another show to be called "The American Negro Speaks His Mind." Mr. Susskind had demanded that the show's guests be author James Baldwin and singer Harry Belafonte. Mr. Korn said that the show must either be an interview of Mr. Baldwin alone, or a "broad-based" discussion including Mr. Baldwin, Mr. Belafonte and at least two other Negroes.

Financial terms of the Susskind-Metromedia contract reportedly stipulated that Mr. Susskind would provide "above-the-line" facilities and receive \$1,200 per show plus 50% of syndication revenue after recovery of Metromedia costs. Mr. Susskind stated last week that his expenses came to an average of \$1,160 per show and that he had never received any remuneration from the show's syndication.

Last night's telecast of "Hypnosis and Drugs" was the last *Open End* broadcast which the Metromedia stations will carry although the contract with Mr. Susskind does not end until June 9. Metropolitan said it would pay Mr. Susskind "in full for the five unperformed shows still due."

'CBS Reports' wins its third Lasker award

CBS Reports won an Albert Lasker medical journalism award last week, its third in the 14 years the awards have been given for outstanding coverage on public health and medical research.

Also honored for 1962 in the TV field: A special citation to *In Mortal Combat*, a program on KETC (TV) St. Louis which was produced, written and directed by Richard Heffron. Identified as the winning program in the *CBS Reports* series was "Birth Control and the Law." Fred W. Friendly was executive producer, and Stephen Fleischman, producer and director.

Each award carries an honorarium of \$2,500, an engraved citation, and a gold statuette of the Winged Victory of Samothrace symbolizing victory over death and disease. The special citation is a hand-illuminated, leather-bound folder describing the merits of the work.

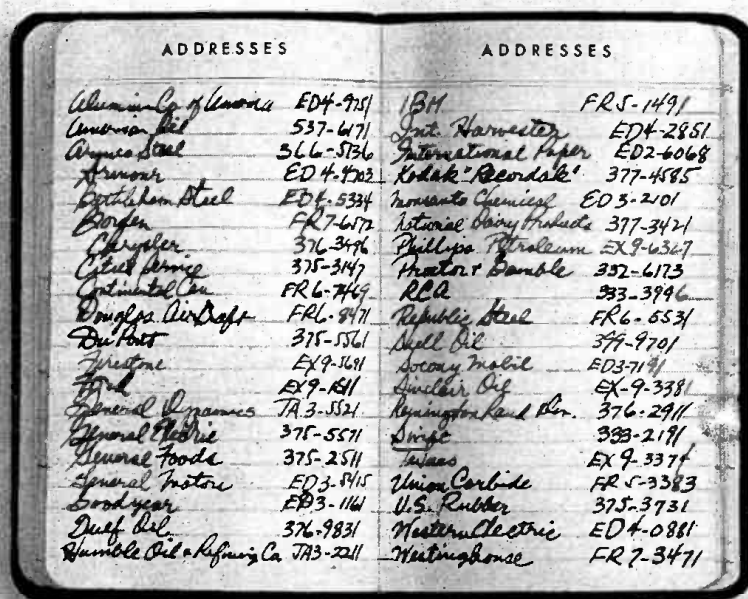
MCA giving fellowships

MCA Inc. last week announced the establishment of 15 fellowships in creative writing to foster writing for the performing arts.

The MCA fellowships, to be granted by 15 colleges and universities, will cover tuition and living expenses for a full academic year. They will begin next fall.

In Minneapolis-St. Paul, the best two station buy, 6 am to 9 pm, is wtcn and wcco. The picture is new. Buy wtcn-wcco Radio now. Katz will take care of wtcn end of the buy. Call Katz (Judson 2-9200) New York, and Katz (Mohawk 4-7150) Chicago.*

* — Source SRDS — January-February 1963 Pulse.



The company she keeps

Forty of the fifty largest U.S. corporations have a Charlotte address.

Not because of her beauty. But because Charlotte is one of the largest commercial and distribution centers in the Southeast.

Charlotte ranks 5th in the wholesale distribution of chemicals... 8th in per family retail sales.

There are more people within a 75-mile radius of Charlotte than in a corresponding radius around Atlanta, Indianapolis, Kansas City or Minneapolis.

The largest businesses in America are in Charlotte to reach these people.

You can reach them through WBT Radio Charlotte.

For over 40 years, WBT has had the largest adult audience for the 37-county basic area; the audience that receives and spends most of the Charlotte area's \$2,612,784,000 worth of spending money.*

Join the company that Charlotte keeps—through WBT, the station of responsible programming, outstanding service, finer entertainment.

WBT RADIO CHARLOTTE Jefferson Standard Broadcasting Company

Represented nationally by John Blair & Company.

The local store knows the score!

These prominent Washington advertisers have been with us

6 YEARS

SAFEWAY STORES

ROCK CREEK GINGERALE

UNIVERSITY SHOP

GRAND UNION

PERPETUAL BLDG. ASSN.

STANDARD PONTIAC

WWDC RADIO

WASHINGTON, D.C.

represented nationally
by John Blair & Co.



Psychiatry programing techniques studied CONFEREES AGREE PROBLEM NEEDS REVIEW, COOPERATION

Broadcasters and representatives of the mental health field have agreed upon the need for closer liaison in dealing with future mental health programs on radio and television.

Information released last week on an April 22-23 closed conference at West Point, N. Y., conducted by the National Association for Mental Health indicated that both groups considered the establishment of an effective framework of professional consultation is advisable because of the increased emphasis on the subject of mental health in broadcasting.

(Two shows dealing specifically with psychiatric treatment are NBC-TV's *Eleventh Hour*, which next fall enters a second season, and ABC-TV's *The Breaking Point*, now in production for a fall start. CBS-TV reportedly also plans a series dealing with mental health.)

The conference consisted of 23 broadcasters and 37 representatives of mental health fields. During the two-day session, the group heard a keynote address from Dr. William C. Menninger, president of the Menninger Foundation, and conducted various panel discussions and group exchanges.

Dozier's Warning ■ After hearing a warning from William Dozier, vice president in charge of West Coast activities of Screen Gems Inc., that mental health on television is the "most explosive and potentially dangerous theme of all," the conference took steps to lay groundwork for more specific mutual arrange-

ments between psychiatrists and broadcasters.

Among the several tentative conclusions reached in committee discussions were these:

- That official approval of programs from the psychiatric profession was not desirable.

- That professionals should be represented on TV in their full human dimensions, as beings with frailties as well as virtues. While the happy ending formula may be dominant in TV programing there could be situations that suggest the capacity of professionals to fail at times.

- That the role of the consultant should be to consult and advise, the last judgment and responsibility for choice being left to the producer.

- That professional associations offer consultation that is practical within the framework of production procedures.

The conference outlined a need for high-level consultation in long-range planning, as well as specific and more intense consultation in connection with such diverse subjects as delinquency, mental retardation, homosexuality, divorce, etc.

Film sales . . .

The Detectives (Four Star): Sold to KUTV(TV) Salt Lake City. Now in 50 markets.

48 Bowery Boys features (Allied Artists Tv): Sold to WTTV(TV) Bloomington - Indianapolis; WJRT(TV) Flint, Mich.; WCHS-TV Charleston, W. Va.; WAFB-TV Baton Rouge, La.; KREM-TV Spokane, Wash.; KTHV(TV) Little Rock, Ark.; WIIC(TV) Pittsburgh; KLAS-TV Las Vegas, and KATU(TV) Portland, Ore. Now in 40 markets.

Seven Arts' Volumes 4 and 5 (Seven Arts Assoc.): Sold to WTOL-TV Toledo, Ohio; KEYT(TV) Santa Barbara, Calif.; KOAT-TV Albuquerque, N. M.; KEZI-TV Eugene, Ore.; and KVOA-TV Tucson, Ariz. Volumes 4 and 5 now sold in 69 markets.

Seven Arts' Volume 3 (Seven Arts Assoc.): Sold to KVOA-TV Tucson, Ariz. Now sold in 95 markets.

Seven Arts' Special Feature (Seven Arts Assoc.): Sold to KTTV(TV) Los Angeles and KVOA-TV Tucson, Ariz.

2 Special Features (Seven Arts' Assoc.): Sold to WIIC(TV) Pittsburgh.

Million Dollar Movies (Showcorporation): Sold to WCBSTV New York; WBBM-TV Chicago; WCAU-TV Philadel-

Longer shows, new terms

Increasing number of 90-minute programs on television has led the Screen Actors Guild to renegotiate new rates and conditions for performers in these shows. Highlights of the contract terms include a minimum of \$300 for a three-day contract (which remains at \$255 for hour and half-hour shows) minimum salary of \$560 per episode in a series contract with 13 episodes guaranteed; \$635 per episode when less than 13 are guaranteed; the pension and welfare cutoff figure goes from \$4,000 for the shorter programs to \$5,000 for the 90-minute shows; multiple picture-weekly contract is eliminated for the 90-minute programs; the day player rate for these shows is \$100 a day and the weekly free lance rate \$350.

Short End of the Stick

THIS WAS ONCE the base of our tower. It is still the base, and it's still a tower, but only for stand-by purposes. It's a 703-foot midget obsolesced by progress, kept available, and used for fifty-two minutes last year.

The genuine, 14-karat polyunsaturated article is twenty-three miles north and 1,450 feet above average terrain. From it our lyric signal, boiling with ergs, leaps with incomprehensible velocity right into more homes* than you can shake the long end of the stick (polyunsaturated) at, which we invite you to do (gently) at the drop of a spot in Eastern Iowa.

**We (and NCS '61) make it 342,360 homes, give or take a few for soft-sell purposes.*

WMT-TV Cedar Rapids—Waterloo
CBS Television for Eastern Iowa

Represented by The Katz Agency, Inc.
Affiliated with WMT Radio;
K-WMT, Fort Dodge; WEBC, Duluth



phia; KMOX-TV St. Louis; KLZ-TV Denver; KOGO-TV San Diego; WTCN-TV Minneapolis; WOOD-TV Grand Rapids, Mich.; KDKA-TV Pittsburgh; WGR-TV Buffalo; WPTV(TV) West Palm Beach, Fla.; WHEN-TV Syracuse, N. Y.; WISH-TV Indianapolis, and KGW-TV Portland, Ore. Now in 40 markets.

The New Breed (ABC Films): Sold to KVOS-TV Bellingham, Wash.; KCPX-TV Salt Lake City; KATU(TV) Portland, Ore.; KSHO-TV Las Vegas; WKRG-TV Mobile, Ala.; WTVR(TV) Richmond, Va., and WDAM-TV Laurel-Hattiesburg, Miss. Now sold in 20 markets.

The Exploitable, Science Fiction

Features (Allied Artists TV): Sold to KBAK-TV Bakersfield, Calif.; WISN-TV Milwaukee; KGO-TV San Francisco; WFMJ-TV Youngstown, Ohio; KTVK(TV) Phoenix, Ariz.; KSHO-TV Las Vegas; WFLA-TV Tampa, Fla.; WIIC(TV) Pittsburgh; WTCN-TV Minneapolis; WBAP-TV Fort Worth; WTEJ(TV) Vail Mills, N. Y.; KCPX-TV Salt Lake City; KVOO-TV Tulsa, Okla.; KAKE-TV Wichita, Kan.; KOSA-TV Odessa, Tex.; KOGO-TV San Diego; WHTN-TV Huntington, W. Va.; KATU(TV) Portland, Ore., and KBMT(TV) Beaumont, Tex. Now in 19 markets.

Three Charlie Chaplin Specials

(Commonwealth Film and TV): Sold to RKO General for programming on WOR-TV New York and RKO General Phonevision (pay TV) Hartford, Conn. Now in two markets.

Study group to suggest program service unit

A special committee will recommend to the NAB board in June that the National Association of Broadcasters establish a programming services arm for the benefit of its membership.

Meeting in Washington last Thursday (May 2), the program study committee unanimously authorized the preparation of detailed recommendations to be made to the parent board next month. NAB President LeRoy Collins, in his annual report to broadcasters at the association convention last month, had recommended the establishment of such a programming department within the NAB structure (BROADCASTING, April 8).

No definite plans were made at the committee's first meeting, and a second session was set for June 4 to adopt detailed recommendations. Program services will be provided for both radio and TV members but details, staffing and others questions are to be resolved. Several different proposals were discussed last week but no votes were taken on any of them.

Joseph E. Baudino, Westinghouse Broadcasting Co. vice president, and Allan Page, general manager of KGWA Enid, Okla., are co-chairmen of the program committee. Other members are John F. Dille Jr., WSJV(TV) South Bend-Elkhart, Ind.; Harold Essex, WSJS-AM-FM-TV Winston-Salem, N. C.; Eugene S. Thomas, KETV(TV) Omaha, Neb., and Cecil Woodland, WEJL Scranton, Pa. All except Mr. Essex attended last week's meeting.

Network program heads to go on Susskind's couch

The three TV network programming chiefs will participate along with television personality David Susskind May 16 in a discussion of "The State of Television Two Years After Minow's Wasteland Speech."

Joining Mike Dann of CBS-TV, Mort Werner of NBC-TV, and Dan Melnick of ABC-TV will be three top advertising agency executives, to be announced later.

The discussion will follow the annual dinner of the Advertising, Publishing and Public Relations Division of the United Jewish Appeal at New York's Plaza hotel, and is part of the UJA's national drive to raise \$96 million in the U. S.

Talent agency enters TV-motion picture fields

In an expansion move, International Talent Associates Inc., New York, has set up television and motion picture departments to provide a broader representation of the entertainment media, it was announced last week by Larry Bennett and Bert Block, founders and co-owners of the talent agency.

Harry Bell and Dick Birkmayer, who were formerly executives in the television department of MCA Artists Ltd., have joined ITA as vice presidents of the newly formed New

York TV-motion picture department. On the West Coast, Ben Shapiro has been appointed vice president in charge of the Beverly Hills office and will establish a motion picture and television department there.

ITA was formed in January 1960 as an agency in the college concert field and has expanded into the general personal appearance area, including night clubs, hotels as well as concerts. The move into the TV field will include representation of artists as well as TV packagers.



International Talent Associates, which has been active to date largely in the personal appearance field, moves into television and motion pictures with the appointment of Harry Bell (second from left) and

Dick Birkmayer (third from left) as vice presidents of a newly created TV and motion picture department. Flanking them are Bert Block and Larry Bennett (seated), founders and co-owners of ITA.



NOW IN SHREVEPORT . . .

KTAL is First in Total Homes!

LATEST ARB, PRIME TIME*	KTAL-TV	56,500
	STA. B	49,300
	STA. C	42,500

Now . . . Kay-Tall delivers MORE HOMES than ever delivered before by any TV station in Shreveport* — even when it was a two-station market!

Look at the growth . . . from November '62 to March '63:

Mon. thru Sun.	KTAL-TV	2nd Ranking Station
7- 9 AM	UP 56%	DOWN 2%
9-12 AM	UP 13%	DOWN 21%
12- 6 PM	UP 33%	DOWN 24%
6-10 PM	UP 31%	DOWN 7%
10-12 PM	UP 28%	UP 9%

JUST IN! . . . March '63 NSI confirms Kay-Tall's first-place leadership!

Feb.-Mar. 1963, 6:30-10 P.M., Mon-Sun. In comparing with past circulation, ARB notes its total-homes survey for Shreveport began Nov., 1959.

Get the facts from
BLAIR TELEVISION ASSOCIATES
 National Representatives

Channel 6



NBC FOR SHREVEPORT

Walter M. Windsor Gen. Mgr.
 James S. Dugan Sales Mgr.

TvQ's top ten for March by age

Rank	Program	Total Audience TvQ*	Age Groups				50 + TvQ*
			6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	
1	Beverly Hillbillies (CBS)	56	85	73	55	43	46
2	Bonanza (NBC)	47	45	51	41	41	57
3	Saturday Night Movies (NBC)	44	52	57	49	41	28
4	Red Skelton Hour (CBS)	43	70	53	37	37	39
5	Disney World of Color (NBC)	41	68	47	30	34	37
5	Monday Night Movies (NBC)	41	41	52	44	39	26
7	Andy Griffith (CBS)	40	55	40	39	33	40
8	Combat (ABC)	39	53	51	41	29	27
8	Doctor Kildare (NBC)	39	51	45	38	31	41
10	Hazel (NBC)	38	64	36	30	29	43

*Percentage of viewers familiar with a show who consider it "one of my favorites."
Copyright Home Testing Institute Inc., 1962

Jack Douglas forms TV distribution firm

Jack Douglas, Hollywood TV film producer specializing in travel-adventure and other nonfiction programming, has formed his own distribution firm, The Jack Douglas Co., as a subsidiary to his production company, The Jack Douglas Organizations. The new distribution arm, to be headed by Neal D. Morris (see FATES & FORTUNES, page 97), will initially be engaged in selling the Douglas 90-minute, all-color golf special, *The Golden Tee*, to stations throughout the country on a new sales plan that gives each station an exclusive, three-year unlimited run of the TV special in its market.

Mr. Douglas estimates that his distribution costs under the new arrangement will be less than 17% of gross sales, as compared with payments to outside syndicators of 50% or more. A sales staff of at least five salesmen will handle distribution of *The Golden Tee* nationwide, under Mr. Morris's supervision.

Program notes . . .

Seven Arts moves ■ Seven Arts Associated has moved its New York offices from 270 Park Avenue to the new Pan Am Building at 200 Park Avenue.

Sound editors award ■ Motion Picture Sound Editors has presented its Golden Reel Award to *The Gallant Men* as the best example of sound editing on TV in 1962. Edwin Scheid is supervising sound editor, with sound editors George Boggs, Albert Dripps, Bruce Flu, Wallace Haynes, Stanley Martin, William Mauch. Series is produced by Warner Brothers, and is broadcast on ABC-TV, Saturday, 7:30-8:30 p.m.

Distribution set ■ Trans-Lux Television Corp. has acquired the distribution rights to *The Magic Room*, a series of 39 half-hour taped programs produced by Corinthian Broadcasting's KHOU-TV Houston and carried on four other

Corinthian stations. The series combines educational and entertainment values for children and adults, according to Richard Carlton, vice president of Trans-Lux TV.

WJAZ syndicates show ■ *Celebrity Column*, a daily radio interview show presented on WJAZ Newark, is being placed in syndication by Arthur Pine Associates, New York, a public relations firm. The show will be offered for a 13-week minimum period. A station will be supplied with a minimum of seven interviews a week during the 13-week period. It can also buy the entire two-hour show on a syndicated basis.

Rural pathways ■ WNAX Yankton, S. D., is airing a documentary series, *Pathways to Rural Progress*, to inform and assist farm families and organizations in obtaining loans from the Farmers' Home Administration. The series, narrated by Craighton Knau, WNAX farm service director, is heard twice daily, six days a week.

'Laramie' syndicated ■ NBC Films is putting *Laramie* into syndication, Morris Rittenberg, president, announced. The western series is completing its fourth year on NBC-TV (Tuesday, 7:30-8:30 p.m.). The package includes 100 one-hour episodes.

New Warner Bros. series ■ John Steinbeck's *Travels with Charley, in Search of America* will be the basis for a new TV series from Warner Brothers. Jack Webb, head of Warner's TV division, said the program will be a joint venture for Stanley Colbert Productions and the Warner studio. The book has been No. 1 on the non-fiction best-seller list of the *New York Times* for nearly 40 weeks. Mr. Steinbeck will be script consultant for the series which is aimed for the 1964-65 season.

Atom radio series ■ Benefits resulting from the atomic age are featured in a series of 13 quarter-hour radio productions, *Accent on the Atom*, available from Argonne National Laboratory

near Chicago. Host for the informal, interview-style programs is Ed Ronne, of the Argonne information office. Guests are staff members of the Atomic Energy Research Center. Areas of discussion include medicine, agriculture, weather, etc. Further information on the free series can be had from Mr. Ronne, Argonne National Laboratory, Argonne, Ill.

What's new? cartoons ■ ABC-TV has scheduled *Cartoonies*, a series of post-'58 cartoons, which star Paul Winchell as host, each Saturday in the 11-11:30 a.m. slot. First show was April 6. Sponsors are Mattel Inc. (toys), Los Angeles, through Carson/Roberts Inc., Los Angeles, and General Foods Corp., White Plains, N. Y., through Eenton and Bowles, New York.

Fredericks adds three ■ The Carlton Fredericks radio program, *Living Should Be Fun*, has been bought by KLIQ Portland, Ore.; WTHI Terre Haute, Ind., and KMEQ Omaha, raising the number of outlets carrying the program to 18. Mr. Fredericks continues to appear on ABC Radio's *Flair* programming.

Twin guests ■ New twin star guest policy for *Wagon Train* will be used next season, when the program becomes a 90-minute show, Howard Christie, producer of the series at Revue Studios, has announced. The series, shot in color, is on ABC-TV.

Theater group, producers discuss TV film policy

Officials of the Theatre Owners of America and the Allied States Association have held a series of meetings with executives of the major feature film production and distribution companies to formulate a policy governing the sale of features to TV stations and networks.

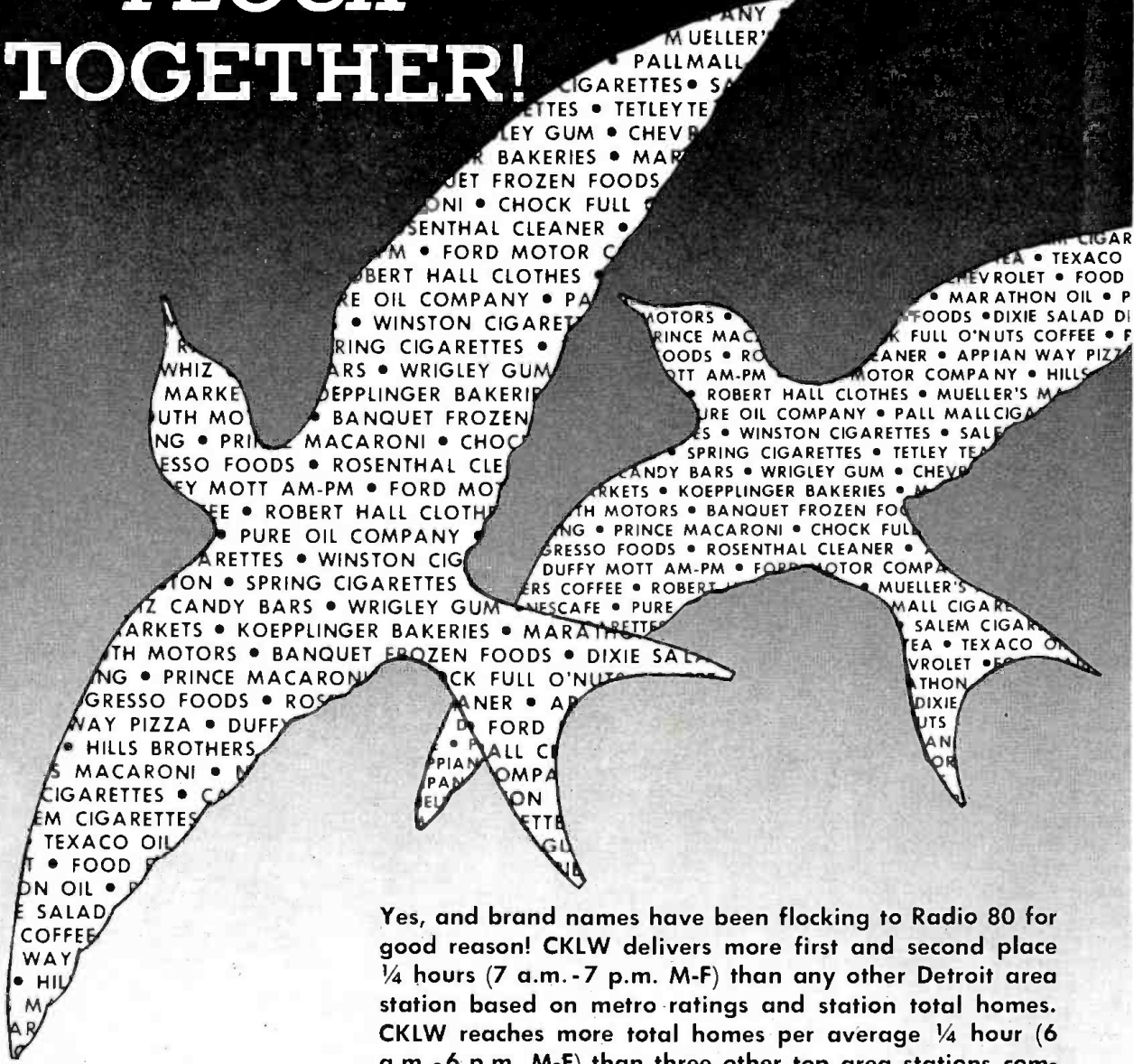
Neither representatives of the exhibitor associations nor of the producer-distributor companies would reveal details on the discussions. It is known that theater interests are perturbed that features produced within the past five years are being sold to TV and often scheduled in prime time.

CBS to show 'Velvet Knife'

The Velvet Knife, a story written by Peter Ustinov and purchased for television adaptation by David Susskind (CLOSED CIRCUIT, March 25), will be produced by Talent Associates-Paramount Ltd. in association with British Home Entertainment Ltd. for telecast on CBS-TV during the 1963-64 season.

Mr. Ustinov will direct the 90-minute drama special and will co-star in it with Anthony Quinn. The story is set in Italy in the period following Mussolini's death.

BIRDS OF A FEATHER *FLOCK* TOGETHER!



Yes, and brand names have been flocking to Radio 80 for good reason! CKLW delivers more first and second place ¼ hours (7 a.m.-7 p.m. M-F) than any other Detroit area station based on metro ratings and station total homes. CKLW reaches more total homes per average ¼ hour (6 a.m.-6 p.m. M-F) than three other top area stations combined. In less than 6 months, Radio 80's in-home audience (6 a.m.-6 p.m. M-F) has increased 91%! Inquire about our package plans and what this 50,000 watt facility can do to sell your product or service in a 28 Billion Dollar Market!

Write or call for availabilities or contact your
**RKO NATIONAL SALES
DIVISION OFFICE**



Audience Estimates Cited Above Are Based on NSI NOV.-DEC. 1962

ESSEX BROADCASTERS, INC., GUARDIAN BLDG., DETROIT 26
WINDSOR, SERVING THE WINDSOR AND DETROIT AREA

CANADIAN RADIO UP 11.46%; TV UP 24%

Food advertisers lead the billings parade for 1962

National advertising carried on Canadian radio last year totaled \$19,742,758, up 11.46%, while national television advertising amounted to \$55,153,045, up 24.36% in the year, according to tabulations in *Marketing*, Canadian advertising weekly. Largest national advertiser was the food and food products group with \$5,516,177 in radio and \$13,482,910 in television. Drugs and toiletries accounted for \$2,700,497 in radio and \$12,135,756 in television. Automotive advertisers were third highest in radio with \$2,289,574, while in TV third highest group was laundry soaps and supplies with \$7,983,486.

The Dominion Bureau of Statistics, Ottawa, reported late in April that in 1960 radio advertising of all types amounted to \$50,364,000 and in 1961 \$49,828,000. TV advertising, national, local and network totaled \$49,877,000 in 1960 and \$54,081,000 in 1961. Local advertising on radio was greater than network and national combined, but was only one-fifth of network and national combined in television.

A survey by Elliott-Haynes Ltd., Toronto research firm, showed that in 1962 the 10 largest Canadian advertisers allotted almost half of total media budgets to television. This amounted to \$17,240,000, or 47.2% of their total \$36,570,000 media budget. This was a 3% increase over 1961. Television Bureau of Canada reports that "the list shows that companies with a variety of brand name products with a quick turnover allocated an even greater percentage of media budget to television."

The list shows that General Motors spent 15.9% of its total media budget of \$7,436,000 on television; Canadian

Breweries Ltd., 34.6% of \$4,693,000; Procter & Gamble of Canada, 99.5% of \$4,013,000; General Foods Ltd., 70.2% of \$3,588,000; Ford Motor of Canada, 22.4% of \$3,344,000; Lever Bros. Ltd., 78% of \$3,192,000; Imperial Tobacco Ltd., 29.1% of \$3,129,000; Rothmans of Canada Ltd., 27.2% of \$2,601,000; Imperial Oil Ltd., 28% of \$2,436,000; and Colgate-Palmolive Co. of Canada, 65.2% of \$2,138,000.

Collins to Canadians: Irritation on increase

American broadcasters are becoming "more and more irritated by government incursions" into areas of free enterprise, President LeRoy Collins of the National Association of Broadcasters told a Canadian audience last Thursday (May 2).

Speaking before the Radio and TV Executives Club in Toronto, meeting in conjunction with the convention of the Canadian Association of Broadcasters, Governor Collins said that the NAB has given itself the task of keeping American broadcasting free of "unwarranted government interference," and of providing leadership to the whole American free enterprise system.

The most effective defense against government is a good offense, Governor Collins said. "This means looking forward—making progress on our own and not being content just to fight rear guard verbal brawls."

Audience Research ■ He pointed out that the industry now is moving toward reliability in audience measurement services through the NAB research program. Alluding to congressional hearings on ratings (see page 28), he said the industry has learned its lesson and that "it is not too late for us to put this part of our house in order before the government seeks to take over and do the job for us."

British pay TV trial wants three channels

Britain's experimental pay TV trials, due to start next year, are running into trouble. British Telemeter Home Viewing, one of the five companies planning to take part in the trials, is challenging the government to provide it with not one but three channels.

The company is convinced that only a multi-program system of pay TV can cater effectively for minorities, and it

is asking for three simultaneous programs. One would offer light entertainment, another culture, and the third a mixture of hobbies and education.

Roland Williams, a director of the company, says that the three programs could be started without detriment to existing BBC and ITA services.

He told a news conference in London that representations calling for a multi-program system had been made to the postmaster-general. Until now, however, the government's view was that pay TV trials should take place on one channel only.

The company plans to introduce a special device in the Telemeter system. The viewer will press a button at the end of the program in answer to questions shown on the screen.

The questions will be such as "Did you enjoy the program?" and "Would you have preferred it earlier in the evening?" The results will be fed through a computer and made available far sooner than is possible with current methods of viewer research.

New British TV tax now in Commons

Britain's Postmaster-General Reginald Bevins forecasts that during 1964-65 television companies will earn a gross income from advertising of over \$230 million. This will be an increase of at least \$11 million over this year and will maintain net profits of \$36 to \$39 million, in spite of increased costs.

He was introducing to the House of Commons standing committee on the television bill new proposals for increasing government revenue from TV companies. He hopes when the new proposals come into effect to raise \$46.5 million for the exchequer, or \$24 million more than is provided by the existing television advertising duty.

The existing levy will be replaced by a sliding scale levy based on gross advertising receipts.

Some government MP's are unhappy about the proposals and have introduced an amendment to the bill. The amendment would switch the basis of the new tax from a proportion of gross advertisement receipts to net profits.

The amendments to the bill would provide for payments on the following formula: 25% on the first \$1.4 million of net profits, 35% on net profits between \$1.4 million and \$2.8 million and 50% on net profits exceeding \$2.8 million.

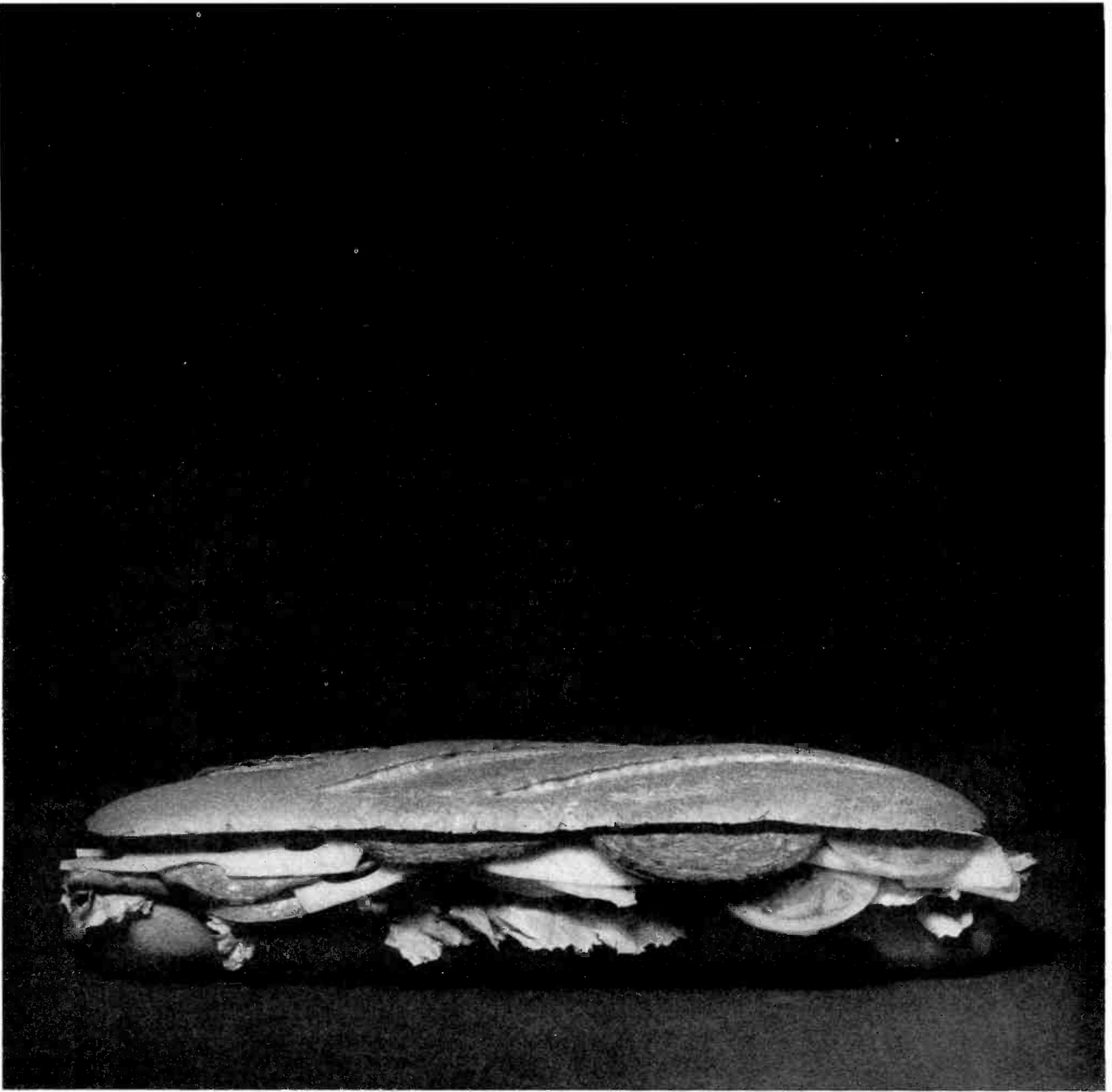
The government's answer to the critics is that a levy on advertising receipts would be less open to evasion than one on profits.

Color TV in Britain

Further demonstrations of color TV systems are being arranged in Britain. ABC-TV is now privately demonstrating the SECAM color system, developed in France, which ABC-TV decided to investigate two years ago, when BBC-TV was testing the American NTSC system.

BBC-TV is also studying SECAM and is due to start experimental transmissions later this month.

The postmaster general will decide which system Britain should adopt.



In Pittsburgh a hero is a hoagy

Local expressions point up the importance of market-by-market advertising. You can't get the proper emphasis on a nationwide level. You've got to match your product to your market. The advertising flexibility you're looking for is Spot TV. Spot-your-market TV.

There's nothing casual about Spot TV. It's carefully planned. It's individ-

ually tailored to suit you. You can't be casual if you have to bolster sales where they are slipping—meet the challenge of new competition—apply seasonal control or timing—test a product, or expand distribution into new markets.

TvAR, representing a select list of major market TV stations, can show you how to get more out of your advertising

dollars by buying on a spot-your-market basis. TvAR's "Television Spot Test" enables you to document the effectiveness of Spot TV. TvAR's "Brand Comparisons," give the status of 500 brands in our eight represented markets.

Spot TV is the flexible advertising medium. TvAR is the personalized service. Why not take advantage of both?

TELEVISION ADVERTISING  REPRESENTATIVES, INC.
REPRESENTING

WBTV CHARLOTTE (JEFFERSON STANDARD BROADCASTING CO.) • WTOP-TV WASHINGTON AND WJXT JACKSONVILLE (POST-NEWSWEEK STATIONS)
WBZ-TV BOSTON, WJZ-TV BALTIMORE, KDKA-TV PITTSBURGH, KYW-TV CLEVELAND AND KPIX SAN FRANCISCO (WESTINGHOUSE BROADCASTING COMPANY)
TvAR Offices in New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta

Should ETV outlets program entertainment? NO RULE AGAINST IT, BUT GEORGIA STATIONS PROTEST

A storm is brewing in Georgia over the nighttime programing of three state-owned educational TV stations.

Commercial broadcasters have lodged formal protests with the state board of regents for higher education and the state superintendent of schools for public instruction over the stations' regular practice of showing feature movies at night—some of which also have been purchased by commercial stations.

James E. Dunlap, chairman of the board of regents, acknowledged the protests and said that he has ordered a full investigation. The University of Georgia, Athens, is the licensee of WGTV (TV) there. WETV (TV) Atlanta is licensed to the Atlanta board of education and WXGA-TV Waycross to the state public school board of education. The latter two stations turn their entire nighttime programing over to the university and maintain no supervision, according to Dr. Claude Purcell, state superintendent.

Raymond E. Carow, general manager of WALB-TV Albany, and J. B. Fuqua, president of WJBF (TV) Augus-

ta, have both written Mr. Dunlap about the ETV programing. The board of directors of the Georgia Association of Broadcasters has scheduled a meeting May 25 to consider a resolution condemning the practice and an unofficial protest has been lodged with Governor Carl Sanders.

Mr. Carow said that he purchased "The Caine Mutiny" for showing on WALB-TV but before it could be scheduled, the same picture was programed by WXGA-TV (the two stations have an overlap of less than 20%).

On its program log for this week, WGTV has scheduled "The First Gentleman," and "The Ox-Bow Incident" at 9:30 p.m. Thursday (May 9), and another feature movie, for the same time period Friday. During station breaks, the Waycross station reportedly has urged listeners that "for the best in entertainment, stay tuned to WXGA."

Not True Purpose — Mr. Carow said that he was not objecting to competition for audience from ETV but that he felt stations built with state funds should not program entertainment on a regular basis. They should "hew to their pur-

pose of education," he said. "They've even had shoot-'em-ups and who-done-its."

Both Messrs. Dunlap and Purcell said their stations did not intend to compete with commercial outlets for the entertainment audience, and while they said they were not familiar with the programing, they defended the movies shown as being of a historical, educational or cultural nature. Mr. Dunlap, however, said the practice was being reviewed and that Gerald Appy, director of WGTV and responsible for the nighttime programing of all three ETV stations, has been ordered to make a full report.

Mr. Dunlap said that university President O. C. Aderholt already had expressed an opinion that the movies are not strictly entertainment and do not compete with the commercial stations.

Both Mr. Appy and an FCC official pointed out that there is nothing in the FCC rules against straight entertainment on ETV stations.

No protest has been lodged with the FCC.

MBA, students hear FCC actions attacked

The two-day Missouri Broadcasters' Association convention, held in Columbia last week in conjunction with the annual Journalism Week of the University of Missouri's School of Journalism, featured speakers who variously chastised the FCC and dispensed advice to the school's journalism students.

Owen Saddler, executive vice president and general manager of KMTV (TV) Omaha, charged the FCC with "imposing standards, principles and policies which are of themselves censorious or restrictive, and can become more so if this kind of philosophy maintains." Mr. Saddler's verbal barrages were primarily directed at the commission's local programing hearing held in Omaha last winter (BROADCASTING, Feb. 4 et seq.).

The FCC's frequent denials of any intentions of programing censorship amount to "polyanna statements," Mr. Saddler said.

Journalism students were told that "in the end, you will be judged not on your petty power to verbalize, or even on your profits, but on your principles," by Robert Hyland, vice president of CBS Radio and general manager of KMOX St. Louis. KMOX was given the University of Missouri Honor Award for distinguished service to journalism. Mr. Hyland, whose speech admonished newsmen to dedicate themselves wholly to their profession, also struck at the FCC's political coverage rules and the various bans on broadcast coverage of

*In Minneapolis-St. Paul,
the best two station buy,*
6 am to 9 pm, is wtcn and
wcco. The picture is new.
Buy wtcn-wcco Radio now.
Katz will take care of
wtcn end of the buy. Call
Katz (Judson 2-9200) New
York, and Katz (Mohawk
4-7150) Chicago.*

* — Source SRDS — January-February 1963 Pulse.

WHAT DO YOU DO WHEN YOUR TV STATION REALLY CATCHES FIRE?

YOU HAVE THE KIND OF FRIENDS AND NEIGHBORS WE HAVE IN BUFFALO AT WGR-TV

This is not one, but many thanks to all our friends and neighbors for their unselfish assistance during the fire in our Barton Street studios Thursday, April 25th.

We are proud of the friendship which prompted this assistance and deeply grateful for their invaluable help.

Our good neighbors at WBEN-TV, Channel 4, made it possible for us to get back on the air almost immediately. They rushed their mobile television unit to the fire scene, so we could resume telecasting two hours and twenty minutes after the three alarm fire broke out. Thanks to WBEN-TV's help, Channel 2's signal was only off the air from 6:16 p.m. to 8:36 p.m. A remarkable record considering the fact that in the three alarms seventy-five fire fighters and seventeen pieces of equipment were used to extinguish the blaze.

Our thanks also go, to WKBW-TV, Channel 7; WNED-TV, Channel 17; Holland-Wegman Studios and Dynamic International, Inc., for their prompt assistance,

invaluable aid and for their generous offers of help.

A great deal of praise is due the Buffalo Fire Department for the way in which they brought the blaze under control with a minimum of fire damage.



The performance of the Buffalo Police Department was outstanding. Their work in re-routing traffic and maintaining spectator control made fighting the fire and salvaging building contents much easier and safer.

Last, (but hardly least), we want to thank all of the people at WGR-TV for saving valuable equipment and working 'round the clock to keep "telecasting as usual." The three alarm fire destroyed one wing of our studios and caused other damage. However, with everyone "pitching in" as they did, we were telecasting from our own studios again at 10:00 a.m. on Friday, the morning after the fire. At the same time, workmen began the job of restoring our studios and offices. All losses were covered by insurance and we are meeting our regular schedule of programs, both NBC and local.

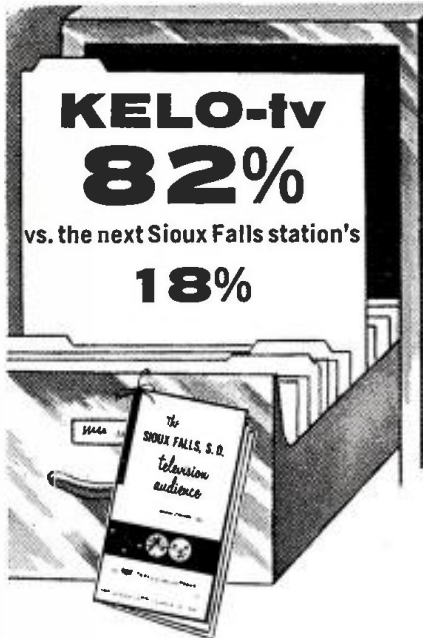
So, once again, to everyone, a warm, heartfelt thank you from

WGR-TV

WGR-TV • CHANNEL 2 • NBC • BUFFALO-NIAGARA FALLS, NEW YORK • A TRANSCONTINENT STATION

	TELEVISION: WGR-TV Buffalo • WDAF-TV Kansas City • KFMB-TV San Diego KERO-TV Bakersfield • WNEP-TV Scranton-Wilkes Barre	
	RADIO: WGR and WGR-FM Buffalo • WDAF and WDAF-FM Kansas City KFMB and KFMB-FM San Diego • WDOK and WDOK-FM Cleveland	
	TRANSCONTINENT TELEVISION CORPORATION, 380 MADISON AVENUE, NEW YORK 17, N. Y.	

Up date your ARB Files! Feb.-Mar. '63



There's a solid reason for this imposing lead!

Only KELO-LAND TV has been engineered to serve the full market—its viewers and advertisers. Our three strategically located transmitters operate as one station to cover Sioux Falls' 103 counties, to match the market's full distribution flow with full tv signal reach.

KELO-LAND'S remarkable effectiveness as an advertising medium is brought out even more forcefully in market-by-market comparisons. Your sales message reaches 38.3% more tv homes than on the highest rated Des Moines station, 28.8% more than on the highest rated Omaha station, 42.2% more than on Duluth-Superior's, 121% more than on North Dakota's highest rated station.

CBS • ABC
KELO-TV LAND

KELO-TV SIOUX FALLS, S.D.; & interconnected KDLO-TV and KPLO-TV



JOE FLOYD, President
Evans Nord, Executive Vice
Pres. & Gen. Mgr.
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Represented by H-R
in Minneapolis by Wayne Evans

NAB giving plaques to four radio veterans

Four veteran radio performers—with a combined total of 112 years in radio—will be presented special awards during National Radio Month (May) by the National Association of Broadcasters.

The NAB announced yesterday (Sunday) that Don McNeill, ABC; Arthur Godfrey, CBS; Cedric Foster, MBS, and Morgan Beatty, NBC, will be presented with special plaques commemorating their long service to radio, two as entertainers and two as newsmen-commentators. The awards are an added national feature of the observance of radio month.

Mr. McNeill is the originator of ABC Radio's *Breakfast Club*, now in its 30th year, and is the only regular master of ceremonies the Chicago-originated program has ever had. He entered radio in 1928 as a \$15-a-week announcer for a Milwaukee station while he was attend-

ing Marquette University.

Mr. Godfrey entered commercial radio in 1929 as host of an amateur program on WFBR Baltimore. Later, he became an announcer and disc jockey on WJSV (now WTOP) Washington and in 1945 returned to his native New York to join CBS Radio. He since has been host of many CBS radio and TV programs.

Mr. Foster has been a fixture on MBS news and commentary programs since 1940. He now presents two daily newscasts from Washington in addition to *Cedric Foster News and Commentary*, now in its 23d year.

NBC's Mr. Beatty is a former newspaperman (as is Mr. Foster) who switched to broadcasting 22 years ago. He is editor-in-chief and commentator on the network's *News of the World*, evening program originating from New York.



Mr. Foster

Mr. Godfrey

Mr. McNeill

Mr. Beatty

legislative proceedings.

He noted that progress has been made in broadcast access to the Missouri legislature (see story page 87).

Radio Advertising Bureau President Edmund C. Bunker, spoke on the future of radio, emphasizing that it is a "field with great promise and a great need for trained, talented young people." Mr. Bunker also pointed out the need for trained radio sales personnel, a field which is "even more challenging and rewarding in many ways than journalism."

Also speaking at the meeting were Governor John M. Dalton; Larry Israel, president of Television Advertising Representatives Inc., New York; Clinton Wheeler, vice president of Benton & Bowles, New York, and FCC Commissioner Rosel H. Hyde.

Broadcasters, students plan school project

The High School Broadcasters Association, a joint project of the West Virginia Broadcasters Association and

the State Department of Education, has concluded its first spring workshop at West Virginia University.

The organization, which began last October, was conceived by Harry M. Brawley, director of public affairs for WCHS-AM-TV Charleston. Mr. Brawley, a member of the West Virginia Educational Broadcasting Authority, serves as special consultant on broadcasting for the education department.

Twenty-one high schools are now active in the organization. The association intends to encourage high school students' interest in broadcasting, both as intelligent listeners and as a possible vocation. The association's immediate goal is formation of broadcasting clubs in the state's high schools. These clubs work with local radio and television stations in the interest of getting more school programs on the air. For the internal operation of their schools they encourage production of programs utilizing school facilities.

The permanent headquarters of the association and its annual October meeting will be at Morris Harvey College, Charleston.

Thanks for coming...

Last week leading advertising, broadcasting and agency executives gave generously of their time to hear a factual point-by-point review of our methods of determining radio and television ratings. These meetings were not "sales meetings." They weren't lectures. No one sought the sensational headline. On the contrary, everything possible was done to create an informal atmosphere . . . where everyone could comment freely, ask questions or make suggestions.

The atmosphere in these meetings was in sharp contrast with what we experienced during the recent congressional sub-committee hearings. There, in Washington, the committee asks the questions and brings forward the witnesses. You can't cross-examine witnesses who testify against you. The statements made are immune from the laws of libel and slander. Unfortunately, the calm, factual reply cannot compete with the sensational charge.

CORRECTING THE RECORD

Many of our guests said that the facts brought out in the give-and-take of these client meetings confirmed their confidence in our methods . . . that wherever possible we should continue to replace implications with facts. For example:

Implication: Based primarily on testimony of three ex-employees, Nielsen field work is faulty.

Fact: *The vast bulk of our field work is performed in accordance with the strict standards we have established. We have reliable methods for detecting improper field work—methods which had routinely caught the errors before these disgruntled ex-employees testified.*

Implication: Because reports in a few homes showed that the receiver was tuned to a single station for 24 hours or more, Nielsen's system of metered measurement is discredited.

Fact: *The total tuning time for these atypical cases is extremely small: less than 1% of tuning-minutes for radio; 0.1% for television!*

Implication: Based on the sub-committee's choice of a single non-typical local market, sample sizes for the Nielsen Station Index are inadequate.

Fact: *For all of 1962, 6% of Nielsen Station Index samples were below the norm—not enough to invalidate reports. 26% were at the norm. 68% were above it!*

Implication: Nielsen "sells confusion" to the broadcasting and advertising industry with its local radio services.

Fact: *The difficult and vexing problems of measuring local radio*

audiences have been well known in the industry for many years. In spite of the problems, which have never been a secret, the industry has asked that the measurements be continued and, when economically practical, improved.

Implication: Nielsen samples are outdated because they are based on the 1940 census.

Fact: *43% of U.S. homes have been built since 1940. 33% of Nielsen sample homes have also been built since 1940!*

THE DOOR IS OPEN

Theoretically, we could continue for several pages . . . pairing off each little implication with its factual reply. If we don't, it isn't because we have anything to hide. We'd just rather not bore anyone! But our door is always open to responsible inquiry from anyone with a stake in the accuracy of our reports.

We were encouraged when the congressional sub-committee asked the American Statistical Association to evaluate our work. Three eminent statisticians *reported favorably on our methods* . . . but, for all practical purposes, their report has been ignored by the press.

In its place were intimations that the ratings are rigged to favor our clients. We believe that our record itself refutes this radical distortion. Like many others, we've worked hard for 40 years to build and to merit our reputation for integrity. On behalf of 5,000 Nielsen men and women, located in 16 countries around the world, we do not intend to remain on the sidelines now, allowing our reputation to be unjustly assailed.

WHERE DO WE GO FROM HERE?

First: more meetings with clients, because meetings to date have done much to clear the air. We want every client to express his views. After all, ours is a service business: one that must, as always, be both *responsible* and *responsive* to its users.

To date, the most encouraging development of all is the groundswell of industry support, growing by the hour. Apparently, very few interested people are being misled by headlines which are not supported by facts. Thinking people will not miss the far-reaching significance of these recent events.

As PRINTERS' INK puts it: "*What in God's name is going on here? . . . Don't you know that YOU may be next?*"

A. C. NIELSEN COMPANY

Reprints of a recent address by Arthur C. Nielsen, Jr. entitled "A Researcher Replies" are available by writing to us at 2101 Howard Street, Chicago 45, Ill.

Controversy at all-channel meeting

LESS THAN UNANIMOUS APPROVAL FOR ONE GROUP'S PLANS

There was something less than unanimity last week in Washington as the executive committee of the Committee for the Full Development of All-Channel Broadcasting (CAB) met to approve the scope of activities of its three major operating committees.

The controversy centered around the areas to be explored by committee No. 2, headed by Sevmour Siegel, director of WYNC-AM-TV New York. This committee is charged with making a "study and report on information with respect to factors pertaining to UHF broadcast station operation."

Mr. Siegel's four subcommittees received approval of the executive committee to investigate availability of programming resources, network affiliations, community antenna TV and pay TV, and influence of ratings on UHF stations and advertisers' practices—but only after considerable debate.

The executive committee, headed by FCC Commissioner Robert E. Lee, approved without serious objections the plans of committees No. 1 (technical development) and No. 3 (consumer information).

CAB was formed jointly by the FCC and industry to study ways and means to promote UHF and make recommendations to both the industry and the FCC. The executive body held its first meeting in Chicago last month immediately following the National Association of Broadcasters convention (BROADCASTING, April 8).

Mr. Siegel's proposal to authorize a study of network affiliations as an aid to prospective UHF stations passed on a 10-7 vote of the executive committee while five members abstained in the vote for a study of programing resources and other members expressed objections but did not vote against the plan.

Those who objected to both proposals questioned the need of such studies as well as the advisability of a government-sponsored committee investigating the questioned areas. "This gets into the business management areas of activity and I have serious reservations . . ." Vincent Wasilewski, executive vice president of the NAB said.

Peter Kenney, NBC Washington vice president, said the committee is "flirting

with anti-competitive matters . . . with the possibility of a government sanctioned trade association." Commissioner Lee said the proposed studies constitute an industry group compiling information—not the government.

Scope Of Controversy ■ The subcommittee on program sources, headed by Laurence Turet, executive vice president-general manager of WUHF (TV) (ch. 18) Milwaukee, will investigate films available for program use, cost of local live shows, residual network rights and a possible second-run UHF network as proposed by FCC Chairman Newton N. Minow (BROADCASTING, April 8).

The subcommittee on network affiliations, headed by John English, WSEE (TV) (ch. 35) Erie, Pa., will study overlap with an existing VHF which would preclude affiliation for a new UHF, whether the FCC should limit network hours and basis for network compensation rates to affiliates.

Subcommittee No. 3 of Mr. Siegel's committee will advise the committee "as to what extent rating services influence UHF stations and the extent to which coverage areas may influence ratings." Adam Young, head of the station representative firm bearing his name, will chair this subcommittee. It was given the added duty of investigating advertising practices, an area proposed by Mr. Siegel as a separate subcommittee.

The ratings group will consider the basis for accurate UHF measurements, sample size in a major market and in the total coverage area of UHF stations, sample of UHF vs. VHF homes and the economics of stable surveys.

Objections also were raised to the proposed activities of the Young subcommittee. Washington attorney Percy Russell wondered how the subcommittee could gather information not already put on the record by Congress. Lester Lindow, executive director of the Association of Maximum Service Telecasters, pointed out the numerous activities of other industry groups in the ratings field (see page 28) in saying he found it "very difficult to understand just what a subcommittee could reasonably expect to do that is not already being done in a more extensive manner."

W. T. Hamilton, vice president of WNDU-TV South Bend, Ind., maintained that UHF-converted sets (with a UHF channel viewed on a VHF knob setting) are not getting a fair measurement from the surveys.

There was no discussion of the scope of the activities of subcommittee four, chaired by William Putnam, president

*In Minneapolis-St. Paul,
the best two station buy,*
6 am to 9 pm, is wtcn and
wcco. The picture is new.
Buy wtcn-wcco Radio now.
Katz will take care of
wtcn end of the buy. Call
Katz (Judson 2-9200) New
York, and Katz (Mohawk
4-7150) Chicago.*

* — Source SRDS — January-February 1963 Pulse.



For distinguished service

If distinguished service in the field of video tape—for inventing it in the first place, for producing it in commercial quantities in 1957 to meet the scheduling demands of Daylight Savings Time, or for carrying the first taped pictures transmitted via Telstar—would deserve a medal, it might look something like the above.

But much more meaningful than any medal is the overwhelming preference engineers every day vote "SCOTCH" Brand Live-Action Video Tape.

This tape began its career nearly 7 years ago; and not a day has gone by since that 3M research in video recording and tape making hasn't been at work improving on this "seven-league-boots" head start. And in the audible range recording field as well, 3M is constantly developing refinements and improvements that set the standards in tape technology. "SCOTCH" Video Tape as well as "SCOTCH" Sound Recording Tapes put this experience and lead time at your service.

"SCOTCH" IS A REGISTERED TRADEMARK OF MINNESOTA MINING AND MANUFACTURING CO., ST. PAUL 19, MINN.
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Magnetic Products Division **3M**
COMPANY

of Springfield TV Broadcasting Corp., Springfield, Mass., although three executive committeemen abstained (Messrs. Lindow, Kenney and Harvey Struthers, vice president, CBS-TV Stations). The Putnam subcommittee is to advise the commission "concerning the community antenna practices as they may affect the reception of UHF stations and to advise the commission regarding pay TV policies."

Committees Nos. 1 and 3 - Both groups received approval without controversy by the executive committee, although there was considerable discussion of planned distributor seminars by No. 3, chaired by L. M. Sandwick of the Electronic Industries Association. No. 3 is to "recommend procedures for developing and disseminating information to the public, distributors, dealers, service technicians and manufacturers concerning reception of UHF.

The committee was authorized to hold a seminar in Carnegie Hall, New York, May 14, and in Chicago's Palmer House hotel July 22 in connection with a convention of the National Association of Music Merchants. Carnegie Hall is being donated free by the city and several dignitaries will participate, including Mayor Robert Wagner.

Committee No. 1 on technical development is chaired by Ben Adler, president of Adler Electronics Inc., New

Rochelle, N. Y. This committee was made a cosponsor of the New York seminar with No. 1.

The controversial committee No. 2 also plans a New York meeting May 14 and the executive committee made plans to meet again early in July, ahead of the Chicago seminar.

ETV stations to get WFIL-AM-TV studios

The complete studio facilities of WFIL-AM-TV Philadelphia will be turned over to WHYY Inc., licensee of educational stations WHYY-TV (ch. 35) and WUHY-FM, that city, and WHYY-TV (ch. 12) Wilmington, Del., a noncommercial station. The gift was announced last Wednesday (May 1) by Walter H. Annenberg, president of Triangle Publications Inc., owner of WFIL, and was accepted by William Goldman, president of WHYY Inc.'s board of directors.

The WFIL transmitters and WFIL-FM studios were not included in the gift.

Valued at about \$1.5 million, the three-story building, facilities and equipment of WFIL-AM-TV at 46th and Market Streets will be transferred when WFIL-AM-TV move into new facilities in November. The building was erected

in 1948 and has housed WFIL-AM-TV since that time.

WHYY-TV went on the air in September 1957 as WHYY-TV. The call letter change was approved by the FCC March 6, 1963, when the station switched WHYY-TV to its new channel 12 facility.

WHYY-TV will operate with a power of 316 kw visual from its transmitter site in Glassboro, N. J., located about halfway between Philadelphia and Wilmington. The station has a target date of Sept. 12.

Other Triangle Stations are WFBG-AM-FM-TV Altoona, WLYH-TV Lebanon, both Pennsylvania; WBNF-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn., and KFRE-AM-TV, KRFB(FM) Fresno, Calif.

Little change seen in FCC policy

It is unlikely that the regulation of radio and television will be relaxed as a result of any change in personnel at the FCC, the Illinois Broadcasters Association was advised Thursday by two Washington communications lawyers, Theodore Baron and Benito Gaguine.

Both appeared on a panel at the IBA meeting in Springfield. James Sheridan, chief of the FCC's Broadcast Bureau, declined an invitation to participate because the commission has run short of its travel funds, the IBA explained.

An executive of the National Association of Broadcasters told the Illinois broadcasters that President Kennedy's appointees to the National Labor Relations Board are trying to rewrite labor-management laws to make them more favorable to unions.

In hundreds of decisions, NLRB members named by the Kennedy administration "have undertaken to substantially rewrite the law in favor of unions . . . in a way which I believe the Congress did not intend," James Hulbert, chief of NAB's department of management, said. Appointees to NLRB ought to consider themselves judges rather than advocates of a certain point of view, he said.

Mr. Hulbert urged broadcasters to "speak out" when NLRB decisions are unfair to the broadcasting industry. "We do not intend to sleep on our rights in the labor field—or in any other," he said.

Changing hands . . .

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

■ wdot Burlington, Vt.: Sold by For-

Outstanding Values in Radio-TV Properties

Excellent daytime operation. Profitable. Unusual industrial and residential growth. Real Estate valued at \$45,000. Terms.

CALIFORNIA
\$165,000

Well established daytimer in solid ranch and industrial area. Consistent cash flow. Liberal terms.

CALIFORNIA
\$160,000

Fulltime facility in prosperous top fifty market. Operating in the black but nowhere near its potential. Good terms.

EAST
\$325,000

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NEGOTIATIONS • FINANCING • APPRAISALS

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Hub Jackson
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Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
John C. Williams
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

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

tune and Anthony Pope to a group headed by William Hunter, director of operations at WPTZ (TV) Plattsburgh, N. Y., for \$137,500. The Popes own *WHOM* and *Il Progresso Italiano-Americano*, New York. WDOT operates full-time on 1400 kc with 1 kw daytime and 250 w nighttime. Broker was Blackburn & Co.

Missouri House okays broadcasts

Radio broadcasts of the Missouri house of representatives legislative sessions are now permitted at any time under a permanent rule passed last Wednesday (May 1) by the house in Jefferson City.

The rules change, passed by a voice vote, was introduced by Majority Leader James G. Trimble (D) of Clay county. There are few, if any, other states giving broadcasters this *carte blanche* entry into legislative chambers.

On the same day the Missouri house opened its chamber to radio. KMOX St. Louis broadcast a house committee hearing on a bill which would submit daylight saving time to a state-wide vote. The KMOX broadcast was fed to KCMO Kansas City.

On March 19, six stations carried the first broadcasts from the house of representatives on debate over an increased state sales tax (BROADCASTING, March 25).

CBS-TV affiliates meet this week in N.Y.

CBS-TV affiliates meet in New York this week (May 9 and 10) for an annual conference with network executives.

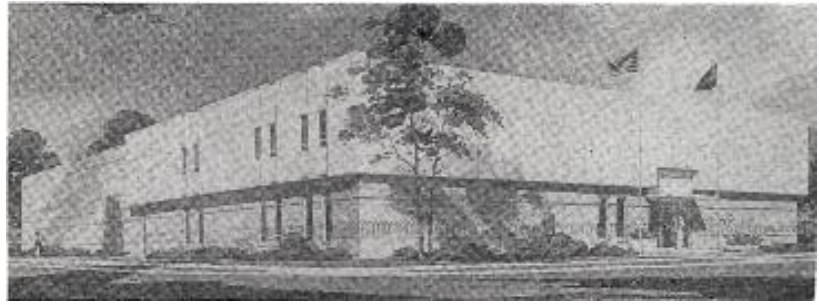
Highlights include a luncheon address May 9 by Dr. Frank Stanton, CBS Inc. president; a preview of next season's CBS-TV nighttime schedule, and a banquet-variety show on May 10.

Opening remarks will be made by Tom Baker Jr., WLAC-TV Nashville, who is chairman of the CBS Television Network Affiliates Association.

ETV's future discussed at Airlie House meet

Industry, educational and government leaders highlighted a three-day session on "Educational Television in the Next Decade" last week at Airlie House, Warrenton, Va. The 65 registrants for the closed meetings included college presidents, deans and leaders in ETV.

LeRoy Collins, president of the National Association of Broadcasters, and FCC Chairman Newton N. Minow spoke at the closing session. The high-level gathering was sponsored by the American Council on Education and



WQAD-TV plans August start

WQAD-TV Moline, Ill., is scheduled to begin broadcasting from its new studios on Aug. 1. The \$400,000 studio-office building, shown above in an architect's sketch, will be at 3003 Park Sixteenth Street.

The building will contain 19,000 square feet, including two studios; 40 by 60 feet and 40 by 30 feet.

Also under construction are the

transmitter building and tower, located south of Orion, Ill. Overall construction costs including equipment, transmitter and tower will be about \$1.5 million.

WQAD-TV (ch. 8) is a basic ABC-TV affiliate and will telecast network, local film and slides in color. Prebroadcast testing is expected to start July 15.

the Joint Council on Educational Broadcasting.

Emphasis was given to discussions of federal and congressional activities in ETV and demonstrations on the use of television in higher education. John W. Bystrom, assistant secretary of Health, Education & Welfare, reported on the

present status of ETV legislation in Congress.

This includes \$15 million for ETV which has passed both houses and now is in conference (see page 62) and an additional House-approved \$5 million which is part of the regular HEW fiscal 1964 appropriations.

MOUNTAIN STATE—Fulltime major market radio station grossing \$12,000.00 monthly and capable of doing much better. This well equipped facility is located in a tremendous growth area. **Contact—John D. Stebbins in our Chicago office.**

SOUTHWEST —Fulltime radio station with excellent dial position servicing trading area of 300,000. Aggressive owner-operator could materially increase gross. Total of \$300,000.00 with 25% down and long terms to responsible buyer. **Contact—DeWitt (Judge) Landis in our Dallas office.**

Hamilton-Landis

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John F. Hardesty, President

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RADIO • TV • CATV • NEWSPAPERS

America's Most Experienced Media Brokers

Doors are finally opening for women

LADY BIRD JOHNSON TELLS AWRT DELEGATES MOVE IS LONG OVERDUE

Over 1,000 women broadcasters gathered in Philadelphia last Thursday-Sunday (May 2-5) for the 12th annual convention of American Women in Radio and TV. Theme of the convention was "Leadership—Its Opportunities and Its Responsibilities in Broadcasting," with Mrs. Lyndon B. Johnson as the featured speaker.

Mrs. Johnson, a broadcaster for 20 years and wife of the Vice President of the U. S. said: "Today, doors are opening wider for the woman performer in entertainment and in news and it's long overdue." Speaking at the Thursday night banquet officially opening the convention she said: "If the industry is to do its best, it must have fuller use of their brains and abilities."

With recent advances in world communications, Mrs. Johnson declared traditional ways of presenting the news will be discarded for newer ones. "Somehow, when the fisherman in an African village or the merchant in Peking looks in on us he must see something worth seeing," she said. Tomorrow's worldwide TV viewer should find on his screen man's drive for a better life, not the reports of some movie idol's indiscretion, the principal owner of the LBJ Stations said.

Women have been the most successful salesmen of everything from detergents to dieting on radio and TV and neither men nor women in the industry can afford to stand still in the face of the challenges of today, Mrs. Johnson said. Our survival between a free and a totalitarian world boils down to which side makes the best use of radio and TV in informing the world's population, she said.

Mrs. Johnson told the AWRT delegates a busy day in the life of the Vice President from a 9 a.m. Spanish lesson to a state dinner at the White House. Martha Crane, AWRT president and women's director of WLS Chicago, presented Mrs. Johnson with a special citation "in appreciation of her contribution to the broadcasting industry . . . and in recognition of her activities as a dedicated citizen and spokesman for the principles of Democracy . . ."

Women in Communications ■ James T. Quirk, publisher of *TV Guide*, made the keynote address at the opening Friday morning session. A panel on "Women in Communications Today" followed, composed of Patty Cavin, RCA manager of public affairs, Washington; Marion Stephenson, NBC Radio vice president; Geraldine Zorbaugh, CBS Radio general counsel; Hazel

Markel, broadcaster and White House correspondent, and Mary McKenna, vice president of Metromedia Inc.

Marvin Kalb, CBS News diplomatic correspondent, was scheduled to address a Saturday morning general session. John Box, managing director of the Balaban Stations, St. Louis; Metromedia Vice President Mark Evans and James Duffy, ABC vice president, were scheduled participants on a Saturday radio panel.

A concurrent TV panel consisted of Robert Banner, president, Bob Banner Associates; Louis Hausman, NBC vice president, and Clair R. McCollough, president-general manager of the Steinman Stations, Lancaster, Pa. Saturday afternoon panels were scheduled on advertising, promotion and public relations and educational broadcasting.

McCall's magazine's Golden Mike awards were to be presented at the Saturday night banquet to seven women broadcasters and executives. The top Golden Mike went to Marciarose, creator of *Concept*, an educational program

on WRCV-TV Philadelphia. Other Golden Mikes were awarded to Helen C. Ryan (executive), WTHI-TV Terre Haute, Ind., and Phyllis Knight (broadcaster), WHAS-TV Louisville, Ky., for "service to the community in general"; Deborah Miller (executive), WCAU-TV Philadelphia, and Patsy Avery (broadcaster), WTVM-TV Columbus, Ga., for "service to the family"; Virginia K. Bartlett (executive) WHDH-TV Boston, and Anne Slack (broadcaster), National Educational TV and Radio Center, New York, for "service to the American future."

The 11th annual Golden Mikes were presented by John Mack Carter, editor of *McCall's*.

WGN Inc. is buying Michigan CATV system

A major Midwest broadcaster completed negotiations last week to enter the community antenna business.

WGN Inc., licensee of WGN-AM-TV Chicago, is buying the 2,000-subscriber Houlton-Hancock, Mich., CATV system from Teleprompter Inc. The price is understood to be over \$300,000.

The move by the *Chicago Tribune* (CLOSED CIRCUIT, April 29) is the first in what Ward Quaal, executive vice president of WGN Inc., said is a move to purchase or build other systems in the future. In addition to the Chicago stations, the WGN group owns KDAL-AM-TV Duluth, Minn.—Superior, Wis. The Tribune Co. owns the *New York Daily News* (WPIX [TV] New York).

The five-channel system, which has a potential 2,500 homes, was started in 1955. It was purchased by Teleprompter in 1961. It picks up, either off the air or via microwave relay, the following TV stations: WLUC-TV Marquette, Mich.; WFRV and WLUC-TV Green Bay Wis., and CFCJ-TV Port Arthur, Ont.

The transaction was handled by Bill Daniels & Associates.

WGN's entrance into the CATV field follows closely other major television broadcasters who have gone into cable system enterprises: Cox Stations (three systems in Pennsylvania); Broadcasting Co. of the South (three systems in South Carolina, one in Florida); RKO General (systems in Oklahoma, Texas, Mississippi, and Kansas); LBJ Stations (franchise for Austin, Tex.); KLTV (TV) Tyler Tex. (system in Lufkin, Tex.); John C. Cohan (franchises for Salinas-Monterey, Calif.); Chris Craft Stations (two systems in California); Harry Butcher (Santa Barbara, Calif.).

Always in the know

Mrs. Lyndon B. Johnson maintains close supervision of her broadcast interests in addition to her official and social duties as the wife of the Vice President, she told a news conference in Philadelphia last week.

Mrs. Johnson told newsmen and delegates to the American Women in Radio and Television convention, which she addressed last Thursday (see story, this page), that she gets daily sales and administrative reports from the LBJ Stations. As board chairman of LBJ Co., Mrs. Johnson said she participates in policy decisions of the stations and makes personal monthly visits.

LBJ Co. (of which Mrs. Johnson owns 57%) owns KTBC-AM-TV Austin, and 29% of KWTX-AM-TV Waco, both Texas. KWTX Broadcasting Co. in turn owns 50% of KBTX Bryan, Tex., and 75% of KXII (TV) Ardmore, Okla.

The Vice President's wife refused to comment on current regulatory activities of the FCC in broadcasting. In answer to persistent questioning, she said she did not feel qualified to express an opinion.

How trading stamps help communities to fill many needs

A school bus, water system, fire engine, church project — here are just a few of the many community projects organized through Group Savings Programs.



PORTLAND, ORE.

NORTH CATHOLIC High School students Friday assembled in and beside a bus which Knights of Columbus hope to buy for them with trading stamps. Knights said they filled out

—sign to collect some 6,500 —requires

Trading Stamps Will Pay For Water System

MINOT — A project to pay for a \$9,000 irrigation system with trading stamps was announced here by William A. executive director of Da-Boys Ranch which main-facilities here and at

years ago the North Da-District Lutheran Lay-League sponsored a pro-which encouraged the dona-Beef cattle or calves to-Boys Ranch. The success-program provided a good-for a foundation herd. But-mer, according to Renz,with so severely affected-situation that part of-and to be sold.

12,000 Trading Stamp Books Needed to Buy Fire Engine

The Norwich Junior Chamber of Commerce announced Saturday it wants to dedicate the fire truck they hope to buy Norwich with trading stamps to the mem-ory of the four firemen who lost their lives in the Van Tassel ex-plosion and fire.

Richard Bastian, chairman of the drive to obtain collected S & H green stamps, said the apparatus would, in effect, be a lasting memorial to the firemen. According to Bastian, the Jaycees will organize their cam-paign this week. The city council will be asked Monday to back

William B. Confrey after that to see just what type of appara-tus is needed. The Jaycees will meet with various civic and fraternal or-ganizations and church leader-and all groups who are willir-to listen in order to outline th-plan to the public. A large barrel will be pla-probably on Main St., for a posit of books and persons-hand in their books at the- redemption center at 219-Town St. The Jaycees r-no more than 12,000 boo- needed to purchase



SAVING HABIT PAYS OFF: The Rev. and Mrs. George C. Howard admire her new car pre-sented by members of the Central Unitarian Church in Paramus. At right is Mrs. Alfred De Risi, a chairman of the committee, holding a book of trading stamps. The 700 books of stamps saved represented purchases worth \$84,000. The car is believed to be the first purchased in the State with trading stamps. The other chairman of the cam-paign is Mrs. James Beardale. Both chairmen are from Bergenfield. (The Record photograph.)

WHAT DOES YOUR COMMUNITY NEED?

The Sperry and Hutchinson Company has developed a special department to help any recognized non-profit group to run a successful drive to get things it needs. Anyone who might be interested in further informa-

tion about what can be done for his community should write to: Group Savings Department, The Sperry and Hutchinson Company, 114 Fifth Avenue, New York 11, New York.

An American Way Of Thrift Since 1896



FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Echols

David H. Echols and **Kirk C. Tuttle** elected to executive committee of Fuller & Smith & Ross Inc. Mr. Echols, senior VP and manager of FSR-Chicago, joined agency in 1959 after serving Grant Adv. for 14 years. Mr. Tuttle, senior VP and manager of FSR - Cleveland, was executive account manager for Kudner Agency Inc. before joining FSR in 1958.



Mr. Tuttle

Robert W. (Jack) McPhail, former general sales manager for cosmetics division of Chesebrough Ponds Inc., New York, elected senior VP of The Stephan Co. (Stephan's Dandruff Remover Hair Lotion), Fort Lauderdale, Fla., in charge of drug, food, barber, and military divisions.

Donald Carret, account supervisor at Compton Adv., New York, elected VP.

Serge T. Popper, account executive at Mort Bassett & Co., New York, elected vice president.

Guy Cunningham, creative director in charge of sales development for Television Bureau of Advertising, elected VP. Prior to joining TvB, Mr. Cunningham was with CBS for 11 years. He was appointed director of promotion and spot sales development for stations represented by CBS Spot Sales in 1952.



Mr. Cunningham

Roland Marx, **Robert Tannehill** and **Bert Wagner** elected VPs of Sullivan,

Stauffer, Colwell & Bayles, New York. Mr. Marx is account supervisor on Carter Products account. Mr. Tannehill is marketing group supervisor for marketing department. Mr. Wagner is associate media director.

John E. Grimm 3d, VP-marketing director for household products division of Colgate-Palmolive Co., New York, named general manager of toilet articles division. He succeeds **Edward Geisthorpe**, who joins Ocean Spray Cranberries, Hanson, Mass., as executive vice president.

George S. Montgomery, former account executive at Compton Adv., New York, joins Kenyon & Eckhardt, that city, in similar capacity.

William C. Lyddan, senior VP, a director and chief group head at Campbell-Mithun, Minneapolis, joins Lennen & Newell Inc., New York, as senior VP and management account supervisor.



Mr. Lyddan

Mr. Lyddan has also held account positions with Young & Rubicam and McCann-Erickson in New York, and with Foote, Cone & Belding, San Francisco.

Richard C. Hess, former group head for TV and print at Benton and Bowles, joins Fletcher Richards, Calkins & Holden, New York, as art supervisor on Eastern Air Lines account.

James E. Keefe, with Carry Pack Inc., Chicago, for past 18 months, joins Waldie & Briggs, that city, as vice president and account supervisor.

Richard P. Slade, radio-TV director of Rogers & Smith, Kansas City advertising agency, joins Winius-Brandon Co., that city, in similar capacity.

Richard Reibold named radio-TV

director of Beckman-Koblitz, Los Angeles advertising agency. **Doris Higgins** appointed spacebuyer.

Richard L. Sullivan named manager of advertising for B. F. Goodrich Footwear Co., Watertown, Mass.

Craig W. Moodie Jr. named director of advertising and promotion department of Armstrong Cork Co., Lancaster, Pa. **A. Hugh Forster** appointed director of Armstrong's newly created public relations and public affairs department. Mr. Moodie joined Armstrong in 1947 and was named assistant advertising-promotion director in 1954. Mr. Forster has been with company since 1939, serving as assistant to Armstrong president in 1947, and since 1956 as assistant director of advertising, promotion and PR.



Mr. Moodie

F. Douglas Tillett named director of radio-TV production department of VanSant, Dugdale & Co., Baltimore advertising agency.

Dale Kreachbaum, formerly with WTRF-TV Wheeling, W. Va., joins Gutman Adv. Agency, that city.

Duncan C. Galbreath, media supervisor at BBDO, San Francisco, joins Botsford, Constantine & Gardner, that city, as media-marketing coordinator for agency's three West Coast offices.

Robert Bruce, formerly with A. C. Nielsen Co., New York, joins Street & Finney, that city, as sales analyst in research department.



Mr. Conboy

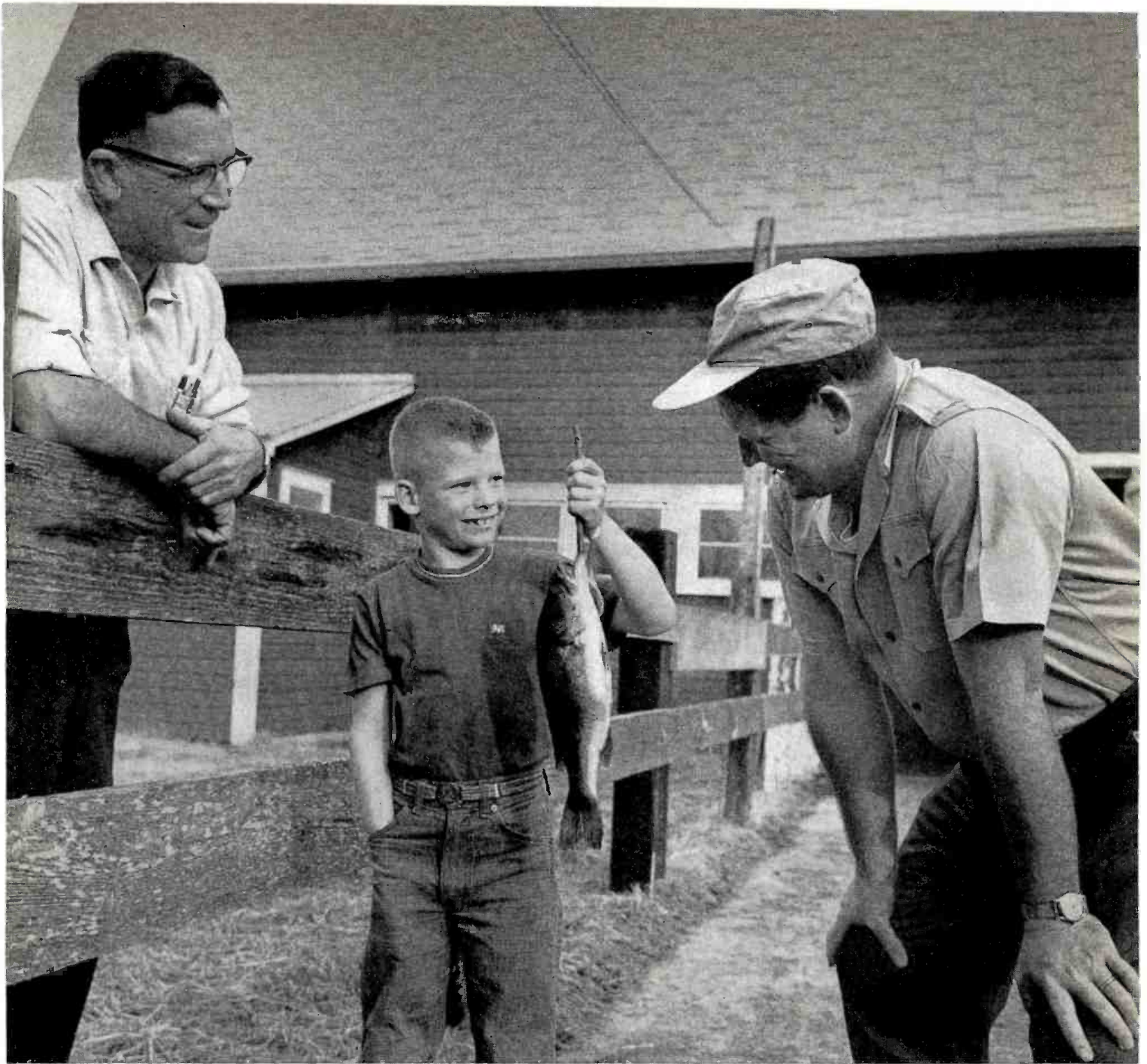
William O. Conboy, account supervisor at Ted Bates & Co., New York, and **John F. Van Deusen Jr.**, senior account executive, elected VPs. Mr. Conboy joined Bates in February 1962. He served as account executive with Compton Adv. and new products manager for Vick International prior to joining agency. Mr. Van Deusen came to Bates in 1957. He formerly was account executive with The Biow Co. and Grey Adv., New York.



Mr. Van Deusen

William Persons, formerly with Archer-Daniels-Midland Co., joins Knox Reeves Adv., Minneapolis, as

! STEREO GIANT !
OF THE SOUTHWEST
Selling Arizona's Quality Audience
KSOM-FM, Tucson
 Tucson's ONLY — Southern Arizona's MOST POWERFUL
 Stereo FM — PRIMARY Coverage — Over 300,000
 Listeners.
 Represented by
FM SPOT SALES, 630 9th Ave., New York



For 14 years Bob Thompson (right) has helped Jack McCarley with electrical projects designed to make farming easier and more profitable. Here Thompson, district agricultural development engineer for the Carolina Power & Light Co., chats with Jack and grandson Johnny on the McCarley farm near Wilmington, N. C.

EVERY AMERICAN BENEFITS FROM VISITS LIKE THIS

When a man like Bob Thompson pays a visit to a farm, you and every other American get the final benefits. Investor-owned electric power companies all over the nation send men like Bob on many such visits every year. They help farmers get the most out of electric power—and those farmers pass on the benefits to you.

Electricity on the farm means better and less expensive farm products. And

nearly every farm in the nation—98%—has electric power. Most of the rest can get it if they want it.

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

In the years to come, the demand for electric power in America's rural areas will be great.

And the nation's more than 300 investor-owned electric light and power companies are planning and building now to make sure there will always be plenty of low-cost electricity—in rural and city areas alike. They can supply all of the additional electric power America will ever need.

Investor-Owned Electric Light and Power Companies . . . owned by more than 4,000,000 shareholders across the nation
Sponsors' names on request through this magazine.

copywriter and contact man. Earlier Mr. Persons was writer at Minnesota Mining and Manufacturing and at Minneapolis-Honeywell.



Mr. Birn

Jerome F. Birn, executive copy director of Tatham-Laird, Chicago, appointed creative director of agency succeeding Harry Barnhart, who resigned. Mr. Birn has been with T-L since 1954. Before that he was creative head of radio-TV department of McCann-Erickson, Chicago. He continues also as VP and management director at T-L.

Tony Hilbert, former art director at Erwin Wasey, Ruthrauff & Ryan, Chicago, joins Geyer, Morey, Ballard, that city, as executive art director.

Thomas Heck, art editor of *Ladies' Home Journal*, joins creative staff of McCann-Marschalk, New York.

Joseph LaRosa, art department director in New York office of Needham, Louis & Brorby, promoted to director of art, copy and production there. His new responsibilities include both broadcasting and print media.

George Paton, art director-designer at William E. Rudge's Sons, New York, joins Newman-Martin, Bloomfield, N.J., advertising-marketing agency, as art director for merchandising accounts group.

Joseph Harris, associate media director at BBDO, joins S. E. Zubrow Co., Philadelphia, as media director.

THE MEDIA

William E. Goetze resigns as VP of Time-Life Broadcast Inc. and general manager of KOGO-AM-FM-TV San Diego to become president of A. H. Meyer Co., San Francisco, northern California distributor of RCA consumer products, Whirlpool appliances and RCA-Victor records. Mr. Goetze will be member of board of directors and chief executive officer of company. A native of San Francisco, he had been principal in advertising agency, Elliott, Goetze & Boone, in that city before joining KFSD stations in San Diego (name was changed to kogo after their acquisition by Time-Life early in 1962) as general manager in fall of 1954. No successor at San Diego



Mr. Goetze

stations has been named.

Robert Saudek, president of Robert Saudek Associates, New York TV production firm, elected VP in charge of creative programming and a director of Charles River Civic Television Inc., an applicant for Boston TV channel 5.

Fred W. Cale, general manager of Radio St. Clair Inc. (WDOG Marine City, Mich.), elected executive vice president of corporation.

Sherwood J. Tarlow, president of Tarlow Associated Stations (WHIL-AM-FM Boston-Medford, WARE Ware, Mass., wwoK Charlotte, N. C., WLOB Portland, Me., and KUTY Palmdale, Calif.), named by Massachusetts Governor Endicott Peabody as federal-state coordinator.

John S. Allen, general sales manager of WLBW-TV Miami, resigns to join Miami-Washington PR firm of Venn, Cole & Associates, effective May 15.

William W. Firman, assistant general sales manager of CBS Radio, joins ABC-TV as director of sales for news and public affairs programs. Mr. Firman joined CBS Radio in 1951. **James T. Shaw Jr.**, former partner in Miller-Shaw Productions, joins ABC-TV as assistant daytime sales manager. Mr. Shaw was VP - sales for United Artists Television from 1956 to 1961. **Irv Wilson**, sports and special programs sales supervisor, named director of sports and special programs sales.



Mr. Firman



Mr. Shaw

Bill Allison, news-sports director of KINO Winslow, Ariz., appointed manager of KATO Safford, Ariz. Mr. Allison replaces **Gene Espinoza**, who becomes manager of KHIL Willcox, Ariz.



Mr. Arne

Robert E. Arne, chief engineer of KTVU (TV) San Francisco-Oakland, Calif., elected VP of San Francisco - Oakland Television Inc., licensee of station. Mr. Arne has been chief engineer of KTVU since station went on air in 1958. Previously, he served as chief engineer of Don Lee Broadcasting System in Hollywood from 1934.

Marlin Taylor, former assistant manager and program director of WHFS (FM) Bethesda, Md., appointed station manager of wdvr (FM) Philadelphia.

WAVE-TV and WFIE-TV

Cover 383.1 miles of the Ohio River Valley!

(in Depth as well as Width!)

WAVE-TV, Louisville
 WFIE-TV, Evansville
 WAVE Radio, Louisville
 WFRV(TV), Green Bay

ALL NBC—ALL REPRESENTED BY THE KATZ AGENCY

TV TROUBLE REPORT

DATE April 3, 1963 TIME FIRST NOTED 7:42 PM TIME REMEDIED 8:05 PM

DESCRIPTION OF TROUBLE AND DETAILS OF REMEDIAL STEPS:

To Station Manager:

At 7:42 PM alarm indicated failure in main microwave system. Investigation revealed shorted klystron in microwave transmitter. Interruption resulted in approximately 23 minutes loss of visual and aural program time.

By 8:05 PM klystron replacement and re-tuning had been completed and normal programming was resumed.

Bill Harrington on watch. Trouble reported to Studio Master Control at the time of the failure.

Paul S. Mason
Paul S. Mason
Chief Engineer



... One Form You'll Never Use With a Raytheon KTR Microwave Relay System

Lost air time and red ink can become habitual pen-pals . . . but not when Raytheon KTR's enter the profit picture.

Raytheon KTR Microwave Equipment comprises the most complete, most reliable systems-line in the industry for Intercity Relay, Studio Transmitter Link or Remote Pickup. Units are designed for either fixed or portable operation.

The proven, on-site reliability of Raytheon Relay Systems at more than 1000 installations throughout

the world has resulted in increased demand from Broadcasters, Common Carriers, Government Agencies and the Military. Result: The advantages of quantity production and reduced manufacturing costs are passed on to you in increased savings and lower capital investment.

These benefits, plus Raytheon's low interest, long term financing — worked out especially for stations with limited capital — are key reasons for planning your Intercity Relay, STL or Remote Pickup now.

For more information about how you can eliminate lost air time, end after-hours maintenance, and improve profits with a new Raytheon Dual Link STL, just attach the filled-in coupon to your company letterhead and mail.



Raytheon Company, Dept. 120
1415 Providence Turnpike, Norwood, Massachusetts

Please mail me Raytheon's new Dual Link Brochure.

Name _____

Title _____

(Reminder: Please attach coupon to your company letterhead)

Nowaczek to direct new CATV research council

Frank H. Nowaczek Jr., special assistant to president of National Community Television Assn., named director of research for newly formed NCTA Research and Development Council.



Mr. Nowaczek

Jim Taglia, special representative for Philco Corp. in Washington, has been appointed executive assistant of NCTA, replacing Mr. Nowaczek. Latter has been assistant to NCTA President Bill Dalton since 1959.

The 10-man Research and Development Council, which includes

three broadcasters, was organized to provide technical and economic information to community antenna TV industry. Members include **Albert J. Ricci** (chairman), Keene, N. H.; **J. Leonard Reinsch**, Cox Stations; **Jack R. Crosby**, president of KDLK Del Rio, Tex., and Westex Cable Corp. there; **Alfred R. Stern**, board chairman, Televents Corp., New York; **Irving B. Kahn**, president, Teleprompter Corp., New York; **Larry DeGeorge**, Times Wire & Cable Co., Wallingford, Conn.; **Archer Taylor**, Missoula, Mont.; **Gene W. Schneider**, Wentronics Inc., Casper, Wyo.; **Leon Papernow**, H&B Communications Corp., Beverly Hills, Calif., and **Caywood Cooley**, vice president, Jerrold Electronics, Philadelphia.

Jerry Lee, operations manager of WAQE-FM Baltimore, joins WDVR as sales and promotion manager. WDVR (FM) is scheduled to begin operating May 12 on 101.1 mc.

Richard V. Fairbanks, general sales manager of WPBT Palm Beach, Fla., appointed national sales manager of KMSP-TV Minneapolis-St. Paul.

Lawrence J. Pollock, director of research and advertising service for WABC-TV New York, joins WTEN (TV) Albany as general sales manager.



Mr. Pollock

Thomas C. Slocum named local sales representative for WJRT (TV) Flint, Mich., replacing **Roger Nelson**, who has joined Henry I. Christal Co., national sales representative.

Andrew C. Edgerton, with sales de-

partment of WRFD-AM-FM Columbus, Ohio, since September 1960, promoted to sales manager.

Tod Moore, former assistant VP and account executive at Ted Bates & Co., New York, joins The Katz Agency, that city, as director of spot TV sales development. Prior to joining Bates, Mr. Moore served as buyer and section head for J. C. Penney Co., San Mateo, Calif.



Mr. Moore

William C. Cook, former director of research and development, named local sales manager, and **Ira I. Hewey** named national sales manager of WHAI-AM-FM Greenfield, Mass.

Al Ringler, news director of WCAU-AM-FM Philadelphia, elected president of Pennsylvania AP Broadcasters Association. **J. S. (Sam) Booth**, WCHA

Chambersburg, elected VP of association. Elected directors were **Harry Shaup**, WGAL Lancaster; **Fred Walker**, KDKA Pittsburgh; **Tom Bigler**, WNEP-TV Scranton; **Ron Wolfe**, WRTA Altoona; **Tom Price**, WBVP Beaver Falls; and **Clair Howser**, WHLM Bloomsburg.

Dale G. Weber, regional account executive, named regional sales manager of WNAX Yankton, S. D.



Mr. Duncan



Mr. Hight

Howard Duncan elected VP-director of sales for Hilberg-Buse-Richter Stations (WEHT [TV] Evansville, Ind., and KGUN-TV Tucson, Ariz.), and **William Hight** elected VP in charge of Evansville operations. Both Messrs. Duncan and Hight are directors of corporation and have been with organization since its formation in 1956. Earlier they were with Taft Broadcasting's WTVN (TV) Columbus, Ohio.

James W. Curran Jr., assistant local sales manager, promoted to local sales manager of WITH-AM-FM Baltimore, succeeding **William S. Pirie Jr.**, now general sales manager.

Ken Owens named operations manager and **Robert Bonnell**, sales representative of WTRC-FM Elkhart, Ind.

Howard Zwick, formerly with KBIG Avalon (Catalina) and KROY Sacramento, both California, joins KHJ Los Angeles as account executive.



Mr. Feeney



Mr. Kane

Harry J. Feeney, manager of trade and business news for CBS-TV, appointed associate director of press information, trade and business news. Mr. Feeney joined CBS-TV as trade news editor in 1956, after 14 years with CBS Radio press information where he was assistant to director and trade news editor. **James J. Kane**, manager of affiliate press relations at CBS-TV, named associate director of press information, affiliate press relations. Mr. Kane joined CBS in 1934. He was

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET

NEW YORK, N. Y.

ELDRADO 5-0405

CBS-TV's director of press information, Hollywood, and previously he served as assistant to director of press information, CBS Radio.

Lester C. Rau Jr., former general manager of KWWL-TV Waterloo, Iowa, and general sales manager of KOLN-TV Lincoln, Neb., named general sales manager of WQAD-TV Moline, Ill. New channel 8 outlet, licensed to Moline Television Corp., plans to go on the air August 1 as ABC affiliate.



Mr. Rau

John K. Thorsen named sales manager to head new Chicago office of Roger O'Connor Inc., station representative. **John Griffin** joins company on New York sales staff. Mr. Thorsen's associations in Chicago included sales manager in Midwest for WPAT-AM-FM Paterson, N. J., and in sales with Weed Radio and Weed Television. Mr. Griffin was sales account executive for The Bolling Co., New York.



Mr. Storer

Robert M. Storer, sales promotion director of KGBS Los Angeles, joins WAGA-TV Atlanta in similar capacity. Both stations are owned by Storer Broadcasting Co.

Jud Marzke, wJUD St. Johns, elected president of Michigan AP Broadcasters Association last week at East Lansing. **Stan Pratt**, wsoo Sault Ste. Marie, was elected VP of association.

Theodore F. Shaker, president of ABC-owned television stations, named chairman of radio, TV and music division of 1963 American Red Cross campaign in greater New York.

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.



Mr. Calibraro

Morgan Jeffreys, news director of KFRD Rosenberg, elected president of Texas UPI Broadcasters Association, succeeding **Dick Moore**, news director of KBOX-AM-FM Dallas. Elected VPs: **Jim Robinson**, KAJC-FM Alvin; **Dave Dary**, KWFT Wichita Falls; **Larry McIn-**

tosh, KSEL Lubbock; and **Tommy W. Lanyon**, KSPL Diboll.

James C. Kissmann, former account executive at KBIG-AM-FM (now KGLM) Santa Catalina, Calif., joins Edward Petry Co., Los Angeles, in radio division. **Carroll R. McKenna**, radio salesman, transfers to Petry's TV division.

Jim Kinkade and **Robert Tugwell** join sales staff of WLVN Nashville, Tenn., as account executives.

Michael J. Markman, junior at Columbia College, New York, elected president of WKCR (FM), Columbia University radio station.

Lawrence White, director of program administration for Goodson & Todman Productions, New York, joins CBS-TV as director of program development. Mr. White headed CBS-TV's daytime programming operation from 1959-62, before joining Goodson & Todman. He has also served with Benton and Bowles, New York, where his last post was director of programming.



Mr. White

Dan Johnson, on-air personality at

WFLA-AM-FM-TV Tampa, Fla., moves to stations' sales department. **Marty Giles**, formerly with WDBO Orlando, Fla., joins WFLA news department, and **Jerry Good** named to Tampa outlets' radio promotion staff.

Robert N. Kindred, general sales manager of KOSI Aurora, Colo., promoted to general manager. He joined station in 1961.



Mr. Kindred

Robert L. Shepherd, former production manager of WEDU (TV) (educational ch. 3) Tampa-St. Petersburg, Fla., joins staff of WDCN-TV (educational ch. 2) Nashville, Tenn. He succeeds **Robert L. Irvin**, who moves to Crossroads TV Productions, Springfield, Mo.

Duane R. Harm, sales manager of WAIT Chicago, joins sales staff of Blair Television, that city, succeeding **Jack Satterfield**, who transfers to company's New York sales force. Mr. Satterfield joined Blair in 1958.

Donald Browning named chief engineer of WKEE-AM-FM Huntington, W. Va., succeeding **Raydon Thompson**.

David Sennett, formerly with WPRO

In Minneapolis-St. Paul, the best two station buy, 6 am to 9 pm, is wtcn and wcco. The picture is new. Buy wtcn-wcco Radio now. Katz will take care of wtcn end of the buy. Call Katz (Judson 2-9200) New York, and Katz (Mohawk 4-7150) Chicago.*

* — Source SRDS — January-February 1963 Pulse.



Gates 12 and 16-inch turntables are designed for continuous 24-hour commercial service. No programming load too great for these rugged Professionals.

CB-500

16-inch turntable chassis with synchronous motor.

\$250.00



CB-77

12-inch turntable chassis with synchronous motor.

\$230.00

FEATURES:

- Exclusive "hub drive" effectively isolates motor vibration from turntable surface, resulting in lower noise and rumble.
- Low speed synchronous motor (600 RPM) reduces motor noise.
- Extra heavy aluminum castings used for base plate. Turntable platter is precision machined and balanced.
- Three speeds—78, 45 and 33 1/3 RPM.
- Entire chassis floats on foam rubber cushion to isolate floor and desk vibrations.
- Chrysler oilite bearings at all major friction points. Fingertip speed shift has monoball self-aligning bearings. Operation is silent, smooth and trouble-free.
- Silent, illuminated mercury switch.
- Built-in stroboscope.

SHIPMENT FROM STOCK

CB-500 (16")\$250.00
 CB-77 (12")\$230.00

Prices are FOB Quincy, Ill.



GATES RADIO COMPANY
 Subsidiary of Harris-Intertype Corporation
 QUINCY, ILLINOIS

Offices in: HOUSTON, NEW YORK,
 LOS ANGELES, WASHINGTON, D.C.



NBC News honors newsmen who helped

Two hundred employes of the seven New York daily newspapers who appeared on NBC News programs or worked as NBC News writers during the newspaper strike received plaques from NBC President **Robert E. Kintner** last week.

Mr. Kintner (right) shows one of the plaques, a replica of each recipient's newspaper, to **William R. McAndrew**, executive vice president of NBC News. The plaques reproduced the front page of the last edition printed before the shutdown.

Providence, R. I., joins **wKBW Buffalo, N. Y.**, as program director. **Joey Reynolds** joins **wKBW** as air personality.

G. William Givens, executive producer at **WBZ Boston**, named program director of **WHAM Rochester, N. Y.**

Joe Cook, director of public information at **wCBS-AM-FM New York**, appointed program director. Prior to joining **wCBS**, Mr. Cook was producer-director-writer of radio-TV programs. **Len Chaimowitz**, former feature writer for **Newsday, New York**, joins **wCBS-TV** as press representative for public affairs programing.

George Martin, news editor for past three years, named news director of **KVOO-AM-TV Tulsa, Okla.**

Malcolm R. Johnson, manager of NBC News program service, named night manager of NBC News. Mr. Johnson succeeds **Samuel Sharkey**, who was named executive manager of news at **KING-AM-FM-TV Seattle, Wash.**

Ronald J. Durham, former midwest manager of Broadcast Time Sales, joins **Devney Organization, Chicago**, in similar capacity.

William A. Corley, editor of NBC Radio's **World News Roundup**, appointed

Chicago news manager. Mr. Corley will supervise both network and local news coverage at NBC-owned stations, **WMAQ** and **WNBQ (TV)**, both **Chicago**.

John Kieran Jr., feature writer at **wCBS-AM-FM New York**, named director of public information. Prior to joining **wCBS** last year, Mr. Kieran served as sports program coordinator for NBC Radio network.

Mark Michaels, former program and operations manager of **WEAM Arlington, Va.**, named program director of **WPEN-AM-FM Philadelphia**.

Harry Hart, Clem Cooper and **Scott McRae** join **WBAB-AM-FM Babylon, N. Y.**, as air personalities. **Jan Anderson**, hostess of **World of Women** show, assumes added responsibilities as station's promotion-publicity director.

Cal Thomas, production manager of **KGO-TV San Francisco**, promoted to program manager, succeeding **Seymour Horowitz**, recently transferred to **WABC-TV New York**. **Jim Baker**, staff director, named production manager.

Ed Wheeler, former pr director of **Thomas Gilcrease Institute of American History & Art, Tulsa, Okla.**, appointed promotion director of **kVOO**, that city, and writer-moderator of sta-

tion's American history feature on *Kaleidoscope* program.

Richard L. Patz, announcer at WNLC New London, Conn., named program coordinator.

Robert G. McHendrix, producer-director at WRCV-TV Philadelphia, joins WRC-TV Washington as production manager. Both stations are owned by NBC.

William D. Wagner, secretary of Central Broadcasting Co. (WHO-AM-FM-TV Des Moines, Iowa) and Tri-City Broadcasting Co. (WOC-AM-FM-TV Davenport, Iowa), elected VP of companies as well as continuing as secretary. Directors re-elected for both companies are **D. D. Palmer** (also re-elected president-treasurer); **P. A. Loyet** (also re-elected VP); **Raymond E. Guth**; **Paul H. Ives**, and **Mr. Wagner**. **W. J. Blich** was elected assistant secretary, and **Lucile A. Mauget**, assistant treasurer.



Mr. Wagner

Charles Craig, wdva Danville, elected president of Virginia AP Broadcasters, succeeding **Robert H. Lambe**, WTAR-AM-FM-TV Norfolk. **Joe Moffatt**, WSLs-TV Roanoke, elected VP, and **John Harkrader**, WDBJ Roanoke, named treasurer. **Frank H. Fuller**, chief of Richmond AP bureau, re-elected secretary.

Joseph K. Abrell, midwestern correspondent for *Newsweek* magazine, appointed documentary and editorial assistant at WTVJ (TV) Miami. **Richard G. Newcomer** named WTVJ newsman.

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

Carl Tubbs, TV director at WBKB (TV) Chicago for past 12 years, promoted to executive producer. **Bob Rhodes**, sportscaster on WBKB, named sports director. **Lynne Walker** (Mrs. Joel Goldblatt), women's commentator, appointed women's director. WBKB also announced appointment of **Lawrence P. Tootikan** as manager of its research and sales development department and **Sara Fritz** as sales traffic man-

ager and national sales coordinator. Mr. Tootikan previously was manager of research for WBBM-TV Chicago. Miss Fritz formerly was with KOVR(TV) Stockton-Sacramento, Calif.

Parker Jackson, on-the-air director at KHJ-TV Los Angeles, promoted to promotion director.

Russ Conrad, KEX Portland, Ore., air personality, will assist sports director **Bob Blackburn** in Beaver baseball broadcasts.

Alan Grant named host of *Moondial* on WTFM(FM) Fresh Meadows, N. Y.

David N. Burke named sports director of WBZI Brazil, Ind.

PROGRAMING

Roderick W. Beaton, general business manager of United Press International, and **Roger Tatarian**, executive editor, elected VPs. Mr. Beaton joined UPI in June 1948 and served as manager of central division in Chicago and southern division in Atlanta. Mr. Tatarian served as general European news manager in London and news manager for Italy before coming to New York in 1959. **Chiles Coleman**, news manager for UPI's southern division, appointed assistant to division manager. **H. L. Stevenson**, news editor in New York for UPI afternoon newspaper report, succeeds Mr. Coleman as division news manager. **Richard E. Fales** named division business manager. **Ray Serati**, formerly in Springfield, Ill., bureau, named bureau manager at Pierre, S. D.



Mr. Beaton



Mr. Tatarian

Neal D. M. Morris, account executive at KCRA-TV Sacramento, Calif., joins The Jack Douglas Co., new distribution subsidiary of The Jack Douglas Organizations, as general sales manager. Mr. Morris, previously regional sales executive for Ziv-United Artists, will develop staff of roving salesmen to sell *The Golden Tee*, 90-minute all-color TV "book" on golf, and other TV specials to be produced by Douglas operation.

Richard Hill, former independent film producer in Hollywood, joins Video House Inc., New York, as western division manager, with headquarters in Los Angeles. Mr. Hill served as western division manager for Banner Films, New York, from 1957 to 1960.



DELTA
...a hit
with the Mrs.

She'll have her head in the clouds over Delta's delightful service — and you'll like the down to earth thrift of Delta's happy Family Plan fare.

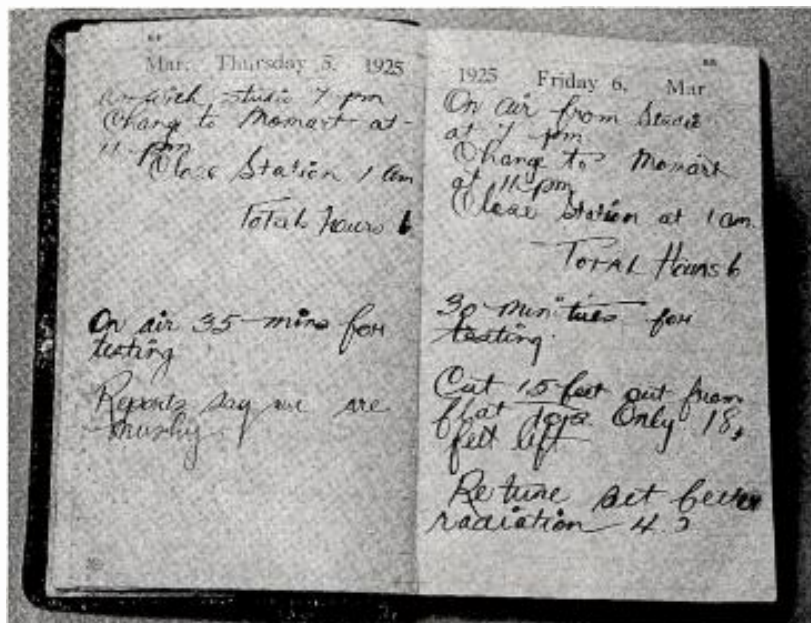


General Offices:
Atlanta, Georgia



DELTA

the air line with the **BIG JETS**



The informal touch in logging

A far cry, to say the least, from the carefully detailed, factual reports required by stations today is this 1925 KFNB [Los Angeles] radio log presented to the Hollywood Museum by Kenneth DeVaney, administrative assistant of the Crowell-Collier Broadcasting Corp.

Among the humorous references is one entered on May 4th—"Mr. Gregory gave a political speech but

it didn't get any farther away than my amplifier sorry for Mr. Gregory but politics don't go here especially when we are for Cryer." And another entered on May 5th—"Mayor Cryer lead in by majority of 13,000 votes. Looks like old man Cryer is gonna be boss of the Angel City for another four long years and old man Bledso will have to still be a judge. Let's hope he is gonna be a good 1."

Alton Whitehouse, southern sales manager for Embassy Pictures Television since early last month and former head of his own film distribution firm in Atlanta, joins Four Star Distribution Corp. as sales representative.

Lou Carter, creative director of Purcell Productions, New York, elected vice president.



Mr. Grieve

Marvin M. Grieve, VP for sales of Video Craft Inc., New York, appointed national spot sales manager of United Artists Associated, with headquarters in New York. He will be responsible primarily for sale of

UAA feature films throughout nation. Earlier Mr. Grieve had been VP in charge of sales of Guild Films Co., New York, and headed his own independent TV distribution company.

Herschel Burke Gilbert signed to new contract as executive music director of Four Star Television, and elected VP of Four Star's two music publishing companies: Four Star Television Music

Co. and BNP Music Publishing. Mr. Gilbert, who starts his fifth year with company, will oversee all activities in music publishing and recording areas and continue to supervise music for Four Star's TV series.



Mr. Yoder

Richard Yoder, account executive at WXYZ-TV Detroit for past six years, appointed manager of Keystone Broadcasting System's branch office in that city.

Joel Rogosin, former producer with Warner Brothers Television, joins Revue Studios as assistant to producer Roy Huggins.

John Aylesworth, **Frank Peppiatt**, **Gary Belkin**, **Buddy Arnold**, **Ron Clark**, **Pat McCormick** and **Dick Cavett** signed as writers for *Jimmy Dean Show* starting this fall on ABC-TV network.

George Schlatter named producer of *Judy Garland Show* (CBS-TV Sundays, 9-10 p.m.) for 1963-64 season. Other assignments to songstress' first regular TV series are **Bill Hobin**, director; **Gary**

Smith, scenic designer; **Peter Gennaro**, choreographer; and **Mort Lindsey**, music director.

John Hammond, staff producer at Columbia Records, New York, appointed director of talent acquisition.

Stanley Adams re-elected president of American Society of Composers, Authors and Publishers, New York. ASCAP board also elected these officers: **Rudolph Tauher**, G. Schirmer Inc., VP; **Jimmy McHugh**, second VP; **Paul Creston**, secretary; **J. J. Bregman**, Bregman, Vocco & Conn, treasurer; **Morton Gould**, assistant secretary and **Adolph Vogel**, Elkan-Vogel Co., assistant treasurer.



Mr. Adams

Robert Costello, producer of *Armstrong Circle Theatre* for past eight years, named producer of *The Nurses* (CBS-TV Thursdays, 10-11 p.m.).

EQUIPMENT & ENGINEERING



Mr. Gross

Joseph W. Gross Jr., district sales manager for receiving tube department of General Electric Co., named sales manager for power tubes of electronic tube division of Fairchild Camera and Instrument Corp., Clifton, N. J. Mr. Gross, who had been with GE for 20 years working in electronic tube engineering, marketing and sales, will be responsible for marketing, planning, and sales of product on national basis.

Major General George F. Smith, VP and general manager for government and industrial division of The Magnavox Co., Fort Wayne, Ind., elected to company's board of directors.

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

J. D. Worth, formerly of Hughes Aircraft Co. and Rheem Manufacturing Corp., joins Leach Corp., Los Angeles electronics firm, as manager of distributor sales. Mr. Worth has built and owned FM stations in Los Angeles (KDCW) and San Diego (KDWD).

Bowdoin's Coles elected

Dr. James S. Coles, president of Bowdoin College, elected president of Colby-Bates-Bowdoin Educational Television Corp., which owns and operates WCBB (TV) (educational ch. 10) Augusta, Me. Dr. Coles succeeds Bates College President **Charles F. Phillips**, who was elected VP along with Colby College President **Robert E. L. Strider**. **Ralph S. Williams**, administrative VP of Colby, elected secretary, and **Glenn R. McIntire**, Bowdoin's assistant treasurer, named treasurer. **E. B. (Buck) Lyford** continues as executive director of ETV corporation.

Simon Pomerantz appointed treasurer and assistant secretary of Jerrold Corp., Philadelphia. Mr. Pomerantz is on board of directors of both Jerrold Corp. and its subsidiary Jerrold Electronics.

Frank M. Folsom, chairman of executive committee of RCA board of directors, appointed national chairman for National Bible Week, Oct. 21-27.

INTERNATIONAL

Lawrence B. Hilford, national sales representative of Screen Gems (Canada) Ltd., Toronto, named sales manager of syndication division.

Arnold J. Kibrick named Quebec district sales manager of equipment sales for electronic tube section of Canadian General Electric Co., Toronto, with headquarters at Montreal.



Mr. Haft

Robert S. Haft appointed director of international business affairs for CBS Television Stations Division. Mr. Haft, who will report directly to Merle S. Jones, division president, will 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.

Robert Abra, Ottawa newsroom reporter of Canadian Broadcasting Corp., awarded Southam Newspaper Fellow-

ship for 1963, worth \$7,500 plus year's tuition at University of Toronto.

Robert W. Patchell, regional supervisor for public affairs broadcasts of Canadian Broadcasting Corp., Vancouver, B. C., awarded 1963 bursary of Imperial Relations Trust for study in Great Britain for six months this summer.

William Cooke, former television sales manager for Canadian Broadcasting Corp., joins CBS-TV network sales to represent CBS-TV in Canada. Mr. Cooke will be in Toronto.



Mr. Cooke

Robert F. Jamieson will continue for CBS-TV in New York as manager of station sales, director of station clearances and director of Canadian network sales.

ALLIED FIELDS

Benjamin Miller, formerly with National Association of Broadcasters as special representative and assistant director of program department, named regional manager of *TV Guide* magazine in Washington, D. C. He succeeds **Frank M. Boucher**, who died April 6.

William H. Tegarden, research director of Ahrens Publishing Co., New York, joins Schwerin Research Corp., that city, as account executive.

Kenneth Harwood, professor of telecommunications at University of Southern California, Los Angeles, elected to governing board of American Association of University Professors.

DEATHS

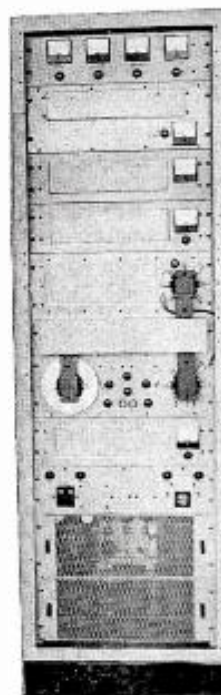


Mr. Pearson

Leon Morris Pearson, 63, newsman and play reviewer for NBC, died April 29 at Roosevelt Hospital in New York, where he had been convalescing from heart attack suffered April 18. Mr. Pearson worked for old International News Service from 1943-47, for which his work in Paris won him French Legion of Honor for "objective reporting." He joined NBC in 1947, and for past decade reviewed Broadway and off-Broadway plays for network news division. He was brother of columnist Drew Pearson.

Henry M. Neely, 84, veteran radio program director and newspaperman, died May 1 in New York. Mr. Neely was director of number of well-known radio shows in 1920's and 1930's including *Show Boat*, *The Fitch Bandwagon* and *Maxwell House Coffee Hour*.

The Sarkes Tarzian HETERODYNE MICROWAVE RELAY



PROVEN PERFORMANCE Where It Counts

Over three years actual in-field use has proven Tarzian's multi-hop microwave delivers exceptional quality color transmission, simultaneously with broadcast quality sound—at lowest possible cost. And, Tarzian's renowned microwave systems engineering department is at your disposal for assistance with planning and installation.



Broadcast Equipment Division
SARKES TARZIAN, INC.
Bloomington, Indiana

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING April 25 through May 1 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

*San Jose, Calif.—County of Santa Clara, Calif. UHF channel 54 (710-716 mc); ERP 25.38 kw vis., 13.82 kw aur. Ant. height above average terrain minus 2 ft., above ground 121 ft. P. O. address c/o Robert A. Mason, Communications Director, 2700 Carol Drive, San Jose. Estimated construction cost \$164,460; first year operating cost \$61,665; revenue \$74,900. Studio and trans. locations both San Jose. Geographic coordinates 37° 17' 18" N. Lat., 121° 51' 10" W. Long. Type trans. RCA TTU-1E, type ant. RCA TFU-27DH. Legal counsel Spencer Williams, county counsel, consulting engineer John H. Atkinson, both San Jose. Principals: board of supervisors. Ann. April 29.

Atlanta—Supreme Broadcasting Co. UHF channel 36 (602-608 mc); ERP 220 kw vis., 22 kw aur. Ant. height above average terrain 540 ft., above ground 435 ft. P. O. address c/o George A. Mayoral, Jung Hotel, 1500 Canal Street, New Orleans. Estimated construction cost \$191,200; first year operating cost \$90,000; revenue \$90,000. Studio and trans. locations both Atlanta. Geographic coordinates 33° 45' 19" N. Lat., 84° 23' 22" W. Long. Type trans. ITA TVU 12A, type ant. Alford 1044 S. Legal counsel Maurice M. Jansky, consulting engineer Raymond E. Rohrer & Associates, both Washington. Supreme owns WJRM-AM-TV and WRCM(FM), all New Orleans, and 25% of WORA-TV Mayaguez and WFQM-FM and WKYN, both San Juan, all Puerto Rico and WSVI-TV St. Croix, V. I. Ann. April 28.

*Portales, N. M.—Regents of Eastern New Mexico University, VHF channel 3 (60-68 mc); ERP 57.2 kw vis., 28.6 kw aur. Ant. height above average terrain 1,397 ft., above ground 1,084 ft. P. O. address c/o Dr. F. Claude Hempen, state director of

TV, 1801 Roma, N.E., Albuquerque, N. M. Estimated construction cost \$428,969; first year operating cost \$100,000. Studio location Portales, trans. location Elide, N. M. Geographic coordinates 33° 57' 42" N. Lat., 103° 52' 39" W. Long. Type trans. GE TT32A, type ant. GE TY-50-F. Consulting engineer Melvin F. Berstler, Albuquerque. Principals: board of regents. Ann. April 30.

New AM stations

ACTIONS BY FCC

Ceres, Calif.—KWES Broadcasting Co. Granted CP for new AM on 920 kc, 500 w-D, DA; pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Box 338, Ceres. Estimated construction cost \$42,402; first year operating cost \$42,000; revenue \$60,000. Principals: Corbett Pierce and Chester Smith (each 50%). Mr. Pierce owns music publishing firm. Mr. Smith is air personality. March 1 initial decision looking toward grant became effective April 22.

Honolulu—Lawrence T. Kagawa. Granted CP for new AM on 1420 kc, 5 kw unl. P. O. address 1163 South Beretania Street, Honolulu. Estimated construction cost \$60,366; first year operating cost \$100,000; revenue \$120,000. Mr. Kagawa, sole owner, is majority owner of insurance agency. Action May 1.

Dimmitt, Tex.—High Plains Broadcasting Co. Granted CP for new AM on 1470 kc, 500 w DA-D; conditions. P. O. address Box 974, Dimmitt. Estimated construction cost \$25,000; first year operating cost \$24,000; revenue \$30,000. Principals: Jay and Steve Taylor (each 50%). S. Taylor owns insurance business and farms; J. Taylor is director of AT&T and owns several businesses. Action April 24.

Existing AM stations

ACTIONS BY FCC

KTLN Denver—Granted renewal of license.

WRUL Scituate, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies from May 5 to Sept. 1, 1963. Action May 1.

KOLO Reno—Granted increased daytime power from 1 kw to 5 kw, continued operation on 920 kc, 1 kw-N, DA-N; pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. March 1 initial decision looking toward grant became effective April 22.

APPLICATIONS

WHBB Selma, Ala.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 25.

WMBM Miami Beach, Fla.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 1.

WEKL Royal Oak, Mich.—CP to change daytime power from 1 kw, DA, to 25 w, non-DA, during hours from local sunrise to 7 a.m., local standard time, except when sunrise occurs after 7 a.m., local standard time. Ann. April 28.

WROX Clarksdale, Miss.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 25.

WSHB Raeford, N. C.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 1.

WGCD Chester, S. C.—CP to increase daytime power from 250 w to 1 kw, install new trans. and delete request for remote control. Ann. April 25.

KBYG Big Springs, Tex.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 25.

KCKG Sonora, Tex.—Mod. of license to change hours of operation from unl. to SH: Monday-Saturday: 6 a.m. to 6 p.m.; Sunday: 10 a.m. to 6 p.m. Ann. April 25.

New FM stations

ACTION BY FCC

*Durham, N. H.—University of New Hampshire. Granted CP for new FM on 90.3 mc, 10 w. Ant. height above average terrain 142 ft. Estimated construction cost \$2,049; first year operating cost \$3,900. Principals: board of trustees. Applicant owns *WENH Durham. Action April 24.

APPLICATIONS

*Georgetown, Ky.—Georgetown College. 90.1 mc, channel 211, 10 w. Ant. height above average terrain 75.6 ft. P. O. address Georgetown. Estimated construction cost \$4,353; first year operating cost \$3,250. Principals: board of trustees. Ann. April 25.

Alamogordo, N. M.—Eason Jackson Bond Jr. 94.3 mc, channel 232, 500 w. Ant. height above average terrain 1,000 ft. P. O. address 1401 Cuba Avenue, Alamogordo. Estimated construction cost \$8,971; first year operating cost \$18,100; revenue \$24,800. Mr. Bond, sole owner, is employed by KALG Alamogordo. Ann. May 1.

Existing FM station

APPLICATION

*WGVE(FM) Gary, Ind.—CP to change frequency from 88.1 mc, channel 201, to 88.7 mc, channel 204, increase power to 362 w with ant. height above average terrain 83.5 ft. and install new trans. Ann. April 30.

Ownership changes

ACTIONS BY FCC

WSUZ Palatka, Fla.—Granted assignment of license from George J. Duck (100%), receiver, to Wayne E. Bullock and Herbert E. Strickland (each 50%), d/b as Bullock & Strickland, tr/as Radio Station WSUZ. Consideration \$65,000 assumed debt. Both principals are currently employed by WMOP Ocala, Fla. Action April 24.

WKTJ Farmington-West Farmington, Me.—Granted transfer of control of licensee corporation, Franklin Broadcasting Corp., from County Inc. (50%) and Bernard G. Marcus (14% plus) to Elden H. Shute Jr. & Gerald T. Higgins (each 17% plus before transfer, 47% plus after) and Robert B. Dow Jr. (1% plus before, 4% plus after); County is equally owned by Maurice B. Cloutier, John F. Poulin and Germaine & Regis A. Lepage. Consideration \$20,472. Messrs. Shute and Higgins are part owners of WKTQ South Paris, Me. Action April 30.

KRHD Duncan, Okla.—Granted assignment of license from Duncan Broadcasting Co. to company of same name; only change is transfer of stock from Edith H. Scott, executrix of estate of Robert P. Scott (13.95%), deceased, to Mrs. Scott (6.97% individually) and Robert H. & William A. Scott (each 3.49%). No financial consideration involved. Also see KSWO-AM-TV Lawton, Okla., grant below. Action April 30.

KSWO-AM-TV Lawton, Okla.—Granted assignment of licenses and CP from Oklahoma Quality Broadcasting Co. to company of same name; only change is transfer of stock from Edith Scott, executrix of estate of Robert P. Scott (15.5%), deceased, to Mrs. Scott (7.75% individually) and Robert H. & William A. Scott (each 3.875%). No financial consideration involved. Also see KRHD Duncan, Okla., grant above. Action April 30.

WREC-AM-TV Memphis—Granted transfer of control of licensee corporation, WREC Broadcasting Service Inc., from Hoyt B. Wooten (100%) to Gardner Cowles (approx. 17%) and others, tr/as Cowles

EDWIN TORNBERG

& COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Broadcasting Service Inc., wholly owned subsidiary of Cowles Magazines and Broadcasting Inc. Consideration \$8,000,000. Cowles owns KRNT-AM-TV Des Moines, Iowa, and Look and Family Circle magazines. Action April 23.

KOQT Bellingham, Wash.—Granted assignment of CP from A. V. Bamford (100%) to Mr. Bamford (100%), tr/as Topdial Inc. No financial consideration involved. Action April 30.

APPLICATIONS

KTPM(FM) Sun City, Ariz.—Seeks assignment of license from Lowell F. Beer and Paul E. Mullenix (each 50%), d/b as Sun City Broadcasting, to Willard Shoecraft (100%), receiver. No financial consideration involved. Also see KAKA Wickenburg, Ariz., application below. Ann. May 1.

KAKA Wickenburg, Ariz.—Seeks assignment of license from Lowell F. Beer (51.4%), Helen Schultz (32.8%), Raymond Manderville (7%), Paul E. Mullenix (6.5%) and Bradford Blossom (2.3%), d/b as Wickenburg Broadcasting Inc., to Willard Shoecraft (100%), receiver. No financial consideration involved. Also see KTPM(FM) Sun City, Ariz., application above. Ann. May 1.

WOOK-TV Washington—Seeks assignment of CP from United Broadcasting Inc. to United TV Inc., wholly owned subsidiary of United Broadcasting. No financial consideration involved. Ann. April 26.

WLAK Lakeland, Fla.—Seeks assignment of license from Frank W. Nesbit and Howard W. Cann Jr. (each 50%), d/b as Florida Central Broadcasting, to Doris B. Potter (60%) and Robert B. Brown and Roland B. Potter (each 20%), tr/as Sentinel Broadcasting. Consideration \$225,000. Mr. and Mrs. Potter own WKBC-AM-FM North Wilkesboro, WATA Boone and CP for new AM in Mocksville, all North Carolina, and WHBG Harrisonburg, Va.; Mr. Brown, son of Mrs. Potter, owns WTLK Taylorsville, N. C. Ann. April 25.

WARN-AM-FM Ft. Pierce, Fla.—Seeks transfer of control of licensee corporation, South Jersey Broadcasting, from Ranulf and Florence J. Compton as trustees to Mr. and Mrs. Compton individually; no actual change in ownership. No financial consideration involved. Also see WKDN-AM-FM Camden, N. J., application below. Ann. April 25.

WHFS(FM) Bethesda, Md.—Seeks transfer of control of licensee corporation, High Fidelity Broadcasters Inc., from Robert J. Carpenter (30%), William A. Tynan (19%) and others to H. Phillip Nesbitt (63.69%), Emil L. O'Neil (31.85%) and others, tr/as Dixon Industries Inc. Consideration \$30,000. Dixon Industries manufactures electronic equipment. Ann. April 25.

WBSM-AM-FM New Bedford, Mass.—Seeks transfer of control of licensee corporation, Bay State Broadcasting, from Maurice C. and Paul A. Duchaine, executors of estate of Joseph P. Duchaine (79.5%) and M. C. Duchaine (3.5% individually), to Murray Carpenter and Gorge Gray (each 50%); 17% of stock now owned by Otto F. A. Arnold will be sold to Messrs. Duchaine for \$85,000 once FCC approves transfer of control, and they will sell 100%. Consideration \$395,000. Messrs. Carpenter (35%) and Gray (45%) and Chauncey L. Landon (20%) have application before commission now to buy WTCX St. Petersburg, Fla., and they propose to transfer WBSM-AM-FM to that corporation after FCC approval. This application reported incorrectly in April 29 issue. Ann. April 24.

WARE Ware, Mass.—Seeks assignment of license from Sherwood J. Tarlow (51%), Allan W. Roberts (25%) and Joseph Kruger (24%), d/b as Central Massachusetts Broadcasting Corp., to Mr. Roberts (100%), tr/as Central Broadcasting Corp. Consideration \$70,860 and Mr. Roberts's stock in WWOK Charlotte, N. C., now jointly owned with two above principals. Ann. April 30.

KDOM Windom, Minn.—Seeks assignment of license from Robert D. Thomson (54.4%) and Paul C. Lund (45.6%), d/b as KDOM Inc., to Wylie Sterling (100%), tr/as Sterling Broadcasting Inc. Consideration \$40,000. Mr. Sterling is consultant in community and public relations and sales management. Ann. April 25.

WBKH Hattiesburg, Miss.—Seeks relinquishment of positive control of licensee corporation, Deep South Radio Inc., by B. L. Blackledge (50%) through sale of 26% of stock owned by Deep South itself to Jimmy Swan, WBKH station manager, and transfer of 12% from C. Everette Boutwell to James Reeves. Consideration \$4,500 and five years service by Mr. Swan; cancellation of \$9,150 note by Mr. Reeves. Ann. April 30.

WKDN-AM-FM Camden, N. J.—Seeks transfer of control of licensee corporation, South Jersey Broadcasting, from Ranulf and Florence J. Compton as trustees to Mr. and Mrs. Compton individually. For other information see WARN-AM-FM Ft. Pierce, Fla., application above. Ann. April 25.

KSYX Santa Rosa, N. M.—Seeks assignment of license from W. I. Driggers (100%), deceased, d/b as K-6 Broadcasting, to Mary Major Driggers (100%), executrix of estate of W. I. Driggers, tr/as company of same name. No financial consideration involved. Ann. May 1.

WGTC Greenville, N. C.—Seeks transfer of control of licensee corporation, WGTC Broadcasting, from A. W. Lewin (100%) to Roy H. Park (100%), tr/as Roy H. Park Radio Inc., wholly owned subsidiary of Roy H. Park Broadcasting Inc. Consideration \$116,885. Mr. Park owns WNCT(TV) Greenville and 30% of WECT(TV) Wilmington, N. C. Ann. May 1.

WCHE West Chester, Pa.—Seeks assignment of CP from Edgar C. Shelton Jr. (100%) to Mr. Shelton (75%) and E. Theodore Malyck and Chandler W. Drummond (25% jointly), d/b as Bi-States Broadcasters, tr/as WCHE Broadcasting. Consideration \$4,960. Bi-States holds CP for new AM at Ocean City-Somers Point, N.J., and is applicant for new AM at Annville-Cleona, Pa. Ann. April 30.

WXCN(FM) Providence, R. I.—Seeks transfer of control of licensee corporation, WXCN Inc., from T. Mitchell Hastings (15.93%) and others, d/b as Concert Network Inc., to William C. Hillman and Calvert C. Groton, co-receivers. No financial consideration involved. Ann. April 25.

WNCG and **WKTM(FM)** North Charleston, S. C.—Seeks assignment of license from Richard F. Kamradt (60%) and Robert S. Tamblin (40%), d/b as KTM Broadcasting, to Mr. Kamradt (79.8%), Jack McGinnis and Albert J. Stone (each 10%) and Minifred C. Kamradt (2%), tr/as KTM Broadcasting Corp. Consideration \$5,000 and assumption of debt. Ann. May 1.

KWLD Liberty, Tex.—Seeks assignment of license from L. A. Wofford (100%), d/b as KWLD Broadcasting, to Harlan Friend, J. C. Zbraneck and O. Kenneth Creel (each 33 1/3%), tr/as Southeast Texas Broadcasting. Consideration is assumption of \$54,649 in liabilities. Messrs. Friend and Zbraneck are attorneys; Mr. Creel is salesman. Ann. April 25.

Hearing cases

INITIAL DECISIONS

- Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of Melody Music Inc. (equally owned by Jack Barry and Daniel Enright), for renewal of license for WGMA Hollywood, Fla. Action May 1.
- Hearing Examiner Charles J. Frederick issued initial decision looking toward (1) granting application of Cherokee Broadcasting Co. for new AM on 1500 kc, 500 w-D.

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World-Famous NEW WESTON BAR & ENGLISH DINING ROOM

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon ... at lunch or dinner.

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COUGH TOO MUCH?
SHORT OF BREATH?
BREATH?
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in Pawhuska, Okla., condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and (2) denying application of Osage Programers for new station on same frequency with 1 kw-D, in Bartlesville, Okla. Action May 1.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Albert Lea Broadcasting Co. to increase daytime power of KATE Albert Lea, Minn., from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; conditions and without prejudice to any action deemed necessary by commission with respect to renewal of license of WJON St. Cloud, Minn. Action May 1.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward denying applications of Desert Broadcasting Inc. for (1) additional time to construct KANT-FM Lancaster, Calif., and (2) assignment of CP to Manuel Martinez for \$19,937. Action April 29.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Wright & Maltz Inc. to change operation of WBRB Mt. Clemens, Mich., on 1430 kc with 500 w, from daytime to unli. hours, DA-2. Action April 26.

DESIGNATED FOR HEARING

Eastside Broadcasting Co., Phoenix, Ariz. —Designated for hearing application for new daytime AM on 1540 kc, 10 kw, DA; made KFIF Tucson, which filed opposing petition, and KALF Mesa parties to proceeding. Action May 1.

OTHER ACTIONS

■ By order, commission accepted for filing application by Charter Broadcasting Corp. for new FM on 105.3 mc in Lynn, Mass. Facilities requested are now assigned to WUFI (FM) Lynn, license for renewal of which is pending before commission. Action May 1.

■ By memorandum opinion and order, commission granted joint petition by WMT-TV Inc. and WKBH TV Inc. for approval of agreement so as to remove mutually exclusive conflict, and dismissed (1) WMT-TV's application for new VHF TV translator station on channel 12 to serve McGregor, Iowa, and (2) WKBH TV's application for similar station on channel 12 to serve Decorah, Iowa. Agreement provides that applicants will not have any interest in any translator station in respective "withdrawn" areas for 10 years, and WKBH will not oppose WMT-TV's application for VHF translator station to serve Decorah notwithstanding its resultant partial duplication of grade A television service provided over Decorah by station WKBT(TV). Action May 1.

■ By separate actions, commission granted two non-conflicting applications for new TV translator stations on channel 12 by (1) WKBH TV Inc. to serve Prairie du Chien, Wis., and McGregor, Iowa, by rebroadcasting programs of its WKBT(TV) (ch. 8) LaCrosse, Wis., and (2) WMT-TV Inc. to serve Decorah by rebroadcasting

programs of its WMT-TV (ch. 2) Cedar Rapids. Action May 1.

■ By order in proceeding on applications of Massillon Broadcasting Inc., Covington Broadcasting Co. and Kenton County Broadcasters for new daytime AM stations to operate on 1320 kc, 5-10 w, DA, in Norwood, Ohio, and Covington, Ky., respectively, in Docs. 14125-7, commission granted motion by Covington Broadcasting Co. and extended to June 3 time to file exceptions to April 3 supplemental initial decision and supporting briefs. Action May 1.

■ Commission scheduled following proceedings for oral argument on July 1: South Texas Telecasting Inc. (KVDO-TV), and Nueces Telecasting Co., applicants for channel 3 in Corpus Christi, Tex.; Central Coast TV and Santa Maria Telecasting Corp., applicants for channel 12 in Santa Maria, Calif.; AM applications of Monroeville Broadcasting Co., Monroeville, Pa., and Miners Broadcasting Service Inc. (WMBA), Ambridge, Pa.; AM applications of R. L. McAlister and Western Broadcasting Co., Odessa, Tex.; and W. D. Frink, tr/as Jefferson Radio Co., for license to cover CP for WIXI Irondale, Ala. Action May 1.

■ By memorandum opinion and order in proceeding on applications for new AM stations by Wide Water Broadcasting Inc., East Syracuse, N. Y., and Radio Voice of Central New York Inc., Syracuse, commission (1) accepted late pleading and granted application by Radio Voice for review of review board's action affirming adverse ruling by hearing examiner denying admission of engineering exhibit as surrebuttal evidence; (2) set aside April 3 initial decision, and (3) ordered hearing record reopened for further proceedings and issuance of supplemental initial decision. Comr. Ford dissented. Action May 1.

■ By memorandum opinion and order in Perrine-South Miami, Fla., TV channel 6 proceeding, commission (1) denied petition by South Florida Amusement Inc. for reconsideration of July 20, 1962, action which vacated and set aside ruling by chief hearing examiner permitting compensated withdrawal of South Florida application pursuant to agreement between it and Coral TV Corp., and (2) directed secretary to return to counsel for South Florida "confidential memorandum" tendered on condition that it be held confidential. Commission declined to hold document confidential, and stated that, if South Florida desires consideration of information contained in memorandum, it should be adduced in open evidentiary hearing. Comr. Lee dissented; Comr. Henry not participating. Action May 1.

■ By memorandum opinion and order, commission denied petition by Norristown Broadcasting Inc. for (1) reconsideration and grant without hearing application to increase power of WNR Norristown, Pa., on 1110 kc, D, from 500 w to 50 kw, DA, and (2) removal of condition in designation order that final action will be withheld until dispositive action is taken with respect to application of WTSP-TV Inc. (Rahall) for channel 10 in Largo, Fla., now involved in

remand proceeding. Comr. Ford not participating. Action May 1.

■ Commission gives notice that March 5 initial decision which looked toward waiving Sec. 3.24 (g) and 3.37 of rules and granting application of Storer Broadcasting Co. to increase power of WJBK Detroit, on 1500 kc, from 10 kw-D, 1 kw-N, to 50 kw-D, 5 kw-N, DA-2; conditions, became effective April 24 pursuant to Sec. 1.153 of rules. Action April 29.

■ Commission gives notice that March 6 initial decision which looked toward granting application of KSAY Broadcasting Co. for renewal of license for KSAY which operates on 1010 kc, 10 kw, DA, D, in San Francisco, conditioned that station will reduce power to 5 kw upon request of Oakland Army Terminal commander during period that terminal is using cranes to handle cargo consisting of volatile fuel or explosives, and to 1 kw on like request during any national emergency in which terminal is required to use undetuned cranes in handling cargo, became effective April 25 pursuant to Sec. 1.153 of rules. Action April 29.

■ By order, commission stayed from April 26 until May 1 requirement in April 24th order directing John Poole Broadcasting Inc. to use call letters KBIG for AM in Avalon-Santa Catalina, Calif. Action April 26.

■ By letter, commission (1) denied request by Hub Broadcasting Inc. for waiver of rules necessary to permit acceptance for filing of tendered application for new TV on channel 5 in Boston, and (2) returned incomplete application which lacked financial, programing, technical and equipment proposals. Action April 23.

■ By memorandum opinion and order, commission denied request by John Poole Broadcasting Inc. to set aside April 19 action rescinding assignment of call letters KGOL to KBIG at Avalon-Santa Catalina, Calif.; denied request for those call letters, and ordered station to use the call letters KBIG after April 26. Action April 23.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order granted petition by Radio Ashland Inc. (WNCO), Ashland, Ohio, and waived Sec. 1.362 of rules to extent necessary to accept late publication notice in proceeding on AM application. Action April 29.

■ In proceeding on AM application of WKYR Inc. (WKYR), Keyser, W. Va., in Doc. 14962, certified to commission joint motion to enlarge issues filed by Allegany County Broadcasting Corp. (WCUM-AM-FM), and Cumberland Valley Broadcasting Corp. (WTBO-AM-FM), both Cumberland, Md. Action April 29.

■ In proceeding on AM application of Windber Community Broadcasting System and Ridge Radio Corp. for new AM stations in Windber, Pa., in Docs. 13736, 14282, granted petition by Broadcast Bureau and extended to May 7 time to file response to petition by Ridge Radio for reconsideration. Action April 29.

■ Granted petition by Great States Broadcasters Inc. and extended to May 1 time to reply to motion by Broadcast Bureau to enlarge issues and reopen record in proceeding on application and that of D & E Broadcasting Co. for new AM stations in San Antonio, Tex. Action April 26.

■ By memorandum opinion and order in Miami TV channel 10 proceeding in Docs. 14775-8, denied joint motion by South Florida TV Corp. and Civic TV Inc. requesting issue to determine financial qualifications of L. B. Wilson Inc. (WLBW-TV). Action April 26.

■ By memorandum opinion and order in proceeding on applications of Valparaiso Broadcasting Co. and Porter County Broadcasting Co. for new AM stations in Valparaiso, Ind., in Docs. 14806-7, denied for failure to comply with provisions of Sec. 1.141 of rules petition by Valparaiso to enlarge issues with respect to Porter County's engineering proposal. Action April 26.

ACTIONS ON MOTIONS

■ Commission granted petition by State of Kansas Committee on Education of Legislative Council and extended from April 22 to June 24 time to file opposition to petition by Tulsa Broadcasting Co. (KTUL-TV), Tulsa, Okla., for reconsideration of Nov. 8,

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1962, report and order in Doc. 13860 which assigned educational channel *8 to Hutchinson, Kans. Action April 26.

By Acting Chief Hearing Examiner
Jay A. Kyle

■ Granted petition by Broadcast Bureau and dismissed with prejudice application of Fine Music Broadcasters for additional time to construct KFIN (FM) Seattle, and terminated proceeding. Action April 25.

■ Granted petition by Southwestern Broadcasting Co. of Mississippi to extent of dismissing but with prejudice application for new AM in Port Gibson, Miss.; and retained in hearing status application of Southwestern Broadcasting Co. of Mississippi (WAPF), McComb, Miss. Action April 25.

By Hearing Examiner Charles J. Frederick

■ As result of agreement reached at April 26 prehearing conference in proceeding on applications of Semo Broadcasting Corp. and Brownsville Broadcasting Co. for new AM stations in Sikeston, Mo., and Brownsville, Tenn., respectively, in Docs. 14773-4, rescheduled May 27 hearing for April 29; by separate order, granted petition by Semo Broadcasting Corp., for leave to make engineering amendment to application, and returned amended application to processing line. Action April 26.

■ Upon request by Semo Broadcasting Corp. scheduled further prehearing conference for April 26 in proceeding on application for new AM in Sikeston, Mo., and that of Brownsville Broadcasting Co., Brownsville, Tenn. Action April 25.

By Hearing Examiner Millard F. French

■ Granted petition by Norristown Broadcasting Inc. (WNAR), Norristown, Pa., for leave to amend AM application to show recent ownership changes. Action April 24.

By Hearing Examiner Walther W.
Guenther

■ Granted petition by Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, N. Y., and reopened record in proceeding on AM application and admitted into evidence engineering statement of Edward F. Lorentz, executed April 9, as part and in correction of WEOK's exhibit 1, and closed record. Action April 26.

By Hearing Examiner H. Gifford Irion

■ In proceeding on AM application of Helix Broadcasting Co. for new AM in La Mesa, Calif., granted petition by Broadcast Bureau and extended from May 1 to May 15 time to file proposed findings and from May 10 to May 31 for replies. Action April 25.

By Hearing Examiner Jay A. Kyle

■ On own motion rescheduled May 6 hearing from 10:00 a.m. to 1:30 p.m., same date, in proceeding on AM applications of Jupiter Associates Inc., Matawan, N. J., et al., in Docs. 14755-7. Action April 24.

■ On own motion scheduled further hearing for May 6 in Washington on AM application of Geoffrey A. Lapping, Blythe, Calif. Action April 24.

By Hearing Examiner Chester F.
Naumowicz Jr.

■ Formalized by order certain agreements reached and rulings made at April 24 prehearing conference in proceeding on AM application of K-FIV Inc. (KFIV), Modesto, Calif., in Doc. 15005; and continued May 20 hearing to June 24. Action April 24.

■ By memorandum opinion and order granted petition by William S. Cook, Colorado Springs, and severed AM application from proceeding on application of Charles W. Stone (KCHY), Cheyenne, Wyo., 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.; closed record on Cook's application; and ordered proposed findings to be filed on or before May 24, and reply findings on or before June 3. Action April 24.

By Hearing Examiner Herbert Sharfman

■ Granted request by Southern Radio & TV Co., Lehigh Acres, and further extended

from April 25 to May 24 time for receipt of notification of witnesses desired for cross-examination, and from April 30 to May 28 for hearing in proceeding on AM application and that of Robert Hecksher, Fort Myers, both Florida. Action April 26.

■ In consolidated AM proceeding in Docs. 14873-7, granted joint petition by applicants Easton Broadcasting Co. (WEMD), Easton, Md., and Colchester Broadcasting Corp., Herndon, Va., and further extended certain procedural dates; continued further hearing from June 3 to June 17. Action April 25.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of April 30

■ Granted renewal of licenses for following stations, including aux., for normal license term, on which action had been deferred: KBUZ Mesa, Ariz.; WCOU-AM-FM Lewiston, Me.; KHOM (FM) Turlock, Calif.; WDEA Ellsworth, Me.; KIDD Monterey, Calif.; WFEA Manchester, N. H.; KLAD Klamath Falls, Ore.; WHYN-AM-FM Springfield, Mass.; KLOS Albuquerque, N. M.; WKTJ Farmington-West Farmington, Me.; KLUB Salt Lake City, Utah; WLIS Old Saybrook, Conn.; KQFM (FM) Portland, Ore.; WNAB Bridgeport, Conn.; KTW Seattle, Wash.; WOKW Brockton, Mass.; *KVCR (FM) San Bernardino, Calif.; WPFM (FM) Providence, R. I.; WABI-AM-FM Bangor, Me.; WBVL Barbourville, Ky.; WFAU Augusta, Me.; KVFM (FM) San Fernando, Calif.; K07AF, K13AJ Ashley, N. D.; K12AI Sisseton, S. D.; K08AM Buffalo, S. D.; K08AF Crow Peak, S. D.; K08BJ Dupree, S. D.; K12AJ, K06AK Edgemont, S. D.; K13AX Philip, S. D.; K02XFP Wenatchee, Wash.; KF2XDJ State of New York; K02XFN Seattle, Wash.

K74BD Dubuque, Iowa—Granted assignment of license to WMT-TV Inc. (WMT-TV Cedar Rapids, Iowa); consideration \$13,500.

K80AW Dubuque, Iowa—Granted assignment of license to Black Hawk Broadcasting Co. (KWVL-TV Waterloo, Iowa); consideration \$13,500.

K82AL Dubuque, Iowa—Granted assignment of license to Cedar Rapids TV (KCRG-TV Cedar Rapids, Iowa); consideration \$13,500.

WIND Chicago, Ill.—Granted license covering installation of alternate main trans.

KYNO Fresno, Calif.—Granted license covering change in nighttime DA pattern.

WCTC New Brunswick, N. J.—Granted license covering increase in daytime power and installation of new trans.

WILM Wilmington, Del.—Granted licenses covering increase in daytime power and installation of new main trans.; and use of old main trans. as aux. trans.

WRIG Wausau, Wis.—Granted license covering use of old main trans. as alternate main nighttime and aux. daytime trans.

WSB-FM Atlanta, Ga.—Granted license covering increase of ERP to 100 kw.

*WEIQ (TV) Mobile, Ala.—Granted mod. of CP to change ERP to 234 kw vis. and 126 kw aur., type trans. and type ant., and make changes in ant. structure and equipment; ant. height 600 ft.

WMBO-FM Auburn, N. Y.—Granted mod. of CP to change ERP to 45 kw (horizontal and vertical polarizations), ant. height to 530 ft., type trans. and type ant., and make changes in ant. system (increase height); remote control permitted.

■ Granted licenses for following: KMER Kemmerer, Wyo.; WSEL Pontotoc, Miss., and delete remote control; WBCO Bucyrus, Ohio, and specify main studio location and type trans.; conditions.

■ Granted licenses covering installation of new trans. for following: KLID Poplar Bluff, Mo.; WTTB Vero Beach, Fla.; WSEV-FM Sevierville, Tenn.

■ Granted CPs to install new aux. trans. at main trans. location for following: WCEN Mt. Pleasant, Mich.; WSLI Jackson, Miss.

Actions of April 29

WRSW Warsaw, Ind.—Granted license covering increase in daytime power and changes in DA pattern.

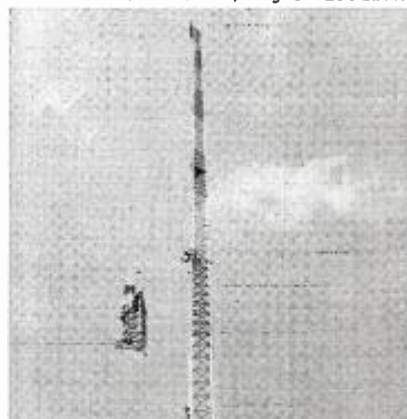
KVOW Riverton, Wyo.—Granted license covering increase in daytime power.

WWSR St. Albans, Vt.—Granted license covering installation of new trans.; re-describe trans. location.

KVET Austin, Tex.—Granted license

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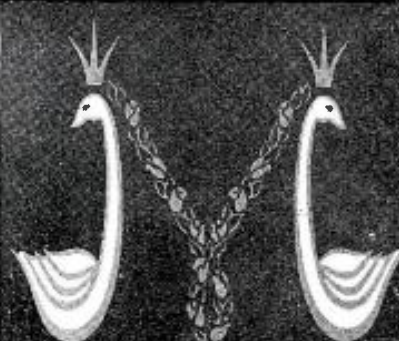


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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 1

	Lic.	ON AIR Cps.	NOT ON AIR Cps.	TOTAL APPLICATIONS for new stations
AM	3,788	49	132	406
FM	1,077	27	106	192
TV	518	62	83	118

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 1

	VHF	UHF	TOTAL TV
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.

change in ant.-trans. and studio locations; condition.

WONE-FM Dayton, Ohio—Granted license covering change in ERP.

WXUR-FM Media, Pa.—Granted license covering changes in ERP and ant. system, and installation of new trans. and ant.

KRBC-TV Abilene, Tex.—Granted CP to change type trans. and make other equipment changes.

WKLW(FM) Grand Rapids, Mich.—Granted authority to remain silent for period beginning Wednesday, April 24, at 11 p.m. to Wednesday, July 24, at 8 a.m.

■ Granted licenses covering installation of new trans. for following stations: WKWK Wheeling, W. Va., and specify type trans.; WCUE Akron, Ohio.

Actions of April 24

WLOW Aiken, S. C.—Granted license.

KSON San Diego—Granted mod. of CP to make changes in ant. system (increase height; side mount FM) and make changes in ground system; condition.

KNDE-FM Aztec, N. M.—Granted request and cancelled license; delete call letters.

WVOX New Rochelle, N. Y.—Granted request and cancelled license for aux. trans.

WISN Milwaukee—Granted request and cancelled CP to install new trans.

KRBE(FM) Houston—Granted request and cancelled CP to make changes in ERP, ant. height and type ant., and make changes in ant. system.

■ Granted CPs to replace expired permits for following new VHF TV translator stations: K07FE, Rosebud TV Inc., Gregory-Burke, S. D.; K06CY, Better Town & Country TV Inc., Canby, Minn.

■ Following stations were granted extensions of completion dates as shown: KBBI (FM) Los Angeles, to June 1; WMRO-FM Aurora, Ill., to Oct. 15; KBLE(FM) Bellingham, Wash., to Nov. 2.

Fine

■ By memorandum opinion and order, commission ordered Paul A. Stewart Enterprises Inc. to forfeit \$500 to government for unauthorized assignment of license of WRVB-FM Madison, Wis. Licensee's response to Oct. 10, 1962, notice of apparent liability contended that previous failure to obtain commission approval for assignment of license from Paul A. Stewart, tr/as Paul A. Stewart Enterprises, to corporation in which Stewart retained 81% interest, was due to misunderstanding and inadvertence, and not to any willful or deliberate effort to avoid compliance. After taking into consideration extent and seriousness of violation, and other factors including licensee's corrective action, commission reduced forfeiture from \$1,000 originally proposed to \$500. (Application to cover unauthorized assignment of license was granted by commission on Oct. 10, 1962.) Action May 1.

Rulemakings

FINALIZED

■ By report and order, commission finalized rulemaking in Doc. 14920 and shifted noncommercial educational reservation from channel *28 to channel *11 in Provo, Utah. Brigham Young University, presently operating KBYU-TV on channel 11 on non-commercial educational basis, petitioned for reservation. Action May 1.

DENIED

■ By report and order, commission denied proposal by Midland Telecasting Co. (KDCC-TV, ch. 18), Midland, Tex., to assign channel 10 to that city, reserve channel 18 for ETV use there, and modify its authorization to specify operation of KDCC-TV on channel 10 instead of channel 18. Action May 1.

PETITION FOR RULEMAKING FILED

■ University of North Carolina, Chapel Hill, N. C.—Requests amendment of rules so as to provide for additional educational TV channels necessary and essential to state-wide network for ETV by modifying table of assignments as follows: Columbia, add *2-; Marion, *22; Elizabethton, Tenn., delete *22; Franklin, add *15; Concord, *20; Albemarle, delete 20; Roanoke Rapids, add *20-; Kingston, *34; Goldsboro, delete 34; Red Springs, add *21-; Lumberton, delete 21-. Received April 22.

covering installation of old trans. as alternate main trans.

KNIA Knoxville, Iowa—Granted license covering changes in DA pattern.

KJEF Jennings, La.—Granted license covering changes in ant. system.

WWNR Beckley, W. Va.—Remote control permitted; conditions.

Edward C. Morris, Gray Hawk, Tyner, Annville and McKee, all Kentucky — Granted CP for new VHF TV translator station on channel 4, to translate programs of WBIR-TV (ch. 10) Knoxville, Tenn.

WIFM-FM Elkin, N. C.—Granted CP to decrease ERP to 310 w, install new ant. and make changes in ant. system; condition.

K03CA Trout Lake, Wash.—Granted CP to change trans. location and specify frequency as channel 3 for VHF TV translator station.

K06CD Otter, Mont.—Granted mod. of CP to change type trans., make changes in ant. system and include Sayle, Quietus, both Montana, and Pasaic, Wyo., in principal community for VHF TV translator station.

■ Granted licenses for following: KHDN Hardin, Mont.; KLOM Lompoc, Calif.; WOKA Douglas, Ga.; KWNS Pratt, Kan.; WSJR Madewaska, Me., and specify main studio location and remote control point; WTHM Lapeer, Mich., and specify studio location and type trans. and redescribe trans. location; condition.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KONG Visalia, Calif.; KSLO Opelousas, La.; KRER Ruidoso, N. M.; KSIX Corpus Christi, Tex.; KRIN Raton, N. M.; WTCM Traverse City, Mich.

■ Granted CPs to replace expired permits for following new VHF TV translator stations: K06CT, Quinn River TV Maintenance District, Orovada, Nev.; K1BL, Big Flat TV Association, Hogeland-Turner, Mont.

■ Granted CPs to install new ant. for following: KPOJ-FM Portland, Ore.; KPAT-FM Berkeley, Calif.

■ Granted mod. of CPs to change type ant. for following: *KRVS(FM) Lafayette, La.; *WSAE(FM) Spring Arbor, Mich.

■ Following stations were granted extensions of completion dates as shown: WSWN Belle Glade, Fla., to June 15; *WSAE(FM), to June 15.

Actions of April 26

WIZS Henderson, N. C.—Granted license covering increase in daytime power and installation of new trans.

WAVE Louisville, Ky.—Granted license covering change in DA pattern from DA-1 to DA-2; remote control permitted; condition.

KQV Pittsburgh—Granted licenses covering installation of new main trans. and aux. trans.

WFDF Flint, Mich.—Remote control permitted (main trans.); conditions.

WQAD-TV Moline, Ill.—Granted mod. of CP to change type trans. and type ant., make changes in ant. system and equipment and specify studio location; ERP 290 kw vis. and 145 kw aur.; ant. height 1000 ft.

KING-TV Seattle—Granted extension of completion date to July 25 (aux. trans.).

■ Granted licenses for following AM stations: WBNO Bryan, Ohio; KTDL Farmer-ville, La.; WAGC Centre, Ala.; KPRM Park Rapids, Minn.; KTTT Columbus, Neb., and specify type trans.

Actions of April 25

KVWG Pearsall, Tex.—Granted license.

WZXR (FM) Cookeville, Tenn.—Granted license and specify type trans.

WVCG-FM Coral Gables, Fla.—Granted license covering installation of new ant. and decrease of ant. height.

WCAW Charleston, W. Va.—Granted license covering increase in daytime power, installation of new trans. for daytime use only, changes in DA system and change to DA-N; remote control permitted daytime only.

WARM Scranton, Pa.—Granted license covering installation of aux. trans.

WGSA Ephrata, Pa.—Granted license covering increase in power, installation of new trans., changes in DA system, and

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RADIO

Help Wanted—Management

Seeking experienced salesman with management or sales management experience and some cash to join forces with experienced manager/program director/engineer to purchase am station in major market. Box E-42, BROADCASTING.

Partners in established daytimer need manager to start immediately. Top salary, regular share of profits. North Dakota's boomingest city. Box E-359, BROADCASTING.

Wanted: manager, salesman for a group owned single station market. Prefer man between 30 and 40 with good experience and a reputation for sensible aggressiveness. The position is not permanent, we want an organization man who wants to move up. Good starting salary plus a substantial incentive program. Write Box G-67, BROADCASTING.

Houston, Texas. Need experienced station manager for outstanding fm station. Five figure start for right man. Must have sales administrative ability. Send resume full particulars to Box G-26, BROADCASTING.

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

National sales manager. Must know agencies in New York and Chicago. Age 30-38. Be a superb, hard hitting, ambitious salesman who can inspire and close sales with national reps. Assume top grade accounts. Compensation open. Excellent living and working conditions in largest state in the U. S. Californial! Send picture, resume or wire Box G-16, BROADCASTING.

Sales

Columbus, Ohio... good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write full. Box G-13, BROADCASTING.

Your greatest dollar potential is in booming Atlanta, tough, competitive market, top future, earnings, for hard working knowledgeable pro... interested? Box G-15, BROADCASTING.

New York state 5kw regional needs radio salesman June 10th for opening created by retirement. Applicants mid twenties to mid thirties. Station dominant in market and part of Radio-tv group. Box G-32, BROADCASTING.

Central California, major market, successful group operation, offers top opportunity to seasoned salesman. Salary, draw, expenses, plus company benefits. Box G-35, BROADCASTING.

Radio station situated in market with one of the world's largest projects just beginning. Project construction will take at least 5 to 10 years. Want man with sales ability who could work into sales manager position currently open but must be earned. Write your own ticket in first letter with resume. Only realistic applications acceptable. Long term... no floaters. Box G-46, BROADCASTING.

Delano, California, KCHJ, 5 kw, \$520 guarantee, 25% commission, experienced salesman.

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. 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.

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.

Salesman wanted to sell advertising accounts for supermarket store music. Baltimore-Washington area. Market Music of Maryland, 44 W. Biddle St. Baltimore 1, Md.

Opportunity for a salesman in Rocky Mountain vacationland of cool color Colorado. Salary and commission. Write Ellis Atteberry, KCOL, P.O. Box 574, Fort Collins, Colorado.

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.

WGEE Indianapolis member of 7 station group offers excellent opportunity for mid-western radio salesman to join our organization. Position offers guarantee plus commission. Take over established, protected, producing account list. Fringe benefits include: Insurance program, paid vacations and opportunity for advancement. If you think you can qualify send resume immediately to: Arnold C. Johnson, General Manager, FLeetwood 9-5591, for appointment.

Announcers

Medium large midwest market CBS radio outlet needs qualified radio announcer only. Resume, picture and tape first letter, please. Box E-272, BROADCASTING.

Announcer with first class ticket. Desirable mid Pennsylvania location. Tell all in first letter. Box E-363, BROADCASTING.

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, straight music news announcer for anchorman on informational, 3 man morning program. Must have adult approach with warm personality, good education and commercial background. No rock and roll. 50 kw station. Large eastern market. Send resume, tape, photo to Box G-11; BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Experienced morning man needed for Maryland independent station. Send tape and resume and references. Box E-457, BROADCASTING.

Texas country western has immediate opening for 1st phone announcer. Must be competent engineer with directional experience and equipment maintenance ability. Excellent opportunity for the right person. Send tape and complete resume to Box G-30, BROADCASTING.

Oregon daytimer, looking for congenial, likeable morning announcer who likes to sell on the air and on the street. Must be able to adapt to our style. Middle of the road format. Box G-33, BROADCASTING.

Have opening for announcer-first phone and who can sell part time and also do play by play of local high sports. No maintenance experience necessary. Box G-45, BROADCASTING.

If you like both deejay work and news here is your opportunity to move up with established Illinois good music station. Ex-gathering and writing can do both well. Excellent pay, many fringe benefits. Personal interview required. Send tape with complete resume including age, education, marital and draft status, detailed experience and telephone number. Box G-80, BROADCASTING.

Announcer/first phone. Need 1st phone who can maintain 1 kw am and do decent air shift. State\$. All tapes returned. Box G-62, BROADCASTING.

Wanted the southeast's best morning man. If you are he send tape and resume to Box G-69, BROADCASTING.

Are you an announcer, a dj or an entertainer? If you are an entertainer, that is a first rate personality who knows how to play to his audience, then we're looking for each other. You have the talent and we have the growth opportunity that offers you the long term security you want. Send tape and resume to Box G-70, BROADCASTING.

Experienced announcer for eastern Pennsylvania. No beginners considered. Seeking mature, voice, family man looking for steady position with opportunity for advancement. Excellent pay with regular raises. Send tape, preferably air check and resume. Box G-75, BROADCASTING.

Philadelphia suburban station needs announcer with experience. No swingers. Straight staff work. Chance for play by play. Many fringe benefits. Time and one-half holidays. Group insurance, hospitalization. 215-696-3690.

Have immediate opening for experienced radio announcer. Also, some tv booth and directing, air resume, tape, photo, and salary. Excellent opportunity for the right man. Dick McDaniel KFEG AM-TV, Program Director, St. Joseph, Missouri.

Alaska. 5 kw. No beginners. Need mature voice. \$750 month start. Airmail tape, qualifications, references. Bill Harpel, KHAR, Anchorage.

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 KKLK, Butte, Montana.

Help Wanted—(Cont'd)

Announcers

Fast paced jock with 1st phone. Excellent opportunity in major midwest market. Box G-81, BROADCASTING.

New Jersey experienced announcer newsman for adult music station. Send preliminary tape, resume. Interview required. WHTG, Rt. 1, Asbury Park.

Experienced morning man, must have a 1st. Call Arlington JA 5-7566.

WLPW, needs an announcer with 1st phone license. No maintenance top flight operation. Best possible facilities. Modern fast paced big band format. If interested in joining stable modern well equipped radio station send tape and resume to: E. D. Baydush, Radio WLPW, Suffolk, Virginia.

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.

Manager for Nation's largest and most respected Negro chain for over five years has recently purchased his own station in central Florida. Need young Negro morning man who is on his way up the ladder. Must be quick, sober and good air-salesman. Automobile needed. State experience, references and salary requirements. Include recent photo and tape. Jack Everbach, WOKB, 1011 South Division St., Orlando Florida.

Disc jockey. Middle the road music. Number 1 station in market. Send resume and tape to WKHM, Jackson, Michigan.

Experienced first class announcer. Will consider experienced announcer without license. Send replies direct to WCLW, 771 McPherson Street, Mansfield, Ohio.

Technical

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.

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.

Production—Programming, Others

Experienced newsman for combination radio-tv Rocky mountain area. Send tape, resume, photo, references to Box E-399.

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.

Wanted: Two (2) news directors for WLLH, Lowell, operation and Lawrence operation. Must furnish resume of experience and references. Contact Bud Armstrong, WLLH, 458-8715, Lowell, Mass.

Florida fulltimer is looking for a quality newsman. Someone with outstanding on air delivery who has what it takes to establish, sustain and build a local news department second to none in the area. Box G-68, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Qualified newsman wanted by established Illinois news minded station offering finest facilities—new news mobile plus beeper phone set-up News Central. Must be experienced in gathering, writing delivering news and interviews. Excellent pay, many extra benefits. Personal interview necessary. Send tape and resume in detail. Box G-59, BROADCASTING.

News director immediate opening in local news. Call General Manager, 644-1255 WHWT, Anderson, Indiana.

Situations Wanted—Management

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.

Profit maker thru toughest times available thru partnership rift. Four years successful radio sales, sales management, last three management. Heavy on sales promotions, hyping local sales, plugging profit leaks. Offer dependability, loyalty, hard work for modest base with percent of net sales. Married, 39, upper midwest. Will move to #1 radio, or tv with #1 potential. Box G-9, BROADCASTING.

Operations manager. Nine years all phases medium major market tv. Top producer director with some writing and announcing. Family, B.A. work well with crews and clients. For resume and personal interview write Box G-6, BROADCASTING.

Manager. Astute businessman. Excellent background. Young, energetic leader searching medium market opportunity. Box G-19, BROADCASTING.

Manager-14 years experience. Familiar every phase. Top references. Available now. Write Box 7161, Orlando, Florida. Phone 423-9900.

Experienced management wants to manage or lease your station. Compensation based on performance. Box E-409, BROADCASTING.

All markets. Manager, management, sales, jock, pd experience. Degree 30's. Quality leadership. Box G-20, BROADCASTING.

Management and sales problems? Have tripped sales at present station. Seek management position with investment opportunity or option to buy. First phone. Top reputation. Box G-41, BROADCASTING.

Presently employed sales manager and assist station manager 1,000 watt station. Fifteen years experience all phases of radio. Strong sales. Capable of handling sales manager position in challenging market. Prefer southern market. Best references. Present salary in high four figures. Box G-47, BROADCASTING.

Employed sales manager; desires general management position. Excellent sales record in five station market. Married, college. Box G-58, BROADCASTING.

Broadcast executive with over 20 years experience, 15 in management, for medium or metro market am, am-fm-tv operation or chain. Native southwester, 41, family and top references. Will invest in company. Box G-77, BROADCASTING.

Sales

Have you a 2 or 3 hour daily block for me to sell program and/or produce? Is your's a strong station in a major warm weather market? If so let me turn your time into profit. 20 years experience, 10 in local radio and CBS network production plus 10 in advertising sales. Ed Gaylor, Box 36 Fairmount Sta. El Cerrito, California or call 524-1661.

Situations Wanted—(Cont'd)

Announcers

Attention! All-nighters! DJ limited experience would like graveyard shift. Available after 15 June. Have tv experience-audio, booth announcing. Box E-274, BROADCASTING.

Florida only. Professional dj, 1st phone, no maintenance. Medium or smaller market preferred. Box E-362, BROADCASTING.

D.J. wants to swing with top 40. One year experience middle of road. Single Box E-372, 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.

Announcer—program-production director 27. Married. 10 years experience. Award winning newscaster. References excellent. Prefer Virginia or North Carolina. Box E-393, 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.

Let's exchange references. 30 year old pro, presently employed major eastern market, offers 8 years experience. DJ modern radio, good music, tv. Will relocate only for right organization. Top rated personality. Recognized production, news. Family man. Will answer all inquiries. Minimum \$7,000 annually. Box E-419, BROADCASTING.

Sportscaster. Not high-powered salesman. 28 single, clean cut, personable. Box G-22, BROADCASTING.

Experienced good music personality. Authoritative news. Married. Presently morning man. Tight board, adult sound. Minimum \$125. Box G-23, BROADCASTING.

Eight years experience, three major markets. 24 married. Offer talent to match experience. Jockey at respected million plus market station, but desires relocation, salary boost. Best references. Not a floater. Box G-25, BROADCASTING.

Philadelphia announcer wants combination air and time sales slot. Will relocate. Box G-29, BROADCASTING.

Jock with lots (5 years) of experience... Working in small market wants to move up now! Good references, presently employed, married, family. Prefer pop swinging station in metro market. Will consider any good offer. For tape photo, resume write. Box G-36, BROADCASTING.

Experienced announcer, tight board, seeks good broadcasting opportunity; east coast. Box G-38, BROADCASTING.

Stable, young, ambitious. College grad. 3½ years combo dj, news, sports. 5 kw. Mature smooth delivery. Excellent voice, good production. Vast musical knowledge. Professional comedy experience. Wants to locate with middle road personality station in medium to large urban market. Box G-44, BROADCASTING.

I have an idea you'll like my ideas. Swing personality/ace newsman. Bright, tight, write. Right? Box G-56, BROADCASTING.

Some experience. Good voice. First phone. Eager. Will go where your opportunity exists. Would consider straight engineering, but prefer combo. Sam Taylor, 12212 Brisbane, Farmers Branch, Texas.

Go first class all the way. First class jockey with first class ticket available now! Phone 813-688-1142. Call Now!

Looking for June opening. Can leave after June 7th; reason wife is school teacher. Box G-10, BROADCASTING.

Situations Wanted—(Cont'd)

Negro dj, with 1st phone shovel. Rock and Roll King. Comboman. Has great mature resonant voice. Box G-82, BROADCASTING.

Versatile announcer seeking challenging position with am-tv operation. Would like to work both sides. Box G-61, BROADCASTING.

Are you still using those greasy kid jocks on your air? Experience, timely glib, tight board. Box G-63, BROADCASTING.

Swinging top 40 dj. Presently working in two mid-western am stations. Prefer change to swinging station. If you need a dj with a good sense of production, too, then I'm your man. Write Box G-64, BROADCASTING.

Combo chief, available, 739-7066 Hagerstown Maryland after 7 p.m.

Here's my story: I announce for a network owned, 50 thousand watt good music station in one of the top five markets. The work is wonderful... it's permanent... but it's only part time. I'm 24, married, and a college graduate with a degree in Radio and Television. I think I was born to play good music. I feel it. I know it. I program it impeccably. My voice is warm and soothing. I do a sincere, easy going, uncluttered show. Now then, you do the hiring for an important station in a metropolitan market. Your listeners know good radio, too. You'll pay the right man well to keep them happy. Listen to my tap, read the rest of my story, then lets get together. Box G-66, BROADCASTING.

Swinger, experienced, currently employed but wants rhythm and blues because he knows it and loves it. Can produce top rate show that will get listeners and keep em. Veteran, married, sales experience. Southern market. What do you have? I'm ready now. Box 1131, Jackson, Tennessee.

Personality presently swinging on top rated night show in #1 market of five adjoining states. Will move for \$950.00 a month. Prefer midwest. Will consider all offers. Box G-18, BROADCASTING.

Lively, versatile, country and pop disc jock. Operate own board. News too. Prefer east of midwest. Available June 1st. Write 359 Allen Avenue, Chillicothe, Ohio.

President Kennedy impersonator, age 17, slays competition. Available June 12; will relocate. Wire: Alias JFK, 9325 Beacon Street, Cleveland 5, Ohio.

Beginning announcer. Will locate anywhere. Can do news, commercials, and run my own board. Box G-71, BROADCASTING.

Midwest . . . east. Professional. Ten years experience. Veteran. College. Know production . . . music . . . news. Finest background. References. All round man. Box G-76, BROADCASTING.

Technical

Good technician, fair announcer, wanting a short and early morning announcer shift. Good voice. \$125 per week. Box E-464, BROADCASTING.

12 years transmitter experience 1st phone. Desire position either radio or tv. Prefer southwest. Box G-24, BROADCASTING.

First class transmitter engineer. Experienced radio, television wages secondary. Sober, reliable, competent. Box G-31, BROADCASTING.

First phone. 12 years am-fm experience. 2½ years as chief engineer. Maintenance, production technician. Box G-39, BROADCASTING.

Top engineer \$85 if: I service CB at station reciprocating job priority by importance reserve parking population 20,000 Florida. Keeps me there, both linked advertised. Box G-48, BROADCASTING.

Versatile college grad. looking for a summer job. 1st class ticket. Experience on fm, tv. Will do maintenance, can combo. Prefer west coast. Box G-49, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Negro announcer seeks start. Excellent voice strong news, sales, continuity writing. Some experience. Hard worker. Box G-51, BROADCASTING.

New first phone. Graduate national radio institute, communication course. Four years licensed amateur. Ambitious and dependable. Desire permanent position in radio or tv transmitter engineering. Midwest or southwest preferred. Jack McMillin, 17 West Fillmore, Charleston, Illinois, Phone 345-2915 area 217.

Production—Programming, Others

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-387, BROADCASTING.

Graduating from University of Iowa School of Journalism. Desire position in radio television newsroom. Experienced in writing, editing and delivery. 22, family man. Available mid June. Box G-3, 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.

Radio telephone personality presently employed on number one station in metro market. Successful background conducting telephone discussion programs. Extensive news background major markets. Personal interview only. You pay for what you get, "number one rating." Box G-65, BROADCASTING.

Capable, all around newsman. Radio television experience gathering, writing, delivering (both mediums) specializes in hard hitting, sarcastic writing style. Extensive experience with Bolex plus Bell and Howell 16 mm camera. Wants market larger than half million. Will negotiate price. Box G-55, BROADCASTING.

Director-announcer, 7 years experience wants position in midwest. Box G-79, BROADCASTING.

Top radio program production man looking to relocate in Pacific coast or southwest metro market in program or management capacity. 15 years experience in all phases radio programming and production—including ten years network. At home with tape, tape editing continuity, writing, commercials, good music, community relations news and special events, and engineering (first phone). Married, 3 children, 35. Box G-72, BROADCASTING.

TELEVISION

Help Wanted—Sales

Account executive television sales. Write Channel 8, P.O. Box 2148 Idaho Falls, Idaho.

Announcers

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.

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

Station located in N.E. has opening for artist with experience in all phases of art work utilized in tv slides, set design and construction requirements newspaper ads sales, promotion presentations etc. This is a fine opportunity for a person who is creative and looking for a challenge. Send resume to Box G-2, BROADCASTING.

Southern CGS station in one of the top television markets will soon have opening for program director. Experience either as program director or assistant program director necessary and news, film buying and on the air background preferred. Box G-27, 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

Promotion and research manager—young, experienced, sales minded. Presently associated with network O&O station. Box E-404, BROADCASTING.

Experienced radio-tv man with proven record of building up stations seeks management. Strong on know how. First phone. Can invest. Box G-40, BROADCASTING.

Sales

Creative executive television salesman seeks challenging opportunity. Exceptional background in sales & local sales management. Also, merchandising promotion experience. Excellent references. Box G-5, BROADCASTING.

Technical

Experienced UHF chief engineer. 20 years broadcast, 10 in UHF. Will assume complete responsibility of station engineering. Medium or small market if adequately financed. Desire salary-stock arrangement. Box G-4, BROADCASTING.

Former field engineer for a well known consultant. Experienced in all phases of studio and transmitter engineering. Seeking a position as field engineer, working chief, or in construction and maintenance. Box G-17, BROADCASTING.

Presently TV chief. Good references. 10 years varied experience. Available May 20th. Box E-332, BROADCASTING.

Engineer, 1st phone ticket limited tv experience. 5 years experience allied fields willing to relocate. Box G-54, BROADCASTING.

Eight years experience maintenance, video switching microwaves. 2 years supervision desire assistant chief. Box G-57, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Opportunity needed: Ambitious studio technician, experience 2 years, live tv, 6 years tv film editing. Mature family man, age 28. Willing to relocate. Box G-73, BROADCASTING.

Production—Programming, Others

Major market newsman. Some television, heavy radio. Harvard graduate, 32, family. Interested radio/television combination top markets only. Box B-286, BROADCASTING.

Northwestern University graduate (June, '63) with degree in radio-tv seeks permanent position sports casting, directing or producing. Have working experience with major tv stations and have handled Big Ten play by play football and basketball. Sports casting is my main interest. Young and ambitious. Excellent references. Box E-291, BROADCASTING.

News director. Unusual organizational situation makes available award winning radio-tv newscaster. Extensive major market special events and public affairs experience. Top rated on camera delivery. Excellent references including current employer. Kine available. Box G-8, BROADCASTING.

Realistic public affairs special events director. Prepared to take total responsibility for your public service commitments; a running tap on public service announcements, production of low budget effective public affairs shows and general community relations. Box G-14, 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.

Top producer director. Employed. Ten years experience. Creative professional seeking to advance with station that values and appreciates quality work. BA; married, family. Best references. Box G-53, BROADCASTING.

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.

Seeking partner to match (\$5,000-7,500) down payment to purchase and operate radio station in southwest, radio experience & presently residing in NYC, late twenties married. Box G-21, BROADCASTING.

Someone's opportunity. \$5000 down buys security plus income. Dramatic school and summer theatre. Consider partnership with qualified person. Box 56, Crown Point, New York.

Very unusual business opportunity for several select and aggressive men with electronics background, and preferably with business experience, to become mail order dealers in 17 year old electronics home-study school. Small investment required for franchise and supplies. Write stating your qualifications. CSOE, Box 10634, Jackson, 9, Miss.

Radio-TV manager has \$5,000 cash to invest in minority interest in radio or tv. Absentee basis. Box G-43, BROADCASTING.

Miscellaneous

FM I.D.R.'s with music. Major market announcer. 8/\$10.00. Contact Jack Thomas Productions 2919 West Central Avenue, Toledo 9, Ohio.

Need help? 1000 Super doper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications. 2221, Steiner St., San Francisco.

Helicopters for lease, yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

Miscellaneous—(Cont'd)

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. \$5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

WANTED TO BUY

Equipment

Remote two turn table with amplifier in good condition. Gus Czaplak, WJTL, 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

Ampex 401 \$400, Maganacord PT6 with mixer \$225, Stevens OD-4 microphone \$90, RCA BK1 microphone \$40.00, RCA 80X console \$175, Presto 6N cutter with many accessories \$400, RCA 70-C2 turntable with viscous arm and GE stylus \$90. Box G-7, BROADCASTING.

Excellent one kilowatt FM transmitter available immediately. KRPM, 1505 Cherryvalley 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. WDUW, Gainesville, Georgia.

Gates ST 101 spot tape, used less than one year, asking \$650.00. WQXT, Palm Beach, Florida.

Xmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

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.

Houston fearless labmaster less than two years old with accessories. Costs \$7,000 new. Make an offer. Bill Hargan. KSBW-TV, Salinas, California.

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

1,000 watt fm transmitter with 10,000 watt power amplifier. WE 506B-2 F.C.C. type accepted. Clean, complete. \$2995.00 CECO, 518 State Street, La Crosse, Wisconsin.

1000 watt Western Electric transmitter model 443-A-1. Now tuned to 1050 kc. Good working condition. Best offer. WPAG, Ann Arbor, Michigan.

Broadcast frequency monitor RCA model 311A with companion clipper amplifier less crystal. Good condition. Write Box G-34, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

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.

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, 339 Saint Charles, New Orleans, Louisiana.

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 classes 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. 259 Geary Street.

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)

"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.

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.

Help Wanted—Sales

TOP SALES MANAGER FOR TOP STATION!

Metropolitan..... Good image
Good salary..... Good incentive
Don't apply unless you are
proven—aggressive—hard selling
salesman and Sales manager.

Box E-348, BROADCASTING

Philadelphia

area station needs top notch
salesman. Good pay to pro-
ducer. Must be experienced.
Send full resume to:

P.O. Box 8987
Philadelphia 35, Penn.

REGIONAL SALES REPS IN
KEY MARKET
MASTER ARTISTS Presents the
NEW GOLDEN AGE OF RADIO.
Top names... Top productions for
local markets. Contact Martin E.
Ross, VP, Director of Marketing/
Sales.

General Service Studios
1040 North Las Palms Avenue
Hollywood 38, California

Announcers

WANTED: ANNOUNCER
for Major East Coast Radio-TV
station. Must be mature profes-
sional with excellent reputation
who is experienced in both media.
Send full resume, audio tape and
VTR or 'kine to:

Box E-341, BROADCASTING

Help Wanted—(Cont'd)

Announcers

WEST COAST 50 KW MAJOR WANTS:

World's All-Time, Number One,
Champion, Top-Rated, Funniest
Morning Man.* Rush your un-
believably great resume and
knock-out tape to:

Box G-78, BROADCASTING

*WE'RE TRYING TO SCARE THE HECK OUT
OF ALL THOSE WHO ARE JUST "THE
BEST."

Technical

Visual Electronics Corporation
A leader in Broadcast Equipment, Sales,
Engineering has openings for:

Broadcast Systems Sales Engineer

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.

Image Orthicon Camera Tube Technician

Requires knowledge of tube and camera
operating parameters and experience in
evaluating warranty claims. Please send
resumes in complete confidence to:

Lynn Christenson
Personnel Director
Visual Electronics Corporation
356 West 40th Street
New York 18, New York

SITUATIONS WANTED

Management

Presently employed manager with 15 years
experience in all phases of radio. Very strong
on sales and sales direction. Excellent agency
connections. Past and present record deserves
top salary. Would consider Sales Manager in
Major Market. Happy to face challenge with
property that is down or increase earnings
of established station. I have the record and
the facts to back it up! Location secondary
to opportunity.

Box G-1, BROADCASTING

Production—Programing, Others

Program Director/DJ

Sound ideas-talent & hardwork.
AM or FM. Good music-or-rock-
will produce ratings & sales.

Write: Tom Clay
1031 Lamer
Burbank, California

You Can't Top A CLASSIFIED AD

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TELEVISION

Situations Wanted—Management

CATV EXECUTIVE

Mature individual presently heading up
multiple CATV organization seeks more
challenging and active opportunity.
Thoroughly experienced in all phases of
CATV operations. Preparation franchise
applications, pole contract negotiations,
construction, rebuilding, promotion,
public relations, budgets, projections,
etc. Complete autonomous operation
of systems both large and small.
Principals only reply in confidence to:

Box G-28, BROADCASTING

SALES EXECUTIVE

At home on Madison Avenue, Michigan Blvd.,
Montgomery Street and Wilshire Blvd. Five
years VP National TV Rep. firm. Five years
national Sales Manager, General Manager
Major Market NBC-TV station. Eight years
Major motion picture studio executive. Ran
50,000 watt AM station. Sales Director tran-
scription company and allied assigned.
Thorough knowledge all station functions in-
cluding programming, news, union negotia-
tions, merchandising, public service and sales.

Box G-74, BROADCASTING.

WHAT'S WRONG WITH...

I understand there is a shortage of young,
experienced executive talent in the broadcast in-
dustry.

I'm young (33), experienced (15 years in
every phase of radio, television sales, and man-
agement, including the past five years as Gen-
eral Manager of a small market TV-Radio
Station) and I have no qualms about my talent.
But my station has sold and so far, I haven't
found the right job.

I'm married with two daughters, college
graduate, sober, civic-minded and have done
an outstanding job in each position I have
held. My experience includes local and national
sales manager in 300,000 market, sales man-
ager for a six station regional network and
every phase of local selling.

My biggest sin is being in a market the
size of my present one. Yet, most of you
started in markets the size (30,000) and if you
remember back there is no tougher selling in
the world.

I'm willing to go metropolitan, medium or
small. Manager or Sales Manager. Television
or Radio. I'm making \$13,000-\$15,000 now
and want to make more. But I'm willing to
work for it. My ability and experience should
fit in some group or individual station's needs.

Let me know that I didn't make a mistake
in getting five years of small market experience
that I consider invaluable no matter what size
market I go to.

Tom Wiseheart
General Manager
KAVE-TV—Radio, Carlsbad, N. M.
TUxedo 5-4101

Home:
1308 Chico, Carlsbad, N. M.
TUxedo 7-2293

Employment Service

JOBS JOBS JOBS

ALL BROADCAST PERSONNEL PLACED
MOST MAJOR U. S. MARKETS
MINOR-MARKET MIDWEST SATURATION
WRITE FOR APPLICATION NOW
**BROADCAST
EMPLOYMENT SERVICE**
4825 10th Ave. So. Minneapolis 17, Minn.

For Sale

Equipment

10 KW Continental 816B Transmitter.....\$10,000
 Gates M-5693 Modulation Monitor.....800
 Gates SA-89B Limiting Amplifier.....300
 Gates V-23 VU Panel with attenuator.....80
 Spotmaster Model 500 Record Player.....300
 Gates M-5452 "Auto-Trans" 45 RPM
 Automatic Programmer.....450
 Gates Studioette Console.....650
 Gates Model 525 Transcription Turntable complete with arm and equalizer in cabinet.....250
 Ampex 351-U 7 1/4-15" 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.

Miscellaneous

QUANDRY ABOUT AUTOMATION??

Automation and/or automatic program aids can increase your radio station's profit. My station, with excellent earning record, has been using automatic equipment for over 5 years. On a consulting basis I will make an analysis of your complete operation. Over 20 years broadcasting experience as station owner and manager with FCC first license and degree in E.E.

Box G-52, BROADCASTING

Colorful Combination RADIO MARKET SHEETS and COVERAGE MAPS

Address Radio Dept. on your letterhead for FREE information and samples.

EVEREADY ADVERTISING

1817 Broadway • Nashville 4, Tenn.

BUSINESS OPPORTUNITY

INVESTMENT WANTED!

Detroit professional man wishes to invest \$5,000 to \$10,000 as silent partner in radio station within 200 mile radius of Detroit. Or will join with others in the organization of a new station.

Box G-50, BROADCASTING

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

For Sale

House

HOUSE—New Canaan, Connecticut Country Estate, 5.1 acres Wooded White Colonial Frame, 7 years old, 3 Story, 2 Fireplaces, 4 Bedrooms, 3 Full Baths, Library, Living Room, Dining Room, Foyer, Modern Kitchen, Large Play Room, 2 Porches, Terrace, 2-Car Detached Garage, Tool Shed, Chicken House, Pond, Blacktop Driveway. Well protected. Immaculate. Many extras. Must sell. \$65,000. Call Robert Pauley, New York SU 7-5000 or New Canaan 966-2502.

For Sale

Stations

Rocky Mountain City

Construction permit, at cost. 1 kw daylighter . . . trade area 50m. Will be 3rd station.

Box G-37, BROADCASTING

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

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management Appraisals Financing

HOWARD S. FRAZIER, INC.
 1736 Wisconsin Ave., N.W.
 Washington 7, D. C.

GUNZENDORFER

California daytimer Growing Market Asking \$130,000 29% down.

Arizona one station Mkt. Asking \$62,500 29% down.

Television Western states Good TV mkt. Asking \$250,000 easy terms. FM Big market \$100,000.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800 864 So. Robertson, Los Angeles 35, Calif.

CONFIDENTIAL NEGOTIATIONS

For Buying and Selling **RADIO and TV STATIONS** in the eastern states and Florida **W. B. GRIMES & CO.**
 2000 Florida Avenue, N.W.
 Washington 9, D. C.
 DEcatur 2-2311

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
 P. O. BOX 9266 - GL 3-8080
 AUSTIN 17, TEXAS

For Sale—(Cont'd)

Stations

FOR SALE

Fulltime AM in metropolitan southeastern market. \$225,000 with \$65,000 down; length of pay-out to be negotiated. Station owns transmitter site and is a profitable operation.

Box G-80 BROADCASTING.

STATIONS FOR SALE

PACIFIC NORTHWEST. Full time. Priced at \$50,000. 29% down.

EASTERN REGIONAL. Daytime. Priced at \$85,000. \$30,000 down.

JACK L. STOLL & ASSOCS.
 Suite 600-601 6381 Hollyw'd Blvd.
 Los Angeles 28, Calif. HO 4-7279

Tenn.	single	daytimer	48M	terms
N.Y.	small	daytimer	125M	36M
S.E.	small	fulltime	33M	10M
Fla.	medium	power	150M	30%
Ky.	medium	fulltimer	225M	terms
Mass.	metro	daytimer	185M	29%
Pa.	metro	daytimer	120M	terms

And others

CHAPMAN COMPANY
 2045 Peachtree Rd. N.E., Atlanta 9, Ga.

Promotion Ideas

RADIO PROMOTIONAL PURPOSE

Single AM Frequency Tuned to

YOUR station only!
 Shaped like Pocket Watch
 Approximate Size: 2 1/2" Diameter
 1 1/2" Depth

(other shapes and sizes available)

Exclusive in your area and sensitive enough to cover it. Inscribed with your station legend.

Priced well under \$5.00 in quantity For engineering demonstration model, tuned to your station, send \$10.00 to

ARCOLA RADIO CO.

ALDIE, VIRGINIA

Specifications, terms, prices and delivery schedule will be sent upon receipt of order for model. Allow two to three weeks from date your order is received for manufacturer to ship direct.

**NEED HELP?
 LOOKING FOR A JOB?
 SOMETHING TO BUY
 OR SELL?**

**For Best Results
 You Can't Top A
 CLASSIFIED AD**

in

BROADCASTING
 THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BMI



**LICENSED FOR PERFORMANCE
13 OF THE 15 INTERNATIONAL TUNES
THAT HIT THE HOT 100 DURING 1962***

**From Billboard's 1963 Who's Who in the World of Music*



BROADCAST
589 FIFTH AVENUE,

MUSIC, INC.
NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

OUR RESPECTS to Marvin Leroy Rosene

Imagination and service help build better sales

"We place a premium in our organization on men who have the ability to sell creatively."

One who can speak with authority on the subject is Marvin L. Rosene, vice president and general sales manager of KSTP-AM-TV Minneapolis-St. Paul and other Hubbard Broadcasting Inc. stations, KOB-AM-TV Albuquerque, N.M., and WGTO Cypress Gardens, Fla.

He launched his selling career with the magic of his creative touch. It was in 1931, just after his sophomore year in high school.

Early Starter ■ Young Marvin persuaded a food specialty broker to hire him to sell a Sunsweet prune and juice promotion to local Iowa grocers. The promotion proved a success that summer for two reasons: He put plenty of mileage on his Model T roadster making calls and he got his brother to go along to set up special window displays—his sales clincher each time he made a call.

The depth and diversity of his career, plus his understanding of both the opportunities and challenges of the men who make up the selling teams for the Gold Seal stations, have earned for Mr. Rosene the mutual respect of his associates. And his business acquaintances, too, have long recognized him to be the enviable salesman's salesman, a tribute born of the fairness and helpfulness he freely imparts in his dealings.

Mr. Rosene has another favorite idea about selling: He is "unalterably opposed to house accounts—and we have none." Management should work with salesmen and not against them as a competitor, he feels. The house account, handled by someone in management, cuts off commission potential for the sales staff, he points out.

Radio, TV Distinct ■ Competition between radio and TV salesmen is something else again, though. Mr. Rosene believes that while both radio and TV can be housed under the same roof, they should be operated separately, especially in sales. This competition can be friendly, he agrees, and the selling efforts can augment one another.

Marvin Leroy Rosene was born June 15, 1915, at Moline, Ill., but his family soon moved from there to nearby Davenport, Iowa, where he attended public schools. His family also had a cabin on the Rock River, a swimming, fishing and boating paradise for "youngsters" of all ages, he recalls—and one which he enjoyed to the fullest too.

Mr. Rosene's father was a salesman in the wholesale grocery business and he remembers many summer adventures as a youth riding along with his father

as he made his calls. The salesman in those days made his own inventory check on each call, so perhaps this is where his ideas about service in selling found birth.

News Career ■ Reporting and writing were skills that Mr. Rosene also learned early in life. During junior high school he wrote for the school paper and in high school he made pocket money reporting sports for the *Davenport Democrat* and the *Rock Island Argus*. At the *Argus* he was befriended by Maurice Corken who later hired him at WHBF Rock Island.

After graduating from high school in 1933 and having no money for college, Mr. Rosene joined a new Davenport newspaper, the *Tri-City Star*, as assistant sports editor. Subsequently he did desk work, was assigned to the city beat and then became police reporter. When the paper "went broke" in early 1937, he recalls, he was offered a job by Mr. Corken as continuity writer at WHBF. He gladly accepted.

Until then he had never been in a radio station. But, in typical Rosene tradition, he quickly learned how radio stations functioned and acquired an awareness of the operation of the sales department. "It had great appeal to me," he says. Given his chance to sell, Mr. Rosene spent a month canvassing International Harvester dealers in the area, packaged a daily noon farm news show for them and helped them build new business through their first venture into farm radio.

The Agency Beat ■ WHBF named Mr. Rosene national sales manager in 1939, then a new position, and he began reg-

ular treks to Chicago and New York. After Pearl Harbor he enlisted in the Army and subsequently was commissioned second lieutenant in the Signal Corps.

Assigned to the Aleutian Islands area and Kodiak for most of the war, he used his creative salesmanship to jump rank and marry a captain, Maude Carraway, an Army nurse, on May 4, 1944. He spent his latter war years trying to transfer to different state-side posts to keep up with her, he recalls, as her nursing career achievements were recognized by bigger assignments there.

In 1946 Mr. Rosene returned to WHBF in his former post but later that year he moved to newly founded WQUA Moline as sales manager. In 1948 Ralph Atlass of WIND Chicago asked him to manage his new WKTY La Crosse, Wis. Mr. Rosene not only built WKTY, including design of the studios, but he also hired the staff. He managed WKTY one-and-a-half years until it was sold.

Baseball Networks ■ Mr. Rosene continued with Mr. Atlass at WIND in sales, handling the Midwest Baseball Network among other assignments. Mr. Atlass also was consultant to WMCA New York at this time so Mr. Rosene suggested a New York Giants network there and upon approval he set it up.

In 1950 when Mr. Atlass bought KIOA Des Moines, Iowa, Mr. Rosene went there as manager. Two years later Mr. Atlass named him manager of WLWL Minneapolis.

Mr. Rosene left WLWL in late 1953 and early the next year he joined the Stanley E. Hubbard group's KSTP Minneapolis as local sales manager for radio. That fall he was made general sales manager of both KSTP and KSTP-TV. He was named vice president in July 1955. Hubbard Broadcasting acquired the KOB stations in 1957 and WGTO in 1958.

The Rosenes live in suburban Edina, a 25-minute drive from KSTP. Their 16-year old son, Ray, a good student, likes to join his father in a round of golf now and then. They also enjoy an occasional fishing trip into Canada.

Mr. Rosene has been active on various committees of the Minneapolis Advertising Club and last year he was president of the Northwest Advertising Golf Association, a club he helped to found some six years ago.

His son put the family's 30-foot Chris Craft Sea Skiff into the water the previous weekend and dad hopes to join him soon. Like tinkering in their home workshop, "I just help," Mr. Rosene says, since "Ray knows what he is doing."



Mr. Rosene
Creative salesman

Everything must go

IN proposing to prohibit the broadcast of horse race information that might be of use to gamblers, the FCC is, you should pardon the expression, on the right track. But this can be only the beginning if the commission and the U. S. attorney general—at whose behest the FCC has proposed to embargo racing reports—really want to stamp out betting along with other undesirable pursuits such as staying out of swimming pools while dressed and voting Republican.

For example, there isn't a moment to lose before the invocation of another rule prohibiting the broadcast of the 1964 Democratic and Republican political conventions and of the elections the following November. Everyone knows that betting on the outcome of those events would be brought to a dead halt if radio and television were unable to report them.

An even more pressing need for action may be determined at this very moment by the turning of any radio or television dial. The air is filled with talk and pictures of baseball games in progress, another invaluable service that broadcasting performs for the gambling community. Before the baseball season ends, football will be on the air—to prevent the horror of a seasonal hiatus in bookmaking. If not football, golf; if not golf, bowling; if not bowling, basketball—the conspiracy between broadcasting and the crime syndicates is obvious.

Rule out all these broadcasts, right-minded citizens must cry, and after that rule out press coverage, word-of-mouth discussions and finally the sports themselves.

Gambling must be stopped—even if it means ruling out touch football.

Not as advertised

THE latest studies of consumer attitudes suggest that both the critics and the practitioners of advertising need to do some basic re-thinking.

The studies, conducted for the American Association of Advertising Agencies among people in Syracuse, N. Y. (BROADCASTING, April 29), found that so-called intellectuals do not differ significantly from housewives in their evaluations of advertising messages as good, bad or indifferent.

Two findings have special significance when considered in tandem. First, the average consumer—housewife or intellectual—is aware of being exposed to about 50 advertising messages via television, radio and the print media in a normal evening. There was no breakdown by media, but the facts of advertising life would indicate that a preponderance of these come via TV or radio. Second, not more than 20% of the messages strike her or him as notably good (“entertaining” or “informative”) or notably bad (“offensive” or “annoying”). The good outnumber the bad by about 3 to 1.

This ratio, coupled with the low incidence of irritation and the general evidence that advertising is far from being an obsession with most people, ought to say something fundamental to the professional critics. It ought to tell them how wrong they've been in making advertising their all-purpose whipping-boy. To compound the metaphor, it ought to make them change their tune.

It ought to, but we wouldn't bet that it will.

Equally important, and we hope more apt to lead to action, was the finding that 40 of the 50 messages noticed in an average night were shrugged off as not especially noteworthy either way, good or bad. That doesn't mean that these messages don't sell. Even messages that make no

conscious impression at all—and nobody knows how many of these there were—can help to stimulate sales, as any good subliminal perceptionist will tell you.

But 50 are a lot of messages to compete for the consumer's attention, and 40 are a lot to strike him as “not noteworthy.”

The challenge to advertisers and agencies, as noted by AAAA officials, is to examine those “not noteworthy” ads and find out why they don't tick. Are they indeed selling as well as they could? Are they getting as much attention as they should? Could they perform better with a new approach and a fresh shot of imagination? The answers to questions like these will largely dictate whatever corrective steps are needed.

The net result, we venture, will be a higher level of noteworthy good advertising, and with that will come an even more favorable attitude toward advertising as a whole.

Time for uniform time

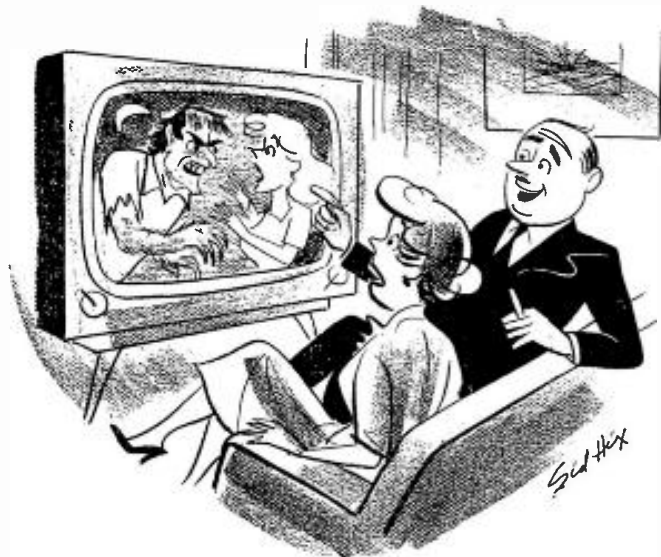
YEARS ago there was a popular song titled: *When It's Nighttime in Italy It's Wednesday Over Here*. It was a funny ditty inspired by the time differential between Europe and America.

That was before daylight saving time in the U. S. There has been annual confusion ever since. It began again last week, when some communities in some states moved their clocks ahead an hour. Others in other states will begin DST later; others not at all. At the summer's end, some communities will go back to standard; others will wait until fall.

Meanwhile, people are missing planes, trains and buses. Broadcast schedules are so scrambled that some communities will air rebroadcasts ahead of original transmissions, and networks and stations are forced to absorb extraordinary line and tape costs. Clock confusion is the norm.

What is and has been needed are uniform time standards. Local communities do not need local autonomy to manipulate the clock as each sees fit. The federal government has pre-empted interstate transportation and communications as areas controlled by it, rather than by the states. What is more interstate commerce than time?

Legislation is pending in Congress for a uniform time system. It is a simple law. It should pass.



Drawn for BROADCASTING by Sid Hix
 "I've been looking forward to tonight's late, late show.
 Mom wouldn't let me see it when I was a kid!"

TV Camera of the Sixties!



Distinctive silhouette of "TK-60", television studio camera that's years ahead in performance.

After five years of intensive development and two years of field testing, the TK-60 advanced studio TV camera is here! Big picture 4½" image orthicon pickup tube combines with stabilized circuits, ease of camera set-up, and simplicity of operation to make it every inch the TV Camera for the "sixties". Here's a great new monochrome camera that's sure to be a success with producers and station-men alike! The TK-60 produces pictures of sensationally new quality...over extended periods, without alignment delays. You can control contrast and mood as never before. You can produce tapes and live commercials that show the client's product in sparkling, life-like detail, with effects not possible on any other camera. Where striking picture quality can mean stepped-up product sales, this is the camera that "says it" and "sells it" best! See the RCA Broadcast Representative for the complete story Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



THE MOST TRUSTED NAME IN TELEVISION



WEEKEND

AT HOME...ON THE FARM...ON THE ROAD...IN THE PARK...IN A BOAT...FISHING...AT THE BEACH

MONITOR

COMEDY...NEWS...ENTERTAINMENT...INTERVIEWS...SPORTS...MUSIC...AND JUST PLAIN FUN

NBC RADIO