



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JULY 29, 1963

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MAXIMUM RESPONSE —that's advertising efficiency.



WBAL-TV BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

BIG AGGIE



Leading station in 84 measured counties, with larger audience than each of 75 other measured stations. Morning and afternoon shares almost as large as next 2 stations combined; nighttime share almost as large as next 6 stations combined. Largest rating in each of 36 half-hours reported; largest number of adult men, adult women, total adults, and total listeners in each of 18 hours reported. HOMES up 7%, adults up 10%, TOTAL LISTENERS UP 12% IN PAST YEAR.* All of which means a powerful, far-reaching signal, plus popular, successful programming and personalities; in short, a great Spot Radio buy!

RADIO FOR THE MIDWEST

WNAX-570

SIoux CITY, IA. — SIoux FALLS, S. D. — YANKTON, S. D.

PEOPLES BROADCASTING CORPORATION

WNAX-570 is represented by The Katz Agency, Inc.

* BASED ON WNAX-570 RADIO 94-COUNTY AREA PULSES, JANUARY 1963 AND JANUARY, 1962.

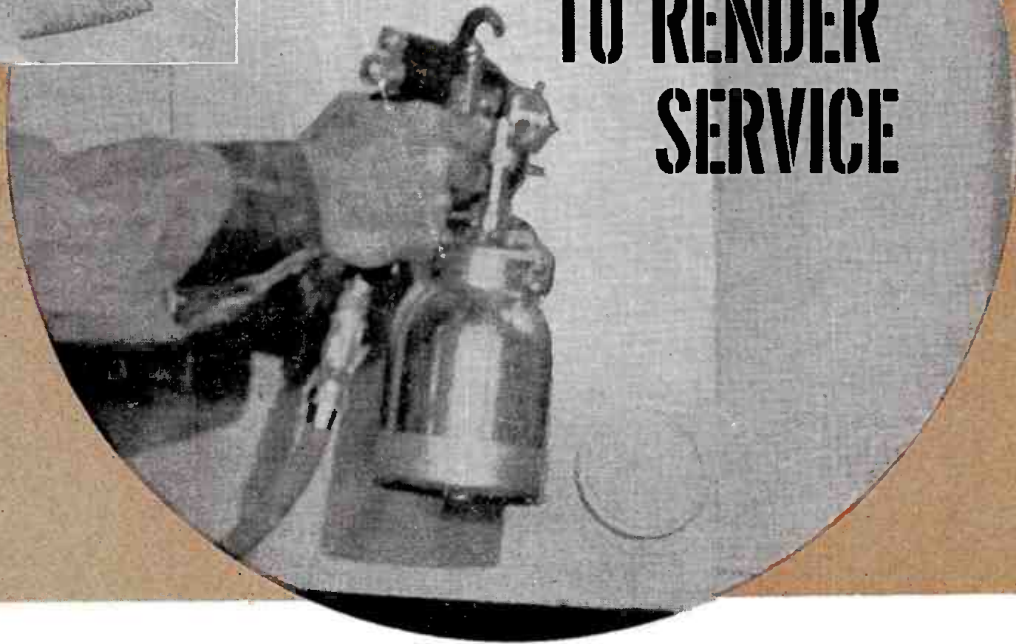


VITAL NEWS

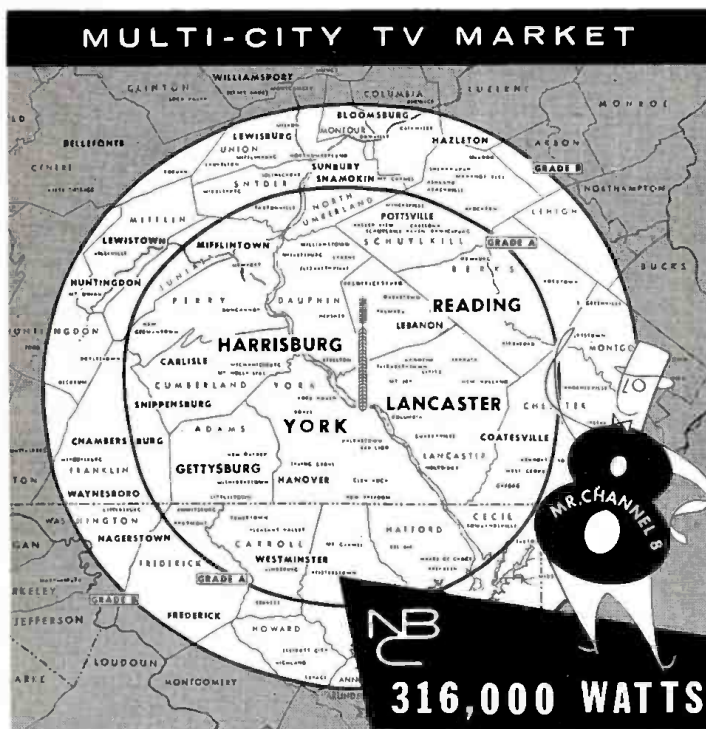
*in depth takes top people...
ktrk-tv, houston, has what it takes*



**GREATER
CAPACITY
TO RENDER
SERVICE**



WGAL-TV does the *BIG*-selling job



This **CHANNEL 8** station is more powerful than any other station in its market, has more viewers in its area than all other stations combined. Hundreds of advertisers rely on its alert ability to create business. So can you. Buy the big-selling medium. Advertise on WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.
STEINMAN STATION • Clair McCollough, Pres.

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

Promise to pay

Highly respected Stanford Research Institute of Menlo Park, Calif., has issued bullish report on pay TV, will this week conduct private symposium on subject for clients in New York. SRI report, distributed to clients and withheld from publication, is said to conclude that odds favor establishment of pay TV as major communications force by 1970's—at inevitable dislocation of present TV system. New York symposium, which representatives of some 60 major companies in communications, entertainment and advertising are expected to attend, will be held at Barclay hotel Thursday and Friday.

More letters

License renewals of nine Pennsylvania TV stations—possibly as many as 12—will most likely be deferred because of local-live programming questions raised by FCC staff. And some commissioners are showing signs of annoyance. They feel letters of inquiry sent by staff weren't warranted. Some stations were said to have shown substantial amount of local-live programming. But staff sent letters because of questions about distribution of such programming—that is, amount done in prime time.

It's believed most—if not all—of stations involved will be renewed after they reply to staff letters, which are identical to those sent previously to stations in New England and New York (BROADCASTING, May 27; CLOSED CIRCUIT, June 3). But some commissioners feel that, in view of limited personnel, staff could more profitably use its time in reducing growing backlog of pending cases rather than in what they consider "nitpicking." Stations involved, reportedly, are WICU-TV and WSEE(TV), both Erie; WHP-TV and WTPA(TV), both Harrisburg; WJAC-TV Johnstown; WIIC(TV) Pittsburgh; WDAU-TV Scranton; WBRE-TV Wilkes-Barre and WSBA-TV York.

Drop-in reargument

FCC will hear oral argument on controversial VHF drop-in case Sept. 19. Action, taken at meeting Thursday, will be announced this week. Oral argument has been requested by number of petitioners opposed to FCC order denying short-spaced drop-ins for seven two-VHF-station markets. Commission voted for it at urging of Commissioner Lee Loevinger, who, as commission's newest member, represents swing vote that could reverse 4-3 decision against drop-ins. He joined commission last month, after case was decided, and wants oppor-

CLOSED CIRCUIT*

tunity to hear and question parties before he participates in vote on reconsideration.

Commission also took another unannounced action in drop-in case last week—reversing itself on decision to require ch. 5 KOCO-TV move-in from Enid, Okla., to Oklahoma City to be at standard mileage separation from KSFA-TV Fort Smith, Ark. KOCO-TV convinced commission that, if required to observe standard separations, its technical problems would be such that its signal over Oklahoma City wouldn't be as effective as it is now. Commission then agreed to KOCO-TV's request to locate transmitter at Oklahoma City antenna farm, with Commissioner Lee, ardent UHF advocate, dissenting and Commissioner Cox absent.

Boice leaves WEMP

Hugh K. Boice Jr., for past 17 years vice president and general manager of WEMP Milwaukee, has sold his minority stock interest (8%) in Milwaukee Broadcasting Co., which also owns KWK St. Louis (whose license has been revoked by FCC [see page 89]), and has resigned from company. He hasn't announced his plans, but they're expected to be in station operations. Andrew M. Spheeris, president of MBC and its principal officer, is assuming WEMP general managership. Arthur Wirtz, Chicago property owner and owner of Chicago Black Hawks hockey team, last May acquired 44% interest in MBC. Differences as to operating policies, it's understood, resulted in Mr. Boice's decision.

Power in pay project

Principal participants in project to build California pay TV system that would feature Giants and Dodgers baseball as program core may now be identified: They're Reuben H. Donnelly Corp., giant printing-direct mail-research combine, and Lear Siegler Inc., manufacturer of electronics equipment ranging from simple radios to sophisticated missile gear. In project in subsidiary role is Matthew Fox, whose Skiatron of America once held franchise for San Francisco Giants games on pay TV (BROADCASTING, July 22).

Bargain branches

Broadcast Time Sales, radio station representative, may have figured way to build up list of branch sales offices without expense normally attached to expansion of that kind. It's about to announce system of regional fran-

chises covering 15 or so advertising centers. Franchise holders will have equity in franchise itself and also in parent BTS company. BTS will continue to operate its own sales offices in New York and Chicago.

Governors for Pastore

Thirty-two state governors as of last Friday had endorsed Senator Pastore's bill (S 252) to eliminate application of equal time provisions of Section 315 to candidates for Presidency, Vice Presidency, U. S. Senate and House and state governorships. It was expected that list might grow to at least 36 in next few days because of oral commitments. Small minority of governors either supported exemptions to cover only presidential and vice presidential elections or some variations thereof, but efforts will be made to convince them of merits of Pastore measure.

New kind of freeze?

All is not joy in FM field now that FCC has come out with table of allocations (see page 100-A). In some broadcast and engineering circles, commission's "go, no-go" system has been ridiculed. "It's more a 'no-go, no-go' system," one engineer said Friday after studying allocations. There's no room for growth in many important markets, he said, using Spartanburg, S. C., with one channel, and Danville, Va., with no channels, as illustrations.

Rigged resolution?

Aura of mystery still surrounds last month's action of National Council of Churches in urging stricter government controls on television and radio. One reliable source ascribes responsibility for pronouncement to staff member of council who had become disenchanted with commercial broadcasting—and particularly with networks—because of his separation from network employ. There were indications last week that council may reconsider its action (BROADCASTING, July 22).

Tall in Texas

Wired pay TV promoter—Home Entertainment Co. of America—may have landed a live one. There's talk of deal for wired system in major Texas city with backing of Texas oil and banking interests. HECA, which holds franchise for pay TV system in Santa Monica, Calif., has had problems in public stock offering intended to finance that installation. Two weeks ago it severed relations with brokerage house handling stock issue.

**Maury Wills
loves to
steal a
look at the
COLUMBIA
features
on KNXT!**



The COLUMBIA features can be seen
currently in more than 130 markets.

Distributed exclusively by

SCREEN GEMS, INC.

WEEK IN BRIEF

FM table of allocations issued by FCC, with assignments based on mileage separations. Commission hopes this will provide for "orderly" growth of medium. Some reshuffling may be necessary. See . . .

DESIGN FOR FM . . . 27

Short term minute participations in TV prime time network programs are fading as sponsors sign up for programs or full, 52-week announcements. Trend seen going away from in-and-outers. See . . .

SHORT TERMERS LOSING GROUND . . . 28

Specifications for ratings audit proposed by Nielsen. Firm distributes ideas to clients, asks for comments. NAB and ARF studying suggestions, feel it means cooperation from major researcher. See . . .

SUGGESTS AUDITING PLAN . . . 30

Alberto-Culver plans \$40-million budget for fall television, up \$10 million over present spending. Spot TV campaign will continue at \$1 million a month, and heavy radio spot campaign is underway. See . . .

\$40 MILLION TV BUDGET . . . 38

Congressman Harris turns philosopher in Athens. He raises questions about broadcast editorializing, defends right of Congress to look into matter but hopes opinions on air won't be driven "underground." See . . .

DON'T SUPPRESS EDITORIALS . . . 44

Negro leaders head for New York after Hollywood progress in integrating television production crews. Aim is to lift Negro out of menial characterizations in programs and commercials. See . . .

NEXT NAACP STOP: NEW YORK . . . 91

Two commissioners feel clear channel stations should be permitted to use higher powers, although they back FCC on refusal to delay duplication. Explanations are given in letters to Representative Harris. See . . .

LEE, FORD EXPLAIN STAND . . . 83

Retailers seem cool to all-channel TV set problems, feel manufacturers will educate public. New lines, with FM stereo, AM-FM combinations, TV personals and color TV, are lead items. See . . .

MUSIC SHOW SEES NEW SETS . . . 50

SPECIAL REPORT: FM BROADCASTING

FM with 16 million listeners set to go on national research to show advertisers who listens, how many and where. Project expected to pay off in increased time buying by national advertisers. See . . .

FM WILL HAVE NUMBERS TOO . . . 51

Harvard study sees FM overtaking AM advertising revenues in mid-1970. At this point FM share continues upward while AM rate begins to decline. FMers heartened. See . . .

FM TO PASS AM IN 1970's . . . 64

DEPARTMENTS

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BROADCASTING

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Thousands of people in mid-America think of this man as a DJ. Others know him as Instructor of Music Appreciation 131, University of Tennessee, Nashville Center.

David Cobb is widely known throughout mid-America as the host on WSM's nightly *World of Music*. He's also known as Instructor of *Music Appreciation 131*, a college course offered by the University of Tennessee, Nashville Center (the 4th U.T. course aired by WSM—with correspondence from 27 states!). It is, we think you will admit, a rather rare situation in American broadcasting. There aren't many air personalities like David Cobb because there aren't many radio stations like WSM. Matter of fact, there aren't *any* other stations like it in the Central South! HENRY I. CHRISTAL, National Representative.



the **WSM**pire

CLEAR CHANNEL 650 • NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY

NEGROES MUST GET TIME FOR REPLIES

'Recent incidents' prompt agency statement of fairness

FCC says broadcasters must present Negro point of view when they broadcast programs dealing with racial segregation.

Statement was made Friday (July 26) in announcement reaffirming commission's position that licensees have "affirmative obligation" to present all sides of controversial issues.

Commission cited two other "currently important situations" in which, it said, fairness doctrine must be observed.

When controversial program involves attack on individual or group, licensee must transmit transcript of program, along with offer of time for reply, to person or group attacked, FCC said.

And when someone other than political candidate uses station to take partisan position on political issue or to attack or support political candidate, commission added, licensee must offer candidates concerned comparable opportunity for reply "by an appropriate spokesman."

Commission, which is considering adoption of primer of rules to define more clearly licensees' responsibility under fairness doctrine, said special announcement was prompted by "several recent incidents." It didn't identify incidents, but it's understood statement on programs dealing with segregation resulted from commission's continuing investigation of eight Mississippi radio and TV stations accused of fairness-doctrine violations. Allegations were made in connection with stations' broadcasts during riots at time of Negro James Meredith's admittance to University of Mississippi last fall.

It was learned commission sent eight stations "strong" letter last week, asking for further clarification of replies to charges leveled against them.

When station presents views on racial segregation, integration or discrimination, fairness-doctrine statement said, licensee must offer spokesman for all responsible groups opportunity to express their opinions.

"In particular," statement said, views of Negro leaders "must obviously be considered and reflected, in order to insure that fairness is achieved . . ."

Commission added that it's "immaterial" whether program is labeled "Americanism," "anti-Communism" or "states' rights," or whether "it is a paid announcement, official speech, editorial or religious broadcast."

If one viewpoint of controversial

issue is presented, commission said, licensee must make "reasonable effort" to present opposing views.

Commission said it doesn't seek to prevent licensees from expressing their opinions. But, statement said, "it does seek to prevent the suppression of other contrasting views by any licensee on any issue" when his station has been used for presentation of one side of controversy.

Editorialists alerted to a selling job

Broadcast industry must develop clear outline of editorials and sell public and government on its work or "we are liable to be shut up and closed down before the field ever has a real chance to develop." So warned Dick Mendenhall, conference chairman and editorial director, WSB-AM-TV Atlanta, last Friday (July 26) at National Broadcast Editorial Conference in Athens, Ga. Conference, sponsored by Georgia Association of Broadcasters, ran through Saturday (earlier story, page 44).

Other weekend panels were held on "Influencing Public Opinion," "Research Investigation and Synthetic Information," "Management-Government Relations" and "Handling Reaction to Political Editorials."

Mr. Mendenhall said sizeable number of protests against editorials are not against stand taken, but fact station took any stand at all. "Some of these things some of us do may be a federal crime before the expiration of another 15 months if not sooner," he said in allusion to congressional opposition to broadcast editorials. Guidelines will be established, he predicted, and only question is whether industry or government will be author.

Speaking at Friday morning panel on "Influencing Public Opinion," Dr. Rich-

ard Mall, radio-TV professor at Ohio State University and consultant to Peoples Broadcasting Corp. (WRFD Worthington, Ohio), told conference that statewide survey now underway in Oklahoma indicates "great deal of uncertainty" among people on right of stations to editorialize.

FINANCIAL REPORT

Time Inc. reports increase, AB-PT shows loss in income

Time Inc. has reported increase of approximately 28% in net income for first half of 1963, compared with same period last year. Corporation's broadcast interests were said to be "just slightly" improved over first half of 1962.

	1963	1962
Earned per share	3.03	2.39
Net income	\$6,521,000	\$5,108,000
Consolidated revenue	\$168,411,000	\$158,595,000
Operating income	\$10,452,000	\$9,436,000
Capital gains	\$802,000	\$358,000
Provision for income tax	\$4,800,000	\$4,406,000

American Broadcasting-Paramount Theatres Inc. second quarter financial report released Friday (July 26) shows decline from same period last year.

	1963	1962
Net profit per share (including capital gains)	0.46	0.56
Income tax	\$2,060,000	\$3,023,000
Net operating profit (after taxes)	\$1,830,000	\$2,511,000
Capital gains	\$231,000	(\$24,000)
Net profit including capital gains	\$2,061,000	\$2,487,000

Max Factor drops GMB; Carson/Roberts signs on

Max Factor & Co. and Geyer, Morey, Ballard Inc. announced Friday (July 26) severing of ties effective Sept. 30. Carson/Roberts, Los Angeles, which has been handling bulk of cosmetic firm's advertising, will pick up GMB billings.

Television Bureau of Advertising reported that firm is spending about \$1.2 million in TV in all accounts. Los Angeles firm will handle more than \$5 million of Factor's billings, said Marvin Mann, director of advertising.

Reason for GMB break, Mr. Mann said, was partially product conflict with some of agency's other accounts and

Tourist is fine, but first-class is better

Retribution for putting up with less than first-class service has been ordered for 21 Daystar Productions crew men belonging to International Alliance of Theatrical Stage Employes.

IATSE had charged Daystar had agreed to give crew men working on pilot of *Mr. Kingston* first-class trav-

el between Seattle and Los Angeles. However, men were flown tourist class and arbitor Benjamin Aaron awarded crew \$39.19 each for breach of their contract.

Mr. Aaron agreed that first-class service must be supplied when provisions call for it—no matter how excellent tourist facilities may be.

WEEK'S HEADLINERS



Mr. Hagerty

James C. Hagerty, news secretary at White House during President Eisenhower's term and for past 2½ years ABC's vice president in charge of news, special events and public affairs, named vice president in charge of corporate relations for American Broadcasting-Paramount Theaters Inc. Mr. Hagerty becomes officer of parent company, leaving news operation, though he may be called upon in future to "counsel" news department when needed, Leonard Goldenson, AB-PT president, said. Mr. Hagerty's successor as head of ABC News has not yet been selected (see story, page 49).

Dr. Alfred N. Watson named director of advanced research by Radio Advertising Bureau, to direct \$200,000 study of methods for measuring total radio audience (see story, page 36). Dr. Watson, visiting professor of marketing

at Columbia University in New York, left Alfred Politz Research Inc. in 1961 (he had joined Politz in 1958) where he was executive VP and senior project director, to become VP-marketing for United States Rubber Co. He continues to teach at Columbia. RAB's media research activity remains under direction of Frank McMann. The radio audience study will be conducted by Audits & Surveys this fall.



Mr. Michel

Werner Michel, former VP and director of radio-TV at Reach, McClinton & Co., joins Sullivan, Stauffer, Colwell & Bayles, New York, in similar capacity. He succeeds **Philip H. Cohen**, who was elected senior VP of SSC&B (WEEK'S HEADLINERS, July 22). Mr. Michel has also served as producer at CBS-TV, for former Dumont Television Network and Kenyon & Eckhardt.

McCullough elected

Clair R. McCullough, president of Steinman Stations, elected president of Broadcasters' Foundation Inc., and William S. Hedges, former NBC vice president, elected to Foundation board of directors. Mr. McCullough succeeds Arthur Simon of *Radio-TV Daily* who died last month. BFI administers fund for assisting broadcasters and others associated with business who are in need. CBS Radio President Arthur Hull Hayes vacated board post.

Syncom II put in orbit; radio gear works fine

Syncom II popped into 22,548-mile-high orbit at 4:06 p.m. Friday when apogee motors fired. Satellite is over Mazambique on east coast of Africa, but scientists believe it will settle into scheduled "stationary" equatorial orbit at 22,300 mile height in about eight days. If not, on-board jets will be fired to nudge 147-pound, drum-shaped communications relay into proper position swinging between French Guinea and Brazil over northern South America.

Communications contact has been maintained with relay ever since it was launched at 9:33 a.m. Friday from Cape Canaveral. Syncom II is capable of handling radio, telegraph, facsimile and data-processing transmissions (see earlier story, page 50).

Stanton proposes amendment to 315

CBS has proposed amendment to Section 315 which would enable stations to permit political candidates to answer licensee editorials without requirement all his opponents be afforded equal time because of special appearance.

Suggested amendment was sent by Dr. Frank Stanton, president of CBS Inc., to House Commerce Committee.

His solution to "merry-go-round" of other appearances which 315 might set off would add fifth exemption to section's list of broadcasts exempted from equal time provision such as bona fide newscasts, interviews, etc.

Phelps buys KRRV

Sale of KRRV Sherman, Tex., by A. Boyd Kelley to W. Wayne Phelps for \$180,000 was announced Friday (July 26), subject to FCC approval.

Mr. Phelps owns KALG Alamogordo, N.M., and is mayor of that community. Mr. Kelley continues to own KDWT Stamford, Tex. KRRV is fulltimer on 910 kc with 1 kw. Broker: Hamilton-Landis & Associates.

For other personnel changes of the week see FATES & FORTUNES

Factor's desire for greater efficiency by working with agency in Los Angeles, its home base.

Accounts moving to Carson/Roberts: eye make-up, Creme Puff, Erace, Pan Cake makeup, Pan Stik, Hi-Fi Fluid makeup, Pastel Tint rouge and Pure Magic.

Undaunted, Pacifica plans no changes

Senate Internal Security Subcommittee's publication of formerly secret testimony looking into "possible Communist infiltration" of Pacifica Foundation FM stations (see story, page 88) "will not affect our broadcasting policy," said Trevor K. Thomas, acting president, on Friday (July 26).

Subcommittee's failure to question witnesses about appearances of members of John Birch Society on stations in addition to its probe about Communists who appeared "is illustrative of the bias of the subcommittee's investigation," Mr. Thomas said.

American Civil Liberties Union, which provided counsel to some witnesses during secret sessions in January, said it feared improper influence of subcommittee over FCC and interpreted hearing as threat to freedom of all broadcasters. ACLU called upon FCC to act as quickly as possible on licenses

of Pacifica stations (which are being held up) in accordance with what it called pledge from former Chairman Newton N. Minow.

ACLU said subcommittee inquiries into reports of Communist or left-wing leanings of commentators on Pacifica stations overlooked presentation of other viewpoints, created impression that subcommittee is hostile to any views presented by these commentators and implied that public is not qualified to judge merits of Communist ideas.

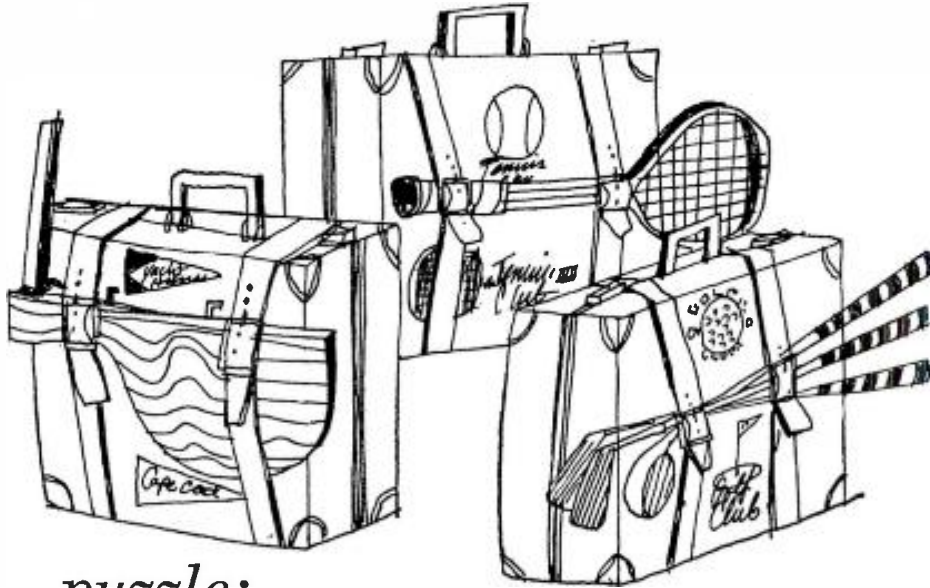
New instructions due on military in films

TV and motion picture producers who want to use soldiers, sailors and marines in war stories are going to meet with Defense Department officials Aug. 12.

Meeting is scheduled to go over new instruction sheet being prepared by Arthur Sylvester, department information chief, to pin down more explicitly cooperation to be expected between military and film-makers.

One element of proposed new directive, it's understood, is equation of TV with movies. Original instruction, issued more than 10 years ago, focused on Hollywood feature film production.

Group plans to meet at office of Motion Picture Association in Washington.



puzzle:

Travels with Charlie (Bob and Neal)

"Did Neal Edwards, Charlie Macatee and Bob Livingston leave their vacation addresses with you?" Vice President and General Manager Fred Houwink asked the summer secretarial replacement in our TV Sales Office.

"Yes, Mr. Houwink, but I've misplaced them," replied the girl, blushing to the roots of her wig. "I know one of them was going sailing off Cape Cod; one went up to the Adirondacks; and one is at a resort in West Virginia. The two who aren't sailing are either playing tennis or golf."

"You're doing fine, my dear," said Houwink, who is a patient man, "tell me more."

"Well, I'm sure that Edwards is not the one at Cape Cod and Macatee didn't go to the Adirondacks. The one who went to West Virginia said the resort didn't have a golf course and Mr. Macatee once told me he gets seasick."

"Thank you," said Fred, "that's all I need to know." Who was where doing what? Apprise us. Win prize.

Post-vacation plans begin with WMAL-TV's "Happy New Year" starting September 15 . . . the greatest new shows on TV, an exciting roster of stars, audience-pleasing drama, humor, variety that wins friends and makes sales. Check Harrington, Righter & Parsons, Inc. for details.

Puzzle adaptation courtesy Dover Publications, New York 14, New York.
Address answers to: Puzzle #83, WMAL-TV Washington 8, D. C.

wmal-tv abc

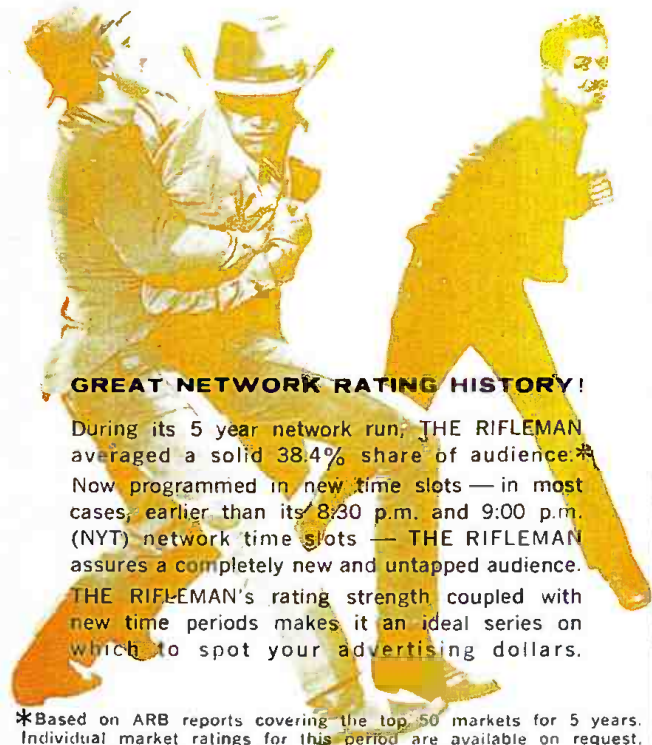
Evening Star Broadcasting Company
WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

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

To time buyers now
preparing their
Fall Spot Schedules . . .

THERE MAY STILL BE "RIFLEMAN" AVAILABILITIES ON THESE FINE STATIONS...



GREAT NETWORK RATING HISTORY!

During its 5 year network run, THE RIFLEMAN averaged a solid 38.4% share of audience.* Now programmed in new time slots — in most cases, earlier than its 8:30 p.m. and 9:00 p.m. (NYT) network time slots — THE RIFLEMAN assures a completely new and untapped audience. THE RIFLEMAN's rating strength coupled with new time periods makes it an ideal series on which to spot your advertising dollars.

*Based on ARB reports covering the top 50 markets for 5 years. Individual market ratings for this period are available on request.

FOR EXACT TIME SLOT INFORMATION A

STATION	CITY	NATIONAL REP.	PLAYS PER WK.
WFBG-TV	Altoona, Pa.	BLAIR TELEVISION	1 to 5
WLOS-TV	Asheville, N. C.	PETERS, GRIFFIN, WOODWARD, INC.	5
WGR-TV	Buffalo, N. Y.	EDWARD PETRY & CO., INC.	1 to 5
WUSN-TV	Charleston, S. C.	SELECT STATION REPS., INC.	1
WRCB-TV	Chattanooga, Tenn.	H-R TELEVISION, INC.	1 to 5
WTVM-TV	Columbus, Ga.	ADAM YOUNG, INC.	1 to 5
WBNS-TV	Columbus, Ohio	BLAIR TELEVISION	1
WOC-TV	Davenport, Ia.	PETERS, GRIFFIN, WOODWARD, INC.	1
KRNT-TV	Des Moines, Ia.	THE KATZ AGENCY, INC.	1 to 5
WTVD-TV	Durham, N. C.	EDWARD PETRY & CO., INC.	1 to 5
KVAL-TV	Eugene, Oreg.	GEO. P. HOLLINGBERY CO.	1
WINK-TV	Fort Meyers, Fla.	THE MEEKER COMPANY	1
WKJG-TV	Fort Wayne, Ind.	ADVERTISING TIME SALES, INC.	5
KFRE-TV	Fresno, Calif.	BLAIR TELEVISION	1
WFMY-TV	Greensboro, N. C.	HARRINGTON, RIGHTER & PARSONS, INC.	5
WHP-TV	Harrisburg, Pa.	BLAIR TELEVISION	1 to 5
KTLA-TV	Hollywood, Calif.	PETERS, GRIFFIN, WOODWARD, INC.	1 to 5
WHTN-TV	Huntington, W. Va.	SELECT STATION REPS., INC.	4
WDAF-TV	Kansas City, Mo.	EDWARD PETRY & CO., INC.	1 to 5
WBIR-TV	Knoxville, Tenn.	AVERY KNODEL, INC.	1
KORK-TV	Las Vegas, Nev.	VENARD, TORBET & MC CONNELL, INC.	1
WLYH-TV	Lebanon, Pa.	BLAIR TELEVISION	1
KOLN-TV	Lincoln, Neb.	AVERY KNODEL, INC.	1 to 5
WHAS-TV	Louisville, Ky.	HARRINGTON, RIGHTER & PARSONS, INC.	1
WMAZ-TV	Macon, Ga.	AVERY KNODEL, INC.	1 to 5



AVAILABILITIES, CONTACT THESE STATION REPS

STATION	CITY	NATIONAL REP.	PLAYS PER WK.
WKOW-TV	Madison, Wis.	ADAM YOUNG, INC.	1 to 5
WSIX-TV	Nashville, Tenn.	PETERS, GRIFFIN, WOODWARD, INC.	5
WNHC-TV	New Haven, Conn.	BLAIR TELEVISION	5
WABC-TV	New York, N. Y.	ABC TELEVISION SPOT SALES, INC.	1
WAVY-TV	Norfolk, Portsmouth, Va.	H-R TELEVISION, INC.	1
KOCO-TV	Oklahoma City, Okla.	BLAIR TELEVISION	5
WESH-TV	Orlando-Daytona, Fla.	THE KATZ AGENCY, INC.	1 to 5
WFIL-TV	Philadelphia, Pa.	BLAIR TELEVISION	1
KPHO-TV	Phoenix, Ariz.	THE KATZ AGENCY, INC.	1
KDKA-TV	Pittsburgh, Pa.	TELEVISION ADVERTISING REPS., INC.	1 to 5
KPTV-TV	Portland, Ore.	EDWARD PETRY & CO., INC.	1
WXEX-TV	Richmond, Va.	SELECT STATION REPS., INC.	1 to 5
KTVI-TV	St. Louis, Mo.	H-R TELEVISION, INC.	5
KOND-TV	San Antonio, Texas	THE KATZ AGENCY, INC.	5
KPIX-TV	San Francisco, Calif.	TELEVISION ADVERTISING REPS., INC.	1
KNTV-TV	San Jose, Calif.	ADAM YOUNG, INC.	1 to 5
WRGB-TV	Schenectady, N. Y.	THE KATZ AGENCY, INC.	1 to 2
WNEP-TV	Scranton, Pa.	EDWARD PETRY & CO., INC.	5
KOMO-TV	Seattle, Wash.	THE KATZ AGENCY, INC.	1
WSPD-TV	Toledo, Ohio	STORER TELEVISION SALES, INC.	1
KOLD-TV	Tucson, Ariz.	GEO. P. HOLLINGBERY CO.	1
WRC-TV	Washington, D. C.	NBC SPOT SALES	1 to 5
KTVH-TV	Wichita, Kansas	BLAIR TELEVISION	1 to 5
WSBA-TV	York, Pa.	BLAIR TELEVISION	1 to 5
WKBN-TV	Youngstown, Ohio	PAUL H. RAYMER CO., INC.	1 to 5

To stations now
planning their Fall
Program Schedules . . .

**THE RIFLEMAN IS
ONE OF THE MOST
"EASY-TO-SPOT" SERIES
AVAILABLE TODAY**

Program it either as a strip or once-a-week. Program it late afternoon, early evening or late evening . . . its 5 year, 50 market average audience composition of 32.1% men, 34.7% women and 33.2% children delivers an almost perfectly balanced audience.

COMPLETE FLEXIBILITY

Chuck Connors, star of THE RIFLEMAN has just filmed 40 new promos and bridges for stations programming this series. Included is a "custom-tailored" general promo with Chuck announcing channel numbers and cities . . . part of the many "EXTRA SERVICES" offered with THE RIFLEMAN.



168
HALF-
HOUR
EPISODES



**THE
RIFLEMAN**

STARRING CHUCK CONNORS
CO-STARRING JOHNNY CRAWFORD/PAUL FIX

A FOUR STAR AND BEVY-GARDNER-LAVEN PRODUCTION

"PROVEN-PROGRAMMING" FROM



A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH
AVENUE
NEW YORK
20
NEW YORK
LT 1-8530

AIDED RECALL

Boy, do we aid... whether it's on a golf date or on a straight pitch we're there with facts to help the buyer select our stations.

Our salesmen visit our stations.

Station Reps

BOB DORE

ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO

W UNDUPLICATED
Wonderful ABC-TV Coverage
F of 18 counties
Florida in the
CENTRAL FLORIDA rich expanding
commercial, agriculture and
SPACE AGE
T MARKET
Tele
V
Vision
POWERFUL
9

ORLANDO - FLORIDA
Phone: Adam Young, Inc.

DATEBOOK

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

*Indicates first or revised listing

JULY

July 28-Aug. 1—Radio Broadcast Seminar of Barrington Summer Conference, Barrington College, Barrington, R. I. Lecturers include: Dr. Eugene R. Bertermann, president, National Religious Broadcasters; Ralph Brent, president, Worldwide Broadcasting; Dr. Clarence Jones, chairman of board, World Radio Missionary Fellowship (HCJB).

AUGUST

*Aug. 1—Extended deadline for comments on FCC's rulemaking to proscribe simplex transmissions of FM stations and simplification of SCA logging requirements. Former deadline was July 8.

Aug. 4-6—Atlantic Association of Broadcasters convention, Newfoundland hotel, St. John's, Newfoundland.

Aug. 5—Effective date for new Emergency Broadcast System, which will eventually allow all radio stations to stay on air during war alert (BROADCASTING, July 8).

Aug. 11-15—Second annual NCTA Management Institute, sponsored by National Community Television Association in cooperation with the extension division of University of Wisconsin, Madison.

Aug. 14—Second annual TV Day, Georgia Association of Broadcasters, Macon.

*Aug. 14—Communications committee meeting of the American Bar Association, Conrad Hilton hotel, Chicago. Speaker will be FCC Chairman E. William Henry.

Aug. 19—Eighth annual Distributor-Manufacturer-Representative conference, Jack Tar hotel, San Francisco. Chairman of the conference planners is Elvin W. Feige, president of Elmar Electronics of Oakland.

Aug. 20-23—Western Electric Show and Convention (WESCON), San Francisco's Cow Palace. Papers include: "Telstar" by Irwin Welber of Bell Telephone Laboratories; "Relay" by Warren Schreiner of RCA; "Syncom" by Dr. Harold A. Rosen of Hughes Aircraft Co.; "Comsat" by Wilbur L. Pritchard of Aerospace Corp.; "Commercial Communications Satellites" by Beardsley Graham of Spindletop Research.

Aug. 23-24—Oklahoma Broadcasters Association convention, Western Hills State Lodge, Wagoner. Speakers include Oklahoma Governor Henry Bellmon, Ed Bunker, president of Radio Advertising Bureau, and Robert Richardson, special counsel to the House Subcommittee on Investigations.

*Aug. 26-27—Television Affiliates Corp. West Coast programming conference, Hilton Inn, San Francisco.

Aug. 27—Board of Broadcast Governors hearing, Ottawa.

SEPTEMBER

Sept. 5-8—Annual fall meeting of West Virginia Broadcasters Association, The Greenbrier, White Sulphur Springs.

Sept. 6-7—Fall meeting of Arkansas Broadcasters Association, Holiday Inn, North Little Rock. LeRoy Collins, NAB president, will be principal speaker.

Sept. 6-7—Arkansas AP Broadcasters Association. Principal speaker is AP Assistant General Manager Louis J. Kramp.

*Sept. 7—American Women in Radio and Television's Educational Foundation board of trustees meeting, New York City.

Sept. 8-11—Western Association of Broadcasters annual meeting, Jasper Park Lodge, Jasper, Alberta, Canada.

Sept. 9-12—New York Premium Show, New

York Coliseum.

Sept. 10—Premium advertising conference of the Premium Advertising Association of America, New York Coliseum.

Sept. 10-12—Fall meeting of Electronic Industries Association, Biltmore hotel, New York City.

Sept. 11-14—Eighteenth international conference and workshop of Radio-Television News Directors Association, Radisson hotel, Minneapolis.

Sept. 12—Luncheon meeting, Federal Communications Bar Association. FCC Commissioner Lee Loewinger, speaker. National Press Club, Washington.

Sept. 12-15—Annual fall convention, Michigan Association of Broadcasters, Hidden Valley, Gaylord, Mich.

Sept. 13-22—International Radio, Television & Electronics Exhibition (FIRATO) at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch television channels.

Sept. 14-15—Southwest Regional Conference, American Women in Radio and Television, Houston.

Sept. 15-16—New York State AP Broadcasters Association, Gran-View motel, Ogdensburg. Don Jamieson, president of the Canadian Association of Broadcasters, will be the speaker at the Sunday evening banquet. Sunday afternoon and Monday morning will be taken up with business sessions, followed by a tour of the St Lawrence Seaway aboard a U. S. Coast Guard vessel.

Sept. 15-17—Louisiana Association of Broadcasters convention, Sheraton Charles hotel New Orleans.

Sept. 16—New deadline for comments of FCC's proposal to control the development of AM and FM radio services.

Sept. 17—Annual stockholders meeting Rollins Broadcasting Co., Bank of Delaware Building, Wilmington, Del.

Sept. 17-19—American Association of Advertising Agencies' western region meeting Mark Hopkins hotel, San Francisco.

*Sept. 20-22—American Women in Radio and Television southern area conference Columbus, Ga.

Sept. 23-25—Nevada Broadcasters Association first annual convention, Hotel Sahara Las Vegas.

Sept. 26-27—Association of National Advertisers' workshop on advertising planning and administration, Nassau Inn, Princeton.

Sept. 30-Oct. 1—Seventeenth annual convention of the New Jersey Broadcasters Association, Colony motel, Atlantic City, N. J.

*Sept. 30-Oct. 4—Georgia Association of

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

Oct. 14-15, Statler-Hilton hotel, Hartford, Conn.

Oct. 17-18, Leamington hotel, Minneapolis.

Oct. 21-22, Pittsburgh Hilton hotel, Pittsburgh.

Oct. 24-25, Americana hotel, Miami Beach.

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

Nov. 18-19, Texas hotel, Fort Worth.

Nov. 21-22, Denver Hilton hotel, Denver.

Nov. 25-26, Fairmont hotel, San Francisco.

What is a Quahog?

"The minute he said that, we knew he was an out-of-state-er. Can't hardly blame him, I guess; 'Quahog' is a Providence, a Rhode Island word.

"Poor fella . . . next thing happened somebody offered him a cabinet. 'Beg Your Pardon?' he said. (He almost had us here, all right. When *we* mean 'Beg Your Pardon' we say 'Please?')

"Finally, straightened him out that a cabinet's just a plain old milk shake with ice cream . . . a frappe.

"Beats all how some people talk so peculiar. Our quahog is a cherry stone clam . . . makes a delicious chowder, too!"

But then, Providence is many things. Providence is jewelry, deep water shipping, electronics and test marketing; one million people — one billion consumer dollars. Providence is Taunton, Attleboro, New Bedford, Fall River, and Worcester — all in Massachusetts. Providence is Putnam, Danielson, Norwich and New London — all in Connecticut. People even say Providence is Rhode Island. People in television say **Providence is WJAR-TV.**



Your personal print suitable for framing, awaits your card or call.



FIRST TELEVISION STATION IN RHODE ISLAND

NBC — Edward C. Petry Inc., AN OUTLET CO. STATION

"RIPCORD" SETS

A RECORD HIGH

For two years, RIPCORD turns in a consistently superior performance record for Stations and Sponsors who renew because (a) RIPCORD outrates all other syndicated series, time and again . . . (b) tops popular network headliners . . . and (c) beats its direct competition, pulling the lion's share of the SIU (sets in use).

IN A 25-CITY SURVEY,
"RIPCORD" GETS
AN AVERAGE

46%

SHARE OF
AUDIENCE

76 HALF HOURS

of unusual entertainment-adventures of professional paravers authentically filmed in mid-air.

38 in
VIVID
COLOR



*... in markets where ARB reports
3, 4 and 5 stations competing:*

ALBANY 3 Stations	32%
ALBUQUERQUE 3	41%
ATLANTA 3	67%
BAKERSFIELD 3	58%
BOSTON 3	33%
BUFFALO 3	39%
CHARLESTON, S.C. 3	49%
CINCINNATI 3	50%
COLUMBUS, O. 3	53%
EL PASO 3	31%
GRAND RAPIDS-KALAMAZOO 3	39%
HUNTINGTON-CHARLESTON 3	67%
HARRISBURG-LANCASTER-YORK-LEBANON 5	57%
LOUISVILLE 3	51%
MIAMI 3	36%
MILWAUKEE 4	33%
NEW ORLEANS 3	59%
PHILADELPHIA 3	48%
PITTSBURGH 3	35%
PORTLAND, ORE. 4	36%
RICHMOND 3	31%
ROCHESTER, N.Y. 3	59%
SALT LAKE CITY 3	37%
SHREVEPORT 3	44%
SOUTH BEND 3	67%

ARB — March, 1963

Economee TELEVISION

a division of United Artists Television, Inc.

555 Madison Avenue, New York 22, N. Y., MURRAY HILL 8-4700

LARRY PENNELL with **KEN CURTIS**
starring as as
Skydiver Ted McKeever Skydiver Jim Buckley

TV'S MOST DANGER-PACKED SHOW . . . REAL JUMPS, REAL
SKYDIVING MANEUVERS FILMED AS THEY HAPPEN . . . ALL
THAT STANDS BETWEEN THE PARADIVER AND DISASTER IS HIS

"RIPCORD"



WE'LL BE
DROPPING IN
TO TELL YOU
WHAT THIS
SUCCESS
CAN DO
FOR YOU.



can't mistake
his hat...

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

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

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

Crosley Color TV Network

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

WLW Radio—Nation's Highest Fidelity Radio Station

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

CROSLY BROADCASTING CORPORATION
a subsidiary of Arco

RAB MANAGEMENT CONFERENCES

Sept. 9-10—The Homestead, Hot Springs, Va.; Sept. 12-13, The Hilton Inn, airport, Atlanta.
Sept. 16-17—The Holiday Inn-Central, Dallas.
Sept. 23-24—Gideon-Putnam, Saratoga Springs, N. Y.
Sept. 30-Oct. 1—O'Hare Inn, airport, Chicago; Oct. 3-4, Rickey's Hyatt House Hotel, Palo Alto, Calif.; Oct. 7-8, Town House Motor Hotel, Omaha.
Oct. 14-15—The Executive Inn, Detroit.

Broadcasters' regional meetings (Athens, Rome, Thomaston, Albany, Statesboro) featuring sales clinic with Fred A. Palmer.

OCTOBER

Oct. 1—Advertising Research Foundation's conference, Hotel Commodore, New York.

*Oct. 4-6—American Women in Radio and Television east-central area conference, Coach House Inn, Milwaukee.

*Oct. 4-6—American Women in Radio and Television New England conference, Chatham Bars Inn, Cape Cod, Mass.

*Oct. 11-13—American Women in Radio and Television west-central area conference, Holiday Inn South, Des Moines, Iowa.

Oct. 13-18—Second Advanced Advertising Management Course of the Association of National Advertisers, Hotel Moraine-on-the-Lake, Highland Park, Ill. R. P. Campbell, advertising manager for Post division of General Foods Corp., heads the subcommittee which is planning this course.

Oct. 14-18—Ninety-fourth convention of the Society of Motion Picture and Television Engineers, Somerset hotel, Boston.

Oct. 14-18—Fifteenth annual fall convention of Audio Engineering Society, Barabazon Plaza hotel, New York.

Oct. 18—Deadline for reply comments on FCC's rulemaking to control the development of AM and FM radio services.

Oct. 17-18—American Association of Advertising Agencies (AAAA) central region meeting, Sheraton hotel, Chicago.

Oct. 18—Indiana AP Radio-TV Association, French Lick.

Oct. 20-21—Meeting of Texas Association of Broadcasters, Cabana hotel, Dallas.

*Oct. 24—Fourth Armed Forces Television Conference, sponsored by U. S. Air Force, Lowry Air Force Base, Denver, Colo. The conference will deal primarily with educational and technical uses of TV by the military services. A trip to the Air Force Academy closed-circuit TV installation is also planned.

*Oct. 25-27—American Women in Radio and Television board of directors meeting, Mayo hotel, Tulsa, Okla.

Oct. 28-30—National Electronics Conference, McCormick Place, Chicago. The deadline for the submission of technical papers to the Program Committee is May 15. Papers should be submitted to Dr. H. W. Farris, EE Dept., University of Michigan, Ann Arbor (Telephone: 863-1511, ext. 3527).

Oct. 28-30—Third annual meeting, Institute of Broadcasting Financial Management, New York Hilton at Rockefeller Center.

Oct. 31-Nov. 1—Electron Devices Meeting of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington, D. C. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications"; Victor H. Grinich, Fairchild Semiconductors, "Why Field Effect Transistors?" and Lester F. Eastman, Cornell University, "Super Power Microwave Tubes." Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

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*Reg. U. S. Patent Office

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NEW ADULT ACTION
SERIES FOR TELEVISION



'THE LITTLEST HOBO

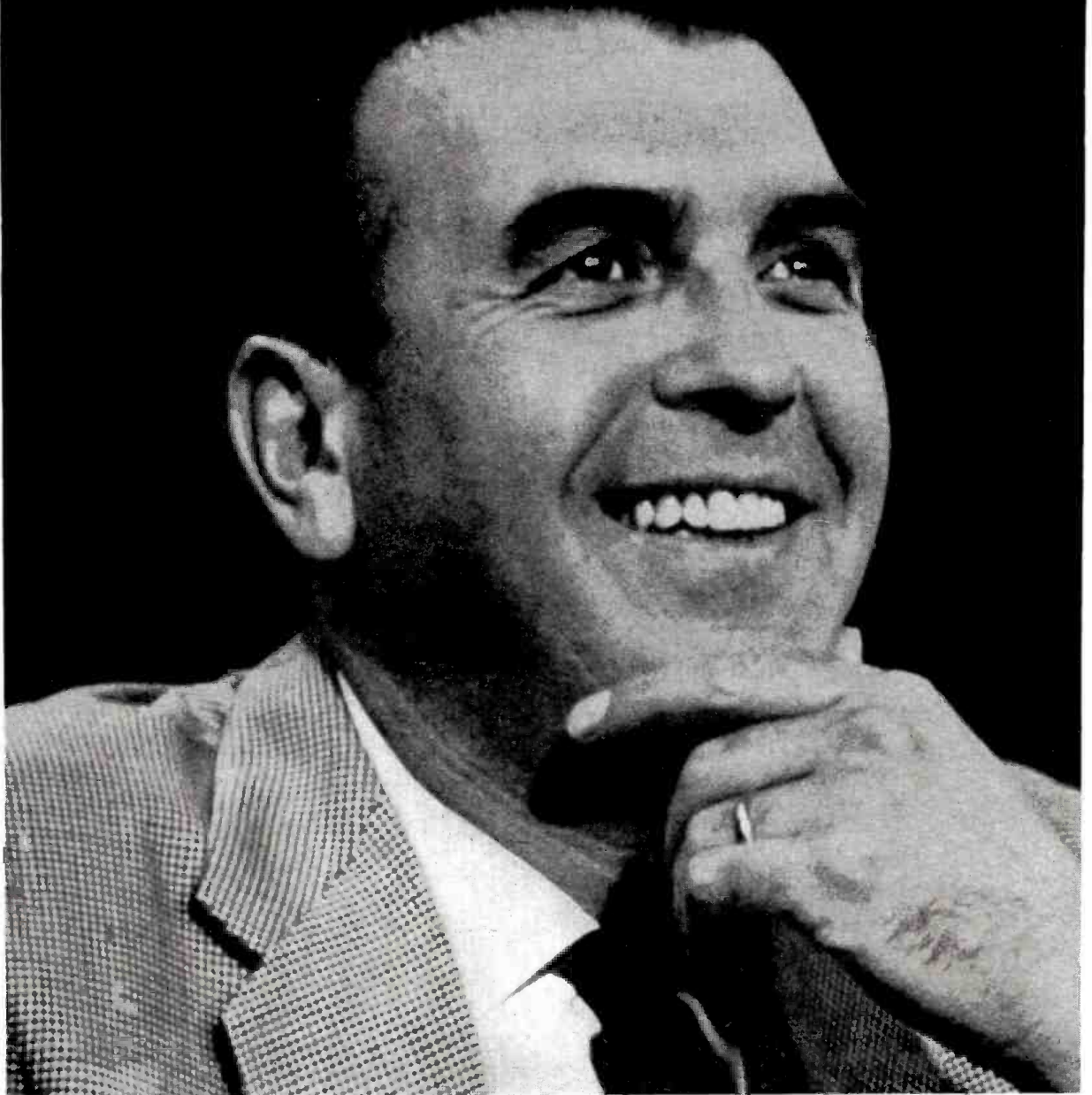
ORLD ROAMING, WIDE RANGING TV FORMAT APPEAL

star of THE LITTLEST HOBO television series, the magnificent German pherd, London, literally roams the world over seeking adventure. London ges widely in his exciting travels—from the nocturnal jungles of the major s to the vast reaches of the majestic Rockies. He wanders anywhere train, plane, ship; throughout America and foreign countries. His friends ude the flying soldier of fortune in Hong Kong and the French Poodle from Paris adventures. In each episode he meets new people in new locales. 1 adventure's changing co-stars and supporting players are drawn from the stry's finest actors. The story policy is straight drama but the situations from Hitchcock suspense to Lucy-type humor.



es in: CHICAGO, LOS ANGELES, HOUSTON, ATLANTA / 500 PARK AVE., NEW YORK

DAYTIME



Daylight Raving Time

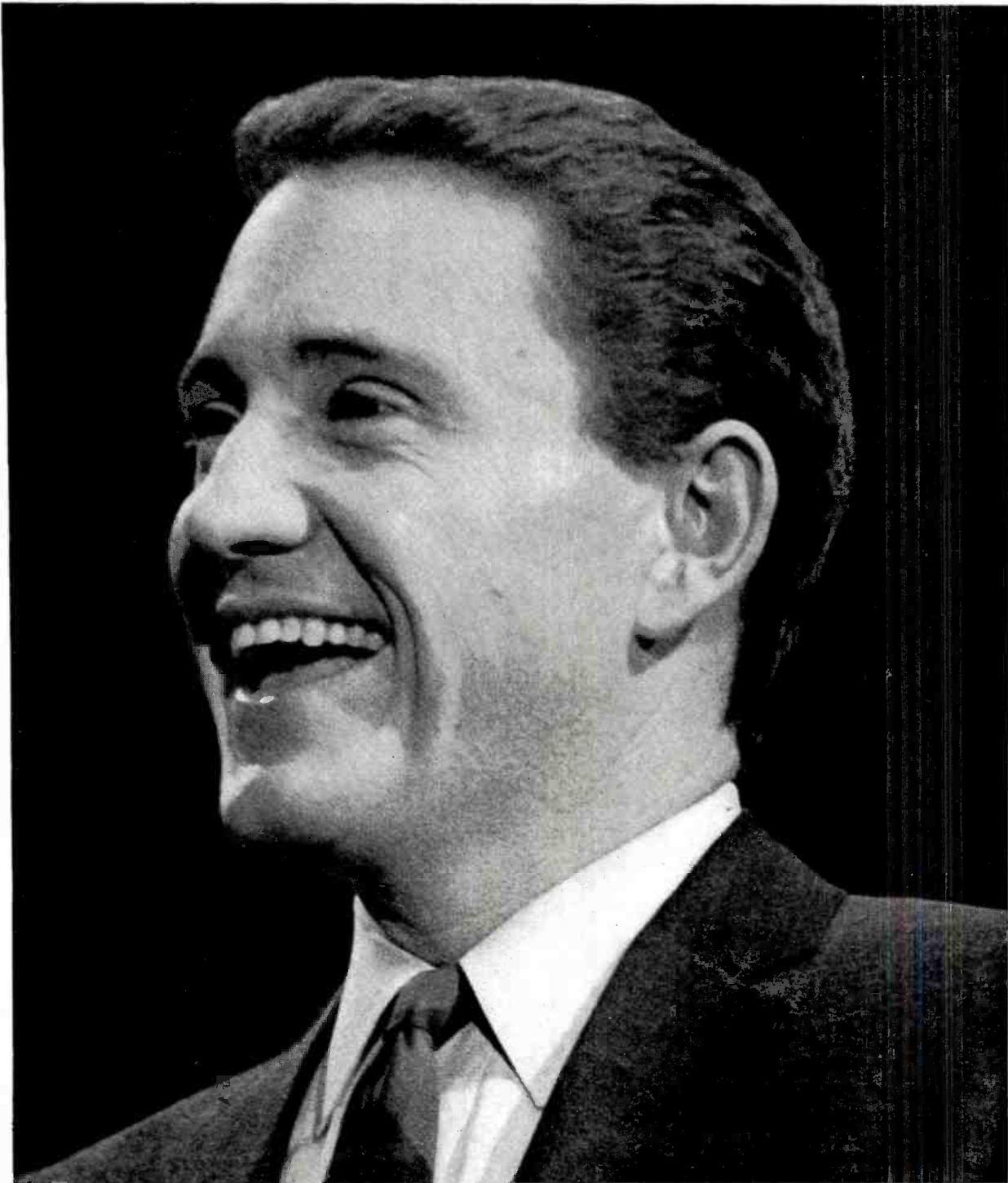
It takes more than wishful thinking for a network to build a strong daytime schedule. "Daytime-dreaming" simply isn't enough.

It takes planning and showmanship—all of which are especially evident in NBC-TV's four newest daytime offerings. Two of the programs are already on the air, and the other pair will be seen for the first time on our Fall schedule.

Most recent of the debuts was that of "People

Will Talk," in which host Dennis James moderates debates on such non-vital issues as "Are separate vacations a good idea?" and "Should a man lie about his golf score?" The debaters are chosen from man-on-the-street interviews, and vie for the votes of an on-screen panel of 15 judges (six more than the United States Supreme Court).

On "You Don't Say," which premiered earlier this year, emcee Tom Kennedy presides over an exciting game in which celebrity guests and stu-



dio contestants try to guess the names of famous persons from missing-word clues. Cary Grant, for example, might be indicated by the lines, "The package was too heavy to (*carry*)," and "It was an easy request to (*grant*)."

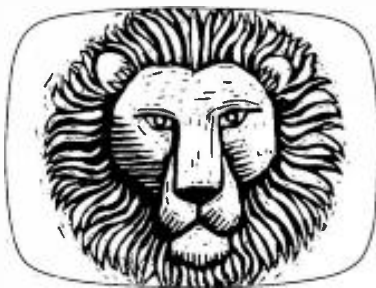
Both shows are proving awfully diverting, and this Fall they'll be joined by "Word for Word," a brand-new, anagram-type game hosted by the exceptionally popular Merv Griffin; as well as a non-Darwinian "Missing Links." In the latter,

celebrity panelists will try to guess the key words omitted from first-person, real-life incidents being narrated by studio contestants.

Along with NBC-TV's forthcoming *nighttime* schedule—which embraces returnees like "The Virginian" and "Hazel" and newcomers like "Espionage" and "G-E College Bowl"—our new daytime line-up shapes up as a real winner. Night and day (as Cole Porter *didn't* say), NBC's the one.



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



View from the Lion's Den

Won't Even Fade Away...

■ In the days of booming film production in Hollywood, the studios produced hundreds of pictures a year. A surprising percentage was really good entertainment. A lot of television stations discovered this, too, when they bought those pre '48 libraries. In the next 12 months a good many contracts will be running out on the MGM pre '48 features. *What to do about it?*

■ Well, good old movies never die. They don't even fade. The public continues to have a "thing" about Hollywood. Networks and advertisers make hay with TV specials about Stars, Eras and Academy Awards. The many fine films from the Fifties (though more limited in number) continue to draw big audiences at most any hour. And prime-time pictures haven't dented the stay-up habits of late show fans. So stations shouldn't turn away from what can be a continuing program mainstay and money maker—that good pre '48 feature film.

■ Examples are easy to track in New York City with its daily ARB ratings. On WCBS-TV, top pre '48 MGM features played on the Early and Late Show racked up some pretty remarkable figures. Do you like 12.4, 7.0, 12.3? That's the dimensions of the ratings for the third, fifth, and seventh run of *Boom Town*. This in a period of 33 months. Or take the *Hucksters*, which premiered with 18.6 and was delivering a 10.6 exactly eight runs and four years later.

■ Redressing pre '48 pictures does wonders, too. Four films were "packaged" by WCBS-TV as Adventure Film Classics and sold to a toy client as pre-Christmas specials on Sunday afternoons last season. A similar idea, called Family Classics, broke viewing habits in Chicago and put WGN-TV in a prime rating position Friday evenings.

■ An offer of a detailed list of more such situations and results has been made by Dick Harper over the phone to many clients who are already renewing their pre '48 deals. He'll gladly send it to anyone else who drops a note to him at MGM-TV, 1540 Broadway, NYC. Ask for "The Boom Town Bedtime Story."

OPEN MIKE

Unjust music fees

EDITOR: You performed a real service for the industry with the publication of the SESAC demands on WQIZ St. George, S. C. (BROADCASTING, July 22). This points out the injustice of the current music license fees. WQIZ was accused of playing 17 SESAC tunes in one month, based on SESAC's own logging. At the fee demanded, \$20 a month, the station is paying over \$1 a tune. If BMI or ASCAP rates were on the same basis, think what a tremendous rate all broadcasters would have to pay. Our SESAC rates have jumped from \$20 to \$30 a month, just because of a daytime power increase to 1 kw. Senator Ellender's bill will help some. But until there is a unified stand to pay for music on a basis of actual use, there will be more St. George cases.—*Ed Mullinax, general manager, WLAG LaGrange, Ga.*

Lively and controversial

EDITOR: Your publications are among the liveliest in the broadcasting industry. This is caused not only by your coverage of the news, but also by the often controversial views you take on matters of concern in the industry.—*Frank Kahn, lecturer on broadcasting and speech, Queens College of the City University of New York, Flushing, N.Y.*

The missing credit

EDITOR: The CBS *Town Meeting of the World* was a magnificent technical accomplishment and was another pioneer step in the use of worldwide and space circuits in the development of closer people-to-people understandings. It was good to see and hear Ike being his old genial and persuasive self again and to see the aplomb and authority of Walter Cronkite as the anchor man. However . . . there was a forgotten man whose name and memory were missing. I refer to the late George V. Denny Jr., who for years was moderator of the *Town Hall of the Air* on the old Blue and now ABC radio network. When George was vice president of the original People to People Foundation, he envisioned and repeatedly urged upon the networks, including CBS, the concept of a *Town Meeting of the World* as a backbone program and fund raiser to the People to People movement. My only purpose in bringing the subject up is to add my small voice to the poignant appeal of George's widow . . . that he at least be given "appropriate and gracious" acknowledgment. I saw or heard none on the program.—*Edward M. Kirby, director*

of public relations, United Service Organizations Inc., New York.

EDITOR: Thought you might be interested to know that WRUL [New York short wave station] broadcast live the *Town Meeting of the World* with permission of CBS and thus not only the people of France, but all of Europe, Africa, Latin America could hear, through our five short wave transmitters, what the French government had rejected.—*Ralf Brent, president, Radio New York Worldwide, New York.*

Wears two hats

EDITOR: There is a serious error in your reporting about the sale of KCLN Clinton Iowa, (CHANGING HANDS, July 15). You refer to me as "former" commercial manager of WKBT. It is correct that I am a stockholder in the purchasing company of KCLN, but I am and expect to continue as sales manager of WKBT for years to come. KCLN will be managed by Cecil Hamilton, one of my partners in the purchase. He will also be an officer of the buying company.—*Robert Z. Morrison, sales manager, WKBT(TV) La-Cross, Wis.*

Mid-South report

EDITOR: Heartiest congratulations . . . for your excellent economic study of the industrial Mid-South. It was extremely well done and most interesting.—*Carter M. Parham, president, WDEF-AM-TV Chattanooga, Tenn.*

[Reprints of the Mid-South market study are available at 35 cents each; 30 cents each in quantities of 100 to 500, and 25 cents each over 500.]

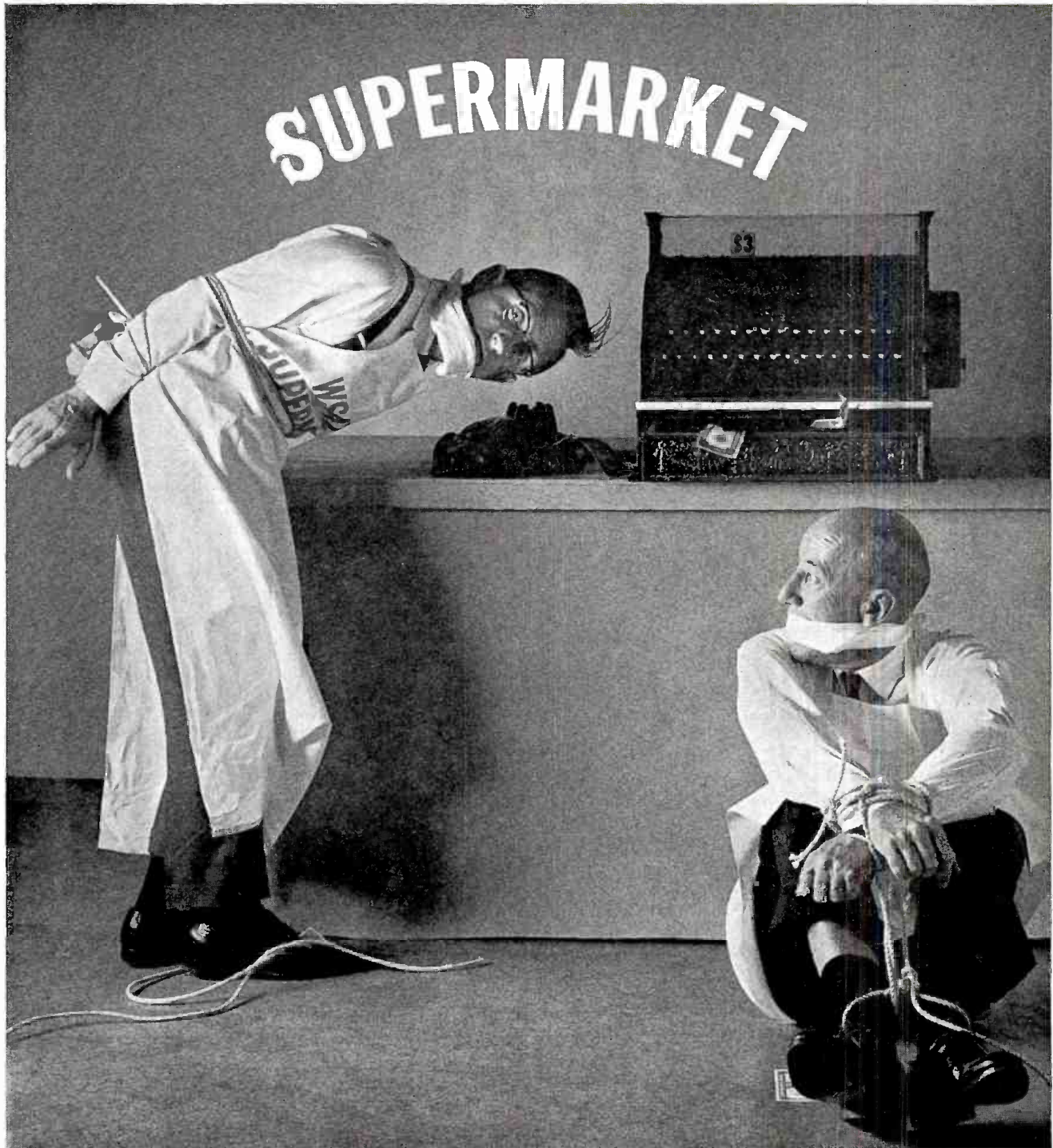
BOOK NOTES

"BBC Handbook 1963," compiled by the British Broadcasting Corp. Richard Clay & Company Ltd., Bungay, Suffolk, England; 224 pp. \$1.40.

With a foreword by Sir Arthur Forde, chairman of the BBC Board of Governors, this book is an updated compilation of the services and scope of the BBC. There are sections devoted to radio, television, program services and the public, external services (outside England), engineering and reference.

"The Birth of Broadcasting," Vol. 1, by Prof. Asa Briggs. Oxford University Press, Amen House, London. 425 pp. \$9.80.

Subtitled "The History of Broadcasting in the United Kingdom," this is the first of a projected three or four-part series. The present volume covers the years through 1926.



Helph! Helph!

What the boys are desperately trying to tell you is this: some smart advertiser has sneaked into Supermarket, availed himself of the facilities of WSAZ-TV, and made off with part of a 4-billion-dollar payroll *again!*

"Why does it always happen to us?" muse Tom Garten¹ (right) and John Sinclair.²

Why shouldn't it? In Supermarket (formerly the Charleston-Huntington market) well over 495 thousand television homes* in a 72-county 4-state area make for quite a haul. So do the 2,296,400** big spenders



who live there—many of whom while away endless hours watching WSAZ-TV for ideas about what to buy next.

What truly dedicated advertiser could resist?

And how can *you* resist taking advantage of Tom and John while they're bound and gagged? Call your Katz agency man. (1. Vice President, General Manager, WSAZ-TV. 2. Manager, Charleston Operation, WSAZ-TV.) *ARB Coverage study (fall, 1960) **SRDS (Population—1/1/63)

What FM needs to sell agency media planners

FM radio has given agency media buyers a new alternative to consider and has, therefore, automatically become a problem to them.

One of the great American myths is that American businessmen almost automatically accept change. They don't.

Change has to be sold, and sold hard. And it takes time, skill, knowledge, persistence and patience. And, above all, that forgotten and depreciated art—salesmanship.

For change doesn't just happen. Somebody makes it happen.

Let's look at some concrete examples.

Something New ■ Clients are continually asking us for new things, for fresh creative approaches, for brand new promotional ideas.

Some four years ago, one of our clients asked us for some fresh promotional ideas. One that we submitted was a prize game modeled after "Bingo." And they ran a promotion like this. They ran it in mid-March—four years after we submitted it, two years after we parted company, and at a time when everybody was using the same kind of promotion.

Or take another case. One of our clients had been discussing an idea we submitted to them in July 1962. And while they considered it, one of their competitors beat them to it.

While these instances are by no means typical, they occur often enough to be frightening. I sometimes think that what clients really want is a bright, shiny original idea with a proven track record in at least three specific instances.

Now, let's look at FM's specific problem—selling the change in media buying patterns required if FM is to participate in national advertisers' media programs.

It's Radio First ■ What is FM selling? In the first place it is selling radio. If radio isn't going to be considered, FM won't be considered. That is pretty obvious.

In the second place, you are selling FM radio, a specific classification of radio distinguished from AM radio by several characteristics: a different method of transmission, a receiver specifically labeled FM and a limited geographical range for any one station.

Third, FM is selling a specific station with a specific programming appeal.

And fourth, FM is selling a change in accepted media buying patterns.

Now, let's come over to my side of the bargaining table. What am I looking for when I plan a media program?

First, I am looking for an audience of prospects for whatever it is I have to sell.

For Brylcreem, it is men with hair. For Metrecal, it is people who are overweight. For Nabisco Shredded Wheat, it is people of all ages who eat breakfast. For Lincoln Continental, it is men with annual incomes of over \$10,000.

I need to know the size of these audiences and where they are located.

Second, I look for a medium which is capable of transmitting the message I wish to send in the way I wish to send it. If I need long copy, I look at print media. If I need visual motion, I look at TV. If sound alone will do the job, I look at radio.

And third, I look at the editorial environment which will surround my message.

These three things—audience, message, editorial environment—determine my choice of media.

Of these three, the media can tell me about two—their audience and their editorial environment.

Just The Facts ■ I need the facts about FM's audience, for I have the responsibility to my clients to document my recommendations. Opinions will not do, nor will bits and pieces. I need to know the size, the age, the sex, the education and the location of the audience. Not only in total, but at specific times of day, and how it varies seasonally.

Assuming that I accept the adequacy of radio for my message, FM has to show me that its audience fits my prospect file better than other radio buys open to me. Cost-per-thousand prospects is my yardstick, not cost-per-thousand listeners.

Another type of information we need for FM is audience accumulation and frequency distribution.

By audience accumulation, I mean

the number of homes reached by a schedule through time. By frequency distribution, I mean the number of messages delivered per home and how many of these go to heavy listening homes and how many to less frequently listening homes. A recent Radio Advertising Bureau study—"Why Buy Now When TV Is So Big?"—breaks homes into five groups and shows this information for both television and radio. Curiously enough, the study covers radio as a single medium and does not mention FM at all.

I have told you some of the things that FM should do. Now let me tell you what FM doesn't need to do.

It doesn't need to tell me (and by me, I mean agency and client executives) that FM exists, or that FM is peachy. Most of us listen to FM at home. Many of us prefer the programming that FM offers. FM's goal then must be to get us to put our money where our ears are. We know it exists, but many buyers don't know why they should consider FM as an advertising medium, because they can't document the medium's audience with sufficient accuracy.

Personal Observations ■ I listen to FM at least an hour a day. As I have sampled FM programming in New York, I have found tremendous variety, which I think is good. FM shouldn't get trapped in too many averages. It must have a variety of audiences for its different programming patterns.

If FM broadcasters get discouraged at times, they should take heart from a man who pondered such problems and wrote:

"There is nothing more difficult to take in hand, more perilous to conduct, or more uncertain in its success, than to take the lead in the introduction of a new order of things." Niccolo Machiavelli wrote this in 1520.



Stephens Dietz is executive vice president and director of marketing services for Kenyon & Eckhardt, New York. In his position, he supervises media, research, TV-radio and merchandising for all K&E offices. Before joining K&E in 1955, Mr. Dietz was in the advertising department of Procter & Gamble for five years. He also worked for five years on the Standard Brands account (Blue Bonnet margarine and Royal puddings) at Ted Bates & Co. He is a graduate of Dartmouth College.

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*

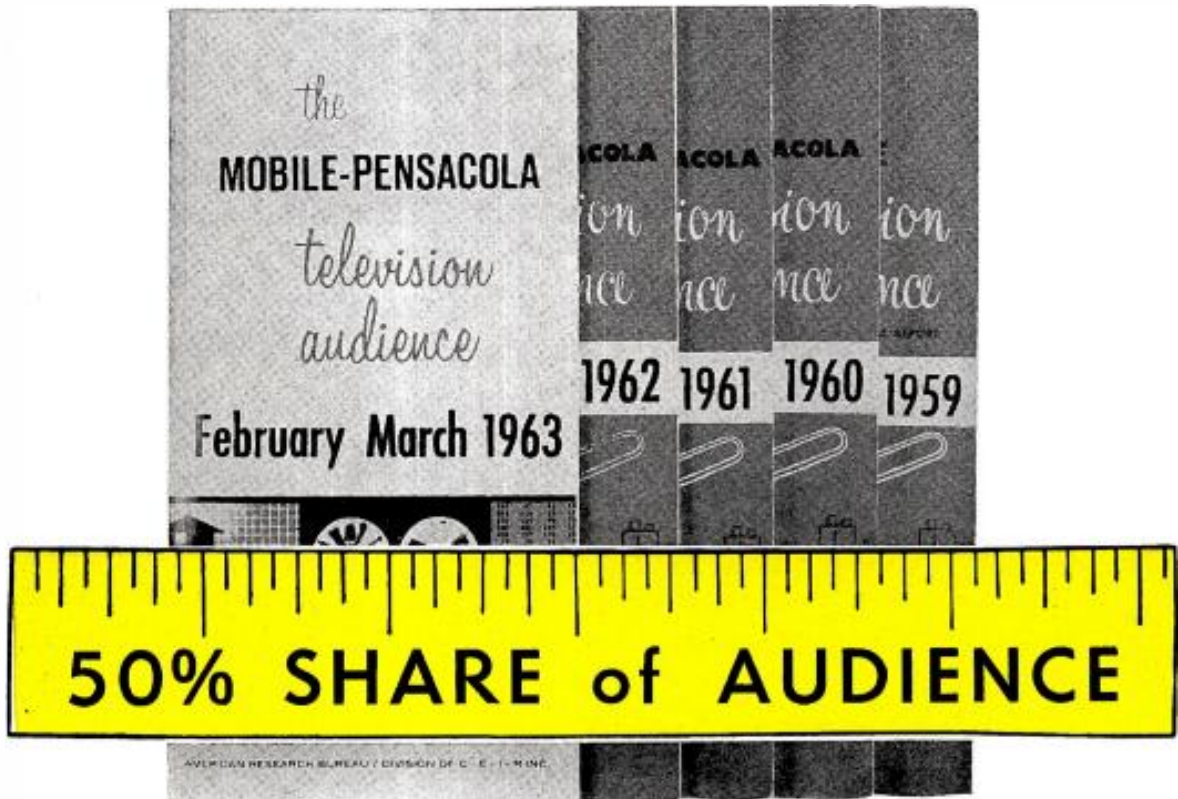


**WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station***

(March 1963 ARB)

**except Indianapolis*

NO OTHER STATION CAN MAKE THIS STATEMENT 5 CONSECUTIVE YEARS



Exception To The Rule

WKRQ-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.

FCC RELEASES ITS DESIGN FOR FM

- In master allocation plan: 2,380 stations in 1,858 markets
- Decision lifts embargo on applications for new stations
- Almost all existing stations get to stay where they are

The FCC has lifted the curtain on what it hopes will be a new era in the development of FM broadcasting—one whose hallmark will be orderly growth.

The commission, in a final step in the overhaul of its FM rules begun last year, adopted last week a nationwide table of FM assignments for the 80 commercial FM channels in the U. S.

At the same time, it lifted the freeze on FM grants and applications, except for facilities in Puerto Rico and the Virgin Islands. The freeze was imposed last December when the table was released for comments (BROADCASTING, Dec. 24, 1962). The vote on the order was 7-0.

The table provides for 2,380 assignments in 1,858 communities—100 more assignments than originally proposed. All of the states except Alaska and Hawaii are included. Channels are assigned to all existing stations. But in a handful of cases the channels assigned are different from those on which existing stations are operating. The complete table is reproduced beginning on page 100-A.

FM on Move ■ With FM showing signs of realizing the potential its supporters have long claimed for it—1,100 FM stations are now operating—the table and the new rules accompanying it are the commission's answer to the problem of providing for orderly development of broadcasting in the 88-108 mc band. (For stories on the resurgence of FM broadcasting, see special section starting on page 51). The commission is anxious to avoid the deterioration of coverage patterns it feels has occurred in AM broadcasting as a result of that system's development on a "demand" basis.

In adopting the table based on mileage separations, the commission is putting FM assignments, like those in TV, on a "go-no go" basis. The commission and potential applicants will know in advance, based on the technical requirements, whether a grant can be made.

The initial step in the first major re-vamping of FM rules since the mid-1940's was taken last year, when the

commission established new coverage classes and adopted minimum co-channel and adjacent channel mileage separations (BROADCASTING, July 30, 1962). The new table was constructed on those separation requirements.

Rules Resemble TV's ■ The new rules accompanying the table are essentially the same as those pertaining to the television table of assignments. Applications for FM channels not in the table will not be accepted, unless they are for communities lacking a channel assignment, and are situated within 25 miles of a locality where an assigned channel is unoccupied.

Although the freeze is lifted, the commission said no new grants will be made for a period of 60 days. In the interim, pending applications may be

tion. The commission said it will institute further rulemaking proceedings on future assignments in Hawaii, Alaska, Guam, Puerto Rico, and the Virgin Islands. The future assignments on the 20 educational FM channels will also be the subject of a rulemaking.

In the meantime, the commission is maintaining the freeze on applications for Puerto Rico and the Virgin Islands. Applications for Alaska, Hawaii and Guam will be granted if they meet the minimum mileage separation requirements. And educational assignments will continue to be made under existing requirements. Under the rules adopted last year, applications for new or changed facilities on the top three educational channels (218, 219 and 220) must comply with the mileage separation require-

WHERE FM STANDS NOW

See SPECIAL REPORT page 51

amended to conform to the new rules. At the end of the 60-day period, the commission said, non-conforming applications, including those currently in hearing, will be dismissed.

The commission indicated that one of its considerations in designing a table based on the mileage separations adopted last year was the need for primary nighttime service in rural areas not adequately covered by AM stations. The commission said it placed major stress on stations capable of providing service to relatively wide areas, even though such stations reduce the total number of possible assignments.

The commission also expressed concern with problems of existing stations which are only moderately short-spaced under the mileage separations. It promised a further rulemaking "in the near future" to consider higher power for those stations.

Other Rulemakings Coming ■ A number of other matters also await resolu-

ments affecting the lowest three commercial channels (221, 222 and 223).

Adoption of the table wasn't accomplished without some dislocations of existing stations—not all of them voluntary.

"To improve assignments of existing facilities," the commission said, 10 stations are being switched from one channel to another at the licensee's request. In addition, the commission initiated proceedings to force three stations to change channels in order "to bring about a more efficient distribution of channels."

Channel Changes ■ The voluntary changes include WRUF-FM Gainesville, Fla., from 281 to 279; WBBQ-FM Augusta, Ga., 279 to 282; WSOC-FM Charlotte, N. C., 278 to 279; KJRG-FM Newton, Kan., 221 to 222; KJSK-FM Columbus, Nebr., 244 to 245; KSEO-FM Durant, Okla., 297 to 296; KPOJ-FM Portland, Ore., 254 to 253; WYZZ-FM Wilkes-Barre, Pa., 277 to 225; WJWC-

FM Johnson City, Tenn., 264 to 268; WKIC-FM Hazard, Ky., 231 to 266.

The proposed involuntary moves involve KREP Santa Clara, Calif., from 277 to 289; KIMP-FM Mt. Pleasant, Tex., from 241 to 264; and WTTG-FM Towanda, Pa., from 224 to 237.

Besides adopting the table, the commission increased the minimum power required of Class C stations from 10 kw to 25 kw. The other requirements of

the three classes of stations created by the FCC last year remain the same:

Class A—3 kw maximum, 100 w minimum; 300-foot antenna; 15-mile service range and minimum co-channel separation of 65 miles.

Class B—50 kw maximum, 5 kw minimum; 500-foot antenna; 40-mile service range, and minimum co-channel separation of 150 miles.

Class C—100 kw maximum, 25 kw

minimum; 500-foot antenna; 65-mile service range and minimum co-channel separation of 180 miles.

The commission last year also divided the country into three FM zones—Zone I (same as TV Zone I); all or part of 18 northeastern states and the District of Columbia; Zone I-A: California south of 40-degree north latitude (just north of San Francisco); and Zone 2: the rest of the U. S.

BROADCAST ADVERTISING

In-and-out participations losing ground

ADVERTISERS BUY MORE PROGRAMS AND MINUTES ON YEAR-ROUND BASIS

The three TV networks, aiming for more stable advertiser relationships, will begin the 1963-64 season this fall with a slight increase in both prime time program sponsorships and in the number of 52-week "minute" clients.

The trend away from minute participations in short flights, which started to develop last year, is gathering momentum. For the second consecutive year, there is a rise in nighttime program sponsorships and a decline in overall minute buying on the networks. Of the minute buying a significant percentage is on a year-round basis.

Heading into the new season, minute participations on the three networks' prime-time periods will represent approximately 43% of nighttime schedules, as compared with 46% in 1962-63 and 51% in 1961-62, the all-time high for "minute-men" advertisers.

(A "program advertiser," as contrasted to a minute advertiser, is considered to be one who sponsors more than a minute per week on an individual show.)

A BROADCASTING compilation based on data supplied by the networks shows that ABC-TV is the pivotal organization. Whereas CBS-TV's and NBC-TV's percentages of minute sponsors were virtually identical (25% for CBS-TV in both 1962-63 and 1963-64, and 50% and 51% in the respective seasons for NBC-TV) ABC-TV's figures dropped from 60% in 1962-63 to 54% for the upcoming season.

The business of selling minute participations in prime time began in 1957, though the concept had evolved earlier on such fringe-period shows as NBC-TV's *Today*, *Home* and *Tonight*. The proportion of minute participations grew constantly in ensuing years, much to the consternation of station representative organizations, which charged that the availability of minutes on the networks cuts the potential spot TV volume. Last year the first signs of a slackening in minute participations became evident.

Enter 52-Week Minute ■ The widening of the program sponsorship pattern is being accompanied by another significant development, particularly at NBC-TV and ABC-TV—the 52-week minute sponsorship. In the past, the minute advertiser has been one that has bought into programs on a short-term basis primarily, but NBC-TV and ABC-TV reported last week there has been substantial increase in the number of sponsors buying minutes year-round for 1963-64.

The growing strength of program sponsors and the emergence of the 52-week "minutemen" should have the effect of stabilizing network TV advertising as compared with previous years, sales officials at the three networks

pointed out. These sales patterns, they said, reinforce advertiser continuity and tend to relieve the pressure on the networks of seeking replacement sponsors, a circumstance usually associated with minute participations.

What are the reasons for the increase in program advertisers and the year-round minute sponsor? Sales executives at the networks were reluctant to try to pinpoint the answers with any certainty, but they offered these observations:

■ The economy is generally good, and it's easier to make a more costly program sale during "good times."

■ Networks worked very strenuously this selling season to consummate either program or 52-minute sales.

■ Some advertisers who had concentrated on minutes in recent years have now gone the route of programs plus minutes in order to achieve both identity and reach.

Though network sales chieftains agreed that they preferred to sell "programs" rather than "minutes," they stressed there are advantages to each method, both from the point-of-view of the network and the advertiser.

For the networks, the program sale is generally of longer duration (13 weeks or more) and is easier to service. For the advertiser, it provides identity with the program and has attendant promotional and merchandising values.

The traditional minute buy of limited duration can appeal to the limited-budget and seasonal advertiser. For the network, the minute buy can help fill out a schedule, and, in the words of one sales executive: "Let's face it. We're never completely sold out. We can use the minute advertiser, too."

New Show Factor ■ The pattern of network selling has been to offer the new shows to the minute advertiser or as a combination of program and minute sponsorships. Network officials observe that this approach minimizes an advertiser's risk in an untried vehicle.

Conversely, the programs with a

Xerox eyes conventions

ABC reportedly has a sponsor ready to buy half sponsorship of its radio-TV coverage of next year's political conventions and election-night reports if former Presidents Dwight D. Eisenhower and Harry S. Truman appear as commentators.

Xerox Corp., Rochester, N. Y., reportedly would buy half sponsorship for \$3.5 million.

The report also indicated that ABC had invited General Eisenhower to present his comments on the Republican conclave and Mr. Truman to comment on the Democratic convention and had offered to send camera crews to their homes if they prefer not to attend the conventions.

James C. Hagerty, former ABC vice president for news (see WEEK'S HEADLINERS, page 10), could not be reached for comment, and William A. Murphy, vice president of media for Papert, Koenig, Lois, agency for Xerox, declined comment on the report.

track record tend to attract the program sponsor. Carl Tillmans, vice president and general sales manager for CBS-TV, is convinced that on the whole, program sponsorships are preferable for both networks and advertisers though he noted that for certain types of advertisers (seasonal, limited budget, new to the medium), the minute buy can be valuable. He added: "A program sponsor gets advantages on CBS-TV. We permit him the services of the program's star for commercials, and we don't for the minute advertiser. We provide more product protection for the program advertiser."

The program sponsors, he said, usually select their shows early in the buying season, "thus locking in the strong availabilities." He mentioned General Foods, Whitehall Laboratories, Procter & Gamble and various cigarette companies as some of the organizations active in the program category.

"Many of these companies who go to the strong shows," he said, "bolster these buys later with minute participations to achieve additional reach."

Change At ABC-TV ■ The sponsorship pattern has changed most radically over the past two seasons at ABC-TV. In 1961-62, an estimated 75% of the network's prime-time schedule was sold via the minute route; in contrast, only 54% of ABC-TV's lineup in 1963-64 will be participations.

Another source of satisfaction to the network, according to James Duffy, vice president in charge of TV network sales, is that even in the participation area, ABC-TV has completed minute sales each week to a large number of advertisers who have bought on a 52-week basis. Among the 52-week minute advertisers on ABC-TV next season will be Beecham, Alberto-Culver, Liggett & Myers, Miles Labs, Armour, Brown & Williamson and Noxzema. Some of these advertisers have bought on two or more ABC-TV programs.

Mr. Duffy stressed there are values for certain advertisers to the minute advertising pattern rather than the program approach.

NBC-TV's View ■ The inclination of the minute advertiser to deviate from the path of short advertising flights was underlined by John M. Otter, vice president, national sales, NBC-TV. He reported the network has made more 52-week sales of minutes than in the past and singled out particularly the 60-minute *Dr. Kildare* and the 90-minute *The Virginian* series, which have been sold exclusively on this basis of minutes for 52-weeks firm.

"We have brought in the blue-chip advertisers on these shows," Mr. Otter said. "Some of the sponsors on *Kildare* are Colgate, Singer Sewing Machine, Alberto-Culver, Scott Paper and

Glenbrook Labs, and *The Virginian* has Procter & Gamble, Alberto-Culver, Carnation, Noxzema, Bristol-Myers, and Miles Labs, among others."

He estimated that 43% of NBC-TV's prime-time schedule for 1963-64 is sold on a 52-week basis, including both program sales and minute participations. Mr. Otter offered this statistical information: "We have seven single sponsors on the network next season, covering five and a half hours of weekly programming, which, we're happy to say, is the highest for any network."

The following is a compilation of prime time evening shows which the networks report have been sold on a participation basis.

On ABC—Sunday evening: *The Travels of Jaimie McPheeters* (7:30-8:30), *Arrest and Trial* (8:30-10) Libby, McNeil & Libby has two minutes a week,

Thursday: *The Flintstones* (7:30-8:00) 10 minutes are participating, *Jimmy Dean Show* three-fourths of it is participating; Friday shows that have participating sponsors are: *77 Sunset Strip* (7:30-8:30) and *Burke's Law* (8:30-9:30).

On Saturday, *Hootenanny* (7:30-8:30) will have participating sponsorships in full until December when Breck takes 15 minutes in the show; *Lawrence Welk Show* (8:30-9:30), has 15 minutes participating, and *Jerry Lewis Show* (9:30-11:30) is all in participations.

The CBS fall lineup includes the following shows which have participating sponsors: Monday: *East Side, West Side* (10-11) 30 minutes in participation; Wednesday, *CBS Reports* (7:30-8:30) has 20 minutes; Thursday, *Rawhide* (8-9), *Perry Mason* (9-10), *The*



ABC-TV's Duffy sees advantages in both types of buying.

CBS-TV's Tillmans thinks programs are often preferable.

NBC-TV's Otter reports an increase in 52-week minutes.

the remainder is in participation:

Monday evening: *The Outer Limits* (7:30-8:30), *Wagon Train* (8:30-10), *Breaking Point* (10-11)—Alberto-Culver has 1½ minutes a week, Brown & Williamson sponsors a quarter hour and the remainder is participating;

On Tuesday evening: *Combat* (7:30-8:30) 45 minutes are participating; *McHale's Navy* (8:30-9) 15 minutes are participating; *The Fugitive* (10-11) is three-fourths participating;

Wednesday: *The Adventures of Ozzie and Harriet* (7:30-8) has three regional sponsors for half the show, the other half is sponsored by American Dairy, *Patty Duke Show* (8-8:30) is two-thirds sponsored but the remainder is participating (Breck, now sponsors a third, and will buy a half after Jan. 2 of next year), *The Price Is Right* (8:30-9) Lever sponsors one-half after October 1, there are now four minutes in participations, *Ben Casey* (9-10) has 30 minutes participating, and *Channing* (10-11) is all in participations.

Nurses (10-11) have 15 minutes in participations.

On Friday, *The Great Adventure* (7:30-8:30) and *Alfred Hitchcock Hour* (10-11) are participation shows and on Saturday, *Jackie Gleason's American Scene Magazine* (7:30-8:30).

NBC shows have the following participating allocations: Monday: *Monday Night at the Movies* (7:30-9:30) and *Sing Along with Mitch* (10-11); Tuesday, *Mr. Novak* (7:30-8:30), *Redigo* (8:30-9) has 15 minutes, and *Richard Boone Show* (9-10) has 30 minutes.

On Wednesday, *The Virginian* (7:30-9), *Espionage* (9-10), and *The Eleventh Hour* (10-11) are minute participating programs. Thursday: *Temple Houston* (7:30-8:30) and *Dr. Kildare* (8:30-9:30) are participating series. Friday: *International Showtime* (7:30-8:30) and *Jack Paar* (10-11); Saturday, *The Lieutenant* (7:30-8:30), *Joey Bishop Show* (8:30-9) is one-half available for participating advertisers, and *Saturday Night at the Movies* (9-11).

Nielsen suggests ratings audit plan

NAB AND ARF SPOKESMEN INTERESTED, BUT WITH RESERVATIONS

A design for auditing the broadcast ratings services has been offered by the A. C. Nielsen Co., which as a leading audience measurement firm in the broadcast field would be subject to the auditing.

In effect, the Nielsen Co. has accepted the principle of auditing and evaluation of the raters by an "outside" non-profit organization but indicated the former need not be contingent on the latter.

Contents of the Nielsen proposal was made public today (Monday) along with a statement that the service's clients have all been sent a summary of the suggestions along with an invitation to list the types of information they'd like to see included in the audits proposed by other organizations.

The latter groups include the National Association of Broadcasters and the Advertising Research Foundation, both of which also received detailed summaries from Nielsen. In addition to NAB and ARF, the American Association of Advertising Agencies and the Association of National Advertisers received the Nielsen package.

More Study Seen ■ Spokesmen for NAB and the ARF noted the Nielsen proposal would receive their individual

study. But it was apparent that the information had arrived too late in the week for either organization to give an off-the-cuff appraisal of so detailed a proposal.

It was obvious that by its move, Nielsen has aligned itself with other major raters in support of an industrywide checking operation.

Donald H. McGannon of Westinghouse Broadcasting Co. is chairman of NAB's Rating Council and its research committee, both of which have been actively engaged in setting the groundwork for an auditing system. He told BROADCASTING last week that he had not had the opportunity to read the full text of the Nielsen suggestions.

But, Mr. McGannon said, he had read the news release accompanying the proposal text and noted that many points raised in it were acceptable in that they were similar to those contained in a letter he had forwarded to Nielsen for the Rating Council.

Mr. McGannon has sent letters, as authorized by the council, to all ratings services asking them for formal indication of their willingness to cooperate with the council, and supply detailed data on their procedures and



Mr. Rahmel

submit to audit.

It was apparent that the other ratings services have already replied in the affirmative.

Chairman McGannon also said he planned to meet with representatives of the Nielsen company today to discuss the audit proposal among other matters.

A spokesman for the ARF indicated the Nielsen audit plan would get its "careful consideration" but also emphasized its "complexity." It was expected that an appropriate ARF committee would be instructed by ARF's officers to study the proposal and submit a report to the ARF board.

In the Nielsen announcement, H. A. Rahmel, executive vice president of the audience measurement service, suggests "it seems obvious that you (users of the service) should have a voice in deciding on the policies and procedures to be employed" in an auditing system.

Procedure Is 'Go' ■ The Nielsen statement emphasizes that the company believes an audit procedure can be accepted by the audience research industry without waiting first for agreement on methods and standards. The latter areas were seen by Nielsen as being related, but facing basic differences of "interest and opinion" among advertisers, agencies, the networks and the stations.

Take Care ■ The spectre of damage suits arising from the actions of an industry committee on ratings is raised at one point.

In the 16-page memorandum on auditing details, the question of the responsibility of an industry ratings committee for actions which may prove detrimental to a research organization is dis-

ARF research methods study to be published

Ratings services, which are being urged to subject themselves to outside audit, may take a second look this week at a new development involving a report of W. R. Simmons & Associates research firm and the Advertising Research Foundation.

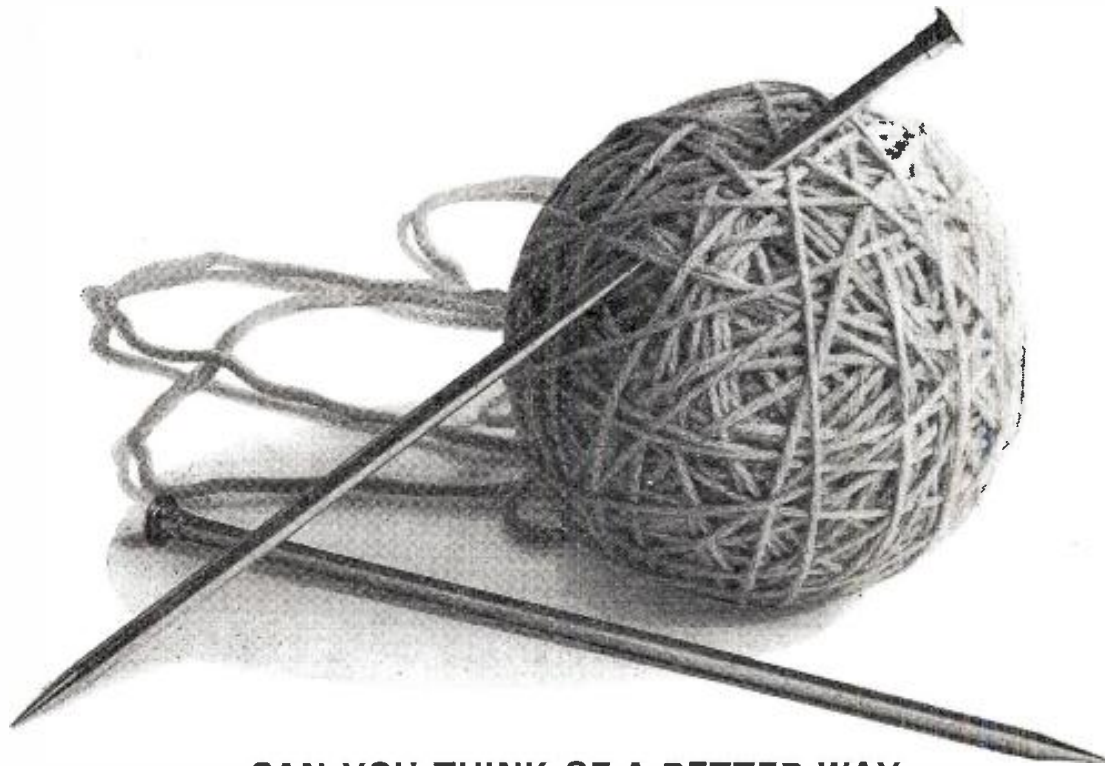
The executive committee of ARF has authorized publication of its analysis of the Simmons 1963 Standard Magazine Report. ARF will provide the same service for a forthcoming Simmons television report if so requested, according to Alcuin Lehman, president of ARF. Mr. Lehman points out that ARF has offered such analyses of research techniques and findings for some time. The Simmons request for ARF's analyses is the first of its kind. With the publication of ARF findings W. R. Simmons, in a sense, will be submitting to "public" audit. A report of the findings will be distributed to all ARF members this week.

A panel of the ARF technical committee headed by Paul E. J. Gerhold, ARF chairman and vice pres-

ident and director of marketing services, Foote, Cone & Belding, made the audit, checking "sample design and execution, questionnaires, interviewer instructions, field checks, completion rates and weighting procedures." The audit, described by Mr. Lehman as "extremely detailed," compared the estimates of the Simmons report with census data and included an examination of randomly chosen original questionnaires as a check on quality control and the editing process used on survey data.

The ARF report offers "specific opinion" on both technique and results. Its purpose, as described by ARF, is to give foundation members and subscribers to the Simmons report a definite idea of how the service is suited to their individual needs.

Lyndon O. Brown, ARF board chairman and executive vice president Dancer-Fitzgerald-Sample, said the foundation would "analyze any syndicated advertising research service, regardless of the medium involved, provided the service requests ARF to do so."



**CAN YOU THINK OF A BETTER WAY
TO GET SO MANY PEOPLE EXCITED
ABOUT AFGHANS?**

A one-time feature on WTMJ-TV's "Today for Women" show. That's all it took to get 1,162 people to send for directions on how to make an afghan. What's more, the WTMJ-TV audience was told the afghan making demonstration would be repeated the next day at a local store... and in the demonstrator's own words: "The store was mobbed!" This response is typical of the influence WTMJ-TV has on Milwaukee...one of the top ten standard metropolitan areas in many measures of sales per household. See for yourself! Put your sales message on WTMJ-TV . . . still the number one station in Milwaukee for both viewers and advertisers.

**MILWAUKEE RESPONDS TO WTMJ-TV
CHANNEL 4**

THE MILWAUKEE JOURNAL STATION
WTMJ-AM-FM
NBC in Milwaukee

Represented by: HARRINGTON, RIGHTER & PARSONS — New York
Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles

TV trends by product classifications

As TV's gross goes higher each year, Television Bureau of Advertising continues to sift for trends. In a report today (Monday) giving gross billings of network and spot by product classification, TvB said it found evidence of "advertisers' increasing awareness of Americans' leisure time."

The evidence: among the largest percent increases are advertising categories which have direct appeal to consumers seeking recreation and

travel.

For example, TvB cited these groups, showing increases: TV-radio; transportation and travel; hotels, resorts and restaurants; sporting goods, bicycles and toys; confections and soft drinks; ale, beer and wine (see table, below).

TvB noted, too, the marked gains in 1962 over 1961 by such advertiser groups as drug products, automotive, household laundry products and food and grocery products.

ESTIMATED EXPENDITURES BY PRODUCT CLASSIFICATIONS—NETWORK AND SPOT TELEVISION JANUARY-DECEMBER 1962

	Spot TV	Network TV	Total TV	Change % '62 vs. '61
Agriculture	\$ 959,000	\$	\$ 959,000	- 66.0
Ale, beer & wine	57,836,000	8,766,826	66,602,826	+ 13.0
Amusements, entertainment	2,140,000	880,893	3,020,893	+ 3.6
Automotive	23,433,000	51,476,323	74,909,323	+ 19.0
Building material, equip., fixtures, paints	2,568,000	16,683,290	19,251,290	+ 6.1
Clothing, furnish., acces.	10,436,000	3,804,077	14,240,077	- 7.8
Confections and soft drinks	53,378,000	26,794,559	80,172,559	+ 30.2
Consumer services	23,583,000	26,254,804	49,837,804	+ 21.6
Cosmetics and toiletries	74,565,000	115,107,725	189,672,725	+ 26.4
Dental products	17,314,000	35,458,547	52,772,547	+ 4.6
Drug products	52,545,000	102,550,693	155,095,693	+ 19.7
Food and grocery products	188,224,000	128,498,872	316,722,872	+ 8.4
Garden supplies and equip.	992,000	336,287	1,328,287	+ 21.3
Gasoline and lubricants	26,118,000	17,405,598	43,523,598	+ 7.2
Hotels, resorts, restaurants	721,000	721,000	+ 47.1
Household cleaners, cleansers, polishes, waxes	26,511,000	30,838,946	57,349,946	- 0.2
Household equipt.-appliances	5,426,000	11,742,767	17,168,767	+ 21.5
Household furnishings	2,164,000	5,147,788	7,311,788	- 3.8
Household laundry prod.	57,883,000	53,024,952	110,907,952	+ 18.1
Household paper products	10,862,000	15,727,621	26,589,621	+ 19.0
Household general	6,946,000	12,781,187	19,727,187	+ 37.8
Notions	274,000	608,984	882,984	+271.8
Pet products	11,069,000	9,838,696	20,907,696	+ 27.5
Publications	2,418,000	1,001,646	3,419,646	- 27.5
Sporting goods, bicycles, toys	12,541,000	10,211,751	22,752,751	+ 36.2
Stationery, office equipt.	426,000	1,702,868	2,128,868	- 4.2
Television, radio, phonograph, musical instruments	675,000	5,283,346	5,958,346	+ 77.3
Tobacco prod. and supplies	29,696,000	88,701,491	118,397,491	+ 3.4
Transportation and travel	6,828,000	1,088,709	7,916,709	+ 48.3
Watches, jewelry, cameras	3,534,000	14,819,174	18,353,174	- 3.1
Miscellaneous	9,146,000	2,269,718	11,415,718	+ 26.0
Total	\$721,211,000	\$798,808,138	\$1,520,019,138	+ 14.3

All dollar figures are gross time cost only; no production costs are included. Sources are LNA-BAR and N. C. Rorabaugh, and utilize TvB classifications and definitions for both network and spot.

among its voting members, with representatives from newspapers sitting on the ABC board.

In another recommendation, Nielsen suggests that users of the audit reports pay for the direct costs of the examinations—the auditors' fees, printing and distribution costs. The researchers, it points out, will be required to assume an extra financial burden by maintaining records, extra clerical help, data processing, etc.

A third recommendation urges the use of a firm of certified public accountants. This would insure, Nielsen says, "competence, impartiality and integrity." It would bring the professional approach to the auditing job, and above all make certain that the confidentiality of the information gained by the auditor is not divulged.

Other highlights of the Nielsen memorandum:

- The audit should be limited to factual information; where opinion and judgment enter into such a report it will destroy its usefulness.

- Separate auditing specifications should be established for the four major types of audience research: network television, local television, network radio, local radio.

- In order to keep costs at a minimum, the audits might be issued once a year, similar to the ABC reports.

- In fairness to the researchers, the auditor's report should be submitted to the research organization for comment or clarification in advance of publication.

- Each cooperating researcher should be entitled to display a "members' emblem" to indicate he is cooperating with the auditing plan. Since the reports will be strictly factual, "any amplification, subjective comment or evaluation, endorsement (or absence thereof), accreditation or seal of approval from the industry committee would seem superfluous."

TV increases share of top ad budgets

Television's share of advertising budgets among the nation's top 100 national advertisers increased by 14.8% during 1962 over 1961, according to figures released last week by the Television Bureau of Advertising. For the fourth straight year, TV's share of the group's budget was more than all other media combined.

In its brochure, "TV Basics Number Six," dealing with the scope and dimension of television today, TvB pointed out that television expenditures—both spot and network—by the top 100 advertisers has risen from \$935,436,292 in 1961 to \$1,073,979,989 in 1962, and represents a rise from 55.3% share of

cussed in this fashion:

"It would seem to be a reasonable principle that any organization which assumes a certain degree of authority over other persons should assume a corresponding degree of responsibility for any damage to such persons which may result from actions of the organization.

"Unless the committee maintains liquid assets sufficient to meet this obligation, each of the groups comprising the membership should, we believe assume this responsibility."

A footnote to this item states that, of course, this does not apply to the research organizations since it is they who

are the parties subject to possible damage.

The Nielsen discussion covers a wide range of characteristics. Suggestions are made on the scope, frequency, timing and uniformity of audits; the format, certification and distribution of audit reports; recognition of legal requirements; protection of competitive interests and cost and financing.

One of the major proposals in the Nielsen document is that research organizations be members of any industry committee.

The company points to the newspaper Audit Bureau of Circulations organization which includes newspapers

Since when can you speak to 1000 listeners for 36¢?

Since National Radio Survey No. 1!

And that's not all. 1000 car-owning families for 60¢. 1000 large families for 63¢. 1000 home impressions for 56¢. These figures are not pipe dreams, but facts documented by the largest personal interview radio survey ever made, Blair Radio's National Survey No. 1, recently completed by Pulse, Inc.

Other facts brought out by the new survey—

- 75% of the listening households are families of 3 or more.
- 982,000 homes listen to Blair stations in the wee hours.

• During the average quarter-hour, Blair delivers more audience than the total affiliates of any network.* We've got a booklet full of facts. All documented. All eye-openers to those who don't already know the power of America's most influential group of radio stations!

*based on total network affiliate station audience, Sun.-Sat., 6 A.M.-12 midnight.

Contact the nearest Blair office: New York / Chicago / Atlanta / Boston / Dallas / Detroit / Los Angeles / Philadelphia / St. Louis / San Francisco

THE BLAIR  GROUP PLAN

the group's budget to 57.9% share.

TvB also noted that of the 100 top advertisers, 98 used television (excluded are two liquor companies), 70 considered it their basic medium, placing more money in TV than in any other medium, and that 56 put more money into TV than all other media combined. Only newspapers, among the six media considered, showed a decline from 1961 to 1962, dropping \$2.6 million.

INFORMATION PLEASES

Eastern expands schedule of "Flite Facts" spots

Eastern Airlines, already a heavy radio spender—\$1.9 million yearly—will increase its schedule of "Flite Facts" spots on nine of the 10 stations that currently carry the reports, beginning Aug. 1.

On Eastern's 10-city radio lineup the one-minute "Flite Facts" announcements are now heard hourly from 6 a.m. to midnight. With the introduction of the new schedule in August, eight of the stations will carry the spots once-an-hour around the clock and a ninth will do so starting in September. The Eastern "Flite Facts" schedule was renewed in June for a one-year period. Plans for the increase were announced last week.

Eastern spends approximately \$4.9 million yearly in broadcast, about \$3 million of the total in television. The radio budget is now divided between an estimated \$1.5 million in the "Flite Facts" schedule and \$400,000 in miscellaneous 20-, 30-, and 60-second spots on 58 stations in 29 cities.

An official of the airline said the decision to increase the radio schedule was partially a result of a recent survey of air travelers which indicated considerable interest in the flight and weather information offered by the announcements. Of 40,000 respondents to the survey, 78% said they listened to the survey, 78% said they listened to "Flite Facts." A further breakdown: 22% said they listened to the spots regularly, 56% heard the announcements occasionally and 22% indicated they haven't heard the reports.

Stations carrying the "Flite Facts" are WNAC Boston; WHN New York; WBT Charlotte, N. C.; WSB Atlanta; WIOD Miami; WFLA Tampa, Fla.; WDSU New Orleans; KTRH Houston; WLS Chicago and WMAL Washington.

Business briefly . . .

Equitable Life Assurance Society of the U. S., through Foote, Cone and Belding, starts its third major spot radio campaign of the year in September. Equitable has almost doubled its budget in 1963 to over \$1.3 million. It will use more than 200 markets over a 12-

The sky's the limit

The advertiser, United Federal Savings and Loan Association of Des Moines, Iowa, put no ceiling on its commercial production budget to announce the opening of a new branch office.



Mrs. Rex

So naturally the agency, LaGrave Advertising, Des Moines, produced the two spots, a 60-second and a 20-second for less than \$200.

The fiscal feat was performed by Mrs. Pat Rex, radio-TV director at the agency, who utilized every photograph she had taken in a quick cut commercial. Using 42 stills, four lines of voice-over dialogue and 58-seconds of music, the commercial was taped at KRNT-TV and shown over that station, WHO-TV, both Des Moines and WOI-TV Ames-Des Moines.

week period, with frequencies ranging from five to 35 announcements a week.

General Mills, through Dancer-Fitzgerald-Sample, and Beech-Nut Life Savers, through Benton & Bowles, will sponsor repeat series of *Captain Gallant* on NBC-TV Saturdays (5:30-6 p.m. EDT) beginning Sept. 21.

Thomas J. Lipton Inc., Hoboken, N. J., has purchased three TV specials starring Carol Burnett to be presented on CBS-TV during 1964. First of the specials will be a 90-minute adaptation of the off-Broadway musical "Once Upon a Mattress" scheduled for the fall of 1964. Other specials are a yet untitled one-hour variety show, planned for next spring and rebroadcast of *Carol and Company*, originally presented Feb. 24 on CBS-TV. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

Xerox Corp., Rochester, N. Y., has purchased sponsorship of a 90-minute NBC-TV *Project 20* special called "That War in Korea" on Wednesday, Oct. 30 (7:30-9 p.m. EST). Advertising agency: Papert, Koenig, Lois, New York.

Shell Oil Co., New York, has purchased sponsorship on CBS-TV of Leonard Bernstein's *New York Philharmonic Young People's Concerts* for the fourth straight year. The four taped concerts will again originate in Philharmonic Hall at Lincoln Center for the Performing Arts. Broadcast dates

for three of the concerts are Friday, Nov. 29, Monday, Dec. 3 and Wednesday, March 11, all in the 7:30-8:30 p.m. EST period. Date for the fourth concert is to be announced. Agency: Kenyon & Eckhardt.

Seventh Day Adventist Church has renewed sponsorship, for 22d year, of *The Voice of Prophecy* over Mutual (Sunday, 10-10:30 a.m. EDT). The renewal is for a full year effective Sept. 15. Agency is Milton Carlson Co., Los Angeles.

The Savings and Loan Foundation, Washington, has purchased *American Spectacle* and *The Red, White and Blue*, one-hour NBC-TV color specials to be presented in 1964. *American Spectacle* will be telecast Friday, March 20 (7:30-8:30 p.m. EST). *The Red, White and Blue* has been set for either late June or early July. Agency: McCann-Erickson.

Oldsmobile division of General Motors, through D. P. Brother, Pepsi-Cola, through BBDO, and The Toni Co., through North Advertising, have bought the 43d *Miss America Pageant* to be telecast by CBS-TV Saturday, Sept. 7 (10 p.m.-midnight) from Atlantic City, N. J.

Agency appointments . . .

International Equity Corp., Bala-Cynwyd, Pa., has appointed Geyer, Morey, Ballard, New York, as advertising agency for its subsidiary, Jontine Inc. Agency will develop advertising for new Jontine line of medicated toiletry preparations for treatment of hair and scalp.

N. W. Ayer Inc. has been appointed as agency for new products in the proprietary drug field by Menley & James Laboratories, affiliate of Smith, Kline & French Inc. Company said Ayer appointment would not affect relationship with Foote, Cone & Belding, which handles Contac, Duractin and other Menley & James products.

Smith Brothers Inc., Poughkeepsie, N. Y., makers of Smith Brothers cough drops, has appointed Pritchard, Wood, New York, as agency.

Bowman Dairy Co., Chicago, appoints Earle Ludgin & Co., that city, as its advertising agency. J. Walter Thompson formerly handled the Bowman account which has billings of approximately \$400,000.

The American Home Foods division of American Home Products Inc. names Richard K. Manoff Inc. for G. Washington's line of instant broths and seasonings. Account was at John F. Murray, American Home house agency. No media plans were announced.

ISN'T ARBITRATION BETTER THAN A NATION-WIDE RAIL STRIKE?

When two people find it impossible to agree, they frequently leave the decision up to a third party. This is arbitration.

Arbitration, we believe, is the only way left to head off a crippling nation-wide rail strike. The railroads have repeatedly said they are willing to leave the decision in the work rules dispute to an impartial third party. The rail unions have consistently refused to trust their case to such impartial analysis and decision.

The only remaining solution appears to be action by Congress requiring both parties to submit to arbitration.

WHAT'S WRONG WITH THIS? WHAT COULD BE FAIRER?

The public overwhelmingly favors arbitration over a rail strike. A recent nation-wide survey by one of America's oldest and most respected opinion research organizations showed a three to one vote among the general public for arbitration in the transportation industry (60% for, 20% against, 20% no opinion).

Do union members share their leaders' opposition to arbitration?

THEY DO NOT!

The same survey showed 54% of union members in favor of arbitration over a strike, 30% in opposition, and 16% no opinion.

How do union families who stand the brunt of a work stoppage feel about arbitration? By a greater majority than the general public, they favor arbitration over a strike. Sixty-six per cent of the union families support arbitration, while only 19% oppose, and 15% express no opinion.

In view of the basic fairness of an impartial third party decision when two sides fail to agree; in view of the overwhelming public support for the principle of arbitration in transportation; and in view of the disastrous consequences of a nation-wide rail strike, Congress can serve the public interest best by promptly enacting legislation requiring a settlement of the issues in this dispute.

AMERICAN RAILROADS

RAB'S RADIO SURVEY TAKES SHAPE

It won't be elementary, though Dr. Watson is in charge

The Radio Advertising Bureau said last week the Advertising Research Foundation will begin an examination this week of RAB's plans for a \$200,000 radio measurement methodology study.

Also in preparation for the study, the bureau last week announced the naming of Dr. Alfred N. Watson, a pioneer in the use of probability sampling in this country, as director of advanced research at RAB (WEEKS HEADLINER, page 10). In that post, Dr. Watson will direct the new study being sponsored by RAB.

The methodology project will be conducted for RAB by Audits & Surveys, New York, a marketing research company.

RAB said executives of Audits & Surveys also would attend the ARF meeting which is scheduled for Thursday (Aug. 1). At the session, the basic survey design will be described and shortly thereafter, RAB said, the methodology study plan will be submitted for review by ARF's technical committee.

RAB said that field work for the study would begin by mid-September. The survey design plan has been shown to representatives of the National Association of Broadcasters to "aid them in deciding whether to co-finance the project with RAB."

According to RAB, the NAB and its research committee members will receive a "full written description of the study plan within the next 10 days."

In describing Dr. Watson's assignment at RAB, Miles David, administrative vice president of the bureau, said Dr. Watson will direct a "broad program of research in areas beyond audi-



Dr. Watson

ence measurement as well as directing our current study of ways to measure radio's audience size."

Mr. David said Dr. Watson will be concerned with a "variety of studies" that will look into aspects of advertising effectiveness relatively unexplored by media.

He noted that it's the intent of RAB to have the radio medium assume a leadership role by investing in advanced research areas. Mr. David pointed to such questions as how the effect of advertising varies with the selling tech-

nique used, how sophisticated copy compares in retention and believability to "hard sell" techniques, and what may be the effects of a change in the environment in which a message is heard.

Dr. Watson's career began with the government in the 1930's. He rose to be assistant chief statistician of the U. S. Bureau of the Census before he joined Curtis Publishing where he became president of that firm's wholly owned National Analysts subsidiary.

He was executive vice president and senior project director of Alfred Politz Research Inc. from 1958 to 1961, when he was made vice president-marketing for the United States Rubber Co. He is a visiting professor of marketing at Columbia University and has been a director of research grants at the Sloan School of Industrial Marketing of the Massachusetts Institute of Technology.

Rep appointments . . .

■ KBLA Burbank, Calif.: H-R Representatives, Los Angeles, as national representatives.

■ KCHU-TV San Bernardino, Calif.: Savalli-Gates Inc., Los Angeles, as representative.

■ KISN Vancouver, Wash.: William L. Simpson & Associates, Seattle, as representative.

■ WALE Fall River, Mass.; WMIN Minneapolis, Minn.; WWOK Charlotte, N.C.; WHWH Princeton, N. J., and WGRY Gary, Ind.: Vic Piano Associates, New York, appointed national representative.

■ WCMB Harrisburg, Pa.: H-R Representatives, New York, appointed national representative.

■ WCRB Waltham, Mass.: George P. Hollingbery Co., Boston, as representative.

■ WCSH Portland, WLBZ Bangor and WRDO Augusta, all Maine; KRMG Tulsa, Okla., and KIOA Des Moines, Iowa: Robert E. Eastman & Co., New York, as national representative.

■ WMAS Springfield, Mass., and WEXT Hartford, Conn.: Bolling Co., New York, appointed national sales representative. WEXT, now under construction, has projected air date of Sept. 15.

Regional TV buy

A three-station group to be known as the "Georgia-Tenn. Network" has been formed by Blair Television's BTA division and will be offered as an area buy.

The stations, WAII-TV Atlanta, WTVC (TV) Chattanooga and WTVM (TV) Columbus, Ga., are all ABC-TV affiliates and will offer unified availabilities.

An overnight success—after 98 years

B. F. Myers Furniture and Appliance Store in Goodlettsville, Tenn., grew up in a hurry last year after 98 years as a relatively small operation.

The reason? A daily morning television program on WLAC-TV Nashville called *Country Junction*, which the Myers Co. chose to carry its advertising messages. Quicker than you could shout "Hank Snow," business exploded last year for Myers.

Beginning with three spots a week, the company said results were "more than gratifying." The advertising was then stepped up to one hour sponsorship on Saturday morning. As a result the company reported it had broken all sales records for 98 years.

The sponsorship was increased to three different days, in addition to the Saturday program, with extra time for special sales.

The company reported that after its first year of TV advertising, sales had increased 1,000% over the previous year. During that time, it became necessary for the Myers store to increase its staff from nine to 43, its warehouses from one to five, and its delivery vans from two to 12.

Even the switchboard needed revising, with 12 phones used now instead of the two formerly used.

And for the first five months of this year, the sales have continued with Myers's continued sponsorship of *Country Junction* show. Sales so far this year are 800% above the records set in 1962.



-- a Twentieth Century-Fox TV series

HONG KONG

...one of 268
syndicated
TV film series
which use*

BMI

*licensed music
and were
telecast locally
during the past year*

** out of a total of 390
syndicated TV film series*

BMI

*

BROADCAST MUSIC, INC.

589 FIFTH AVENUE • NEW YORK 17, NEW YORK
CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

Alberto-Culver TV budget up to \$40 million \$250,000 RADIO TEST STARTING IN 10 MARKETS

Beginning with the fall television season, Alberto-Culver Co. will be pumping \$40 million into the visual medium on an annual basis—a healthy notch above the firm's present \$30 million rate.

Plans for a test of radio also are underway (CLOSED CIRCUIT, March 18).

Details were disclosed Thursday (July 25) during the company's annual sales convention in Chicago. Alberto-Culver's spending in spot TV will continue at its present \$1 million-a-month rate with the rest concentrated in buys on all three TV networks.

Alberto-Culver has repeatedly credited TV as the key reason for its meteoric growth since 1955. It is a 52-week advertiser which doesn't believe in the summer hiatus.

Alberto-Culver's 1963-1964 ad budget will go almost entirely into television with these two minor but significant exceptions:

(1) Alberto-Culver has just begun buying a heavy saturation test of radio to start late in the summer for an indefinite period in about 10 markets for Command men's hair dressing through J. Walter Thompson Co., Chicago, and (2) last fall's tiny test splash in magazines will be a little bit higher this year.

Close Watch ■ With the initial radio budget in excess of \$250,000, the test will be very carefully controlled, au-

ditioned and researched, according to Charles A. Pratt, director of advertising and public relations who recently was elected vice president (BROADCASTING, July 8). The magazine budget will run around \$500,000, it was estimated.

Leonard Lavin, Alberto-Culver president, told the sales meeting the company plans to diversify soon into the food products and household products fields. He said the development and exploration of specific product opportunities are already in progress. The firm, which originally used TV to build up sales momentum and volume in the hair preparation field under its VO5 label, recently also expanded into the proprietary market.

Alberto-Culver agencies in addition to JWT are Compton Advertising and BBDO, also Chicago.

The firm's network buys for the new season include eight prime-evening programs (five on ABC-TV, one on CBS-TV and two on NBC-TV) and 14 daytime programs (eight on CBS-TV, five on NBC-TV and one on ABC-TV). The share of sponsorship varies but the schedule gives Alberto-Culver full exposure all week both day and night.

The nighttime TV networks buys include: ABC-TV—*Jaimie McPheeters*, *100 Grand*, *Breaking Point*, *Greatest Show on Earth* and *Ben Casey*; CBS-TV—*Gunsmoke*, and NBC-TV—*The Virginian* and *Dr. Kildare*.

C-E citrus ad plans strong on television

Tentative advertising plans outlined this week by Campbell-Ewald to Florida citrus industry representatives in Lakeland call for heavy reliance on television and magazines, predominantly east of the Mississippi River.

Agency representatives and Florida Citrus Commission staff members discussed advertising and merchandising possibilities for the fall and winter months at a "workshop session" held in the commission auditorium Monday.

A decision on the program will probably come Aug. 21 at a special meeting of the commission in Asheville, N. C.

The fiscal year began July 1, and about \$500,000 is being spent during the summer and early fall on processed products. It is estimated that another \$2.5 million will be available during the remainder of the year, and this was the portion of the program discussed this week.

As recommended by agency spokesmen, the program would use about half the available funds, \$1.25 million, for television time, mostly one-minute com-

mercial participations on ABC and CBS network programs—a total of 218 minutes of nationwide network time, both day and night.

Approximately \$800,000 would go into general circulation and women's magazines, mostly half pages in color. The balance would be used in trade papers, Canadian outlets, production expense and special merchandising support.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager. Approximate cost is listed, where given by producer.

Pepper Sound Studios Inc., 2076 Union Avenue, Memphis 4.

Kroger Food Stores, one 60 for radio (musical). Bud Smalley, production manager. Agency: Campbell-Mithun. Bob Nichols, account executive.

Muntz TV, one 60 for radio (jingle). Jodie

Lyons, production manager. Agency: Sanders-Roden. Ray Friedman, account executive. Approximate cost: \$1,800.

Marshall Field Department Stores, one 60 for radio (musical). Al Rinker, production manager. Approximate cost: \$1,300.

Sears, Roebuck & Co., one 60 for radio (jingle). Joe D'Geralamo, production manager. Agency: Bill Giez Advertising. Bill Giez, account executive.

HEB Food Stores, one 60 for radio (jingle). Ernie Bernhart, production manager. Agency: Fraser, Wiggins, Collins & Stecklu. A. J. Lewis, account executive. Approximate cost: \$1,300.

Maxfield Candy, one 60 for radio (jingle). Al Rinker, production manager. Agency: R. O. Pusey Co. Approximate cost: \$1,300.

Cherokee Village (resort area), one 60 for radio (jingle). Edwin Hubbard, production manager. Approximate cost: \$1,300.

Chicken Shack Restaurant, one 60 for radio (jingle). Larry Muhoberac, production manager. Approximate cost: \$1,300.

Deeya Cosmetics, one 60 for radio (jingle). Hub Atwood, production manager. Approximate cost: \$1,300.

State of Arkansas, (tourist), one 60 for TV. Bud Smalley, production manager. Thomas Hockersmith & Associates. Ed Dozier, account executive.

Bama Brand Wine, one 60 for TV. Jodie Lyons, production manager. Agency: Ben R. Goltsman Inc. Larry E. Wallock, president. Approximate cost: \$1,800.

Red Dagger Wine, one 60 for TV. Al Rinker, production manager. Agency: Ben R. Goltsman Inc. Larry E. Wallock, president. Approximate cost: \$1,800.

Radio survey unveiled by Blair stations

Blair Radio and the 55 stations it represents last week disclosed the results of a nationwide survey designed to measure radio listening of all types, both in-home and out-of-home.

Titled "National Survey No. 1," the study was conducted by The Pulse Inc. using a sample of 2,125, said to be almost double the sample normally accepted as representative of the nation. Blair Radio said the results can be projected to 51.7 million radio households.

Arthur McCoy, president of Blair Radio, reported that the male heads of households, for example, spend 235% more time listening to radio than reading newspapers and 500% more time with radio than with magazines. The female heads of households spend 239% and 450% more time with radio than with newspapers and magazines respectively.

The study shows that almost half, or 48.9%, of the Blair Group Plan audience are in the "white collar" group, compared to 38.1% for the total sample. It also points out that Blair stations rank high in families of three or more people; with children 17 years

Last Friday
there were 12
radio choices
in Houston;
**TODAY THERE
ARE ONLY TWO!**

What Happened?

Simple.

KTRH-CBS is now info/radio in Houston. 24 hours a day.

The only one. Total.

That leaves one music-news format on eleven stations.

The two radio choices you have in Houston today are quite simple.

Want your message in the background, with the music?

Simple choice.

Buy juke-box radio.

Want your message up front, where the sales are?

Simple choice.

Buy KTRH-CBS, info/radio. The influential, information radio buy in Houston.

Info/radio involves the listeners. All of them.

Makes them listen with their ears wide open.

Makes them think.

Wakes them up to what's going on.

Gets them involved with us . . . and our advertisers.

When they want to go to bed, they leave KTRH, 740. For the sack,

If they don't leave us, they'll be awake all night. And not even

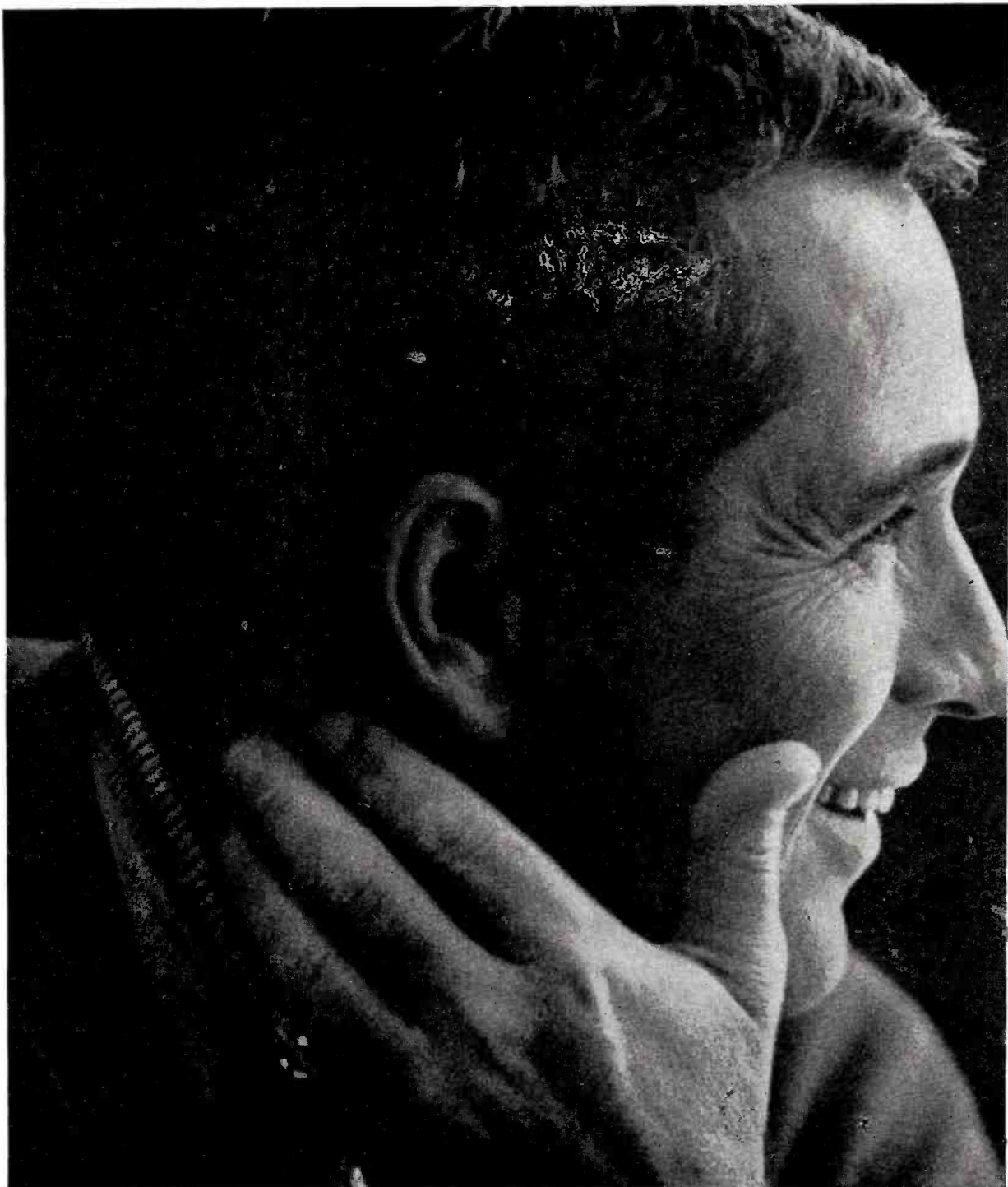
Houston-sized Texans can think and sleep at the same time.

What are you supposed to do?

Call CBS Radio Spot Sales for details.

Or us.

KTRH-CBS HOUSTON'S MOST INFLUENTIAL STATION
RICE HOTEL, HOUSTON



Songs and Suspense

What does Perry Como think about when he's facing the cameras? "Well, I'm thinking about lying down," he's confided to interviewers, "but there's no place to lie, so I stand up."

No television singer, we might add, has ever stood up so well. For 14 years now, Perry's been one of the medium's greatest attractions. And next season his seven, full-hour specials will be among the highlights of NBC-TV's '63-'64 line-up.

PERRY COMO

The color broadcasts of "Perry Como's Kraft Music Hall" will premiere Thursday, October 3. The same time slot on the following week will bring the first performance of the color series, "Kraft Suspense Theatre."

Thus, on the Thursday nights when viewers aren't getting comfy with Como, they'll be getting duck-bumps with drama. That's Kraftsmanship.

Properties under development in the suspense series include "The Fox Hunt," a tale of a jailer who permits prisoners to escape just so he can

track them down; and "Only One Day Left Before Tomorrow," the problem of a girl who must choose between marriage to a man she loathes and her possible conviction as a murderess.

Between the two types of television offerings—songs and suspense—the new Kraft time period (Thursdays 10-11 p.m. NYT) looks especially promising. What's more, the entertainment gamut of these programs represents a range that typifies the diversity of our 1963-64 schedule.



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

A television shopping aid for car buyers

Prospective buyers who prefer to look at a car without going to the dealer have found the commercials in *Family Night at the Movies* on WTTV(TV) Bloomington-Indianapolis, Ind., fill the bill.

The station has set up a live camera on the used car lot at Smart & Perry Ford City, sponsor of the program, and six spots in the show feature cars requested by viewers.

"The most amazing thing is the fact that it produces sales," according to Jack Smart, firm's president.

Family Night is presented 7:30-9:30 p.m. Friday. At the opening of the show viewers are asked to phone in a description of the car they're shopping for. Later in the program as many of the cars are shown as possible, and all calls are acknowledged on camera. The first show brought 120 calls and more than 200 were received on the second show.

If a requested car isn't on the lot, viewers are reminded that since someone is looking for such a model, Smart & Perry will trade for it on a new Ford. Mr. Smart says after the first show a couple drove 90 miles to trade in a '60 Pontiac, requested but not in stock.

Mr. Smart noted that "not all of the results come in terms of direct sales or sales leads. The program gives us an opportunity to have the prospective car buyer see the high caliber of our sales personnel and to hear on-camera testimonials from satisfied customers.

"One man, who has bought six new Fords from us in the last 10 years, invited himself on the show to tell the viewers how much he liked our company."

Bob Holben, station manager of WTTV, calls the program "live television with an instant measure of

results." To support this he cites the showing of a '39 Ford on the program. The car had been bought new from the dealer and just traded in on a current model. No one asked to see it, but it was shown as a curiosity. Eighteen people called to ask the price, and the family which came in to claim it, said they had left their outdoor barbecue to do so.

A combination of station and sponsor promotion is credited with audience reaction and acceptance of the "Car Shoppers' Tele-Sale." For a week preceding the first show Smart & Perry ran ID's asking viewers to "phone in the car you want to see; we'll show it to you on TV."

The same invitation was carried for two weeks in all of the dealer's print advertising and three weekly shopping papers carried a front page feature story on the "tele-sale."

of age or under, and with an educational background of high school or better.

A presentation on the study was given in advance several weeks ago to media executives of 45 top advertising agencies. Since it contains data on various demographic characteristics of the audience (age, income, occupation, family size) in addition to audience size by periods of the day, the study should prove helpful to advertisers and agencies in market selection, Mr. McCoy stated.

The study claims that the Blair Group Plan stations have audience superiority over each of the radio networks. It states the Blair stations have a 52.9% advantage of average home impressions over the affiliate of "network A;" 36.8% over network B;" 44.4% over "network C" and 62.5% over "network D."

Subsidiary firm formed for international trade

De Garmo Inc., New York, and Botsford, Constantine & Gardner, Seattle, have formed a jointly owned subsidiary known as Botsford/de Garmo.

The new agency was formed to expand new business among domestic advertisers with growing international marketing problems, and among foreign-based companies seeking coverage in U.S. markets, according to Joseph Maguire, president of Botsford, Constantine & Gardner.

Advertising, marketing and public relations services will be provided by the new agency to national and international firms through 29 wholly owned

domestic and international offices, associates or affiliates.

Officers of Botsford/de Garmo are Joseph Maguire—chairman; John de Garmo, president of de Garmo—president; William Walker, de Garmo vice president—secretary-treasurer.

ITA sells Stafford shows to Foremost

A large regional sponsorship of syndicated programming was announced last week by Independent Television Corp., which reported that Foremost Dairies Inc., San Francisco, has bought six, first-run one-hour musical specials featuring Jo Stafford for placement in 30 major markets west of the Mississippi.

The sale was made by ITC to Foremost's agency, Guild, Bascom & Bonfigli, San Francisco. This purchase follows ITC's previous sale of a one-hour program with Miss Stafford and guests Bob Hope, and James Darren to Procter & Gamble for showing on CBS-TV on Aug. 18. The regional telecasts will begin in late 1963.

Brisk NBC-TV daytime sales

More than \$16 million in new and renewed daytime business has been received by NBC-TV during the last month-and-a-half, with three programs—two of which are not yet on the air—accounting for a quarter of the total.

The three programs are *Missing Links*, starting Sept. 9; the new Merv Griffin program, beginning Sept. 30, and *People Will Talk*, which started July 1.

Also in advertising . . .

TVB moves ■ TVB West Coast offices move to 444 North Larchmont Boulevard, Los Angeles, Aug. 1. New telephone number is Hollywood 9-8231. Jack O'Mara is vice president in charge of West Coast operations.

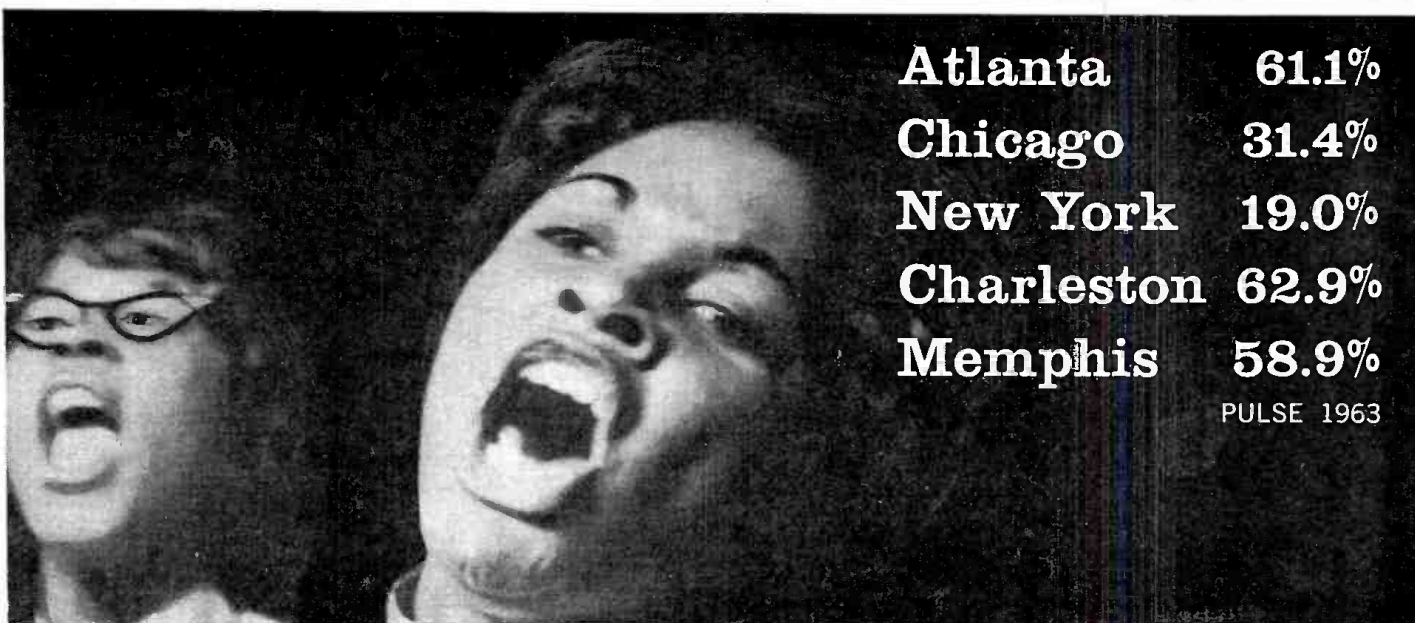
New BAR client ■ Fuller & Smith & Ross has added Broadcast Advertisers Reports's national weekly spot TV service to the list of services FSR now offers its clients. The agency will now be provided with detailed monthly proof-of-performance statements for spot TV schedules and with weekly TV competitive activity reports based on BAR's monitoring of stations in the top 75 markets.

Ad Staff move ■ Ad Staff Inc., Hollywood, a commercial production company, has moved to new offices at 1680 North Vine Street.

Free booklet ■ Air Check Services, Chicago, is offering a free booklet listing approximately 700 markets from which recording and monitoring services are available on a low-cost annual subscription basis. The pamphlet also gives competitive data from all monitored markets. Air Check is located at 1743 West Nelson Street, Chicago 13.

What's in a name ■ The Decatur, Ill., advertising agency Nichols, Flink & Associates Inc. has changed its name to Robert Nichols & Associates Inc. No changes in personnel are involved and the company remains at 1061 West Main Street.

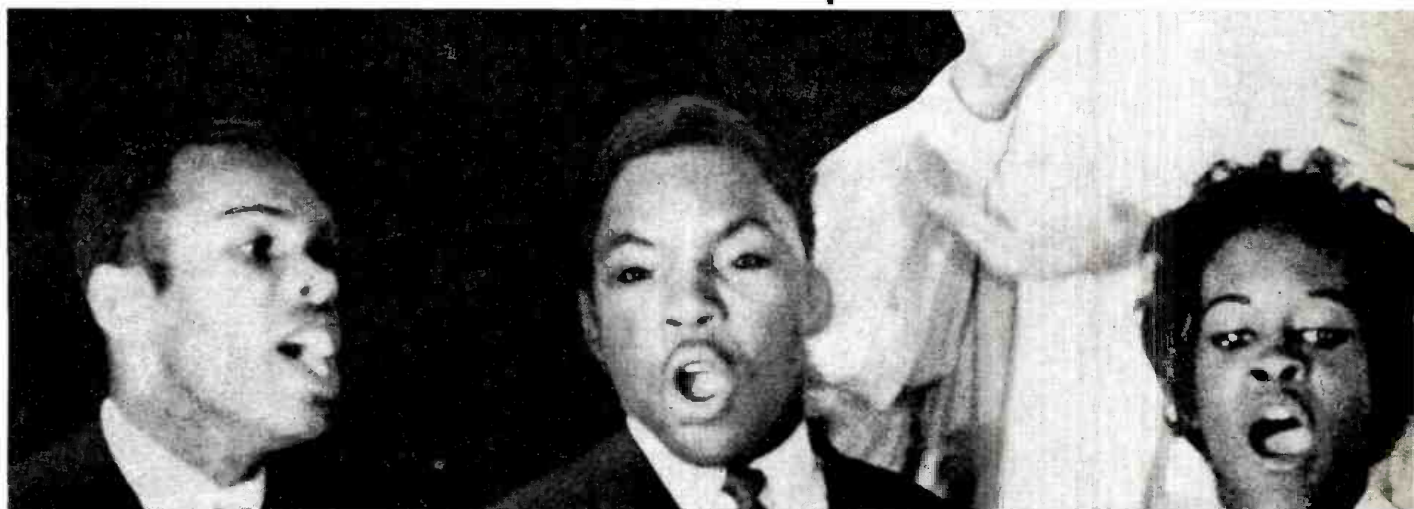
'GOSPEL TIME' DELIVERS THE TOP RATINGS



Atlanta 61.1%
Chicago 31.4%
New York 19.0%
Charleston 62.9%
Memphis 58.9%

PULSE 1963

'GOSPEL TIME' REACHES A \$20 BILLION MARKET



'GOSPEL TIME' IS AVAILABLE IN YOUR MARKET NOW

cost per thousand that is considerably lower than a comparable radio buy.



'GOSPEL TIME' DELIVERS A LOYAL AUDIENCE FOR YOU

one-half hours available. All featuring the outstanding Gospel singers and leading choirs in America. On tape. Now in production: 26 additional half hours. Fully sponsored in 24 markets. Additional spots are still available. All markets available 1964 season. For further information contact Len Sait. **I.C.S.**
39 WEST 55TH STREET, NEW YORK 19, N. Y., TEL: CIRCLE 5-3544

Don't drive editorials 'underground'

HARRIS WARNS THAT TOUGH LAW WOULD HAVE THAT RESULT

The National Broadcast Editorial Conference which convened Thursday (July 25) in Athens, Ga., exceeded the fondest hopes of the sponsoring Georgia Association of Broadcasters when 130 radio and television opinion writers registered.

Unusual interest in the conference and the high turnout from more than two dozen states, Puerto Rico and Canada undoubtedly were helped by a congressional hearing on editorializing held two weeks ago (BROADCASTING, July 22).

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee and a member of the subcommittee which conducted the hearing, said that if Congress intends to write the fairness doctrine into law to put a tighter rein on editorializing, it should be careful not to be so tough that broadcasters abandon "overt" editorials



Representative Harris

and "go underground" with their opinions instead.

In a speech prepared for delivery to a banquet Friday (July 26), Representative Harris reminded his audience that he's been an advocate of on-air editorials for several years, and he cited a speech he made on the subject in 1958 to prove it.

But he stressed his concern and that of his congressional colleagues that editorializing is a powerful instrument which must be guided. "In no area of

broadcast programming is the public interest more difficult to protect. In no area will protection be needed more as the practice of editorializing assumes greater prevalence," he said.

His speech was expected to be a highlight of the three-day conference, sponsored jointly by the GAB and the Henry W. Grady School of Journalism of the University of Georgia. In addition to Representative Harris, the committee—the group most likely to draft and push to enactment any legislation in this area—was represented by Kurt Borchardt, its communications specialist, who was to participate in a panel on government relations Friday.

Defends Hearing ■ In his speech, Representative Harris sought to answer broadcaster criticism of his committee's hearing when he said it had "not only the right but the duty to go into this admittedly highly sensitive subject." He said FCC decisions on editorializing have construed the "public interest" to reach "diametrically opposite results" and Congress "would be derelict" if it didn't look into the problem. (The FCC in 1949 reversed its 1941 Mayflower decision, which held that editorializing was not in the public interest.)

He went on to say "Congress and the commission would be remiss in their duties" if they failed to not only look into "overt editorializing"—that which is pretty well labeled as such—but also to look into other practices: "There is the type . . . by means of licensee selection of news editors and commentators sharing the licensee's general opinions . . . [and] by making available the licensee's facilities to persons and organizations reflecting the licensee's viewpoint either generally or with respect to specific issues."

The congressman did not expect to provide "easy answers to many difficult questions. My hope is to suggest some pertinent questions for your critical consideration."

Turning to editorializing for or against political candidates—a subject which concerned his subcommittee during the hearing—Representative Harris said the "apprehensions" of political office holders (not just members of Congress) "are not based so much on lack of trust in the fairness of broadcasters [as] on the certain knowledge that radio and television broadcasting are today among the most powerful mass media of in-

fluencing public opinion."

He noted that while politicians might therefore wish to discourage this kind of editorializing, they (here he meant Congress and his committee, over which he wields great influence) would be wiser "to attempt to bring about the enactment of an amendment to the Communications Act to assure fairness to politicians" in this area.

Who's To Judge? ■ Suggesting that politicians themselves may not be the best judges in deciding what is fair to politicians and what is fair to the public, Representative Harris said, "I can assure you, however, that politicians as a rule may object to having their 'rights' of answering broadcast editorials depend on the discretion of broadcasters."

He discussed HR 7072, a bill which would apply Section 315's equal opportunities provisions to editorializing, and said that while there are some "in-



Mr. Smith

herent" difficulties in its approach, "these . . . can be corrected."

"Hard and fast" rules may be difficult to achieve but "we must nevertheless strive to do so," Representative Harris said. The existence of the conference itself "seems proof to me that you agree with that proposition."

In a discussion of regulation and a National Association of Broadcasters recommendation that licensees not editorialize until they are ready "to act fairly and to employ an adequate staff

as the foundation for meaningful and intelligent editorialization," Representative Harris asked, "Are the NAB and the FCC getting ready to establish minimum standards with respect to staffing? I hope not." Standards of procedure are necessary, he said, but then asked, "is exclusive or primary focusing on the question of staffing going to be helpful?"

A licensee operating an "electronic juke box" who does not give time for discussion of public issues "has not equipped himself in any sense of the word to editorialize on such issues or candidates even if he should hire a qualified person to write the editorials for him," Representative Harris said.

Earn The Right ■ "I submit that the right to editorialize must be earned and this right should be properly exercised only within the content of exposures of the issues or the candidates over the facilities of the station."

Editorials furnished by organizations, networks or editorial services must be so identified on the air, he said. Sponsored material advocating a point of view already is covered by Section 317, which requires identification, Representative Harris pointed out.

In his conclusion, he returned to a point he made often during a probe of

broadcast measurement services: "The committee's payola and ratings investigations have demonstrated the tremendous power which organizations not licensed by our government, such as phonograph record manufacturers and distributors, and ratings services have exercised over the programs broadcast by many licensees. If, unbeknown to viewers and listeners, persons not controlled by individual licensees, such as editorial services, were to achieve similar control over broadcast editorializing, the potential harm to the public could be infinitely greater than it has been in these other situations."

Smith's Plea ■ Howard K. Smith, ABC-TV commentator, opened the conference Thursday with a plea to the federal government not to place restraints on the broadcast of opinions, both through editorials and commentary. "The two can be classed together as members of the same family," he said. "Both are arguments and conclusions that deliberately seek to take one side of a public issue."

He warned that a proliferation of specific rules tends to produce timidity and has a negative influence "to take the stimulation out of the editorials and defeat their purpose. A dull and cautious editorial or a strong stand on a banal

issue are no help to anyone."

Congress, Mr. Smith said, must abandon the hope of the ideal—"the expectation that strict clear legislation will produce perfect balance of opinion and eliminate the need for hard, human, fallible judgement. Like all else in life, editorial judgment is highly imperfect and we must live with that as we must live with all other aspects of our imperfect processes."

Those in Congress who seek to prohibit broadcasters from airing opinions have their own answer in the "amazingly few" abuses by radio and television in the past, Mr. Smith said.

He said he has had to devote a large part of his professional career to the question of whether radio and television should be permitted to editorialize at all. "Not because I wanted to argue about it, but simply to defend my function," he said. "I believe that we should quite boldly take sides and explain why, in words that are as persuasive as possible."

Speaking of his most famous controversy, Mr. Smith pointed out the FCC received 2,200 complaints last year on one of his ABC-TV programs—"The Political Obituary of Richard M. Nixon." He defended the Nixon show which included an appearance by con-

Newspapers editorialize on radio-TV editorials

The fight of broadcasters to retain freedom of editorial opinion has been supported in the editorial columns of several newspapers. The papers, which do not face government control of what they print, took affront at the comments of Representative Robert W. Hemphill (D-S.C.) who asked Congress to stop "abusive editorializing" on the air (BROADCASTING, July 22).

The *New York Daily News* called the congressman's proposal "censorship." It continued: "Hemphill should be turned down cold. We're for TV and radio editorials. But we also think the stations and networks airing them would be wise to imitate a longtime *News* practice, by setting up equivalents of our Voice of the People column. Let dissenters yell their heads off [and] you also stir up as much public interest as possible in what the paper or the TV or the radio station or network has to say."

The *Wall Street Journal* cited Representative Hemphill's remark to the House commerce subcommittee at the editorializing hearing that "It affronts my sense of justice and fair play to have one of these monkeys get on the radio station."

Said the *Journal*: "Now and then, for example, the viewpoints of some congressman and other government officials affront our sense of justice and fair play; in fact we may feel they don't know what they are talking about. And, sadly, we can't shut them off just by turning the page or flipping the dial."

Referring to the same comment by the congressman, the *Washington News* said if any citizen "gets on the air and is uninformed, stupid or unfair, his listeners have an instant remedy. They can tune him out, and if they are sufficiently fed up, can quit listening to the station. . . . Political power over the broadcasters—through ability to revoke licenses—already is oppressive and inducive to timidity. . . . If Congress takes any action on these airwave editorials, boresome as some of them sound to us, it should guarantee them protection from the bureaucrats, rather than put them under some restraint."

The *New York Herald Tribune* complimented the testimony of FCC Chairman E. William Henry before the subcommittee. The best answer on whether stations should editorialize, the paper said, "is Mr. Henry's

statement that broadcasters now editorializing are conducting themselves fairly and with an eye to the public service, and that whatever abuses might arise could be easily policed . . . we are happy he has rejoined the battle led by his predecessor to encourage broadcasters to use the airways to air their views."

The *New York Times* noted the FCC's encouragement of station editorializing and said "This is as it should be. . . . The American public, getting its information from a multitude of sources, does not hold any one sacrosanct. . . ."

"To regulate editorializing on the airways . . . would be even more difficult than the provision of law requiring equal time for political candidates. . . . As a practical matter, a station can no more give exact equal time in minutes to candidates than can a newspaper give exact equal space in inches. . . . License renewal need not be automatic. But neither should it be political, which is what it would be in danger of becoming if Congress got into the act of telling the stations how to deliver their editorials."

victed spy Alger Hiss is a legitimate form of interpretive journalism with a balance of views. The FCC, he explained, dismissed all the complaints against the program.

The necessity to inform the public and help the people understand issues of today is greater now than ever before, Mr. Smith told the conference. Newspapers, he said, abdicated their leading position as opinion makers long ago and radio and television have tended to do the same.

"I say it is your duty to editorialize," he stressed. "They [editorials] must be crisp, clear, stimulating and interesting. Dull editorials have destroyed the usefulness of most newspapers; they can ruin this institution as well. You must go ahead first into genuine controversy. Editorials on banal subjects are a disservice to everyone."

Long History — In a Friday morning session, Dr. Mary Ann Cusack, assistant to the president of the NAB, prepared for delivery a history of broadcast editorials and news coverage.

Dr. Cusack reviewed recent congressional concern over editorializing—shown through House hearings two weeks ago and hearings on Section 315 the last three years. "I am confident, despite the obstacles which some would attempt to place in our paths, that this right of the broadcaster to editorialize

will be preserved and will continue to flourish and contribute to a more vibrant society," she said.

Much of the concern over broadcast editorials today, the NAB spokeswoman intimated, has been caused by the growing station practice of endorsing political candidates. In the 1960 elections, she said, 62 stations editorialized either for or against candidates and two years later the number of stations expressing such opinions had grown to 148.

Raymond Carow, WALB-TV Albany, Ga., and GAB president, said that he is "amazed and delighted over the way this conference has mushroomed." When originally planned three months ago GAB was expecting 50 broadcasters, he said. The large turnout taxed the facilities of the new Georgia Center for Continuing Education on the University of Georgia campus and caused the sessions to be transferred to larger rooms.

Rematch draws \$750,000 less than first fight

The closed circuit television production of the Sonny Liston-Floyd Patterson heavyweight championship fight last Monday (July 22) grossed an estimated \$1.25 million after taxes from 143 locations in 109 cities.

SportsVision Inc., New York, which

handled the closed circuit telecast, noted that the estimated figure is based on returns from 86 out of the 143 locations.

The first Liston-Patterson bout fought last September grossed \$2 million after taxes on returns from a total of 254 closed circuit locations.

NBC International, which purchased the film rights of the fight from SportsVision, sold kinescopes to TV stations in Mexico, Venezuela, Panama, Spain, Nigeria, Kenya, Singapore and Jamaica. The film was flown to the foreign points the morning after the fight.

Swear to accuracy or no pay, Nielsen told

A Colorado broadcaster has told the A. C. Nielsen Co., Chicago, that his station won't complete payment for a coverage survey unless Nielsen provides a sworn statement that the work was done properly.

Nielsen warned through its New York attorneys that it might take legal action if payment were not received by Friday (July 26), but the station, KIMN Denver, was not going to pay without written assurances about the survey, said Kenneth E. Palmer, vice president and general manager.

KIMN which owes Nielsen about \$2,000, stopped its monthly payments in April at the height of a House subcommittee investigation of ratings services (BROADCASTING, Feb. 18, et seq), Mr. Palmer explained.

"I'm not implying that it [a Nielsen survey] wasn't made or was improperly done—but we need proof," Mr. Palmer said Thursday (July 25).

The station had requested information about the survey sample, its execution and tabulation, he said. Instead Nielsen said Mr. Palmer or his representative could examine the survey material at the company's Chicago headquarters. But the broadcaster said he did not feel his people could evaluate it and requested a statement assuring that the work had been properly done.

He has ordered his salesmen not to use the Nielsen report, although they have continued selling with reports from C. E. Hooper and The Pulse Inc., Mr. Palmer said. These two firms provide sample information, he pointed out.

Mr. Palmer said he has reminded Nielsen that the FCC and the Federal Trade Commission warned licensees last month that they would be held responsible for the reliability of ratings material used in their advertising and sales presentations (BROADCASTING, June 17).

If Nielsen sues to collect, Mr. Palmer said, "one place or the other they're going to have to swear to the court that they completed the survey."

WAVE RADIO AND TV
ARE
IN VARIABLY
EFFECTIVE

LOUISVILLE
BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

(Antique type from the Robinson-Pforzheimer Collection.)

Cox group to pay \$12 million for KTVU(TV) APPLICATION FOR FCC APPROVAL DUE THIS WEEK

Approval of the sale of KTVU(TV) Oakland-San Francisco to the James M. Cox group for approximately \$12 million will be sought in an application to be filed with the FCC this week (CLOSED CIRCUIT, June 3). Month-long negotiations were completed in San Francisco July 18 with the signing of the contract.

The gross price for the channel 2 independent is \$12,360,000 in cash for all 20,600 shares of outstanding stock of San Francisco-Oakland Television Inc., licensee of KTVU. The price includes net quick assets of about \$600,000.

The total cash consideration, however, is expected to be under \$12 million after adjustments are made for a long term debt of \$250,000 and payment due on capital stock of \$130,000.

Should the net quick assets increase above the \$600,000 figure by the time the sale is completed, the price paid will be adjusted by that increased amount.

The Cox group has arranged for a line of credit for the total purchase price with the Chase-Manhattan Bank of New York and with its affiliated

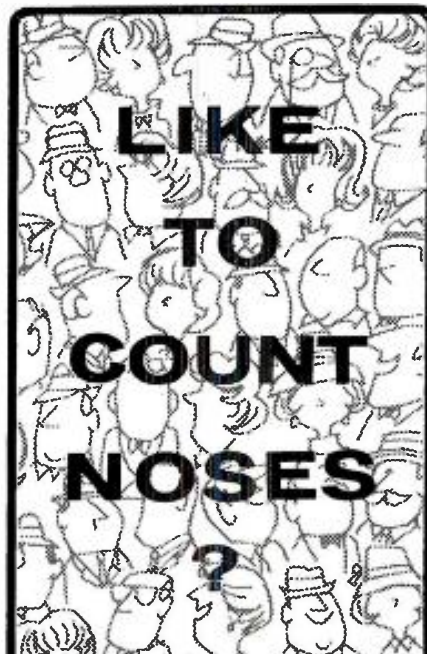
companies. A deposit of \$600,000 has been made to bind the agreement.

The sale is being made to Miami Valley Broadcasting Corp., licensee of WHIO-AM-FM-TV Dayton, Ohio; WIOD-AM-FM Miami, and WSOC-AM-FM-TV Charlotte, N. C. The Cox group also owns WSB-AM-FM-TV Atlanta as well as community television systems in Washington and Pennsylvania. J. Leonard Reinsch is executive director of the Cox broadcast properties.

In the newspaper field, Cox owns the *Atlanta Journal* and *Constitution*, *Dayton News* and *Journal-Herald*, *Miami News* and *Springfield* (Ohio) *News* and *Sun*.

KTVU, which went on the air in 1958, is owned by William D. Pabst, Ward D. Ingram and Edwin O. Pauley, each with 25.005%; Willet H. Brown, 19.79%; Stoddard P. Johnston, 4.94% and Harry R. Lubcke, 0.25%. All of the present management will be retained. It was reported last week. Mr. Ingram is president and general sales manager; Mr. Pabst, executive vice president and general manager.

Major Sales ■ The KTVU sale exceeds the price paid by Metromedia for the



Count how many in this ad—get yourself a big prize and a big surprise!

SMIFF OUT THESE CLUES!

These noses represent just ten-thousandth of one percent of the noses to be counted in North Carolina's Triple Rich Market of New Bern—Greenville—Washington. Noses that are eager to get a whiff of your products!

GET RICH! Give your products the sweet smell of success. . . . Get nosy about the first full-time ABC TV station in Eastern North Carolina! . . . coming September 1 to New Bern—Greenville—Washington.

GET RICH CONTEST! 5003 PRIZES!

- First Prize:** A Case of Imported Martini Olives Stuffed with Cocktail Almonds.
- Second Prize:** A Case of Deluxe Martini Olives Stuffed with Cocktail Onions.
- Third Prize:** A Case of Compact Martini Olives Plain.

To the first 5,000 Runners-up—A case of genuine North Carolina wood toothpicks for use with all three classes of olives.

In case of draw—duplicate olives will be awarded. Winners May Substitute Lemon Peels or Onions (unstuffed).

Send your entry to:

GET RICH CONTEST BOX X-12

Broadcasting Magazine
1735 DeSales St. N. W.
Washington, D. C.

CHANNEL 12



Greenville—NEW BERN—Washington



Dear ol' NAB school days

Six "students" who double as broadcasting executives study a problem during the Executive Development Seminar of the National Association of Broadcasters at the Harvard Business School, Boston. Seeking a solution are (l to r) Roger S. Davison, WJBO Baton Rouge; Harold B. Barre, WRVA Richmond, Va.; Kenneth F. Small, WRUF Gainesville, Fla.; James H. Gross, WJIM-

AM-TV Lansing, Mich.; E. J. Meehan Jr., WPBS(FM) Philadelphia, and Lincoln W. Miller, KIRO-AM-TV Seattle.

The two-week seminar ended this past weekend with a commencement address by John Daly, veteran radio-TV newsman and quiz master. "Degrees" were presented to 67 broadcasting executives who attended the course.

independent KTTV(TV) Los Angeles, acquired from the *Los Angeles Times* for \$10,390,000.

Los Angeles is a seven-station VHF market while San Francisco-Oakland has four VHF's.

Other major station sales in recent months:

Hearst Corp. paid \$10.6 million for 50% ownership in WTAE-TV Pittsburgh (it already owned the other 50%).

Westinghouse paid \$10 million for WINS New York.

Cowles Magazines & Broadcasting paid \$8 million for WREC-AM-TV Memphis.

Harte-Hanks Newspapers paid \$6.25 million for 63% of KENS-AM-TV San Antonio (it already owned 37%). Later KENS was sold for \$700,000.

Time-Life paid \$6.25 million for KOGO-AM-TV San Diego.

Outlet Co., Providence, R. I., department store (and owner of WJAR-AM-TV there) paid \$6 million for WDBO-AM-FM-TV Orlando, Fla.

Church resolution protested again

Broadcasters continued last week to protest a resolution of the governing board of the National Council of Churches urging stricter regulation of

radio-TV (BROADCASTING, June 17).

Carleton D. Brown, president of WTVL Waterville, Me., and member of the National Association of Broadcasters' board of directors, wrote the council that he was "grieved and shocked" at pronouncements put forth as policy of the council members. In a letter to J. Irwin Miller, president of the National Council of Churches, Mr. Brown also questioned the validity of the resolution.

"I am particularly grieved that the National Council favors increased federal government control of broadcasting and even suggests that limitation on the freedom of speech is advised," Mr. Brown told Mr. Miller. He said further that he was "shocked" to learn that only 62 of approximately 200 council board members were present when the resolution was approved.

The board's action is a "distinct disservice to thousands of honorable broadcasters who . . . have used their talents and have given generously by contribution or facilities to the support of the church," Mr. Brown said. "I hope your board may become appraised of the unfair nature of this action and I would ask what definite steps you may have in mind to correct the hurt which has been caused."

Two weeks ago, W. N. McKinney of El Dorado, Ark., wrote the council in

strong protest of the resolution (BROADCASTING, July 22). The NAB plans to arrange a meeting between broadcasters and the council to discuss the resolution.

NAB near blastoff for audited ratings

All systems are "go" in the efforts of the National Association of Broadcasters to provide accredited and audited program ratings for radio-TV. This was the word last week from Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of both the NAB's Ratings Council and Research Committee.

The two groups met July 19 in New York. Afterward Mr. McGannon announced that a nonprofit corporation would be established to supervise the auditing of audience research firms (BROADCASTING, July 22). The actual auditing will be done under contract by an independent firm.

Mr. McGannon reported last Wednesday (July 24) on the work of various subcommittees of the Ratings Council. Criteria to which ratings firms will be asked to subscribe will be drafted by mid-August, he said, and will be sent to all firms along with a questionnaire on ratings shortly thereafter.

Another subcommittee has been meeting with Radio Advertising Bureau on the latter's request that the NAB support an RAB-planned study of radio audience measurements (see story, page 36). Mr. McGannon said the NAB should have sufficient information by mid-September to reach a decision and make recommendations to the RAB. The radio bureau has asked the NAB for \$75,000 to help finance the proposed \$200,000 study.

Changing hands

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

■ KTVU(TV) Oakland-San Francisco Calif.: Sold by William B. Pabst, Ward D. Ingram, Edwin O. Pauley and other: to James M. Cox stations for \$12,360,000 (see story page 47).

■ WALK-AM-FM Patchogue and WRIV Riverhead, both New York: Sold by W. Kingsland Macy Jr. and associate to Chet Huntley, NBC; Jerry Feniger Cowles Magazines & Broadcasting Bill Mulvey, McCann-Erickson; and Ed Wood, Screen Gems, for \$217,500 and \$150,000 for agreement not to compete. Each of the buyers will hold 25% interest. WALK is a 500 w daytimer on 1370 kc; WALK-FM operates on 97.5 mc with 15 kw. WRIV is a J

Media transaction? get our viewpoint

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Clifford B. Marshall
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BEVERLY HILLS

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

kw daytimer on 1390 kc. Broker was Blackburn & Co.

APPROVED ■ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 101).*

■ WHRV Ann Arbor, Mich.: Sold by Zanesville Publishing Co. (*Zanesville* [Ohio] *Times-Recorder* and *Signal*) to Radio Ann Arbor Inc. for \$295,000. Radio Ann Arbor is owned by Frank H. Babcock Jr., J. William, Dorothy and Thomas A. O'Connor, and Edward Ballantine who have varying interests in WBOW Terre Haute, and WHUT Anderson, both Indiana; WCVS Springfield, WPEO Peoria, WGSB Geneva, all Illinois and KASK-AM-FM Ontario, Calif. Zanesville Publishing Co. retains ownership of WHIZ-AM-TV Zanesville and WTAP-AM-TV Parkersburg, W. Va. WHRV is a fulltime station on 1600 kc with 1 kw. Commissioner Robert T. Bartley dissented.

Emergency meeting asked by Missouri group

Another state association sounded a call last week for a national emergency meeting of all broadcasters to "deal with FCC proposals to limit advertising and further restrict freedom to editorialize."

The executive committee of the Missouri Broadcasters Association unanimously adopted a resolution urging the National Association of Broadcasters to call such a meeting. A previous request for an emergency session was made by the Georgia Association of Broadcasters, which threatened to call its own meeting if the NAB did not act (BROADCASTING, June 17).

NAB President LeRoy Collins turned the Georgia request down and said the NAB's opposition would go through normal channels. The national association since has contacted every station in the U. S. and urged opposition to the FCC rulemaking to adopt commercial time standards through pleas to community civic leaders and individual members of Congress (BROADCASTING, July 15).

Public affairs report

A report of the public affairs and special events department of WBAL-TV Baltimore's activity in 1962 has been released by the station. It highlights the regular and special programs and announcements aired by the station and notes the work of the WBAL-TV Community Advisory Council. The council is made up of 15 civic leaders who meet with station management and present possible areas for future programs.

Hagerty moves upstairs to AB-PT

QUESTION: WHO STEPS INTO HIS SHOES AT ABC NEWS?

James C. Hagerty last week was promoted from chief of ABC's news operation to an executive position with the network's parent company, American Broadcasting-Paramount Theaters.

Mr. Hagerty, who served for 2½ years as vice president in charge of news, special events and public affairs at ABC, was elected AB-PT vice president in charge of corporate relations (WEEKS HEADLINER, Page 10). No successor has been named to fill Mr. Hagerty's news post, and the department will operate under the supervision of Stephen C. Riddleberger, vice president and general manager of ABC News, Robert J. Quinn, executive producer, and John Madigan, director of news.

In announcing Mr. Hagerty's new position, AB-PT President Leonard H. Goldenson said the move was made "in order to take fullest advantage on more varied corporate problems of his many capabilities and world-wide experience." He said that under Mr. Hagerty's leadership, ABC News had been "tremendously strengthened," and that Mr. Hagerty "will still be available to counsel the news department when needed."

Mr. Hagerty, from 1952 to 1960 news secretary to former President Eisenhower, commented: "I may engage in on-the-air work in this country and abroad from time to time in the future, so I do not feel as if I will be severing entirely my news interests or activities."

He said, "Naturally, I regret that it will be necessary to leave the ABC News department," but added that he was "pleased and honored" at his new election and considered the position as "challenging and exciting."

Speculation varied on how Mr. Hagerty's talents will be put to use in the future at AB-PT. Some reports indicated that Mr. Hagerty may be called upon by AB-PT to make appearances in Washington when necessary as a spokesman for the company. It also was mentioned that AB-PT would make use of Mr. Hagerty's contacts and experience abroad in ABC's expanding international broadcasting interests. Still another area in which Mr. Hagerty reportedly may be active is that of civil rights, as they concern the theater division of AB-PT, but this report could not be confirmed.

EXCLUSIVE BROADCAST PROPERTY!

MEMPHIS, TENN.

—A five thousand watt daytimer, non-directional, remote control. Mid-south's largest city with second largest Mississippi River port population. Check page 75 in June 17 Broadcasting for latest facts on the Memphis market.

WLOK frequency and transmitter with WHHM's equipment and studios, plus low cost engineering operation. Wide open market for either country-western or good music format. Priced to sell at \$195,000.00 with substantial down payment and balance secured with bankable paper.

CONTACT—John D. Stebbins in our Chicago office.

Flornilton-Lounclis

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MUSIC SHOW SEES NEW SETS

Dealers unconcerned about all-channel prices

FM stereo, AM-FM combinations, small personal TV and color TV appeared to be the brightest new selling prospects last week in Chicago during the 62d annual convention of the National Association of Music Merchants. The AM-FM sets, including new shirt-pocket AM-FM portables, were reported to be "hot" items.

The music show's record-breaking attendance of more than 12,000 retail dealers, distributors and manufacturers was matched only by the growing diversity of home entertainment products now being offered to the consumer. Most dealers expect a good sales volume for the year's second half.

Relative indifference, however, seemed to be indicated at the dealer level concerning the new all-channel set law which becomes effective next April 30 and will require all TV sets to incorporate all UHF channels as well as VHF. There was only a sprinkling of dealers among the audience that turned out Monday morning for a major panel session to inform the trade about the new all-channel law.

TV set prices are expected to go higher with addition of UHF, up to about \$30 more per set, but it appeared most dealers are not concerned at this time and will leave it up to the national brand manufacturers to do the consumer education job. Some indicated they merely will tell customers the "government" caused the price hike.

Monday's panel included Commissioner Robert E. Lee of the FCC and James D. Secrest, executive vice president of Electronic Industries Association,

and was moderated by W. T. Hamilton, vice president-general manager, WNDU-TV South Bend, Ind. Others participating were Jack Beever, Jerrold Electronics; John J. Frick, Frick Electric and Television Inc., South Bend; Garth Heisig, Motorola; Harold Isenring, Sears, Roebuck & Co., and Robert G. Weston, FCC.

Tax Break? ■ Commissioner Lee said he is hopeful Congress will remove the federal excise tax on all-channel sets this year, thus helping set dealers by cutting the price jump for inclusion of UHF. He urged manufacturers to step up all-channel set production now instead of waiting for the April 30 deadline.

Zenith Radio Corp. last week unveiled three new color receivers including a table model priced at \$449.95, a \$50 cut below the firm's previous minimum.

About two months ago Admiral introduced its new color leader at \$499.95. Subsequently General Electric came out with its \$499.95 color model and Sears and several others announced color sets to sell at the under-\$400 mark. RCA, Westinghouse, Philco, Magnavox and other major brands also displayed their color lines last week at the music show.

There was interest expressed in Motorola's new 23-inch color set but the Chicago firm did not have one on display. National Video Corp. is making Motorola's new tube (BROADCASTING, July 1).

Delmonico International showed two new Japanese-made color sets it will

introduce next month in the U.S. One is a 14-inch model at \$349.95 and the other an open-list 17-inch model.

Delmonico, GE, Panasonic, Sharp Electronics and Sony Corp. all reported brisk selling of their personal and "tiny TV" models.

The UHF all-channel impact is quite evident in the case of Sony's successful "Micro-TV" transistor portable (now \$189.95). Sony unveiled a plug-in UHF tuner and antenna accessory (\$49.95).

Syncom II has two postponements

The launching of Syncom II, postponed twice last week, finally took place Friday, July 26. The communications satellite, capable of handling two-way telephone, telegraph and facsimile transmissions, is expected to be placed in orbit 22,300 miles above the equator. At this height, the satellite will revolve around the earth at the same speed the earth itself turns daily. From earth the satellite will seem to be stationary. Three such synchronous satellites are expected to be capable of covering the entire earth.

Space officials said the delay was due to a fault in the first stage auto pilot system of the Delta booster rocket. Syncom II, like Syncom I which failed to achieve proper orbit, was built by Hughes Aircraft.

As of today (July 29), Relay I, the 172-pound spacecraft built for the government space agency by RCA, has operated 203 days. In that time it has carried out more than 1,350 experiments and demonstrations in transoceanic television, voice, facsimile and data-processing communications. Relay I was launched last December and is now the sole active relay communications satellite capable of handling TV between the United States and Europe.

New 'tallest' tower

Sept. 1 is the target date for completion of what its manufacturer claims will be the "tallest TV tower in the world." The 1,751-foot tower, prefabricated by Stainless Inc., North Wales, Pa., is being put up for WBIR-TV Knoxville, Tenn.

The new tower contains 297 tons of steel and will increase the channel 10 station's coverage area by 50%, according to John T. Hart, general manager of WBIR-TV. Stainless constructed the current "tallest tower," the 1,749-foot one shared by WRBL-TV and WTVM (TV), both Columbus, Ga.

TV up and radio down so far in '63

Television receiver sales for the five months of 1963 remain ahead of the same period last year by almost 200,000 sets, but radio set sales for the period slumped over 600,000 compared to the same period last year.

Production of TV sets also continued up for the five months of 1963 compared to the same period

last year, but radio set production fell behind. Production of UHF television and FM radio receivers were above those made for a comparable period.

Here are the distributor sales and production for the first five months of 1963 as reported by the Electronic Industries Association last week:

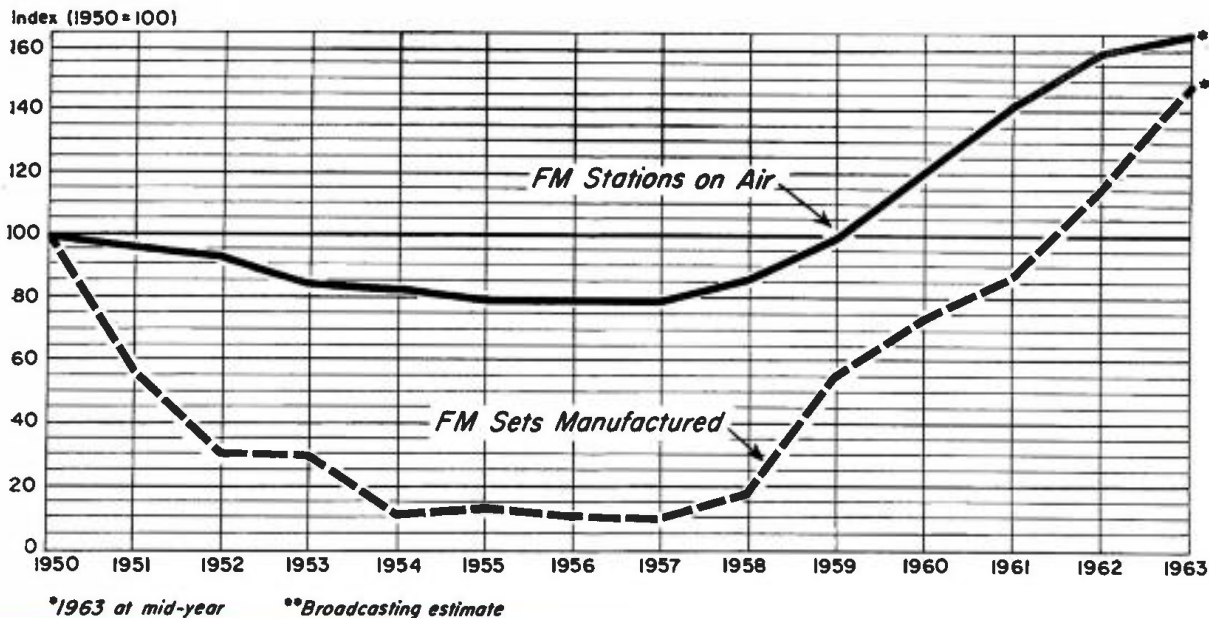
Period		TV	SALES (with UHF)	Radio	(with FM)
Jan.-May	1963	2,414,998	3,123,747*
Jan.-May	1962	2,243,528	3,759,976
Period		TV	PRODUCTION	Radio	(with FM)
Jan.-May	1963	2,794,917	(325,839)	6,931,372**	(486,089)***
Jan.-May	1962	2,674,848	(225,163)	7,542,572	(367,221)

*Excluding auto radios.

**Includes 3,082,520 auto radios, compared with 2,642,473 in same period of 1962.

***Excluding FM auto radios.

From rising curves come rising expectations



And now FM will have the numbers too Ambitious NAFMB project will produce market-by-market figures

An audience of 16 million FM radio homes, barely tapped by national advertisers, awaits the coming fall and winter season with its first major numbers project—a nationwide market-by-market ratings system.

At last the medium has grounds to hope that it can confront the buyers of time and space with the type of statistics they want—a lack of which has held national FM buying to a trickle despite rather general acceptance of the 16 million total of FM homes.

Just where does FM stand in mid-1963 after nearly a quarter-century of disappointment and frustration?

In essence, the 1963 FM medium consists of more than 1,100 FM radio stations, one-fifth of which are broadcasting the medium's new glamor service—stereo. These stations—FM only, FM-AM facilities with separate programs and AM-FM stations that duplicate programs—serve an appreciative audience that takes advantage of FM's known superiority in clean transmission, 360-degree coverage and high-fidelity service.

With all its advantages, FM stands as a medium with a great potential. Now, this mid-summer of 1963, FM station operators feel they are developing the accelerated pace and the needed statistical background that will bring closer the elusive goals.

Numbers Needed ■ In a tour around

several important FM markets, supplemented by hundreds of phone calls and in-person interviews, one common statement was heard—FM must have the numbers that national agencies and advertisers demand.

So, for the first time, FM has at hand the beginnings of a major research project

designed to give it national statistical dignity.

The project, about to be started by the National Association of FM Broadcasters, is under the direction of its first paid president, Jim Schulke, former Magnavox advertising executive. Here's what NAFMB is starting:

- A syndicated ratings service measuring the FM audience on a market-by-market basis, with a recognized research group doing the work.

- Ten markets to be surveyed during the autumn of 1963.

- A score of markets to be covered next spring, with a goal of 50 markets as fast as the job can be done.

- At least two complete survey projects a year for the next two years.

NAFMB plans to consult the Advertising Research Foundation on their ratings plans. They expect demographic audience breakdowns and marketing traits to be generated by the surveys.

Other services are planned by NAFMB, which has had a paid staff only since late spring. These include:

- A service program for agencies including special presentations for specific clients, based on new research plus general presentations. This follows the pattern of the Radio Advertising Bureau and similar promotional projects.

- Promotional material and sales ideas for local and regional selling.

- Informational services to FM sta-

BROADCASTING THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SPECIAL REPORT

Numbers are coming for FM

Page 51

FCC's favor hasn't helped

Page 61

Will AM be left behind?

Page 64

Stereo proves added plus

Page 68

Medium builds its impact

Page 70

FM STEREO IS MORE THAN MUSIC ON WSB RADIO

It's full-range FM stereo multiplex programming, not just music. WSB-FM offers stereo lovers the best in outstanding dramatic readings, quotes, tips, news, and, of course, beautiful music. More of everything wonderful is heard on WSB-FM. Heard better, too. Reflecting different impressions like a many-sided prism, WSB Radio offers different services to listeners from all walks of life.

Atlanta's
WSB-FM

**100,000 WATTS
OF QUALITY POWER**



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

ion members on national advertisers' plans.

▪ A public relations program.

That's the new look in FM broadcasting, as portrayed by NAFMB. The entire media-advertising world now awaits execution of the ambitious undertaking.

Thus FM stands ready at mid-1963 with an integrated, nationwide research and promotional program. Heretofore it has faced statistically loaded competitive media with bare-bones individual market reports, many of which were by-products of radio or television surveys.

The 16 million FM homes figure has wide acceptance because nobody can support anything better. Mr. Schulke has tossed a bomb into the FM numbers confusion by making this statement

▷ BROADCASTING:

"The 16 million FM homes figure may be understated as much as 50%. The true figure is probably between 22 and 25 million, and growing at an accelerated pace."

He hasn't the research to prove it now but hopes NAFMB's extensive project will show he's right.

A quick perusal of existing numbers indicates the FM audience ranges from a peak of 53% of radio homes in the sprawling 18-county New York market to 49% in Los Angeles and 48% in a Francisco (see Pulse data page 56). Chicago is close behind with 44%.

Are Markets Underrated? ▪ Station operators consistently claim they're being underrated. That's what NAFMB is about to clear up with its first closely knit research project. Of course, it will take time. NAFMB is trying to kick off its first major surveys this autumn.

"This could be the year," an optimistic FM station operator said recently as he left a Madison Avenue agency with a slightly hopeful gleam but without a contract. He reflected a buoyant spirit unusual for many FM operators who have flown out of New York haunted by recollections of martini parties that reflected a timebuyer's indifference to the FM medium.

Major agencies and advertisers seem glad that FM is a fine service and is a good buy in many local markets. But they say it's hard to buy nationally. "Where are your numbers?" they ask. "Why can't we buy a national package like NBC Radio network news?"

This is an old story to FM operators. They've been hearing it for years. Their reply generally runs about like this—"FM stations have a loyal audience whose intelligence and pocketbooks are above average. This description impresses local advertisers. Now, at last, here are hopes that major agencies are ready to take a new look at the FM medium.

Stereo Plus ▪ Besides the prospect



"The 16 million FM homes figure may be understated as much as 50%," in the opinion of Jim Schulke, president of NAFMB.

of NAFMB's new and important numbers, FM is getting important impetus from its latest technical attraction—stereo, now blessed with standards provided in a 1961 order of the Federal Communications Commission which set up a multiplex or piggyback formula by which an extra stereo and even a second extra signal can be superimposed on the main station carrier.

Stereo is dramatic and has loyal fans but the actual contribution to the effectiveness of programing and commercials hasn't been established at this early stage. Experimental stereo campaigns were sponsored this year by General Electric (Young & Rubicam) and Chevrolet (Campbell-Ewald) (see GE-Chevrolet story, page 68).

A temporary complication in recent months has been an FCC freeze on station grants. This freeze has run its course and applications for new stations will be flowing to the commission in the autumn (see FCC roundup, page 61). It's mighty tough to find vacant assignments in larger markets.

The FCC's earlier action in setting the multiplex standards used for stereo and background music, plus some auxiliary utility-type services, apparently means the eventual end of the few background music projects in which AM stations blank out or substitute voice messages between musical selections for the benefit of paid subscriber outlets that buy such musical service.

FM's Economics ▪ Most big cities have two or more outstanding FM stations that operate in or near the black. The full story of FM's revenues is told annually by the FCC. Latest figures cover the year 1961; data for 1962 will be out in the late autumn.

Using a base of 91 FM stations that operate independently of AM ownership in metropolitan areas, the FCC found 1961 total time sales were \$2.8

million, incidental broadcast revenues (mostly background music) \$853,000, or total broadcast revenues of \$3.9 million (less commissions plus talent and program sales). Since total broadcast expenses were \$5.1 million, the year produced a deficit in broadcast income of \$1.25 million. In 1960, 85 stations had a deficit of \$1.2 million.

Against those hard figures, many FM operators barely stay alive with benefit of hope, tax writeoffs, official salaries and assorted business relationships.

If the NAFMB research produces numbers that are impressive, FM still faces an agency problem. An agency must justify its expenditures to the client. A national agency that budgets say \$250,000 for an FM campaign must translate the figure into a 15% commission, or \$37,500. That permits parttime service of one staffer, secretarial help and an allotment for office overhead. And time purchases must show a low cost-per-thousand.

From this slim picking the agency must do creative planning; if stereo is involved, the going gets sticky. Here many FM stations are eager to lend their expertise, often unselfishly and at an actual loss.

Those are some of the reasons big agencies aren't plunging into FM.

Unappreciated Audience ▪ "I am convinced that if FM stations were receiving reasonable compensation for the unmeasured audiences now actually being delivered, total FM revenues both national and local would be many times greater than they are now—probably in the area of \$100 million," said Mr. Schulke. He contended current research indicates both total FM audiences and individual audiences of leading stations are highest in those cities with the greatest number of FM-only and 100% separately programed stations.

"I believe over 50 million FM receivers will be sold within the next five or six years and that the largest portion will have FM stereo capabilities," Mr. Schulke said. He added this qualification: "This will happen if manufacturers truly recognize this market and do the merchandising, promotion and advertising job necessary to exploit its potential."

Recent research, according to Mr. Schulke, shows peak listening in Chicago and Detroit between 9 a.m. and noon; at Cleveland, 4:30-6 p.m. The evening FM audience is only slightly behind these daytime peaks.

"FM's prime revenue problem," Mr. Schulke explained, "is that it does not join all other media in providing regularly scheduled and syndicated audience measurement [ratings] research on the market-by-market basis necessary to produce the cost-per-thousand evaluations that are standard in the purchase of broadcast advertising. FM is not

SIMULCASTER BECOMES SIMUL-COSTER

John Owner reports today receipt of thousands of letters from his FM listeners.

A former simulcaster, Owner recently separated his FM from his AM programming. The results: listener praise and advertising support. Owner sees end of the Simulcasting Era when separate AM and FM programming is possible at no increase in personnel cost. He calls the new era "Simul-costing."

IGM Simplimation, a unique combination of automation equipment and high quality music, when blended with your local program format permits separate FM programming with no increase in personnel cost.

Let your IGM Representative show you how to Simul-cost your sound!

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New York
J. R. Poppele
Tele-Measurements, Inc.
45 West 45th St., New York 36, N. Y.
212-581-9020
NAFMB Building

large enough as a medium to change established spot buying procedures.

"There is considerable evidence indicating the basic construction of the AM radio research (from which most current FM audience measurement information is gleaned as a byproduct) is probably biased against FM because of its AM measurement purposes, and the FM audience is thus substantially understated."

He reminded that FM signals are substantially similar to television, both in coverage and engineering characteristics, with a large portion of the regular FM audience outside metropolitan areas as defined by the U. S. census yet within the TV coverage area. This difference can be substantial, he added.

Here are examples cited by Mr. Schulke: The Los Angeles standard metropolitan area is 2.2 million homes compared to 2.9 million in the TV coverage area, a difference of 700,000 homes; in Cleveland the difference is 800,000 (520,000 vs. 1.3 million TV homes).

He continued: "There is evidence that FM set penetrations are higher in suburbia and exurbia than in the standard metropolitan area counties. In January 1962, Fort Wayne, Ind., was credited with 20.8% FM set penetration, but a year later a 27-county coverage pattern of wowo showed nearly 39%, almost double."

Measurement Problem ■ All this adds up to one problem—how to measure the FM audience. The salesmen will take over once the numbers are available.

Having measured FM, there remains the question of the size of stereo's audience. It's growing fast. FCC Commissioner Robert T. Bartley says 90% of the United States is now within stereo range.

The year 1963 may see over 4 million FM sets sold in the United States, including domestic and foreign models plus components and kits. The rate has more than doubled in four years. And stereo tripled phonograph sales in a short period; it sextupled them in the last few years. Sales of phono albums have risen. One estimate puts the 1963 FM stereo volume at a million units.

From a geographic viewpoint, FM stations are concentrated in the northeastern quadrant of the U. S.; a cluster in the Carolinas and Georgia plus some in Florida; across the Mid-South through Texas; a heavy bunching in California and on into the Pacific Northwest; a scattering of stations through the midwestern and mountain states. But the cupboard is practically bare between Spokane and St. Paul where the population is scant.

Practical elements enter at this point. FM stations concededly put out a clean, interference-free signal that exceeds the

coverage of a TV station with comparable power and antenna height. But the signal is susceptible to shadowing in rugged terrain and in the skyscraper canyons of New York—offset somewhat by bouncing. Surprisingly, FM penetrates Manhattan canyons in a manner that belies the predicted blank of a contour map and of course building and apartment antenna systems can pull in local signals.

Stereo's dramatic impact is slightly curtailed in fringe coverage areas where reception of the main and multiplexed signals may be cut back by inherent technical traits. More power and higher antenna are usually suggested.



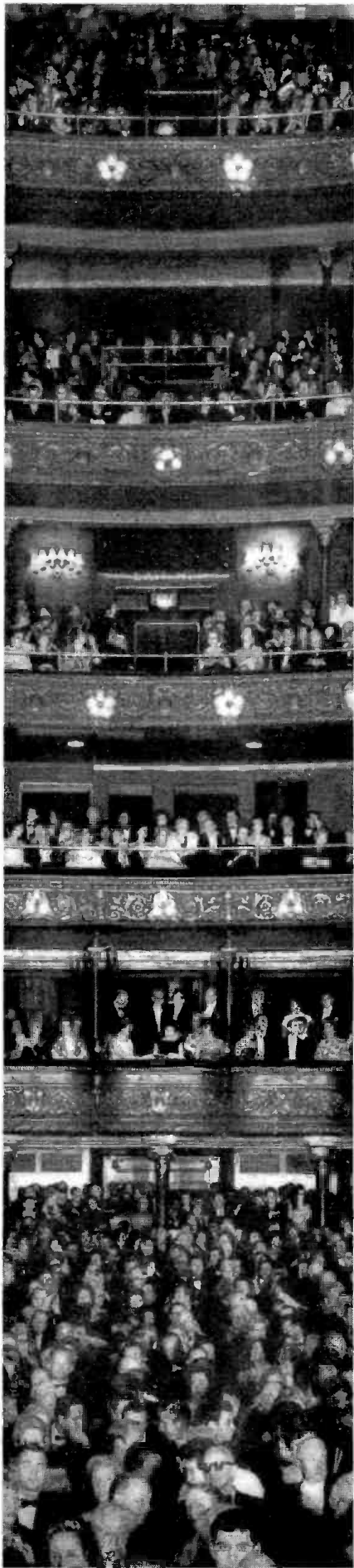
QXR Network has grown to 36 of top 50 markets under guidance of General Manager James Sondheim.

as the answer to these problems though both are limited in the densely populated northeastern area.

But stereo must be recognized as a major attraction for listeners, hence an audience builder. With proper acoustics, receiving equipment and antennas the quality of FM stereo programs is outstanding. Having been blessed by the vinyl record and high-quality albums after World War II, FM broadcasters now have a sound appeal whose charm varies from ear to ear, from room to room, and from city to city where engineering and station techniques are important.

Those who deem stereo the answer to man's aural desires like to emphasize that double-dimension signals are especially important to those who have cheap stereo sets. Even a \$35 Japanese stereo unit sounded pretty good in the paneled recreation room of a station operator. The comparison with monaural was dramatic.

Another Boost ■ Stereo's biggest mid summer boost came with the announcement by American Broadcasting Co that it was opening Aug. 1 with full



**WABC/FM introduces
stereo to its entire
evening schedule
starting August 1**

FM stereo comes of age in New York on August 1 when WABC/FM inaugurates stereocasting for its entire evening program schedule.

The thousands of New York listeners who have enjoyed WABC/FM's classical music, opera, authentic folk music, jazz, drama, Broadway cast musicals and discussion shows since 1960, will now experience the added presence and excitement of stereo sound every evening from 6:00 p.m. to midnight.

This is the event FM stereo owners in New York have been waiting for. To insure unsurpassed reception to listeners within 75 miles of New York, ABC has engineered the finest FM stereo installation possible. WABC/FM is the only FM stereo station transmitting from atop the tower of the Empire State Building.

The finest FM stereo, the most carefully planned musical programming and unexcelled home reception, are the reasons why WABC/FM is the choice of New York's discerning FM listeners.

WABC/FM 95.5



**AN ABC OWNED
FM STEREO STATION**

Represented nationally by Blair Radio



stereo service on its WABC-FM New York. The step moved Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, to observe: "This marks another major extension of ABC's rapidly growing owned radio stations division." WABC-FM has been offering separate programming from WABC since early 1960.

Mr. Goldenson voiced a favorite theme of stereo broadcasters when he said: "Through the excitement and richness of stereophonic sound we are adding an entirely new dimension of listening enjoyment to our New York FM service." He estimated there are 2½ million FM homes in the New York metropolitan area and added that stereo broadcasting "is the finest in FM." WABC-FM, he explained, is the only network-owned station to provide separate programming 6 p.m.-midnight, Monday through Sunday in New York. Except for news, all WABC-FM evening programming is to be in stereo including the ABC network symphony.

The WABC-FM stereo signals, according to WABC-FM station director Alex-

ander Smallens Jr., reach out "anywhere within 75 miles of New York." The industry will watch WABC-FM closely, knowing the acceptance of the service will guide the network in deciding future plans of its five other owned FM stations (WENR-FM Chicago, WXYZ-FM Detroit, KQV-FM Pittsburgh, KABC-FM Los Angeles, KGO-FM San Francisco).

WABC-FM's programming will be mainly good music, drama, jazz, show and folk-ethnic tunes. Signals are transmitted from the Empire State tower.

With stereo, WABC-FM is upping its rates 50% in a city where FM rates run a fifth to a tenth of AM rates. The present \$15 one-minute spot becomes a flat \$25 with the switch to stereo.

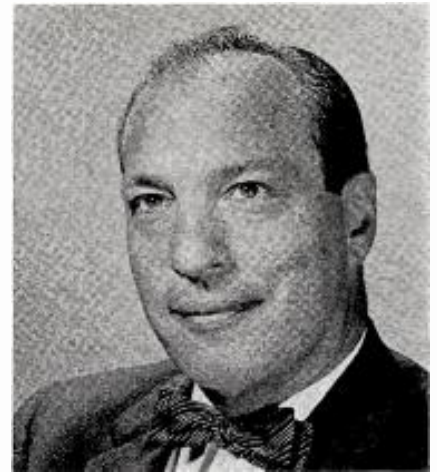
Only National Net ■ The 47-station QXR Network is the only nationwide group of commonly programmed FM stations. Sixteen eastern outlets pick up programs off the air, starting with WQXR-FM New York. The other 31 are fed by tape. Novo Broadcasting, a division of Novo Industrial Corp., bought the network from the *New York Times* in 1962; the *Times* owns WQXR-AM-FM, some of whose programs are fed over the network's live and tape facilities. There are a lot of problems to lick before live stereo can be networked around the country.

Most spectacular event of the past season was the two-ply General Electric package on QXR Network—four major stereo dramas and the Victor Borge series (see GE-Chevrolet story page 68). In its dramas GE named as its goal a speedup in the acceptance of FM stereo by building greater program variety. Most stereo programs have been musical.

James Sondheim, network general manager, recalled that the network had grown out of the old Rural Radio Network and had been conceived as a statewide rather than nationwide hookup. Now QXR has affiliates up and down the West Coast and claims coverage of 36 of the top 50 markets. Mr. Sondheim described programming as adult, including news, discussions, commentaries, drama, classical and semi-classical music, show tunes, folk and jazz.

Demographic and diversified market studies of the QXR audience have been conducted under direction of Emanuel Denby, president of Media Programmers Inc. A new series of statistics will emerge soon from the computer. Mr. Sondheim said the success of the GE dramas has caught the interest of advertisers and should speed the medium's growth.

Shortage Of Reps ■ There's general agreement among FM station operators



Stereophonic sound offers an entirely new dimension of listening enjoyment, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres believes.

that national selling will be tough until more national reps get into the act. There's more national FM business than many suspect, but generally it's in one-station buys such as Cadillac on KPEN (FM) San Francisco, or in small station clusters. Many agencies consider FM salesmen, as a whole, rather inferior salesmen.

A national rep official, Joseph Weed, New York, said advertisers like to buy a substantial piece of the U. S. when they spend media money, desiring large markets and the best stations—10 or 12 major markets with maybe 20% of the population. They want low cost-per-thousand since media buys must be made on that basis most of the time to satisfy advertiser clients.

FM Group Sales Inc., New York, has a novel approach to the rep problem. It represents from four to six different FM stations in each of the top 10 markets. "This makes cost-per-thousand in FM a reality," said Art Sakelson, president. Last autumn United Air Lines ran an eight-week spot campaign through FM Group Sales in New York, Chicago, Los Angeles and San Francisco. The rep firm has six stations each in Chicago and Los Angeles. "We sell numbers," Mr. Sakelson said.

Herbert E. Groskin & Co., New York, represents 49 stations coast-to-coast. All are good music operations, spanning a range from tuneful show music to classical. Groskin represents Triangle FM stations (WFIL-FM Philadelphia, KRFM Fresno, Calif., WNHC-FM New Haven, Conn., WBNF-FM Binghamton, N. Y., and WFBG-FM Altoona, Pa.). Other groups are three Concert Network stations in the northeastern area and Mid-State Network, Michigan. On the West Coast it has three International Good Music Stations.

Triangle's intense interest in FM is

Market penetration of FM

The penetration of FM (percent of radio homes) shows no consistency, judging by latest Pulse figures, ranging from 53.2% in New York to only 19.7% in Indianapolis. Here are FM penetration figures covering 23 major markets as compiled by Pulse:

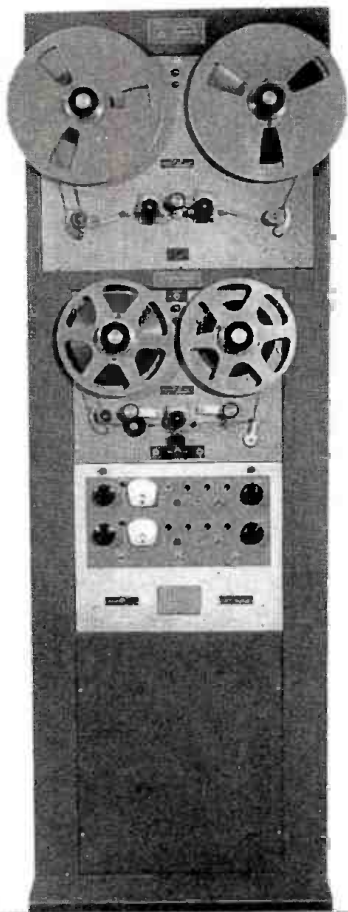
Akron (April 1962)	26.6%
Atlanta (Feb. 1963)	33.7
Baltimore* (Dec. 1962-Jan. 1963)	33.1
Chicago* (Feb. 1963)	44.5
Cincinnati* (Jan. 1962)	30.8
Cleveland* (Feb. 1963)	39.7
Dallas* (April-May 1962)	21.5
Detroit* (Feb. 1963)	38.5
Fort Wayne* (Jan. 1963)	41.6
Fort Worth* (Oct.-Nov. 1962)	23.5
Houston* (July-Aug. 1962)	33.7
Indianapolis* (April 1962)	19.7
Jacksonville* (Oct. 1962)	24.1
Los Angeles* (Aug. 1962)	48.7
New York** (Oct.-Nov. 1962)	53.2
Phoenix (March 1962)	19.8
Providence*** (Jan.-Feb. 1963)	38.5
St. Louis* (Jan.-Feb. 1962)	23.2
San Diego* (Jan.-Feb. 1962)	42.7
San Francisco* (March-April 1962)	48.4
Seattle* (Jan.-Feb. 1962)	26.4
Tacoma* (Jan.-Feb. 1962)	26.0
Washington* (Jan. 1962)	41.7

* Metropolitan area
 ** 18-county area
 *** 3-county area

AM-FM...Three critical questions answered by PROGRAMATIC®

Q: *Can I separate AM and FM profitably?*

A: Others are doing it. Without any full-time FM personnel, Station KTTS of Springfield, Missouri, separates from 9 AM to 10 PM daily. Except for two 15-minute newscasts, the station uses Programatic and O-Vation music throughout this period in its FM Programming. Find out how you can save on manpower, save on music, save on time and build a separate FM audience with Programatic.



Q: *Can I automate and still be creative?*

A: Others are doing it. Nashville's WSIX (AM-FM), for example, since 1959. Operating in the black, WSIX-FM, uses Programatic automation seven days a week, a minimum of seven hours a day. Remaining hours are spent in creative programming—local live and 16½ hours a week in stereo. WSIX-FM has combined the time-saving, money-saving features of Programatic with imaginative programming to build audience ratings which often compare favorably with AM. You can do it too!

Q: *Can I cut costs on FM music programming without sacrificing quality?*

A: Others are doing it! Roanoke's WSLs (AM-FM), for example. With no extra personnel, WSLs broadcasts FM 18 hours a day with no duplication of its AM. Eight hours a day are covered by O-Vation Music Programming on automated Programatic equipment. The station receives excellent audience write-in reaction. You can do it too! Each reel of O-Vation Music offers you eight full hours of skillfully programmed, high-quality, adult music. You save on time, music, manpower and money. Find out how O-Vation Music and Programatic Automation can help you.

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Programatic  an International Service of Wrather Corporation

All FM is divided into three parts

From a management-media viewpoint, FM stations are divided into three types: Stations that rebroadcast all or part of the programs of AM stations commonly owned or operated; stations associated in ownership with AM stations but 100% independently programed, and independent stations that have no ownership ties with any AM station.

The most enthusiastic FM operators, as a class, are the independents. They often take a dim view of FM stations that rebroadcast the programs offered by AM affiliates. Historically these independents have featured music of a serious type, sometimes strictly longhair. Some of them look down their noses at standard and popular music. Demographic studies of their audiences have shown superior intellectual and financial attainments. The most frequent reference made to this audience is a comparison with the high-rate specialized magazine *New Yorker*, hence an audience that can buy luxury merchandise.

But literally hundreds of FM stations have shifted toward a broad-base musical formula, often bracketing different types of selections during the day. Many stations now emphasize "nice-to-listen-to" music. Some of those in the background music business—WLDM(FM) Detroit and WOAT(FM) New York, to name a couple—feature tuneful selections without hitting the extremes of longhair or rock 'n' roll. Incidentally, the bouncy music of the Nashville type (BROADCASTING, Jan. 28), including the now-stylish folk and country-western fare that many AM stations feature, can now be heard around the national FM dial.

Though some FM independents consider FMers with AM ownership ties as a sort of traitor to the cause, FCC Commissioner Robert T. Bartley takes the position that a lot of the present FM audience was built by the programing of prosperous AM stations with network service and/or prestige programs such as those originated by WJR Detroit.

shown by its assignment of David Bennett as fulltime director of the group's FM operation.

Roger Coleman Inc., New York, acts as both a rep and consultant. In addition it is producing a series, *The Festival of the Living Shakespeare* which is about to be test marketed in several cities. The firm represents 15 stations, mostly in major markets.

FM Spot Sales, originally associated with QXR Network, separated itself from the network and changed its name to Ohland/Robeck. It serves as national representative for 45 stations including many of the QXR stations and Concert Network. QXR Network sells

programs to its list of affiliates as a prime contractor, much as the AM and TV networks serve their affiliates, a network official said. Ohland/Robeck represents both AM and FM stations programing classical and semi-classical music, including WQXR-AM-FM outside New York.

But the big radio-television reps are mostly apathetic toward FM except where they serve an especially aggressive station or an FM affiliate of an AM-FM combination with separate programing.

Once these majors start door-knocking around Madison and Fifth Avenues it's a good bet FM national spot will

start to increase.

In Philadelphia the Triangle FM operation has been set up as a unit under Mr. Bennett who considers it "the growing medium today." Sales efforts are bringing results locally. The operation is not stereo, with Triangle apparently awaiting availability of more stereo program material. Triangle's syndicated program service provides 16 hours programing a day, covering a wide range of instrumental music.

Services, Equipment — The FM medium faces the future with a full complement of automated programing services and related equipment, and more can be expected to enter the market as station revenues increase.

Station equipment, from transmitters to sky-high radiators, has been highly refined and stereo circuitry has emerged from the inefficient experimental gear of past years to crisp, sharply tuned signals. Receivers are getting better but many engineers see room for improvement. Listeners are still subject to the engineering efficiency of the individual FM station, which leaves something to be desired in the case of some of the pioneering racks of early post-war years.

At RCA it was stated the company makes "just about anything you can think of for a station." This ranges from transmitters up to 50 kw, antennas (including ring types that can be hitched to existing towers) and stereo. RCA installed a 50 kw FM transmitter at WJEF-FM Grand Rapids, Mich. Gates, Bauer, Fairchild, Collins, ITA Electric, General Electric, CBS Labs, and many others produce gear embracing the latest technical developments.

Among syndicated program services and automation producers are Triangle, International Good Music, and Programatic. Using Ampex, Schafer, Clark-Root, and other types of automation equipment, these services now offer the economies of automation and quality music of diversified types.

International Good Music provides Heritage classical service, including stereo plus Premier good-music (part stereo) and Sovereign middle-of-the-road selections. Programing is bicycled to 45 stations, 30 FM and 15 AM.

Programatic Broadcast Service provides automatic music service on tape and associated automation devices.

Nems-Clarke has a "tireless wireless" rebroadcast receiver.

All the major receiver manufacturers—RCA, Zenith, Magnavox, GE, Motorola, and the rest—have improved models. Many are making FM auto sets; Motorola was a pioneer in the field. H. H. Scott, McIntosh and other makers of custom components are featuring stereo.

As the FM medium grows it's certain manufacturers will keep improving their station and consumer equipment.

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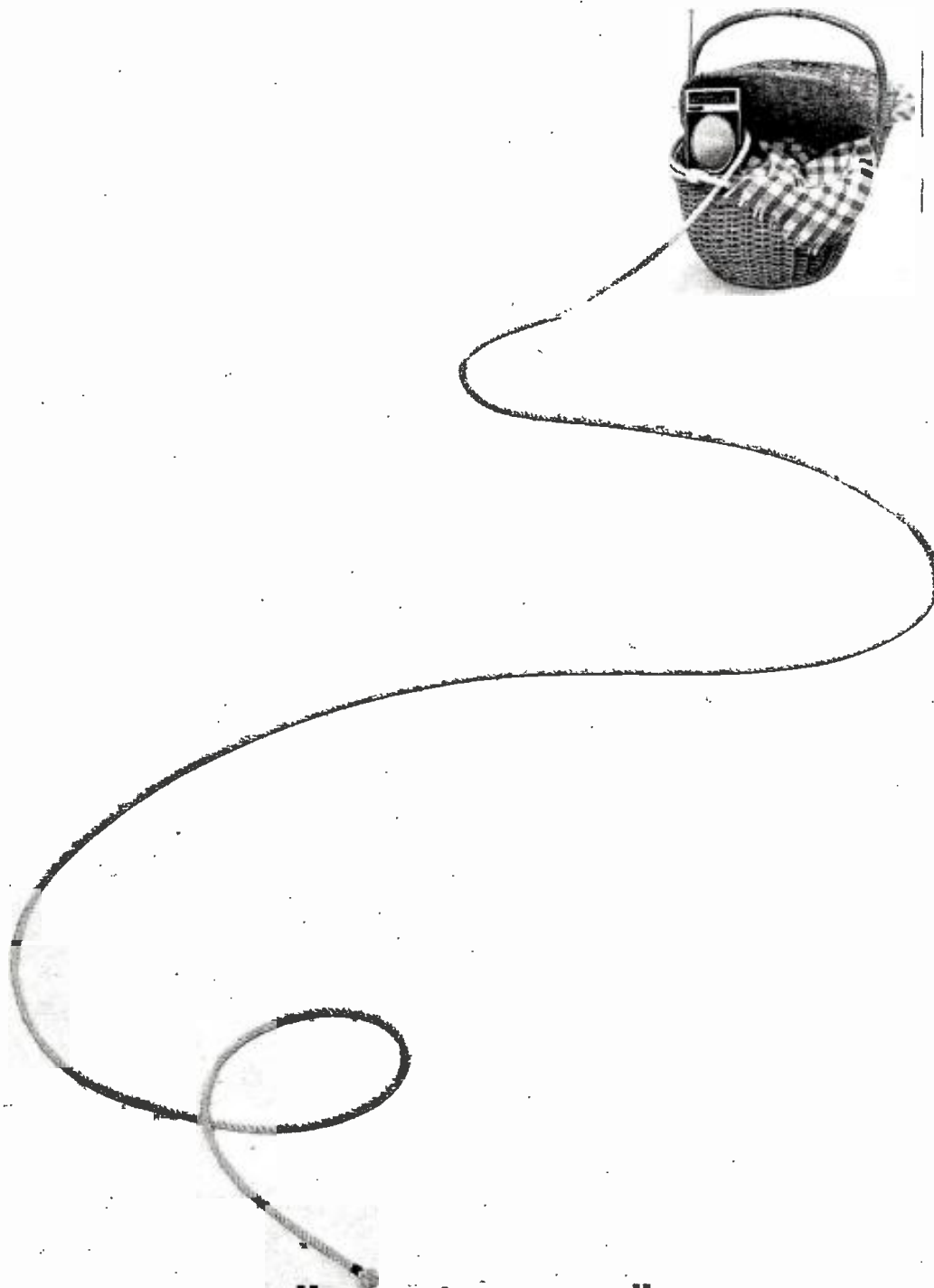
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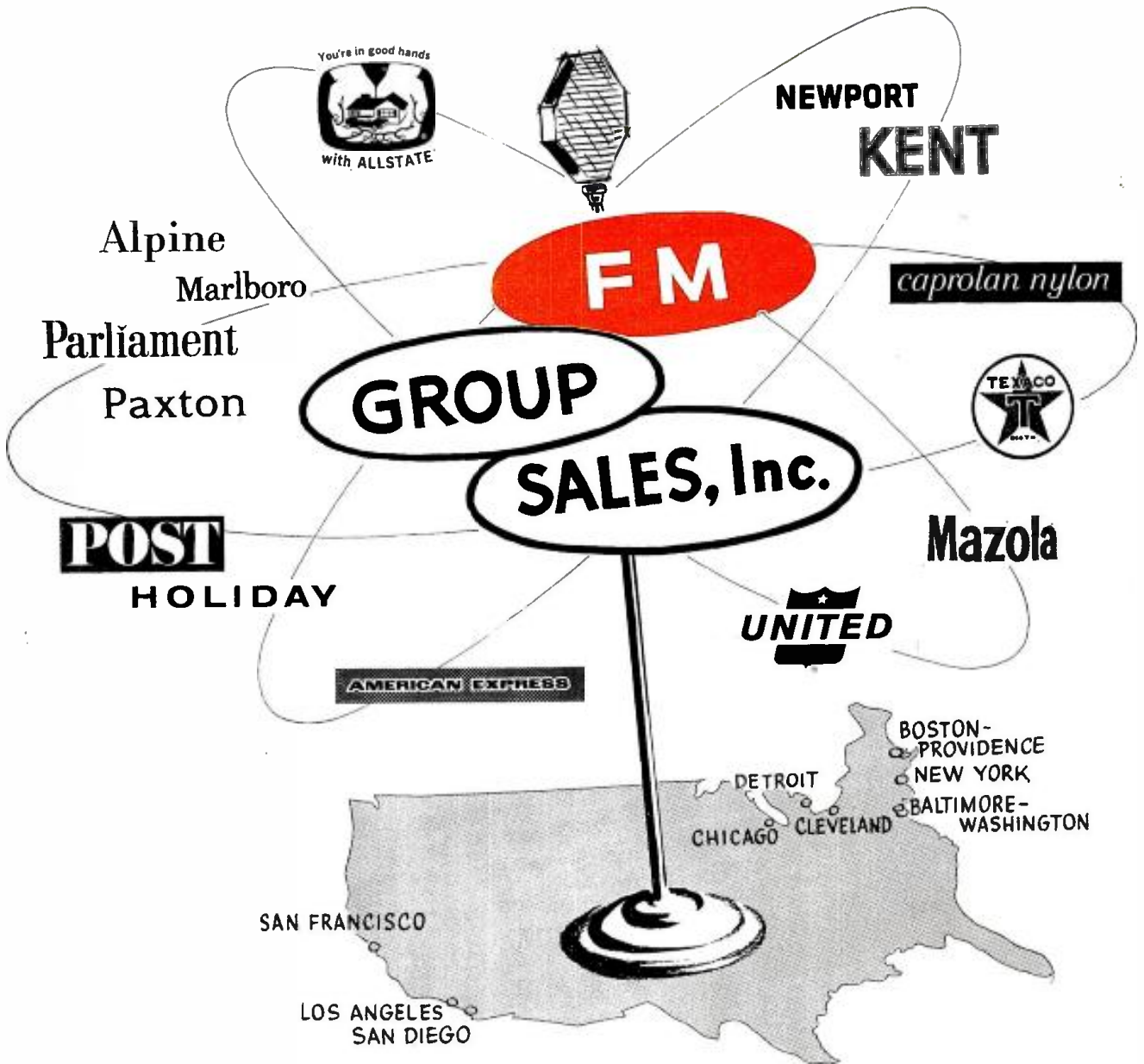


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—even when it's in fringe areas with those tiny transistor sets or in autos. Use the AUDIMAX® automatic level control! It's your route to as much as quadrupling your effective marketing area without increasing station power a single watt! Here's how: the exclusive gain platform principle of the AUDIMAX insists on maximum modulation ... a clear, natural signal, even in fringe areas, with no distortion. The AUDIMAX logic and memory circuits discriminate between momentary and general changes in signal, to maintain gain at just the right level regardless of input. □ Yes, the AUDIMAX acts almost like another station engineer. The AUDIMAX thinks for itself! For details, call collect or write Professional Products, CBS Laboratories, a division of Columbia Broadcasting System, Inc., High Ridge Road, Stamford, Conn.



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FM Group Sales, Inc.
Suite #110
1540 N. Highland Ave.
Hollywood 28, California

HO 6-6388

FM HAS LED A RUGGED LIFE

In spite of commission's favor, medium's history has been marked by as many setbacks as gains

Historically the FM medium has been the darling of the FCC, coddled to the commission's bosom as the ultimate form radio should take.

All prewar and wartime development of FM was upset when the FM band was moved from the 42-50 megacycle band to its present spectrum strip, 88-108 megacycles. The pioneers of FM fought this move but had to move reluctantly to a spot inside the television band between channels 6 and 7. A lot of television sets in early video days had a continuous tuner that would bring in FM stations but the trend switched to turret tuners that can't pick up FM signals.

The medium survived the transition



The commission has come out with some weird proposals that have bewildered the medium, in the opinion of NAB Radio Vice President John F. Meagher.

from one band to another after World War II and applications for new stations poured into the commission, encouraged by what appeared to be an official bureaucratic blessing.

But television was getting under way and those whose money had bought new transmitters, studio trappings and towers found they couldn't convince many advertisers FM had an audience big enough to justify advertising expenditures.

FM's revenue picture—with two or more outstanding exceptions in most major markets—has been dismal on the whole until recent years. Now there are encouraging signs everywhere. Encouragement and hope have kept and are still keeping hundreds of stations on the air. They're nurtured by the promised potential of the medium. At last there are signs their hopes may be realized—

increasing agency-advertiser interest, increasing audience and the other evidence of progress.

Variable Climate ■ The Pennsylvania Avenue climate for FM has been variable in recent years. To help FM stations make a buck or two the commission set up its multiplex or piggyback rules by which they can conduct additional background and other non-broadcast services on the same frequency. It followed in mid-1961 with the technical standards for stereo. Already 250 FM stations are broadcasting in stereo or will be soon.

Exactly one year ago, July 26, 1962 the commission adopted rules revising the FM rules and allocation standards, setting up new classes of stations and zones (BROADCASTING, July 30, 1962). A table of minimum mileage separations for use in assigning stations to communities on a "go-no-go" basis was proposed and a new concept—a table of FM station assignments similar to TV—was proposed.

Complaints were heard and promptly dismissed. The National Association of FM Broadcasters' opposition to a rule that keeps Zone I (Northeast) Class B stations from using maximum power is still pending. The association contended 85% of the 500 Class B FM stations "would be forever foreclosed from improving facilities by increasing power and antenna height."

Freeze Imposed ■ A specific table of FM assignments was proposed by the commission Dec. 21, 1962 and it imposed a freeze on the grant and acceptance of all FM applications for new stations except in the Rockies and Plains states. This freeze is ready to be thawed soon, it appeared in July, promising a new flood of FM applications.

Last May 17 the commission issued a notice of proposed rulemaking designed to limit the number of AM stations depending on the size of the community and the number of FM stations assigned to it (BROADCASTING, May 13, 20). This made most FM proponents unhappy, though many were delighted that the FCC had indicated it might abandon its idea of an FM table of assignments. The commission indicated it will probably adopt some variation of an assignment system based on a protected contour concept.

And then the rulebook hit the fan. For several years the commission had been hinting that AM stations owning FM outlets should program them separately or let someone else have the FM facility. Taking the cue, many AM-

3RD on the TOTEM POLE*

6 GOOD REASONS why FM is overtaking AM in Los Angeles

HIGH QUALITY HIGH QUANTITY LOW COST BUY THE GROUP CONCEPT

FM GROUP SALES, Inc. Group Rep.

* Mon.-Fri. 6-10 P.M. Pulse, Inc.

FM duplicators split up their programming all or part of the day.

But the May 17 proposal astonished many of these owners of both AM and FM stations that had split up their programming because of a new gimmick. The FCC suggested the filing of competing applications at renewal time against dual AM-FM operators, especially in major markets and if the two stations aren't programming separately or the FM station is operated as secondary to its AM twin.

On top of that the commission indicated it had this long-range goal—separate ownership of AM and FM stations in the same community.

That posed a new dilemma to AM-FM operators, who have been credited by some FCC sources as well as many industry officials with a major role in building the FM medium to its present stature of 16 million plus homes and over 1,100 stations on the air. There was some feeling that AM-FM operators were to be given the dubious reward of loss of their FM facility because they had built audience and had followed the FCC party line by separate FM programming.

The National Association of Broadcasters is upset about the FCC's attitude toward FM. "Just as FM had

finally been raised to the launching pad, and all systems indicated 'go' the commission has come forth with some weird proposals that have bewildered the medium," said John F. Meagher, NAB radio vice president.

"For two years we have been kept busily engaged in preparing petitions and comments dealing with a variety of innovations designed to have a heavy and long-lasting effect upon FM. One called for a cutback in the facilities of 130 existing FM stations. Another looks toward forcing divestiture of their FM stations upon a great many of the pioneers who kept FM alive during its darkest days.

"Now that more and more FM broadcasters are catching their first whiff of the sweet smell of success, it is hoped the medium will be permitted to move toward the fulfillment of its early promise in an orderly and reasonable manner."

\$150,000 bonanza gives NAFMB life

The National Association of FM Broadcasters was given a financial shot in the arm when Magnavox Co., placing through Kenyon & Eckhardt, spon-

FM stations increasing

FM stations on the air at year-end:

1950	676
1951	648
1952	626
1953	563
1954	554
1955	536
1956	534
1957	537
1958	577
1959	671
1960	813
1961	956
1962	1,078
1963*	1,117

* At mid-year

ored a spot package that started Dec. 1, on participating NAFMB member stations.

Magnavox was happy; NAFMB sure could use the money and is spending it right now. The arrangement was helpful to both.

The Magnavox campaign was based on a \$150,000 contract between the sponsor and NAFMB, with funds to be used to open a New York office as NAFMB headquarters (BROADCASTING, Nov. 26, 1962). Magnavox carried spots on 150 FM stations around the country for a six-to-nine-month period, stations turning over income from the campaign to NAFMB. At the time Frank Freimann, Magnavox president, said the campaign was "the largest use of FM in the medium's history."

Here's the official Kenyon & Eckhardt appraisal of the FM campaign:

"It has been our belief that the quality broadcasting standards which characterize the FM industry in general represent valuable markets for products of many types. The package which we negotiated for Magnavox gave us an opportunity to use the medium on a scale which would not have been possible otherwise.

"At the same time, the package permitted Magnavox and Kenyon & Eckhardt to work with the NAFMB for the FM industry, in laying the groundwork for the establishment of standards and systems for development of the knowledge necessary to make FM a more frequent and affluent 'partner' in the difficult task of formulating marketing and media strategies and plans.

"Both K&E and Magnavox look forward to even more fruitful and sophisticated data and experience which can be derived from the continuing efforts of the FM industry, agencies and clients."

THE CONCERT NETWORK, INC.

WNCN New York

WBCN Boston

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TOTAL PACKAGE CONCEPT ASSURES MAXIMUM STEREO PERFORMANCE

A complete FM stereo broadcast package — specially engineered to deliver the greatest stereo realism available — is now available from Gates Radio Company.

This exclusive system features a power range of stereo transmitters from 10 watts to 20,000 watts, the new Cycloid antenna with throughput sixteen bays, a dual limiter, stereo Cartritape, the choice of two stereo audio consoles, two professional stereo turntables (12 or 16-inch)—plus other important accessories that add real depth and separation to broadcast sound.

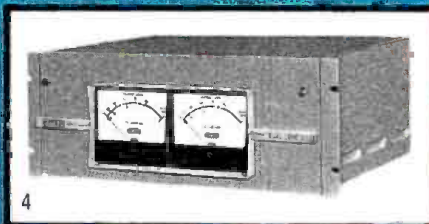
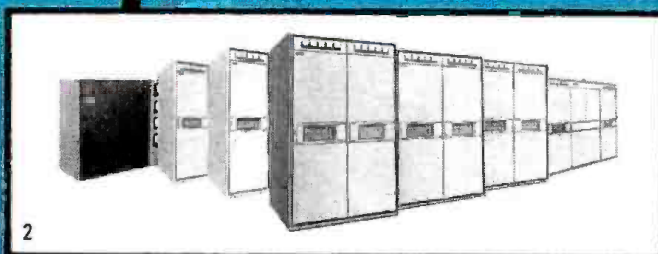
All equipment in the package was researched, designed and manufactured after the FCC rules and regulations concerning FM stereo were finalized — yet each product has been extensively field tested.

To assure maximum stereo performance, the new FM station will feature a fully integrated system designed specifically for stereo—and Gates is the only manufacturer in the broadcast industry to offer such a complete equipment plan. This package concept solves the broadcaster's problem of purchasing equipment from several different sources — which could result in incompatible stereo broadcast equipment.

Many FM stereo stations already on the air may find that they are getting full stereo performance from an incomplete system. By following the package diagram on the right, they can determine the equipment needed to assure true stereo transmission. And the monitoring station should investigate to how relatively simple and inexpensive it is to convert to the "wonderful world of stereo" with the complete Gates package.

Full technical information on this special FM stereo package is now available. Write Gates Radio Company, Quincy, Ill., for the FM Stereo Fact File.

GATES OFFERS MOST COMPLETE FM STEREO PACKAGE IN INDUSTRY



1 Gates Cycloid FM Antenna — Designed for Stereo

2 Complete Line of FM Stereo Transmitters — from 10 Watts to 20,000 Watts

3 Gates M-6146 Stereo Generator
Gates M-6160 Sub-carrier Generator 67 KC or 41 KC Switching Kit Optional

4 Gates M-6144 Stereo Dual Limiter

5 Gates M-6158 Executive transistor console—10-channel stereo

6 Gates M-6188 Stereo Yard

7 Gates Stereo Cartritape II

8 Gates M-6169 Stereo Transistor Pre-amplifier

9 Gates CB-500 16-inch & CB-77 12-inch, with GE VR-1000 Gray 208S Stereo Cartridge Arm & Rest

Gates is the only manufacturer in the broadcast industry to offer such a complete stereo system. For complete information, write for the FM Stereo Fact File — yours for the asking.

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Expected growth of national FM revenues by 1973

Comparison of Gross National Product, national advertising expenditures, national radio advertising expenditures and national FM revenues with projections to 1973.

Year	GNP (\$ Billions)	Natl. Ad. Exp. (\$ Millions)	% GNP	Natl. Radio Adv. Exp. (\$ Mill.)	% Natl. Ad. Exp.	Independent FM as % Natl. Radio Exp.	Natl. FM Revenues (\$ Mill.)
1953	347.0	7,755.	2.2	611.	7.90		
1954	363.1	8,164.	2.3	559.	6.85		
1955	397.5	9,194.	2.3	545.	5.95		
1956	419.2	9,905.	2.3	567.	5.76	.25	1,415
1957	442.8	10,311.	2.3	618.	6.00	.33	2,035
1958	444.5	10,302.	2.3	619.	6.01	.41	2,546
1959	482.7	11,255.	2.3	656.	5.83	.66	4,303
1960	503.4	11,932.	2.4	692.	5.80	.84	5,814
1961	518.7	11,845.	2.3	695.	5.87	1.02	7,100
1962	553.9	12,365.	2.2	720.	5.83	1.36	9,800
1963	569.0	13,095.	2.3	762.	5.83	1.80	13,700
1964	605.0	13,915.	2.3	810.	5.83	2.40	19,400
1965	641.0	14,743.	2.3	858.	5.83	3.20	27,400
1966	670.3	15,417.	2.3	899.	5.83	4.25	38,200
1967	696.1	16,010.	2.3	934.	5.83	5.68	53,000
1968	722.0	16,606.	2.3	969.	5.83	7.52	73,000
1969	756.0	17,388.	2.3	1,012.	5.83	10.00	101,200
1970	788.9	18,145.	2.3	1,058.	5.83	13.33	141,000
1971	822.1	18,908.	2.3	1,110.	5.83	17.70	197,000
1972	857.1	19,713.	2.3	1,149.	5.83	23.50	270,000
1973	893.5	20,550.	2.3	1,198.	5.83	31.50	374,000

Sources: Statistical Abstract of the United States 1962 and, Federal Communications Commission report on broadcasting revenues and expenses, 1961.

Assumptions:

1. GNP will grow at the rate of 4.1% on an adjusted 1961 base as predicted by the National Planning Association.
2. National advertising expenditures will continue to average around 2.3% of GNP.
3. National radio advertising expenditures will remain at the plateau of 5.8% of total advertising expenditures (average of 1959-1961 period).
4. That the percentage of FM revenues to total radio revenues will continue to grow at a 33% rate. This percentage has been growing at a 33% compound rate over the last five years (1956-1961); and a 36% rate over the last three years (1958-1961).

Prediction: FM to pass AM in 1970's

HARVARD RESEARCH OFFERS PROJECTION TO PROVE THE POINT

FM station operators who find the going rough stand a chance of getting a tremendous reward for their efforts, according to a series of projections compiled by the Harvard Graduate School of Business Administration.

A special research study conducted at Harvard came up with a series of recommendations that have stirred wide attention. In essence they foresee FM catching up to AM and then passing it, possibly by 1975 (BROADCASTING, April 8).

The media world had its first look at this interesting study when it was presented to the March 30-31 meeting of National Association of FM Broadcasters at Chicago by T. Mitchell Hastings Jr., Concert Network. FM operators were delighted, other broadcasters showed keen interest while wondering if it might be on the optimistic side, and the advertising world took a let's-wait-and-see attitude. Mr. Hastings said the figures "represent historic trends of revenues and costs projected into a meaningful picture of the future."

Projections ■ The Harvard figures

showed that radio, both AM and FM, took in 5.83% of national advertising expenditure in 1962. Then the Harvard data projected this expenditure for all media from \$13 billion in 1963 to \$16 billion in 1967 and \$20.5 billion in 1973.

At this point the Harvard report projects total radio revenues upward, using a constant figure of 5.83% of total advertising expenditure for the two radio media. This carries total radio from \$762 million in 1963 to \$1.198 billion in 1973. The billion point, under this projection, is reached in 1969. In discussing independent FM, the survey refers to FM stations that have no common AM ownership.

The Harvard report goes into the relative roles AM and FM will occupy in the next decade or so. It projects the revenues of FM independent stations from a tiny \$1.4 million in 1956 to \$13.7 million in 1963 to a substantial \$38.2 million in 1966 and on to \$374 million in 1973.

And then the story gets even more interesting. FM's \$374 million in 1973

is surpassed by AM's \$500 million plus, according to the Harvard projection, AM's total started downward in 1970. The dramatic moment when FM rises above AM comes in late 1971. From then on, an FM enthusiast can see the revenue trend mounting sharp as AM continues to fall.

Continuing Growth ■ These projections are based on FCC broadcast revenue data. They are tied to the assumption—that the percentage of FM revenues to total radio revenues will continue to grow at a 33% rate. This percentage has been growing at a 33% compound rate over a five-year period (1956-61) and at a 36% rate over the 1958-61 period.

Interlocked with FM's growth is a swift increase in the demand for FM receivers, according to the Harvard study. The forecast shows FM an FM-AM set production overtaking AM in 1968, based on domestic production. FM imports, the report indicates, could speed up the FM superiority by at least a year.

Harvard's projection of FM set pro-

Can an FM Station have 65 years of experience?

If it's a Triangle Station it can. For the combined experience of the five Triangle Stations totals 65 years... a lifetime of broadcasting!

Some Triangle Stations have served their communities for more than two decades. Others are comparative newcomers. But all of them, as well as other major broadcasters across the nation, are programmed by the Triangle Program Service... an FM service still available in many markets.

For advertisers, Triangle FM means access to a big, loyal audience... well able to buy and ready to buy when prompted by the right kind of commercial. Because the number of commercials per hour on Triangle FM Stations is restricted, availabilities are limited. Contact any Triangle representative for current availabilities and information on audience dominance.

For information on Triangle Program Service ...

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New York 22, New York



For availabilities and rates on Triangle Stations ...

HERBERT E. GROSKIN & CO.
310 Madison Avenue
New York 17, New York

WFIL
FM

PHILADELPHIA, PA.

WNBF
FM

BINGHAMTON, N.Y.

WFBG
FM

ALTOONA, PA.

WNHC
FM

NEW HAVEN, CONN.

KFRE
FM

FRESNO, CALIF.



United has found FM produces results. This California billboard lists

FM stations which carry the airline's sales messages.

duction runs into enormous figures. From the 2.5 million level in 1962 for FM receivers, the projected production total proceeds to 3.36 million in 1963; 4.4 million in 1964; 5.75 million in 1965; 7.39 million in 1966; 9.28 million in 1967. Finally in 1968 the total FM set output rises to 11.4 million, compared to 9.2 million in AM where the production trend has been downward for five years.

If these projections come true for U. S. production, and if the German-Japanese imports plus kit and assembly gear are considered, American homes will be dominantly FM homes and a

new medium will be living up to the hopes of its pioneers.

With increased revenues forecast, the Harvard survey took a look at operating costs and station profits. Of special interest is the prediction that in 1964 independent FM stations as a whole will pull out of the red for the first time, predicting the 400 operating independents will have a \$1,500 profit per average station. By 1966 the 550 independents will have boosted this figure to \$12,100 each.

The Harvard research project took a look at the size of the FM industry (number of stations on the air) and

again peeked into the future. Harvard started with the approximately 500 stations operating in 1956 (both independently programed and duplicating stations). Finding a steady growth rate of around 15% a year starting in 1958, Harvard projects the number of stations to 2,000 in mid-1966 and carries it on to 2,200 by the end of 1967. In view of the variables involved in plotting the number of stations likely to be operating, the study shows a total of 3,200 FM stations in either 1970 or early 1975 depending on the predicted rate of slowdown in new FM stations as better markets are saturated.

Share of audience figures prove growth

A significant aspect of FM's growth is found in the increasing appearance of stations in the regular radio indexes compiled on a nationwide basis by C. E. Hooper Inc. "Our criterion for reporting any radio station, whether AM or FM, is that they have 1% or more of the overall share of audience in our interviewing," said Frank Stisser, president of the Hooper firm.

"In many cities more than one FM station has sufficient audience to be listed in our indexes," he said. "On the whole, FM set ownership and listening seems to be on the upgrade."

The researcher has a special problem in connection with FM measurements, according to Mr. Stisser. He put it this way:

"From our end of the business it seems that many people who are listening to FM radio have a problem identifying the FM station they are listening to. FM stations historically seem to pride themselves on lack of interruptions; therefore they do not identify themselves as often as most AM stations. Furthermore, with the trend in radio toward more and more open programming exclusively, many AM stations have gone to good music or middle-of-the-road music formats which, prior to this time, seem to have been almost exclusively the province of FM."

Mr. Stisser cited these markets where FM stations have sufficient audience to be listed in Hooper reports: Akron, Ohio; Albany-Troy-Schenectady; Bakersfield, Calif.; Chicago, Cleveland, Columbus, Dayton, all Ohio; Detroit; Fort Worth, Houston, both Texas; Kansas City, Mo.; Lansing, Mich.; Lincoln, Neb.; Los Angeles, Miami, Milwaukee, Norfolk-Portsmouth, Va.; Philadelphia, Pittsburgh, Rochester, N. Y.; Sacramento, Calif.; San Antonio; San Bernardino-Riverside, Calif.; San Diego, San Francisco; Syracuse, N. Y.; Tampa-St. Petersburg, Fla., and Washington.

OHLAND / ROBECK, INC. PRESENTS . . .

A new philosophy in station representation. . . "Quality Stations with Quality Audiences"

O/R represents a group of 45 radio stations exclusively devoted to a quality music format. Located in most of America's top markets, O/R stations deliver a unique, specialized audience with higher incomes and more advanced education, with more leisure time to enjoy the finer things: travel, higher quality products in the home, finer automobiles. These are the "Pace-setting" audiences in the vanguard of buyers of new products and services.

Let an O/R man give you the facts on our "Quality Stations with Quality Audiences"!

OHLAND/ROBECK, INC.

200 E. Ontario Chicago 230 Park Avenue New York 41 Sutter Street San Francisco

IN RADIO'S WONDERFUL WORLD



Broadcast With The Fidelity Of Direct FM

What makes the listener turn the dial to your FM station? Quality. And quality alone. Programming at such levels virtually demands highest fidelity transmission. To achieve such standards the unquestioned choice of knowledgeable FM stations is RCA's unmatched Direct FM Transmitter. This system is easiest to tune and holds its adjustment best. Whatever the power class, you are assured minimum distortion and wide frequency response. Such performance is

the happy result of RCA's long background of pioneering and achievement in the wonderful world of radio.

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



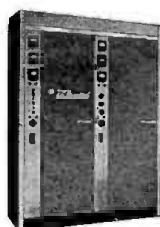
The Most Trusted Name in Radio



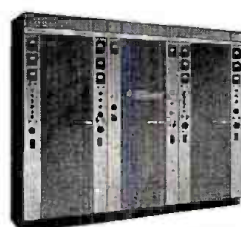
1 Kw



5 Kw



10 Kw



20 Kw

ADVERTISERS LIKE STEREO

GE and Chevy experiments prove it successful; both plan further use of multidimensional sound

Two of the nation's top advertisers have completed stereo experiments—General Electric Co. and Chevrolet Motor Co. Both spent the late winter and spring months in serious attempts to decide (1) how to use stereo for programing and commercials and (2) how effective stereo is in comparison with other media.

GE tested a major series of four top-flight dramas and Victor Borge musical programs on QXR Network. Young & Rubicam, New York, was the agency. Chevrolet confined its tests to WLDM (FM) and WDTM(FM) Detroit, with Campbell-Ewald participating in the effort to learn more about multidimensional sound.

GE discovered, judging by early compilation of a major research look at the four-drama series, that stereo can, in effect, do a visual selling job—in other words, get visual commercial impressions on radio.

Stereo Sells ■ What GE wanted to do was simple and basic. It was anxious to find out if appliances featuring good appearance and performance

could be effectively sold by stereo. According to Thomas H. Castle, GE manager of advertising and public relations for the radio-television division, the tests demonstrated that GE's styling leadership and performance theme for radio and TV receivers can be effectively sold with the visual appeal provided by stereo, according to preliminary research.

Chevrolet and Campbell-Ewald got



Willard Klose, Campbell-Ewald's radio-TV director, planned special commercials for stereo's double dimensions.



Chevrolet advertising's Jack Izard was impressed by the effectiveness of stereo commercials.

their feet wet with stereo in a 26-week Detroit campaign coordinated by Jack Izard, manager of the Chevrolet advertising department, and Paul John, C-E account executive on Chevrolet, along with 25 members of the agency's staff. Besides learning some basic lessons in use of the medium, they were convinced the stereo commercials did a good job of creating an awareness of Chevrolet.

GE's adult commercials, directed at what it considered an above-average audience in intelligence, were felt to be effective in an atmosphere of relatively low commercial saturation and high listener involvement. In late July it appeared GE would be back in the fall with more stereo dramas but plans were not definite.

Stereo commercials were effective in selling GE's T-1000, the small stereo in a handsome little cabinet with the speakers in removable doors.

Eager For More ■ They're anxious at GE to underwrite further experiments in stereo drama techniques. "Many people find TV limits the use of imagination," Mr. Castle said, recalling the impact of the once-popular radio dram-

as of a past era. "We want to learn exactly what dimensions stereo can add to drama. After all, GE pioneered stereo on WGFM(FM) Schenectady, N. Y., as the first station to take the air with multiplex programing when the FCC's authorized system became effective June 5, 1961.

"What we're trying to do is to marry good sound and good drama."

The GE line has few monophonic radio receivers, a trend that is now industrywide. In GE's case there are only three portable FM monaurals in the line.

GE's drama series premiered last March 6 on QXR Network with "The Turn of the Screw," starring Agnes Moorehead. Peter Ustinov starred March 27 in "Billy Budd"; Joseph Cotten led the cast in the April 17 drama, "The Fall of the House of Usher," and the final drama was "Visit to a Small Planet," featuring Cyril Ritchard and Dina Merrill.

Both GE and Y&R profited from the four-drama test. They tried a number of commercial techniques but as Mr. Castle observed, "There's still a lot to be learned."

When the GE series was all over and QXR Network was reading its mail and answering its phones, James Sondheim, president, said he was thoroughly convinced there is "a large, enthusiastic nationwide audience for quality dramatizations on radio."

Chevrolet is one of the oldest radio users on the books. A few veterans at Chevy still remember Rubinoff and his magic violin as well as symphonic programs.

Just this summer it wound up its first stereo campaign, strictly experimental in nature. Aware of FM's development, it joined with Campbell-Ewald in the two-station Detroit series. Chevrolet wasn't too concerned about the size of the audience but it was anxi-



Unique? You Bet !!!

Of 96 advertisers, 76 have been on KGGK-FM over 2 years* . . . a big 78% still using KGGK-FM because they get results!!

The Sound of Stereo in Orange County, California.

KGGK-FM, Garden Grove
LEhigh 9-9526

Bj Hamrick & Assoc.
Hollywood 466-9877

*list available upon request

ous to get mail reaction. This came, and Mr. Izard and Campbell-Ewald are studying it. Most of the reaction centers around the content of commercials and technique.

Free To Experiment - Chevy gave C-E complete freedom. Woody Klose, radio-TV creative director of the agency, was placed in charge of production, facing up to the job of putting sounds and words together in a meaningful way through the double dimension of stereo. The commercials were taped for stereo and also blended for AM radio.

Facing up to the task of devising effective stereo messages, the agency ran into interesting problems. For example, how to express the jet-smooth theme for the Chevrolet motor? This was solved by driving out to Metropolitan Airport where jets were picked up; bump-in-the-road effects were done with the car door open and then closed.

Possibly the most irritating of the commercials, and at the same time the one most liked, centered around a sales-room theme. A customer anxious to buy the top of the line—Impala convertible—tried futilely to interrupt a wordy salesman who mentioned 31 models in the line, working from the left mike. The customer tried to interrupt from the right mike. When the



Among the famous players who appeared on the General Electric stereo tests were Agnes Moorehead (l) who

salesman had finished with the line, the customer said, "You left out the Monza club coupe." Another commercial used a ping-pong effect, with the script calling for a little girl on a swing singing the Chevy theme song. This problem was worked out in stereo by having a little girl sing while riding on a swing.

In all a dozen commercials were produced. Both sponsor and agency spoke



starred in "The Turn of the Screw" and Peter Ustinov who was in "Billy Budd." Both were on QXR.

highly of the cooperation received from Marshall Carpenter Jr. of WDTM and Harold Tanner of WLDM.

At the time the series was started last winter the sponsor estimated there were 12,000 stereo sets in Detroit, a figure the city's stereo stations believe is much too low. In any case, set sales are big and the stereo audience is growing fast.

"Cream of the Crop"

**COAST
TO
COAST**

THE QXR NETWORK



Albany-Troy, N. Y.
WFLY

Atlanta, Ga.
WGKA

Baltimore, Md.
WFMM

Binghamton, N. Y.
WKOP-FM

Birmingham, Ala.
WSPM

Boston, Mass.
WCRB

Bridgeton, N. J.
WSNJ-FM

Buffalo, N. Y.
WBEN-FM

Chicago, Ill.
WXFM

Cincinnati, Ohio
WKRC-FM

Cleveland, Ohio
WCLV

Columbus, Ohio
WTVN-FM

Corning, N. Y.
WCLJ-FM

Dayton, Ohio
WKET

Denver, Colo.
KFML

Detroit, Mich.
WDTM

Greensboro, N. C.
WQMG

Hartford, Conn.
WSMI

Houston, Texas
KRBE

Indianapolis, Ind.
WFBR-FM

Ithaca, N. Y.
WVBR-FM

Jamestown, N. Y.
WJTN-FM

Kansas City, Mo.
KCMO-FM

Los Angeles, Calif.
KFMU

Miami, Fla.
WWPB-FM

Milwaukee, Wis.
WFMR

Minneapolis, Minn.
WLOL-FM

New Orleans, La.
WWMT

New York, N. Y.
WQXR

Norfolk, Va.
WRVC

Philadelphia, Pa.
WPBS

Phoenix, Ariz.
KEPI

Pittsburgh, Pa.
WLOA-FM

Portland, Ore.
KPFFM

Providence, R. I.
WXCN

Roanoke, Va.
WSLS-FM

Rochester, N. Y.
WROC-FM

San Diego, Calif.
KOGO-FM

San Francisco, Calif.
KDFC-FM

Seattle, Wash.
KLSN

St. Louis, Mo.
KCFM

Syracuse, N. Y.
WSYR-FM

Tampa, Fla.
WTGX

Tucson, Ariz.
KSOM-FM

Utica-Rome, N. Y.
WRUN-FM

Washington, D. C.
WASH

Worcester, Mass.
WTAG-FM

A SERVICE OF NOVO BROADCASTING

FINE MUSIC • DRAMA • DISCUSSION • NEWS

FM today—coast-to-coast view

Medium assuming increasingly important place in many markets

What is the present status of FM broadcasting in the United States? One way to find out is to take a look at some of the larger markets where FM stations have become an important part of the broadcasting picture.

While a detailed examination of all of the stations in all of the markets is obviously impossible in limited space, BROADCASTING's reporter has visited the following random group, talked to sta-

tion, advertiser and agency executives. The trends he has uncovered are outlined in the following capsule reports.

Atlanta

For years much of the South lagged behind the Northeast, Midwest and West Coast in the development of FM service. Now Atlanta is reported to have at least two of six FM stations

operating in the black—WSB-FM and WKLS(FM). Three stations with AM ties are separately programed. Two more stations will soon take the air.

Latest WSB-FM figures show 33.7% saturation or 101,500 FM homes served. The station started separate programing in June 1962. One salesman works fulltime on FM aided by lapover from other station personnel. Programing is popular with some serious music. It's sold as "best sound," with some automation. Most accounts are local, including GE and Zenith campaigns from distributors. WSB-FM contends most FM listeners are "neither stiffnecked or highbrow." In early summer WSB-FM celebrated its first anniversary as "The Stereo Voice of the South" by announcing it was in the black.

Distributors report phenomenal increases in stereo sales, now running 30% to 40% of total FM sales. With WKLS and the other four commercial stations, FM is well promoted in Atlanta.

Birmingham, Ala., has five FM stations. At least two operate with stereo.

Chicago

They're talking in million terms in Chicago—one million or more FM homes served by local stations. One of the nation's more prosperous stations, judging by a look at the market, is WFMT(FM), featuring fine arts music. WFMT puts its annual gross at a half-million dollars, with probably nine-tenths coming from broadcast time sales and the rest from its *Perspective* magazine listing the program schedule. Stereo is broadcast 120 hours a week.

An estimated 25% of radio homes are described as stereo-equipped. New sponsors are Midas Mufflers, Continental Casualty, Tab (Coca Cola) and Peoples Gas Light. Commercials are limited to three minutes an hour. George P. Hollingbery Co. was recently named national representative.

WDHF(FM) programing is broad-based. A WDHF survey shows 61% of homes surveyed had FM sets. Hooper radio ratings show FM stations doing well, four of them appearing frequently and others occasionally. WRSV(FM) is a "swingin' station" in Skokie. It has twisted the old arty FM concept by the tail. It boasts that an FM void has been filled and has the sponsor list to show for this dramatic innovation. WNIB(FM) has serious spoken-word programs, classical concerts and one adult jazz show—"important music" is

DOMINANT
IN
DETROIT*

WLDM/FM
STEREO

ESTABLISHED 15 YEARS

*SEE PULSE—FEBRUARY 1963



Harold Tanner, WLDM(FM) (I) and Marshall M. Carpenter Jr., WDTM(FM) both Detroit, tested the Chevrolet-

Campbell-Ewald stereo commercial series that has just been completed in that city.

the way the station describes its schedule.

Chicago has 19 FM stations in the metropolitan area and 11 suburban operations, a total of 30 commercial outlets. About one out of five operates in the black.

Chuck Klein, head of the management consulting firm, FM Unlimited, said FM is at last coming into a competitive position with AM as advertisers reach the audience they want. "The FM dike is about to be opened," he said, commenting on the future prospects of the medium. He pointed to a need for diversification of FM programming.

Three stations feature stereo—WFMT, WKFM(FM) and fulltime WEFM(FM) Zenith-owned noncommercial outlet. Other stereo stations are WSBC-FM, WFMQ(FM) and WMAQ-FM. WKFM programs light classical and instrumental standards with popular appeal.

Detroit

The nation's No. 4 market, as FM salesmen are happy to term the city, is featured by FM diversity and advanced stereo. Two stations—WLDM(FM) and WDTM(FM)—operated by Harold Tanner and Marshall M. Carpenter Jr. respectively, have come up with important stereo contributions. They carried a Chevrolet-Campbell-Ewald test of stereo that ended in mid-summer (story page 68) and helped greatly in the production and technical details.

WDTM ran a checkup of Chevrolet stereo reaction, getting favorable comments on both its Boston Symphony concerts and the stereo commercials. The station features serious music whereas WLDM tends toward standards and relaxed selections. WLDM has a Muzak franchise.

J. L. Hudson Co., world-famed de-

partment store, is a longtime WLDM sponsor. It embraced stereo in 1962. The store is in the \$300-million bracket. Mid-State FM Network, with headquarters in East Lansing, has four stations—WABX(FM) Detroit, WGMZ(FM) Flint, WQDC(FM) Midland-Saginaw-Bay City and WSWM(FM) East Lansing. All are fulltime stereo. WXYZ-FM Detroit is watching the stereo experiments of its ABC sister station in New York, WABC-FM. WWJ-FM, WJBK-FM and WJR-FM, pioneer Detroit broadcast operations, duplicate AM programs.

Appliance Booster — A. V. Witbeck, operating a leading Detroit appliance store (mostly GE lines), is an FM and stereo booster. Except for a few small newspaper ads each year, he's exclusively an FM stereo advertiser (WLDM), and uses six to 18 spots a day. "We get the people with more money and have less than 25% installment buying," he said. The store once moved 531 kitchen disposals in 10 days on WLDM, a feat that astonished the GE organization. Fred Syerson, head of Hi Fi Systems Co., said his store sells stereo gear and records via WLDM. "No major components manufacturer makes monaural equipment any more," he said.

Mr. Carpenter said WDTM features "Foreground FM" and caters to "intelligent listeners." WDTM is stereo 16 hours a day. It features news commentaries and discussion programs with its serious music, plus some jazz.

Interest in auto FM receivers runs high in the motor capital. Among popular makes are Delco, Dynaco, Blaupunkt, Motorola, Granco, Bendix, Toshiba and Sony. Mr. Syerson said his store had sold 400 FM portables recently to buyers who planned to connect them to their auto antennas so they could get FM on the highway. Going back to stereo, Mr. Syerson observed, "Stereo stopped the slump in the \$60

WFMT

CHICAGO'S FINE ARTS STATION
Serving six states with 135,000 watts

Recent recognition includes:

- * **ALFRED I. DU PONT AWARDS**
only two-time winner
- * **PEABODY AWARD**
nation's best radio entertainment
- * **EAST-WEST PRIZE**
in Prix Italia world competition
- * **EDISON FOUNDATION AWARD**
best service to youth
- * **OHIO STATE AWARDS**
best cultural program and excellence in overall programming

* **NEWSWEEK (1963)**

"WFMT may well be the liveliest FM station in the country."

* **TIME (1962)**

"By last week, WFMT had the largest audience of any FM station in the U.S., an average 800,000 weekly. But more significantly it is successfully competing with AM . . . Advertisers have discovered that WFMT's listeners are a group to be taken seriously . . . WFMT has long been a sort of vast wasteland."

* **BUSINESS WEEK (1962)**

"The WFMT audience is not only big, but affluent . . . Results sometimes startle advertisers . . . The relationship between WFMT and its audience is a highly personal one."

* **FORTUNE (1961)**

"WFMT, which doesn't hesitate to broadcast all 4 1/2 hours of Wagner's 'Parsifal' without interruption, in 1958 broke into the "Top Ten" list of Chicago stations as rated by number of listeners."

* **VOGUE (1962)**

"Intellectual and financially successful (WFMT) heads all U. S. FM stations."

AVAILABLE ON REQUEST

to advertisers and agencies

- Latest WFMT audience survey
- Histories of advertising results
- New rate card and coverage map
- PERSPECTIVE, WFMT's monthly magazine

Write or phone

RADIO STATION WFMT

221 N. LaSalle St. • Chicago 1, Ill.
STate 2-5670

National Representatives
George P. Hollingbery Co.

AM and PM THESE BLUE- CHIP ADVERTISERS USE FM (WRFM)

Does your company belong on this list of WRFM sponsors?

TWA • New York World Telegram •
American Express • Audio Exchange •
Lowenbrau Beer • Sabena Airlines •
International Automobile Assoc. •
Bankers Trust Co. • Iberia Airlines •
Portem Distributors (Epic Records) •
Barnes & Noble Publishing Co. •
Fordham University

WRFM

The Selective Sound of Music
105.1 MC New York

million national components industry.”

Kansas City

With over 40% FM homes saturation, the 11 stations in Kansas City (four duplicate fulltime, one parttime) bill close to \$175,000 a year. Two—KCMO-FM and KMBC-FM—are fulltime stereo. KTSR(FM) is 100% religious; KPRS-FM duplicates its AM affiliate, and KCUR-FM is educational, operated by University of Kansas City.

A three-year-old Pulse study shows 113,200 FM families in the metropolitan area. E. K. Hartenbower, manager of KCMO-FM, said national spot delivered by QXR Network and Ohland/Robeck, its rep, “has been by far the best in our history.” KCMO-FM gets far out into Kansas and Missouri with its high tower.

Mr. Hartenbower credits independent programing during the entire dozen years of operation with the station's progress. It has a Muzak franchise. Like WTFM(FM) New York and a number of other stations, KCMO-FM requires playback men handling stereo discs to wear gloves to avoid fingerprint distortion.

Arthur B. Church, a pioneer broadcaster and station owner (KMBC), was Kansas City's first FM operator. He dropped the station 12 or 13 years ago.

Los Angeles

“Los Angeles is an FM community,” Jack Kiefer, owner of KMLA(FM) and president of the FM Broadcasters Association of Southern California, observed. “There are about 1.25 million FM homes in our metropolitan area, second only to New York and ahead of the AM count in all but the top five markets in the land. And I'm pretty sure that our combined billings would put us ahead of New York and make us the No. 1 market in volume of FM advertising.”

Until the FCC begins separating FM from AM data in its annual market re-



Independent programing has helped build KCMO-FM Kansas City, Mo., in the opinion of General Manager E. K. Hartenbower.

ports or keen competitors start showing each other their balance sheets, the precise rank of Los Angeles in FM billings will remain a matter of conjecture. But there's no doubt that it's very near the top. A dozen of the market's independent FM stations put their client lists for 1962 together and, after duplications had been eliminated, came up with a list of nearly 600 advertising campaigns, admittedly incomplete for the market as a whole. In sharp contrast to the situation only a few years ago when virtually all FM business was local, the 1962 advertisers on Los Angeles FM include scores of national brand names, whose advertising was placed in large part through agencies on Madison Avenue and Michigan Boulevard.

National Advertisers • From Alpine to Zenith, the Los Angeles FM advertising roster is studded with such familiar names as Beech-Nut, Buitoni, Capralan, Coca-Cola, Ford, GE, Hamms, John Hancock, Kent, Lanvin, Magnavox, Mazola, Phillip Morris, the *New York Times* (Western edition), RCA Whirlpool, Santa Fe, *Saturday Evening*

SAN FRANCISCO'S NEWEST FM STATION AND ALREADY RATED #2.*

KFOG
KAISER
BROADCASTING

*C.E. Hooper May-June 1963 S.F.-Oakland Area

Post, State Farm, Texaco, TWA and United Air Lines. And that's only a sample.

The list indicates another change in FM advertising. Not long ago it was chiefly for products appealing primarily to the highbrow, longhair symphony set. It is still true that the Los Angeles FM family tends to be better educated, with higher incomes than the average. A great many of the Los Angeles FM listeners like to go to jazz concerts and stock car races and to do their FM listening with a can of beer at hand.

There's a diversity of programming on the 40-odd FM stations tunable in the Los Angeles area. The eight non-commercial educational stations offer erudite lectures and unfamiliar music, in contrast to the middle-of-the-road music-and-talk programming of the 11 FM outlets that duplicate the programs of their AM affiliates. Eight stations devote some or all of their broadcast day to FM multiplex stereo programming and one offers AM-FM stereo. There are stations whose programming is virtually all talk and those offering only jazz music.



"There are about one and a quarter million FM homes in our metropolitan area," says Jack Kiefer, owner of KMLA(FM) Los Angeles and president of the FM Broadcasters Association of Southern California.

Active Group ■ The local FM broadcasters association is in large measure responsible for the pre-eminent position of Los Angeles in the world of FM. On

frequent occasions the member stations have dropped their intramural battles for business to combine forces for the general good. They have individually given time to promote such products as FM converters for TV sets and FM auto radios, with payment going into the association coffers for use in underwriting surveys or promotion campaigns for the area FM market. The success of *FM and Fine Arts*, monthly magazine now in its fourth year with a circulation of 55,000 (at \$5 a year) is in large measure due to the spots it has received since its inception from the major FM stations, according to its editor, Geoffrey Nathanson, who asserts that while similar magazines have been started in many cities, his is the only one to become established. And the FM broadcasters as readily admit that in making their full program schedules easily available to the set-owners, the magazine has more than earned its gratis air time.

New York

The largest city also is the largest FM market in the nation. By pooling the

IN DALLAS

bright, exciting

Kvii FM

for contemporary music

SOLD OUT

Please turn this ad sideways...

Thank you. This is the kind of attention and quality audience your commercial will attract on WPBS (98.9 FM), The Philadelphia Bulletin Station, the city's only FM station honored with 4 major news awards in last 18 months. Wonderful music, fool May we have your order? Call national rep: Roger Coleman, Inc., N.Y., Plaza 5-1621 (21 West 58th St.). Regional rep: Robert S. Dome Co., Phila., LOcust 4-6027 (Phila. National Bank Bldg.). Or WPBS at Wyridge 3-7200 (440 Domino Lane, Phila. 28).



William H. Reuman mixes classical music with news and stock market reports on WRFM(FM) New York.

assorted data provided by stations the FM audience listening to a score of stations adds up to as many as 3 million homes. Biggest event of the summer was the addition of stereo by WABC-FM; key network outlet (see page 54). Actually New York has lagged behind some of the other major markets in taking on stereo.

WTFM(FM) has one of the nation's most handsome and efficient plants out near the World's Fair site. It combines an original international program theme with stereo. It is associated in ownership with the 26 Friendly Frost appliance stores. Concert Network, operated by T. Mitchell Hastings Jr., links WNCN(FM) New York, WHCN(FM) Hartford, WXCN(FM) Providence and WBCN(FM) Boston. The network operates on the principle that good music is good advertising.

WRFM(FM) was founded in 1953 by William H. Reuman, who says he has a couple of offers every month to buy the station. Programing mixes classical and pop plus stock market and news programs. An investor's roundtable is featured.

New York's FM stations have plenty of numbers and their popularity is growing steadily. Long Island and other

outlying communities are heavily FM saturated.

WQXR-AM-FM, *New York Times*-owned, feeds programs to the separately owned QXR Network which in turn serves an eastern station group by FM air-hop and sends tape to the rest of its coast-to-coast affiliates (see page 56). According to WQXR sources, the station audience runs about 50-50 AM and FM. The FM outlet programs 30 hours a week in stereo and estimates 17.2% of its homes can receive stereo.

Fair A Plus ■ WTFM figures its international theme and adjacency to the World's Fair will be effective when the fair gets under way. Jerry Kaye is president of Friendly Frost, plus a new five-store Magnavox franchise. Dave Pollinger, manager, said WTFM is the only 24-hour stereo station in the market.

QXR Network is getting fall-winter orders in early summer instead of later in the year, said James Sondheim, president. He cited this as an encouraging feature. He added another thought: "We're fostering the rebirth of radio networks." QXR Network carried two major GE series last season, featuring



Good music is the principle which has made Concert Network an important force in the New York broadcasting picture in the opinion of its manager, T. Mitchell Hastings Jr.



+

QUALITY PROGRAMMING

Classics through jazz and the music in between

=

QUALITY AUDIENCE




Represented by
OHLAND/ROBECK, INC.
(FM Spot Sales)
230 Park Ave. NY

KILSN Serving
SEATTLE-TACOMA
"Tops in a top market"

Chicago - San Francisco - University Village, Seattle 5, Wash. - A QXR Network Affiliate

four major stereo dramas and Victor Borge (story page 68).

WTFM has a cutie—a small FM receiver that tunes only one station. Guess which one? Several thousand have been bought, mostly by doctors and dentists, Mr. Kaye said.

The upstate cities have a lot of FM, markets ranging from good to mediocre. WUFM(FM) Utica started broadcasting monaurally April 23, 1962. It had 24 "quality" sponsors. In September 1962 it moved into stereo and has been in the black ever since. Programing is broad except rock 'n' roll is barred along with country and western. A magazine concept is followed—commercials are heard mostly at half-hour breaks. Salesmen sell both program and spots. Several thousand persons in the area work at the GE radio receiver plant that builds FM sets for the nation.

WUFM finds a need for "a more professional type of timebuying at major agencies." It contends "artists, washed-up newspaper layout men and party goers are spending national advertisers' money."

Philadelphia

A dial-turner can get 26 nearby FM stations in Philadelphia, most of which are independent or independently programmed; five AM-FM operations duplicate programs. Saturation runs about 50% which translates to 500,000 FM homes, according to best estimates. One survey is nearer 700,000 FM homes.

WPBS(FM) is operated by the *Philadelphia Bulletin*. Like WFIL-FM and WQAL(FM), it's actively promoted and sold at what has become a lively competitive pace in this big market. WPBS estimates stereo saturation at 15% (four stations are stereo-equipped). With *Muzak*, WPBS says it has a million-dollar investment. WIF(FM) broadcasts stereo.

A tenth of WPBS business is national—Fels, Curtis Publishing, Delta, and Philadelphia Electric are among sponsors. Only 19 months old, the station has a staff of 27 and "is running ahead



"The growth of FM is the most important development of the past decade in broadcasting," Roger W. Clipp, of Triangle Stations with five FM outlets, believes.

of its earnings schedule."

Abe Voron, WQAL, said that the station is in the black. Local agencies are buying but the campaigns are generally small, he said, adding, "Public acceptance of FM is running well ahead of agency, advertiser and rep recognition."

Roger W. Clipp, vice president Triangle Publications Inc. and general manager of the radio-TV division which has five FM outlets, made this statement when he named a top executive, David J. Bennett, to direct the group's FM operations, "The growth of FM is the most important development of the past decade in broadcasting." The company produces Triangle Program Service, a syndicated operation.

San Diego

San Diego listeners are served by 13 FM stations, offering a diversity of program fare from strictly classical to solid jazz in the music department and with almost as wide a selection in the world of words. Five of the FM stations are affiliated with AM outlets, but one offers nonduplicated programing after

K·Que

HOUSTON

THE
NATION'S
FLAGSHIP
FM

NOW!

41.2%

Special Hooper report, May-June 1963, on penetration.

FM set ownership in Houston market

K·Que... the FM station with AM type share of audience... with an 8.8 Sunday Hooper (May 1963), tops 6 AM stations in Houston!

280,000 WATTS OF PURE PLEASURE, 88 HOURS WEEKLY STEREO



Affiliated with K-NUZ, Houston / KAY-C and KAY-D-FM, Beaumont

See Katz, or call
Dave Morris, JA 3-2581, Houston



NEW....PEAK LIMITING AMPLIFIER!

The Bauer "Peak Master" is the smallest, completely self-contained limiter available that can be used in critical broadcast, recording and motion picture audio applications • 3½" of Rack Space • Vernier Input—Output Controls • Switchable VU Meter • Fast Attack Time • Adjustable Release Time • \$440.00 • Send for Complete Details Today!

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SOUND OF JAZZ
IN SOUTHERN CALIFORNIA**



Serving 200 communities with over 7 million persons from mile-high Mt. Wilson with contemporary music and public service programming 24 hours a day.

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is
NOT
effective**

.....in reducing tooth decay. But it has proven to be effective in a conscientiously applied program of advertising. Why not try some soon!

Bj
HAMRICK and ASSOCIATES

Los Angeles, Chicago, New York, San Francisco

(We only represent FM stations)

3 p.m. and two don't do any duplicating. Four of the FM stations offer multiplex stereo service, three of them fulltime. Of the 13 FM stations in the San Diego area, 11 are commercial, two noncommercial educational.

A recent survey underwritten jointly by a group of San Diego FM operators showed 48.8% penetration of FM ownership in the sections of the city where the middle, upper-middle and upper income families reside. Because the survey did not cover the full metropolitan area, a spokesman for the group declined to estimate how many FM homes the area contains, but an outside source put the figure at certainly not less than 200,000 and probably not more than 250,000.

Many New Arrivals — One reason that it is difficult to compute the number of FM families in San Diego, or throughout Southern California, for that matter, is that thousands of families are moving into the area each month, many of them bringing AM, FM and TV receivers, record players, hi-fi rigs and stereo gear with them. Such imports don't get into records of the Electric League of Southern California, which show that nearly 600,000 FM receivers were purchased from firms cooperating with ELSC in the seven-year period, 1956-1962, in seven counties—Kern, Los Angeles, Orange, Riverside, San Bernardino and Santa Barbara. In January 1956 there were 1,162 FM set sales reported; in December 1962 the total was 14,749 sets. (The league admits even these figures are incomplete, with some domestic and many foreign makes not reported.) But the trend is unmistakable. The 1962 total of 103,088 FM receivers reported sold in the seven counties was more than the combined total of 1956 and 1957.

The number of stereo receivers is just as hard to calculate. A midsummer 1962 survey showed approximately 40% of a selected sample of FM set owners had stereo equipment and a like percentage were contemplating its purchase. Robert Bell, president, Packard-Bell Electronic Corp., has said that of the 4.4 million stereo sets which Electronic Industries Association predicted will be built this year, 10% will be purchased by families in greater Los Angeles. Any way you figure it, there's a lot of stereo listening being done in Southern California.

San Francisco-Oakland

Take it from Gary M. Gielow, co-general manager of KPEN(FM), a widely publicized station, "San Francisco is one of the hottest, if not the hottest, FM market in the U. S. today." He placed saturation at 50% of 450,000 homes. The market has more FM than AM stations—26 FM to 20 AM—and

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FM/AM listening to take with you everywhere! 10 transistors, 5 diodes. Enjoy long-distance AM plus static-free FM with AFC switch that "locks in" FM signals. Variable tuning, slide-rule dial, Whip-type telescopic (FM); built-in ferrite rod (AM) antennas. Plays on 4 penlite batteries.

Now FM comes first

Encouraging sign for FM is the fact that in many cities combination radios no longer are being advertised as AM-FM but rather as FM-AM. Here's section taken from a larger radio advertisement in a Philadelphia newspaper. The same paper also listed General Electric and Arvin receivers as FM-AM combinations.

is a stereo center with an estimated 150,000 homes. This estimate is one of the nation's highest and indicates a ratio of 1-3 FM homes for stereo.

Five FM stations appear regularly in Hooper ratings. Advertiser acceptance is good. KPEN(FM), for example, list Cadillac, Bank of America, United States Lines, U. S. Rubber, Yellow Cab Metrecal, Sabena Airlines, Burgermeis

KEEP TIME
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Centralized STOPWATCH Register

Radio and TV people—get the most of every minute you pay for—to the last split-second with the Minerva Stopwatch designed for radio and TV use! Eliminates the possibility of "last minute" errors—easy-reading—OFFICIALLY ADOPTED by major networks. Write TODAY for complete catalog.

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Professional Price
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ter Beer, Cinerama, Twentieth Century-Fox, RCA Victor, Fisher Radio, to name a few.

FM's success is ascribed locally to the zealous promotion campaigns of station operators such as KFOG(FM), KPEN and several others.

Seattle

FM listening is a treat in the Pacific Northwest Seattle-Tacoma market and out into the valleys and shores. Six-



Although national business is developing slowly KQUE(FM) Houston is in the black, General Manager David Morris says.

een FM stations are operating. In Seattle there are 11 AM and 11 FM stations. KING-FM programs separately from KING-AM eight hours a day. Cort and T. Clark, manager of KLSN(FM), said FM must be bought differently from AM because the listener spends more time at the receiver.

Four or five spots a day is saturation in FM, Mr. Clark said, compared to 5-20 in AM. Greater Seattle FM Broadcasting Association has nine members who jointly promote the medium. KLSN broadcasts 108 hours a week in stereo. KETO-FM and KISW(FM) also carry stereo. KLSN has a program guide, *Preview*, produced in its own studios; 1,500 subscribers pay \$3.50 a year for it. Mr. Clark said KLSN billings for the first half of 1963 are 50% above the same 1962 period. He added that FM's audience holds up in summer. The daytime audience, he added, runs about 60% of nighttime. "In many markets one lone television spot costs more than a month-long saturation campaign on FM," Mr. Clark said.

"we need business"

KWHP.FM—Edmond. Okla.

City - Village - Briton - 97.7

KETO-FM is associated in William E. Boeing Jr. ownership with KPFM(FM) Portland, Ore.

Texas

Houston, Dallas and San Antonio are experiencing a satisfying growth rate in FM. A spot check around the state shows intensive activity in several markets. The Houston FM Association isn't active but it's still the focal point for the 12 local station operators who have done some joint promotion.

KQUE(FM) is in the black, according to Dave Morris, manager (KNUZ is the AM affiliate). Stereo is broadcast 2 p.m.-midnight weekdays, 6 a.m.-2 a.m. over the weekend. National business is developing slowly. Mr. Morris said a saturation survey showed 41.2% of the 554,444 radio homes in the market have FM. The station draws regular mail from points as far away as Florida, Alabama and well down the Gulf Coast.

Lynn Christian, managing KODA-FM, said Houston has about 18,000 stereo sets, according to a March 1963 study. Four stations broadcast in stereo and a fifth is due. He cited Pulse data showing 185,000 FM homes in the metropolitan area. One local FM station, he said, programs in Spanish.

In Dallas John C. Coyle, KVIL-FM operator, is sold out 6 p.m.-6 a.m., using pop albums, quiet jazz, contem-



"The man who studies FM can go out and sell it," in the opinion of John C. Coyle, owner and operator of KVIL-FM Dallas.

porary classical and one vocal in the middle of each quarter-hour. Time is sold in half-hour segments. "The man who studies FM can go out and sell it," Mr. Coyle said. KVIL-FM will carry the Dallas Cowboys pro football games in stereo, he added.

A San Antonio saturation study by telephone exchanges shows 34% of all homes have FM, or 70,235 homes. This is described as a gain of 52.7% over a November 1960 study.



There are many sharp differences between the WQXR audience and average listeners to other radio stations. One difference: the remarkable loyalty of WQXR listeners. They are not typical dial-twisters. In fact, a large percentage of them never listen to other radio stations in metropolitan New York. We repeat, never listen to other stations. Take this difference—audience loyalty—add to it other unique differences, such as unusually high incomes, better educations and occupations, and you reach an inescapable conclusion: WQXR should be an integral part of your advertising program in the New York market. It makes all the difference. Get the complete score from us today by calling LACKawanna 4-1100. WQXR AM/FM, Radio station of The New York Times.

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NATION'S NEW #4 MARKET WHETHER IT'S PEOPLE

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2—LOS ANGELES	7,292,100
3—CHICAGO	6,450,600
4—MID-STATE	5,964,000
5—PHILADELPHIA	4,514,000

OR \$

1—NEW YORK	\$29,466,231,000.00
2—LOS ANGELES	18,218,615,000.00
3—CHICAGO	16,739,477,000.00
4—MID-STATE	12,534,585,000.00
5—PHILADELPHIA	10,284,098,000.00

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WGMZ—Flint	107.9



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SET PRODUCTION GAINING

FM receivers now common in automobiles with most manufacturers offering combinations in \$100 range

Radio manufacturers look forward to FM as one of the most promising growth areas in consumer electronics, according to William Long, director of marketing services on FM for Electronic Industries Association. "The number of FM stereo stations on the air is rapidly approaching 250 and is helping to continue the steady rebirth of FM that began in 1958," he said. "This year FM promises to be at the highest production level in the last decade."

Mr. Long said FM is a key factor in the replacement market. "With disposable income at high levels," he said, "FM finds ready acceptance as the consumer seeks to improve the quality of the entertainment he purchases. FM is becoming standard in the large and growing radio-phono combination market. It's an item the dealer can demonstrate with good effect and is therefore easier to sell than some other consumer products."

A look at EIA's figures (see table page 80) and those gathered by the Department of Commerce and other industry sources indicates that at least 3 million FM receivers (including component rigs and imports) were added to the nation's receiving capability in 1962. An estimated 1 million to 1.25 million Japanese sets had FM tuners; at least 100,000 of these were stereo.

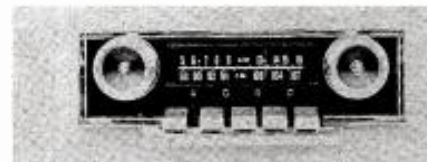
Stereo Gains — About 1.2 million phono consoles were sold last year, with 550,000 having stereo. For the first five months of 1963, according to EIA figures, 275,000 phono consoles included stereo reception. This is 2.2 times the rate for the comparable 1962 period.

Practically all component gear and most radio consoles are now stereo, a check of manufacturers shows. Last year an estimated 275,000 component tuners were sold, it's estimated; the

figure could be higher.

The major auto manufacturers are showing genuine interest in AM-FM radios. There is no available data on the total number of domestic and imported (Japanese and German) auto receivers with FM capability. Larry Jones, sales-service manager for automotive products at Bendix estimates that 40,000 to 50,000 Ford cars will have FM radios in the 1963 model year; 15,000 Volkswagens will have FM radios. "The use of FM in automobiles is a gradually growing market," Mr. Jones said.

About 72% of Mercury Montereys sold are factory equipped with radios,



This is the way the new FM-AM sets installed in Ford cars appear on the instrument panel.

5% of them having FM tuners. Through the first six months of 1963, 17% of Lincoln purchasers specified the new AM-FM radio (an AM radio is standard equipment on this deluxe automobile).

Fords With FM — The AM-FM sets on Ford-built cars are fully transistorized. Five pushbuttons provide instant selection of two AM and three FM stations. Factory suggested list price for AM-FM is \$130 compared to \$60 for the standard AM radio.

Factory-installed AM-FM units were first offered on the 1963 model Ford Galaxie, Thunderbird, Mercury Monterey and Lincoln Continental. If customer interest warrants, AM-FM will be offered on other models; in any case

HERE'S AN EXCITER

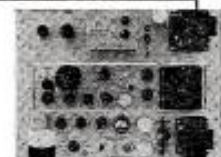
that WILL FACE THE MUSIC!

AND GIVE YOU

BRILLIANT STEREOHONIC AND SCA REPRODUCTION.

Direct FM 10 WATT EXCITER • Model LPE-10

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SANTA BARBARA, CALIFORNIA



The Pulliams and 'Bookmarks'

Book discussions draw big audience

A series of commercials on KODA-FM Houston has developed into a program with an intellectual background. Titled *Bookmarks*, it is voiced by Jack and Aline Fisher Pulliam who in 1960 were owners of a book store.

The original Pulliam commercials on KODA-FM were in the form of brief book reviews calling attention to particular works the store owners found most interesting. Once the

commercials had run their course, the station asked the Pulliams if they would like to do a book review program. They would, and within a year the series was being tape-syndicated to a dozen cities and more are in the works.

Now the format is getting broader. It includes interviews with visiting authors. The present audience is estimated at 9.5 million daily listeners.

higher usage is anticipated in the 1964 line.

Roy Nelson, Delco radio account executive at Campbell-Ewald, Detroit, said at least one out of three 1963 Cadillacs has FM radio tuning. An AM-FM set runs about \$100 more than AM-only in the case of Cadillacs. Chevrolet introduced AM-FM radios last March as optional equipment on the standard models.

General Motors, of which Delco is a subsidiary, is known to be experi-

menting with auto stereo. Several cars operated by GM executives are rumored to have stereo prototypes. Because of stereo's appeal, Pontiac and Oldsmobile will have optional simulated stereo receivers in the 1964 models. These are reverberation units in which the signal from the rear speaker is delayed 30 milliseconds.

Chrysler lines introduced AM-FM in the 1963 models. They are offered on Plymouth, Dodge, Dodge 880 and Chrysler models. Factory retail prices

ONE OF THE MOST LISTENED TO FM STATIONS.
 FEATURING THE FINEST IN UNINTERRUPTED STEREO MUSIC.
 FULL TIME STEREO.
 THE MOST POWERFUL VOICE ON THE NORTH JERSEY COAST.

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Why not let the FAIRCHILD CONAX help you maintain high average audio levels

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 THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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ME 8-1022

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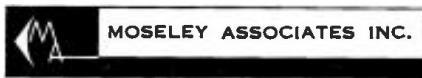
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of \$129.30 and \$157 are listed, the higher being for cars carrying the Chrysler name. Deluxe AM radios run \$59.50 and \$129.40. Percentages of cars sold with AM-FM are: Plymouth 0.1%, Dodge 0.1%, Dodge 880 0.6%, Chrysler 0.3%.

The motor majors have used limited FM time, mostly through dealer

groups. Chevrolet experimented last spring with stereo (story page 68). Chrysler divisions have bought "scattered and spotty" FM.

At Ford it was stated that several dealers are buying time as well as Lincoln-Mercury dealer advertising associations in Los Angeles and Cleveland.

Agencies like FM, but want more research
CONFUSING NUMBERS PICTURE MAKES BUYERS HESITATE

"Give us your numbers," agencies keep telling FM station salesmen and the scattered members of the station representative fraternity who are showing an interest in soliciting time for their clients.

Concededly the Madison Avenue agencies, and their brethren around the nation, are numbers conscious. It's natural for them to want specific figures on size of audience, listenership and demographic details about the composition of the audience.

Yet there's an obvious trend toward recognition of the specialized nature of the FM audience and its buying power. Some agencies, however, feel FM is overloaded with fractionized audience groups and they're looking for broad appeal. Many stations are quite aware of the desire for broad-based audiences, and the appearance of FM ratings in the Hooper reports confirms the belief that mass-appeal programming can bring more and better numbers.

Many Studies - FM's research library offers scant pickings to the agency buyer who wants statistical enlightenment and lots of it. The Pulse Inc. has compiled FM saturation figures (percent of AM homes, see page 56) but stations aren't always happy with these ratios. Hooper's radio reports, Independent Research Measurements, Politz, DATA, QXR Network, FM Group Sales, Mid-State FM Network (Michigan), Sindlinger and others have extensive sta-

tistical information but the agency man accustomed to the high stacks of AM,



"FM actually has more factual information than is generally believed," says David Wedeck, vice president of Benton & Bowles.

TV and periodical data isn't easy to satisfy when confronted by the figures FM stations and groups have compiled by stretching their limited budgets. (See research data BROADCASTING, June 4, 1962, Feb. 20, 1961.)

Here's an example of statistical confusion: Pulse gives the Indianapolis metropolitan area 19.7% FM satura-

97.1 msc.
15,000 watts

STEREO

WASHINGTON's pioneer FM Station
now presents STEREO!

Affiliated with and represented by the QXR Network

WASH-FM

SERVING THE NATION'S CAPITAL FOR 15 YEARS

Sales of FM receivers

U. S. factory sales of FM receivers by years: (Total FM sets including phono consoles, radio, TV). Source: Electronic Industries Assn.

1950	2,228,000
1951	1,267,000
1952	670,000
1953	659,000
1954	233,000
1955	277,000
1956	229,000
1957	204,000
1958	375,000
1959	1,215,000
1960	1,640,000
1961	1,930,000
1962	2,568,000
1963*	3,300,000

* BROADCASTING estimate

tion. But a glance at Indianapolis Hooper radio ratings shows that at certain periods of the day two FM stations show 50% of the total radio audience—a total that clashes with the 19.7% FM saturation figure given by Pulse.

On the basis of a survey by Walker Research Service, Indianapolis (autumn 1962), the local stations claim 41% saturation, double the Pulse figure. This survey covers a broader area than Pulse, reaching out beyond the suburbs. Some outlying communities show up to two-thirds of homes with FM and the Indianapolis stations claim 50% saturation.

If the National Association of FM Broadcasters can shed new light on the major-market and national FM statistical situation, the whole media world will be benefited.

"Putting it bluntly," one New York executive said, "FM is the only medium without nationwide research."

Better Buy ■ A top New York agency executive, David Wedeck, vice president of Benton & Bowles, is convinced FM is becoming more attractive to buy both locally and nationally.

"While there's obviously a need for much more research," he said, "FM actually has more factual information than is generally believed. FM started late and must catch up with the research provided by other media—size and composition of audience and physical factors, for example.

Mr. Wedeck said FM radio has

grown substantially, having today a larger audience than ever before but still quite selective. "While FM radio usage is on the increase," he continued, "FM management's awareness of the application of this medium as an advertising vehicle has not kept pace.

"The medium has been growing up but it still has a long way to go. Its price structure is becoming more realistic as FM management is showing some awareness of the national advertiser's problems and objectives," Mr. Wedeck continued.

"We can't ignore FM's growth when we're thinking of radio. The medium has lots of unique advantages that can make it extremely effective for many advertisers.

"Benton & Bowles has had very satisfactory results with FM in the last few years." Currently Philip Morris is using six Los Angeles FM stations. Another B&B client, Texaco, is reported in four markets.

Supporting Mr. Wedeck's feelings is Mort Stone, QXR Network vice president. Mr. Stone says QXR gets its data for "quality" radio users from studies conducted by Media Programers Inc., a statistical firm with a computer-designed operation. MPI has already come up with national and special analyses for QXR.



KDEN-FM is the only FULL-TIME FM STATION in the prosperous Denver market broadcasting HERITAGE MUSIC 18 hours daily.

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National Representative

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Scott's 310 tuner has long been admired for exceptional sensitivity and selectivity. It is used as a broadcast monitor by FM stations throughout America and was selected by Bell Laboratories for receiving signals from Telstar orbiting in outer space. The new 310E includes exclusive Scott Time-Switching multiplex circuitry, silver-plated front-end, Auto-Sensor for fully automatic reception, precision meter and many other exclusive features. Sensitivity is 1.9 μV ! \$279.95*

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111 Powdermill Road, Maynard, Mass.



Rush me complete technical details on new 310-E FM Stereo Tuner.

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City _____ Zone _____ State _____

*Slightly higher West of Rockies. Accessory Case Extra. Export: Morhan Exporting Corp., 458 Broadway, N.Y.C. Canada: Atlas Radio Corp., 50 Wingold Ave., Toronto.

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Lee, Ford explain clear channel stand

COMMISSIONERS TELL HARRIS THEY QUESTION APPROACH TO PROBLEM

FCC Commissioners Robert E. Lee and Frederick W. Ford have given Representative Oren Harris (D-Ark.) their reasons for not endorsing the letter the commission sent the congressman July 1 on the clear-channel proceeding.

In that letter a response to one received from Representative Harris, the commission rejected his suggestion to consider the matter further and said it would proceed with its plan to duplicate 13 of the nation's 25 clear channels, (BROADCASTING, July 8). The commission said it remained convinced of the soundness of this approach as a means of providing service at an early late to underserved areas.

Representative Harris, who is chairman of the House Commerce Committee, and who is reported considering legislation to block implementation of the clear-channel breakdown order (CLOSED CIRCUIT, July 15), solicited his views of the two commissioners.

Neither commissioner took issue with the principle of duplication. Instead, both raised questions about the commission's approach to the problem of granting power in excess of the 50 kw limit now imposed on all AM stations.

Lee's Objection • Commissioner Lee who has long favored higher power for the clears, expressed disagreement with the commission's response to one of the congressman's questions on this subject. The commission said that class-A sta-

tions, even if duplicated, could be granted higher power, but that in most cases they would have to use directional antennas to protect the duplicating assignment.

Commissioner Lee said the use of such an antenna would prevent a 1-A station "from realizing the full potential" of the groundwave and skywave service it could otherwise provide. He also said antenna site problems would discourage stations from seeking higher power.

He noted that many 1-A frequencies are occupied by foreign stations that must be protected under the terms of the North American Regional Broadcasting Agreement. The directional antenna that would be required to protect these stations plus the newly created 11-A duplicating stations "would be incapable of radiating 750 kw" over a wide area, he said.

Commissioner Lee feels that the clear-channel stations can be granted higher power even if duplicated. But he would have the duplicating station protect the primary outlet.

Experimental Approach Favored • Commissioner Ford in his letter to Representative Harris said that in duplicating 13 channels, the commission has dealt with only half the problem of providing service to underserved areas. The other half, he feels, involves the use of higher power by the remaining 12 clears.

He expressed disappointment that the commission didn't say it was prepared to grant experimental authorizations for higher power under test conditions. He said he favors the experimental approach rather than a change in rules since "the issue of higher power is a complicated one, with implications that may not be fully appreciated."

Duplication of the 13 channels, he said, will cause some loss of secondary service. But he said he has hoped "this would be offset, not only by whatever primary service the new stations will provide to underserved areas, but also by an increase in secondary service which would result from higher power."

MORE ETV CHANNELS

31 added for instructional, cultural use by schools

Educational television last week was granted the use of 31 additional channels in the 2500-2690 mc band for the transmission of "instructional and cultural material to schools and other selected receiver locations." The FCC's action, educators believe, will make available a new low-cost closed circuit system.

The rulemaking, effective Sept. 9, had proposed either the 1990-2110 mc band or the 2500-2690 mc band be adopted. The National Association of Broadcasters, CBS and NBC opposed use of the lower band, requesting that it remain for intercity relay and remote pickup facilities, but endorsed use of the higher band by educational broadcasters (BROADCASTING, Sept. 24, 1962).

The new service is officially described as an "instructional television fixed service" and the 31 channels will allow transmission of different subjects simultaneously. Reception is limited to selected points in "accredited public and private schools, colleges and universities for the formal education of students."

Also eligible for the service are hospital and related institutions, commercial and industrial establishments and professional groups or individuals, provided that the transmissions are for instructive purposes. The service can be used for transmitting administrative affairs of the licensee as well, the commission said.

Who's Eligible • The commission

Henry calls for network ratings records

The FCC is going to scrutinize the effects of broadcast ratings on the programming of all three TV networks.

Chairman E. William Henry has written to ABC-TV, CBS-TV and NBC-TV, explaining that during last winter's congressional sally against ratings (BROADCASTING, Feb. 18 et seq.), led by Representative Oren Harris (D-Ark.), he was asked if the commission had the ratings records of network programs that were subsequently cancelled. His letters note that he agreed to obtain the statistics, and the networks are asked to comply by Oct. 1.

His correspondence details the records the commission wants for all evening programs of the past three seasons (1960-61, 1961-62, 1962-

63). The networks must supply three national Nielsen and American Research Bureau total homes ratings and the Nielsen shares of audience for each program in the 7:30-11 p.m. Monday through Saturday and 6-11 p.m. Sunday time slots. Each show cancelled in the next season is to be marked with an asterisk.

The networks also must submit ratings information on weekly or alternate weekly evening programs that were carried less than an entire season and not on the network the next season. Two national Nielsen and ARB total homes ratings and Nielsen shares of audience must be given for each of the shows in these categories. Ratings and shares for competing programs on the other two networks must also be detailed.

said that the same standards that qualify a licensee for a noncommercial educational television station will be used to judge an applicant for the new service.

Transmitter operations will have to be supervised by qualified operators, the commission said, but that routine operation will be allowed by third-class engineers. Remote control will be permitted and the unattended operation of relays.

Power was slated at 10 w but the commission said higher power "may be authorized in special cases." External power measurements will be required only once a month and directional antennas are to be used when necessary.

The 2500-2690 mc band is presently being used by about 90 fixed stations but that there will be no further authorizations made for such operations for three years, "pending a determination of the ultimate needs of the new service."

Translators approved

The FCC last week granted requests by the Midwest Program on Airborne Television Instruction Inc. for two new translators to serve Cleveland by relaying the programs of the educational group's KS2XGA and KS2XGD in Montpelier, Ind. The new translators will be

operated on channels 81 and 83.

MPATI, as a part of its overall mid-west airborne educational project, last January petitioned for the assignment of six UHF channels (BROADCASTING, Jan. 21). The FCC's channel 81 grant stipulates that use of the channel must be discontinued if any TV station which goes on the air in the future is short-spaced.

Juke box operators may start paying fees

The House Judiciary Committee approved a bill Thursday (July 25) to erase an exemption which has protected juke box operators from paying royalties to composers for playing their recorded music since the nickleodeon days of 1909.

The legislation specifies no fixed fee but leaves that up to negotiation between the operators and the performing rights societies.

Hearings on two other bills seeking similar ends were held in May. A new, simplified proposal was introduced by Representative Emanuel Celler (D-N. Y.), chairman, last month and was approved without further hearing last week.

Broadcast Music Inc. testified in favor of removing the exemption.

Prefers single owners

Commissioner Lee Loevinger, the FCC's newest member, has made it perfectly clear that "between multiple owners and equally qualified single owners, I would prefer the single owners." This view will not surprise broadcasters aware of his former position as assistant attorney general in charge of the Justice Department's antitrust division.

Interviewed for Storer Broadcasting Co.'s *Report to the People* by Linton Wells, director of Storer's Washington news bureau, Commissioner Loevinger also defended the FCC's equal time doctrine. "I think that in fact the FCC policy [on editorializing] is a perfectly sound one. It seems to me that the 1949 statement on editorializing is well done, is founded on good principles and that what it requires is enforcement, possible implementation and specification."

Commission returns pay TV application

Failure to provide the FCC with the necessary information resulted last week in the return of the pay TV application of Melco Pay TV Co. and KVUE(TV) (ch. 40) Sacramento, Calif. for a three-year experiment on the station.

Melco and KVUE filed the now returned application last April proposing what would have been the third on-air pay TV experiment in the U. S. (BROADCASTING, April 22). WHCT(TV), Hartford, Conn., is presently operating a system and another is scheduled to begin on KCTO(TV) Denver in October. (BROADCASTING, July 8).

The commission said that the Melco KVUE application failed to show that it plan was financially feasible in that it only source of funds would be from sale of stock totalling \$379,000, aside from any revenue from the test itself. The commission also noted that Melco KVUE offered "no assurance that the stock could be sold."

Also questioned was the amount of information supplied concerning Melco Melvyn E. Lucas was listed as president of both Melco and KVUE but no other legal and financial information was offered, the commission said. Such information is required under the rules establishing pay TV systems.

Other Opposition - The commissioner last week took notice of an oppositor



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to the Melco-KVUE application filed last May by Camellia City Telecasters, but said that it made no judgments on the points raised by Camellia. Camellia raised questions similar to the FCC's concerning the pay TV application.

Camellia has filed an application for channel 40 to compete with KVUE's pending renewal of license, and said that a grant of the pay TV test would hurt its competitive status in a hearing (BROADCASTING, June 3).

KVUE, however, has requested that the Camellia application be denied due to the doubtful character qualifications of its principals and their alleged history of speculating in broadcast properties.

KVUE claimed that two Camellia principals, Jack F. Matranga and Irving J. Schwartz (both 25%), were also principals of Capital Radio Enterprises which was an original applicant for channel 40, but requested dismissal in 1958. Capital was also applicant for channel 46 in Sacramento, KVUE noted. Mr. Matranga was also charged with failing to carry through an application for a new AM station in Placerville, Calif., and later failing to utilize an option to purchase 25% of KJAY Sacramento arising from his deal to dismiss the Placerville application.

KVUE has been off the air since March 19, 1960. In his application Mr. Lucas said that he hoped the pay TV test would be approved promptly so that the station could have an "early reactivation."

Antenna farm comments requested by FAA

The Federal Aviation Agency has released certain proposed criteria for the establishment of television antenna farms and is seeking comments from the broadcast industry. Comments are requested by Sept. 1.

The FAA described its proposal, which was sent to parties the agency believed interested, as a guide for the agency's field offices when considering the antenna plans of applicants for new or modified structures. One of the standards of the proposal would require that an antenna farm be large enough to handle antennas for all of the channels allocated to the area.

An FAA source described the proposed criteria as a "yardstick" for studying applications to the FCC and said the criteria were not in the form of proposed rules. He added that the agency hopes for responses from the broadcast industry.

However, at least one industry organization has expressed fear that the criteria could have further repercussions than are apparent and might prove inflexible. The question that may be asked the most is if the FAA's pro-

posal may indicate another federal agency is seeking to control the industry, i.e., if an antenna farm is required to be large enough for all allocations how would this effect any further allocations on the part of the FCC.

Examiner contested in Little Rock case

KATV(TV) Little Rock, Ark., told the FCC that Hearing Examiner Thomas H. Donahue "failed to maintain an open and impartial mind" in arriving at his decision to deny KATV's proposed transmitter move from a Pine Bluff location to a Little Rock site.

Examiner Donahue, in an initial decision issued last June, accused KATV of failing to live up to an agreement with the Pine Bluff Chamber of Commerce which guaranteed continued service to that community. He recommended denial of the transmitter move and questioned KATV Inc.'s character qualifications to be a broadcast licensee (BROADCASTING, June 10).

In its exceptions to that decision KATV said last week that it has had no thought of "abandoning . . . Pine Bluff" and would not even if it were as "dollar conscious" as Examiner Donahue had charged. KATV said that it would hardly want to forego the revenue available from the second largest city in its service area.

The station told the commission that it can't improve its competitive position if it must keep its tower where it is in agreement with the chamber of commerce contract. As a result the station sought the best alternative, KATV said. KATV admitted that its Pine Bluff studio had been closed but that it maintained facilities in Pine Bluff—mobile and microwave equipment.

KATV said that its station identifications recognize Pine Bluff and that alleged complaints that they didn't were not backed by any witnesses.

What FCC Does and Doesn't — KATV said that the commission is not bound to consider the station's contract with the Pine Bluff civic leaders in making any public interest determinations, and that this is the extent of the station's request.

KATV further offered that if the commission considers a "profit motive" as having an adverse showing on the character qualifications of a licensee there would hardly be a commercial broadcaster who could meet such qualifications.

The station suggested that if its proposed move were granted, it could establish translator stations to serve any lost service areas such as was recommended in the WTEN(TV) Vail Mills and WAST(TV) Albany, both New York, case (BROADCASTING, Feb. 18). Just as in the Albany case, KATV said, a more competitive service could be established.

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FCC GETS FLOOD OF HELPFUL HINTS

Lengthy opinions offered on Philadelphia, Boston cases

The FCC was inundated with advice last week on how to settle the complex case involving the NBC-Philco Broadcasting fight over channel 3 Philadelphia and the network's proposed swap of its Philadelphia properties for RKO General stations in Boston.

NBC and Philco filed their conflicting opinions in proposed findings running about 500 pages each. RKO General and Westinghouse Broadcasting Co., another party to the proceeding, were more succinct, with comments of 10 and 47 pages respectively.

The commission's Broadcast Bureau didn't submit its views, but may do so after reviewing the comments. Deadline for the bureau's filing is Aug. 23.

Chief Hearing Examiner James D. Cunningham, who presided at the October-to-May hearing, is expected to issue an initial decision before January 1964.

Besides the comparative questions as to whether NBC or Philco is better qualified to operate channel 3 and the proposed NBC-RKO General swap, the hearing examiner will have to rule on some 15 issues. These include allegations of antitrust or anticompetitive practices leveled against both NBC and its parent, RCA, and Philco and its parent corporation, Ford Motor Co.

Needs Renewal First ■ NBC is seek-

ing renewal of WRCV-TV Philadelphia and its AM companion station as a first step toward exchanging them for RKO General's WNAC-AM-TV and WRKO (FM) Boston. The network is under a Justice Department consent decree to divest itself of the Philadelphia stations by June 30, 1964.

NBC, in its findings, denied it or RCA had been guilty of antitrust law violations or anticompetitive practices. It also said that it has operated WRCV-TV in an "outstanding" manner that merits renewal of the station's license. Philco, NBC added, has failed to provide evidence that it could be relied on to provide worthwhile television service to the Philadelphia area.

Philco, on the other hand, said RCA's nolo contendere plea in an antitrust suit in 1958 is evidence that it was guilty of antitrust violation. Philco also said its familiarity with Philadelphia, where it is located, should be considered an important factor in deciding the comparative issue. It added that NBC's operation of WRCV-TV was "dismally inadequate" and that the network's involvement in the television quiz scandals was a further reflection on its qualifications as a broadcast station licensee.

RKO General and WBC, in their

findings, were concerned principally with the proposed station swap. WBC had said this question should be examined in view of the relationships among RKO General; San Francisco-Oakland TV Inc., licensee of KTVU(TV); and SFO stockholders and the manner in which RKO-General "employed those relationships to obtain SFO agreement to transfer the station's construction permit to NBC." Some of the principals of SFO are former RKO General employees.

RKO General cited a 1960 Justice Department report to support its contention that it never attempted to induce SFO to enter into any agreement with NBC. The proposed sale of KTVU to NBC was canceled by SFO in 1961.

(The sale of KTVU to the Cox station group was announced last week [see story page 47].)

WBC said it is concerned with its own rights as well as those of viewers in Boston. Westinghouse's WBZ-TV in that city would lose its NBC affiliation if the network is assigned the WNAC-TV license. That station is now affiliated with ABC.

The swap, therefore, WBC said, will cause a substantial change in the programming of two of Boston's three VHF stations, causing a disruption of the area's viewing habits without "any countervailing advantages" to viewers.

WBC said that RKO General is interested in the exchange only because

FCC requires facts to oppose a grant

Stations that want the FCC to block the appearance of new competition in their area because of potential economic injury had better be prepared to document their argument with considerable detail.

The commission made this clear last week in a case involving the grant of an AM construction permit in Greensburg, Ind., for Tree Broadcasting Co. WTRE(FM), the only station in Greensburg, asked consideration, contending, among other things, that competition for advertising revenue in the town of 6,605 would degrade the quality of service that either WTRE or the new station could provide.

The commission, however, said WTRE had not presented enough of an argument to warrant a hearing on this issue.

WTRE, the FCC said, should have included in its petitions such facts and allegations as:

■ Whether the proposed operation would draw a portion of its revenues

from those now received by WTRE.

■ The total annual retail sales in Greensburg and the surrounding area, and whether sales were growing, declining or were stable.

■ The total actual and potential advertising revenue available in the area.

■ Whether other revenue is available to replace that which might be captured by the new operation.

■ "Actual knowledge" of the extent to which WTRE would lose revenues to a new station.

Furthermore, the commission said, even if WTRE had made enough of an argument to raise a question as to whether Greensburg could support a second station, it "alleged no facts to support its claim that there will be a loss or degradation of aural service to the area."

The commission said these points don't exhaust the list of those that might be made in support of an economic injury argument. But, it added, they "represent a fair ap-

proach" to the question of determining when a hearing is needed to investigate whether additional competition, "normally favored," would be harmful to the public.

The commission said it cannot entertain an economic injury plea that is expressed "in extremely general and speculative terms."

Although it was turned down on the economic injury issue, WTRE had more luck with two other arguments—one alleging the commission's 10% interference rule would be violated by the new operation and another charging the applicant lacks financial qualifications to build and operate a station.

The commission has asked Tree Broadcasting to submit new data on the population that will be included in the interference area and on the reasonableness of its estimates of construction and operating costs. Failure to provide the information in 60 days will result in the grant being set aside and a hearing ordered.

Philadelphia is a larger market than Boston and that NBC is concerned only with complying with the consent decree. As a result, WBC said, neither city would be served by a licensee with a knowledge of or interest in its TV needs.

Puerto Rican stations face license revocation

Revocations or heavy fines may be in the offing for WKYN and WFQM(FM) San Juan and WORA-FM Mayaguez, all Puerto Rico, the FCC warned last week.

The commission charged that "it appears" the stations, after having asked and been refused permission, surreptitiously intercepted and rebroadcast shortwave news programs of the Defense Department's Armed Forces Radio Service in New York. The commission said evidence indicates that the stations' rebroadcast of the programs were delayed, but were made so as to create the impression that "the programs were coming directly and simultaneously from the Mutual Broadcasting System."

WKYN is licensed to Quality Broadcasting Corp., WFQM to Supreme Broadcasting Inc. and WORA-FM to Radio Americas Corp. Alfredo R. de Arellano Jr., president of all three corporations, is majority owner of Radio Americas, which in turn controls the other two organizations.

The FCC's order to show cause why their licenses should not be revoked cautioned the stations if they avoid the death penalty, fines up to \$10,000 may be imposed.

Disposition of ch. 37 postponed indefinitely

The contest for channel 37 in Paterson, N. J., will have to be suspended until the FCC reaches a final decision on reserving the channel for astronomical purposes, the commission said last week. Progress Broadcasting Corp., one of four applicants for the Paterson assignment, had petitioned the FCC to defer proceedings until final decision was reached. The other competitors are Spanish International Television Inc., Bartell Broadcasters Inc. and Trans-Tel Corp.

Radio astronomers want channel 37 reserved exclusively for their own use (BROADCASTING, April 29, May 6, June 3), and the FCC currently is weighing the merits of TV versus astronomy on the channel. Last week's action stayed the hearing proceeding and ruled that action on all pending motions would be held in abeyance until the fate of the channel is decided.

Commissioners Robert E. Lee and Kenneth A. Cox dissented to the action, while Commissioner Frederick Ford did not participate.

Support on excise tax suspension asked ALL-CHANNEL BROADCASTERS SEEK COMPETITIVE PRICES

A unanimous executive board of the Committee for the Full Development of All-Channel Broadcasting urged the FCC last week to back the movement to suspend excise taxes on all-channel TV receivers. Many manufacturers and UHF broadcasters have recommended this move to make all-channel sets competitive in price with VHF-only receivers.

In contrast to the acrimony at the board's meeting last May (BROADCASTING, May 6), the meeting last week was harmonious. The committee spent most of its time in adopting a set of parliamentary procedures. Among other things the group agreed that a majority of the 21 members would constitute a quorum.

In other actions the committee:

- Asked the FCC to rule that community television systems within the Grade A contour of a TV station be required to carry programs of that station as against the same program from a more distant station. This would aid UHF stations, it is felt, because in

many instances CATV systems have been using the signals of a VHF station, even though there is a local UHF outlet in its area carrying the same program. The recommendation was made by a subcommittee headed by William Putnam, WWLP(TV) Springfield, Mass.

- Requested the FCC to furnish a slide-tape presentation for use in dealer and consumer education on UHF, and to look into the possibility of having the government reprint a resume of the proceedings of the three dealer-servicemen clinics held to date, in Washington, New York and Chicago.

- Approved a request to the FCC to permit its technical subcommittee to test various ratios of visual to aural power by operating TV stations.

Several potentially controversial topics were passed over by the group. These include studies of the FCC's multiple ownership rules, network affiliations, program resources, community TV, pay TV, audience ratings and advertisers' practices.



Members of the executive committee of the Committee for All-Channel Broadcasting met July 25 in Washington and some of the members of the group are shown here. They are (from l to r): Thad H. Brown Jr., Committee for Competitive TV; Sarkes Tarzian, components manufacturer; Harvey Struthers, CBS; Peter Kenney, NBC; Seymour N. Siegel, WNYC-TV New York; Edgar W. Holtz, Washington attorney; FCC Commissioner Robert E. Lee, chairman. Others who attended the meeting, not shown, were Ben Adler, manufacturer; Wayne Masters, Melpar; Lester W. Lindow, Association

of Maximum Service Telecasters; William T. Hamilton, WNDU-TV South Bend, Ind.; Richard T. Hull, WOSU-TV Columbus, Ohio; Frank A. Kear, consulting engineer; Frank Marx, ABC; William Putnam, WWLP(TV) Springfield, Mass.; James D. Secrest, Electronic Industries Association; Vincent T. Wasilewski, NAB, and Lawrence Webb, Station Representatives Association. Absent were Mort Farr, Philadelphia appliance retailer; Albert O. Hardy, International Brotherhood of Electrical Workers; Percy Russell, Washington attorney, and Adam Young, station representative.

Subcommittee releases Pacifica testimony

LACK OF REPORT KEEPS MYSTERIOUS VEIL ON HEARING

The Senate Internal Security Subcommittee Sunday (July 28) made public secret testimony taken in January from persons involved in the operation of three noncommercial FM stations licensed to the Pacifica Foundation of Berkeley, Calif.

The subcommittee made no report and in the absence of any clarification of the background and purpose of the proceeding did little to dispel the mystery which surrounded its secret sessions held Jan. 10, 11 and 25.

The subcommittee's line of questioning showed considerable interest in the source of Pacifica informational programming and in the political backgrounds of persons responsible for its preparation.

Pacifica's policy of presenting regularly scheduled commentators, including some admitted Communists, who discussed politics, economics, philosophy and other issues, also received special attention.

Senators who participated in the hearing were loath to discuss it on the record last week, but it was known that Senator Thomas J. Dodd (D-Conn.), vice chairman who presided at several of the January sessions, and Senator James O. Eastland (D-Miss.), chairman of the parent Judiciary Committee, and possibly other subcommittee members, too, were preparing statements for delivery on the Senate floor, probably this week.

Senator Dodd said at the time of the hearing that it was called to determine whether Communists had infiltrated the Pacifica stations: KPFA(FM) Berkeley, KPFF(FM) Los Angeles and WBAI(FM) New York.

Renewal of the station licenses has been held up for quite some time. FCC sources said in January that the agency would want to review the Senate testimony if it were made public.

Reporters learned from witnesses in January that the subcommittee was concerned with persons who appeared on and worked for Pacifica stations (BROADCASTING, AT DEADLINE, Jan. 28 and 14). The stations are all listener-supported and program heavily in classical music and informational programming, much of it controversial and reflecting viewpoints of practically all hues, including that of Communists.

It was the appearance of Communist spokesmen on the air and the relationship of some Pacifica principals to the party either now or at times in the past which colored the bulk of the subcommittee's questions.

Senator Dodd said in a statement directed to the witnesses which was made public during the course of the hearing that Congress might be justified in requiring that anyone who is a member of a subversive organization be identified as such if he appears as a commentator on radio or TV. Similar identification might likewise be required of

persons writing byline articles for publication.

The seven witnesses who were subpoenaed and testified: Trevor K. Thomas, Pacifica acting president; Jerome Shore, executive vice president; Joseph L. Binns, WBAI manager; Mrs. Catherine Cory Gumpertz, Pacifica vice president and former KPFF manager; Dr. Peter Odegard, member of the board of directors; Mrs. Dorothy Healey, who identified herself as "chief spokesman of the Communist party of Southern California"; and Mrs. Pauline Schindler, a retired Los Angeles school teacher.

The hearing record contains in addition to the direct testimony of the witnesses many supporting documents about programs either provided by the subcommittee or by witnesses after the hearing.

Pacifica stations had not always identified commentators, among whom were some Communists as well as persons espousing other political viewpoints, and when it did identify people, their self-identifications were used. Much questioning concerned the political associations of the witnesses and incorporators of the foundation.

In one of the few hints of a subcommittee position on Pacifica, an appendix to the testimony included transcripts of personality sketches on two admitted Communists: Elizabeth Gurley Flynn and Mrs. Healey. "The glamorous description of two subjects of personality interviews programed by . . . KPFF . . . provided sharp contrasts between the autobiographical data presented to radio listeners and the facts as revealed by public records," the appendix sketch said.

The appendix also states: "While a station may have a clear right, in certain instances, to use its facilities for the advancement of particular causes, the station undoubtedly is responsible for the causes it so advances. Such factors are properly for consideration in any determination of the public interest, convenience, and necessity of the station's operation."

'Made in' labels for foreign TV shows?

Three California Democrats have put the dispute over "runaway" film productions officially before Congress through bills requiring that films made outside the U. S. be labeled with the country of origin when exhibited in this country.

The bills, HR 7670, 7672 and 7752 (by Representatives Cecil King, George E. Brown Jr. and Everett Burkhalter), would amend the Federal Trade Commission Act to make non-disclosure of

How FCC members will spend August

The FCC's traditional August vacation is just around the corner, but the trend among the commissioners is away from formally planned vacations.

Chairman E. William Henry will remain at work until Aug. 14, when he is scheduled to speak to the Communications Committee of the American Bar Association convention in Chicago (BROADCASTING, July 22). After that he plans a couple of weeks in Memphis, returning in time to enroll his children for the new school year.

Commissioner Robert T. Bartley will not be in his offices but has no definite plans for August. Commissioner Robert E. Lee has no plans either, except for a little golfing. He will also speak at the ABA convention (Aug. 9).

Commissioner Rosel H. Hyde will attend the executive committee meeting of the National Association of

Railroad and Utilities Commissioners Aug. 1-2 in Portland, Ore. He will then spend some time in his home state of Idaho.

Commissioner Lee Loevinger appears to have the busiest itinerary. He will remain at work, like the chairman, until Aug. 14, when he, too, will address the ABA, after which he and his family will drive to Minnesota. While in Minneapolis he plans to appear on WCCO's *Open Mike*, and make several speeches, which have not been definitely arranged. The commissioner will then address the National Association for Education in Journalism in Lincoln, Neb., on Aug. 26.

Commissioner Kenneth Cox will stay in the Washington area and go camping with his family, but has no further plans.

Commissioner Frederick W. Ford will spend his vacation resting at home, having no travel plans.

overseas films "an unfair method of competition and an unfair and deceptive act or practice in commerce." The foreign-made label also would have to be used in all advertising for the films.

TV films, both programs and commercials, have been interpreted by lawyers as coming under the bill's definition: "any motion picture publicly exhibited within the U. S." A spokesman for the Motion Picture Association said if the bills become law, TV would be affected more than theaters because of the threat of boycotts of sponsors' products.

These congressmen and several of their California colleagues have backed other legislation intended to discourage American film makers from producing movies overseas while domestic crews lose work opportunities.

Rules changes—no occasional waiver—si

The FCC won't change its rules governing the acceptance and processing of AM applications for changes or new stations on channels adjacent to clear channels, the agency said last week. But it promptly granted waivers of the rules for three of the four stations which had asked for the change.

WLAD Danbury and WCNX Middletown, both Connecticut, WAEB Allentown, Pa., and WLAD New York were the petitioners for the rules changes, and all except WAEB were granted waivers. The FCC said that WAEB's request for a waiver will be considered in connection with another case involving the station now before the agency.

The FCC refused to change the rules because, it said, "each proposal must be considered on its own merits and the number of such cases is small. . . ."

FCC proposes channel changes in Southeast

The FCC last week proposed to assign channel 11 plus to Staunton-Waynesboro, Va., an assignment requested by Charlottesville Broadcasting Corp., the licensee of WINA-AM-FM Charlottesville, Va. The reservation would mean that WTVD(TV) Durham, N. C., would have to change from channel 11 plus to channel 11 even.

In inviting comments, the FCC noted that Staunton and Waynesboro are within the zone set aside to protect radio astronomy being conducted at Green Bank and Sugar Grove, both West Virginia. The commission also said, however, that the area now is served only by WSVA-TV Harrisonburg, Va., and "it is evident that the public would benefit from additional outlets and services." Another factor which should be considered, the FCC said, is whether the assignment of a second

VHF channel to the area might have a "significant adverse impact" on the local development of UHF.

Commissioner Kenneth Cox dissented to the proposed rulemaking and Commissioner Lee Loevinger abstained from voting.

KWK request for oral argument granted

The FCC last week granted the request of KWK St. Louis for an oral argument on the matter of the commission's revocation of the station's license. The argument will be held Sept. 9.

The revocation was based on findings that KWK conducted fraudulent promotional contests in the form of treasure hunts, in which the prizes were not hidden until the last day, and a Bonus Club that created hardships for its winners.

KWK's request for an oral argument is part of the station's campaign to convince the commission that a lesser penalty, such as a fine, would be adequate punishment (BROADCASTING, July 1). KWK has also been granted a stay of the effective date of the revocation, today (July 29), until all litigation of the case has been concluded.

NABET asks commission to keep stiff rules

The National Association of Broadcast Employees and Technicians, AFL-CIO, has asked the FCC to reconsider its order permitting some AM and FM stations to employ first-class radiotelephone operators on a part-time contract basis (BROADCASTING, July 15).

The union said relaxation of the present requirement that stations employ full-time operators would result in poorer technical service.

The FCC, in announcing the rule change, expressed the "hope" the affected stations would benefit financially and thereby be able to provide better service. But the union said this was "absurdly inconsistent" with the agency's acknowledgement that stations may have to go off the air if on-call operators cannot arrive in time to do needed work.

NABET also said that shortage of first class operators, cited as another reason for the rule change, could only be aggravated by permitting stations to use parttime help. There will be less inducement to enter the field if the job opportunities in it are reduced, the union said.

The rule affects AM stations using a non-directional antenna and operating with no more than 10 kw and FM stations operating non-directionally with 25 kw or less.

Bayer advertising gets examiner's OK

A Federal Trade Commission hearing examiner has held that Sterling Drug Inc. didn't monkey with the truth when it made claims for its Bayer Aspirin based on a clinical report published in the *Journal of the American Medical Association*.

Examiner Eldon P. Schrup recommended dismissal of the complaint of false advertising issued against Sterling, its house advertising agency, Thompson-Koch Co., and Dancer-Fitzgerald-Sample Inc. as unsupported by the evidence.

The FTC filed a complaint against Sterling for the Bayer ads Jan. 31. Sterling was charged with implying that the tests showed Bayer will not upset the stomach, is more gentle to the stomach than other analgesic products containing more than one ingredient, that the findings of the medical team were endorsed and approved by the U. S. government, and by the AMA. The clinical tests were actually contracted for by the FTC.

Before the FTC hearing the agency unsuccessfully sought a court injunction against the advertisements, which included both network TV and radio. The



Continued on Page 91

agency was turned down by both the U. S. District Court in New York and the U. S. Court of Appeals in the same circuit.

Last March the FTC issued a similar complaint against Plough Inc., maker of St. Joseph's Aspirin. Plough Inc. owns five radio stations, in Memphis, Chicago, Boston, Atlanta and Baltimore.

ABC granted stay in KOB case

All appearances indicate the lengthy KOB case is going to last even longer.

The FCC last week granted ABC a stay of its order released several weeks ago requiring that the network file an application proposing a directional operation of WABC New York until a final court decision.

That was the latest move by the commission to settle the 21-year-old protection case involving KOB Albuquerque, N. M., and WABC. Both stations operate on 770 kc resulting in nighttime interference to KOB from WABC's nondirectional operation. ABC had requested the stay until it could get an appeals court ruling on the matter (BROADCASTING, July 22).

Hubbard Broadcasting, licensee of KOB, last week filed strong opposition to a stay for ABC. The company

charged the network with attempting to extend the case another 12 to 18 months while it makes up its mind "whether to file a directional proposal to protect KOB."

Hubbard also suggested that if the commission denied WABC's renewal application and granted Hubbard's application for the 770 kc facility in New York (which is presently on file) the new station could be on the air in six months. It asked the commission to compare that to a two-to-three-year delay in the present protection case. Another alternative would be to designate WABC's renewal for hearing with Hubbard's application on the protection issue, the company suggested.

Simpson bill would bar agencies from lobbying

Federal agencies would be specifically prohibited from using public money to lobby, with offenders threatened with criminal penalties and fines up to \$500, under a bill introduced last Thursday (July 25) by Senator Milward Simpson (R.-Wyo.).

Charging that the Kennedy administration actively lobbied for a "yes" vote on a recent national wheat referendum, Senator Simpson said "the farm bureaucracy [the Agriculture Department] openly and threateningly brought pressure on federally licensed radio and TV stations to give free time for the government's version of the issues . . ."

An agriculture spokesman said the department sought only to explain to elected farmer committeemen the responsibilities of licensees to provide public service time (BROADCASTING, June 24).

FTC tells Westinghouse to correct its labels

Federal Trade Commission Hearing Examiner Joseph W. Kaufman last week issued an initial decision recommending Westinghouse Electric Co. to cease implying that television picture tube replacements made of used bulbs are new.

The examiner ruled that the practice of enclosing notices and labeling the tubes to the effect that they are enclosed by used bulbs is not sufficient to inform the consumer who often doesn't see the tube carton because of repairman installation of tubes. He also noted that the advertisements of replacement tubes, bearing the fact they are made of used bulbs, doesn't reach the "ultimate consumer."

It was suggested by Examiner Kaufman that notices that the bulbs are used could be placed on the tubes themselves.

Magnuson hospitalized

Senator Warren G. Magnuson (D.-Wash.), chairman of the Senate Commerce Committee, was hospitalized in Seattle last week after suffering a re-occurrence of malaria, a disease he contracted overseas in 1944.

The senator, whose committee is conducting hearings on civil rights and railroad work rules legislation, suffered a high fever early in the week, but was reported in better condition near week's end and was expected to return to Washington this week.

Meanwhile, Senator John O. Pastore (D.-R.I.), chairman of the Communications Subcommittee, has been acting chairman of the full committee in Senator Magnuson's absence and has been conducting the hearings.

Broadcasting legislation on Section 315 and other matters will be passed over until the other issues are settled.

New hearing ordered on transmitter moves

The FCC last week ordered a new hearing on the applications of WEAT-TV and WPTV(TV), both West Palm Beach, Fla., proposing they move their transmitter sites 12 miles southwest in the direction of Miami.

This latest hearing was ordered in compliance with a court of appeals decision remanding the case back to the commission in order to hear the objections of WTVJ(TV) Miami (BROADCASTING, Jan. 28). WEAT-TV and WPTV have been given the requested move and are presently operating at their new sites. The commission said they may continue to do so pending a final conclusion of the case.


Court asked to rehear Orlando channel 9 case

The U. S. Court of Appeals for the District of Columbia was asked last week to rehear the Orlando channel 9 case. WORZ Inc., the so-far unsuccessful applicant, asked that all nine circuit judges hear the argument.

Earlier this month, a three-judge court in an unsigned opinion told the FCC to hold an oral argument to determine whether the grant should be continued to WLOF-TV, or be given to WORZ Inc. (BROADCASTING, July 5).

At issue is the question of whether WLOF-TV principals were aware of and condoned the approach of one of its lawyers to former FCC Commissioner Richard A. Mack.

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NEXT NAACP STOP: NEW YORK

Effort to integrate TV programs and commercials will include talks with advertisers and agencies

The National Association for the Advancement of Colored People plans to move its efforts to integrate TV to New York, according to Herbert Hill, national labor secretary of the NAACP.

Mr. Hill said the NAACP will call upon agencies and advertisers with demands that Negroes be included in all TV series and in commercials.

Demands made by the NAACP that technical crews of all TV filmed programs and motion pictures be integrated met with favor at its meetings with executives of the International Alliance of Theatrical & Stage Employes and craft union business representatives in Hollywood on July 19, according to Mr. Hill.

The NAACP committee (consisting of Mr. Hill, James L. Tolbert, president of NAACP Hollywood-Beverly Hills chapter and Thomas G. Neusom, regional representative) and George Flaherty, IATSE international vice president and business representatives of local craft unions, worked out a formula that will, if approved by the 22 IA unions, be a historic breakthrough in the union membership. Although there was no formal statement forthcoming from IATSE, Mr. Flaherty said he

would recommend that the NAACP proposal be ratified by the 22 IA locals.

It would generate a joint demand by IATSE and the NAACP to producers to add one Negro to each technical crew in the industry. It was the first concrete development on the Hollywood race issue since the NAACP threatened nationwide demonstrations and boycotts to support demands for greater job opportunity.

Following the IATSE session, Mr. Hill declared that the NAACP was "very pleased with the opportunity to meet with Mr. Flaherty and the 22 business representatives" and noted that this was the first meeting of its kind ever held.

"We regard it as the beginning of other aspects of employment in the film industry for our people," he said.

The only reason why the NBC-TV *Hazel* series, sponsored by Ford Motor Co. was chosen as the first production to be integrated was because the NAACP understands it is the only one whose technicians aren't as yet assigned for the new season's filming, Mr. Tolbert said to clarify earlier statements. "Factors for choosing *Hazel* had nothing to do with the sponsor. We have no bias against Ford."

The eight major demands made on the TV and motion picture industry and craft unions during the negotiations in Hollywood were in substance:

(1) On TV programs, if Negroes are shown in any menial capacity, such as chauffeur, janitor, servant or elevator operator, a Negro must also be portrayed in a professional status, such as doctor, banker, or lawyer.

(2) On each TV series, a running part must be made available for a Negro. (A running part is a continual role in each episode of the series).

(3) Negroes must be used on TV commercials.

(4) In theatrical films, for each nine non-Negroes employed in the cast, one Negro must be used. This is based on principle that 20 million Negroes represent one-ninth of the nation's 180 million population.

(5) Similar one-ninth representation must be given Negroes in makeup of technical crews working behind the cameras.

(6) Negroes hereafter must be depicted in the film arts as they "factually and actually" are in the context of the nation's social and cultural life.

(7) A civil rights grievance commit-

tee should be established, giving any Negro the right to seek redress without fear of retaliation by a union or employer.

(8) Apprenticeship programs should be set up to train Negroes for any or all types of jobs in the industry. Only one or two such programs now exist, informed sources said.

Warning was also given that integration leaders will "count noses" in the television and motion pictures industries and if Negro noses do not appear full retaliatory measures will be taken.

As matters stand now, no further meetings are scheduled between the NAACP and IATSE negotiators, pending outcome of the rank-and-file vote on the "one Negro" proposal for all technical crews.

\$200 million for overseas film sales

Companies belonging to the Motion Picture Association of America will gross more than \$200 million during the 1963-64 season from the sale of feature films and TV film series to the U. S. networks and to stations here and abroad, William H. Fineshriber, vice president for TV of the MPAA, reported today (July 29).

Mr. Fineshriber, who also is vice

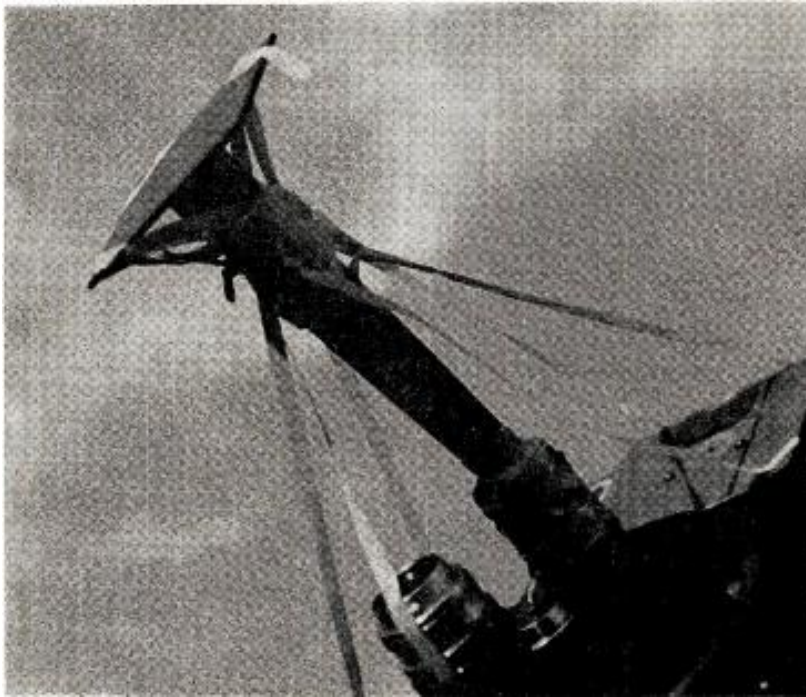
'Flagrant violation'

Charging that National Association for the Advancement of Colored People demands are "a flagrant violation" of the California Fair Employment Practices Act which the NAACP helped enact, Assemblyman Charles J. Conrad (R) said in Sacramento last week he has asked the state attorney general for an opinion on whether the NAACP can force hiring of a Negro for production of a television series.

Mr. Conrad said the NAACP threat to boycott Ford Motor Co. unless a Negro is added to the technical crew that films the NBC-TV *Hazel* series places that sponsor in the impossible position of facing a boycott unless it violates the state labor code. The assembly minority leader stated that forced hiring of a Negro, despite standard practices of employment for accepting qualified TV crew members assigned by craft unions, would be a form of discrimination against qualified whites.



Continued on Page 93



It wasn't scientific, but it worked

First you get a small piece of 15-gauge welder's glass from a friendly hobby shop and spend \$9.95 for a child's 30-power telescope. You tape the welder's glass across the

front of the telescope, place this against the lens of a television camera and attempt to hold it there securely with masking tape (which has a tendency to stretch).

Get a steady handed engineer to

hold the telescope in place; cross your fingers; pray for sunshine and the next thing you know you have televised an eclipse of the sun.

There may be more scientific methods to use, but WCSH-TV Portland, Me., made its system work from 5-6 p.m. on July 20, when a 98% solar eclipse took place.

With its equipment on the roof of the Congress Square hotel in Portland, WCSH-TV reported "perfect pictures were taken and viewers were treated to a clear, armchair view of the eclipse."

According to the station, it developed its "contraption" because every available piece of solar photographic equipment in the state was already scheduled for use, and "it was out of the question to consider the expense of purchasing the lenses and allied gear suggested by astronomers and scientists."

Howard Nielson, news editor; Henry Magnusen, assistant news editor, and Dewey Dow, night news director provided the commentary on the one-hour live show, sponsored by the Maine Savings Bank.

Technical supervision was provided by Charlie Brown, chief engineer.

WCSH-TV, fed the program to WLBZ-TV Bangor, Me. (both owned by Rines Stations).

president of the Motion Picture Export Association of America, returned recently from a six-week tour of European markets. He noted in his report that while gross income from foreign sales currently represents a modest share of total receipts from TV, its contribution to net profits is vital to the economic health of member companies. He cited these positive factors in the European market: the inauguration of a second channel in France next April; increased coverage planned for commercial stations in Monte Carlo and

Luxembourg; plans for a second channel in Sweden and the start of the second on BBC-TV channel in the United Kingdom in 1964.

MPAA member companies are Allied Artists, Columbia Pictures, Metro-Goldwyn-Mayer, Paramount, 20th Century-Fox, Universal Pictures, United Artists and Warner Bros. Major suppliers of films to TV, whose sales are not included in the MPAA figures since they are not member companies are: ABC Films, CBS Films, NBC Films, MCA, Desilu Sales and Four Star Distribution.

Classical specials planned

CBS-TV last week announced plans for six classical dramatic specials to be produced for the fall season by John Houseman. Mr. Houseman, producer of the forthcoming CBS-TV series, *The Great Adventure*, will begin work on the classical series following completion of six of the one-hour *Adventure* programs. A new producer will be appointed to continue the *Adventure* series after Mr. Houseman has "established the concept of the series," according to Michael H. Dann, CBS-TV vice president, programs. Details of the specials were not available.

Mr. Houseman was reportedly dissatisfied with the network's attitude toward *The Great Adventure* series, feeling there was "a discrepancy between the initial concept and the commercial world of television."

NBC-TV signs for bowl game

NBC-TV has signed to carry its ninth post-season football game next winter—Junior Rose Bowl—Saturday, Dec. 14, from Pasadena, Calif. Contract signed with sponsoring Pasadena Junior Chamber of Commerce will put junior college game on national TV for first time in its 18-year history.

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ACT TWO FOR BIG MONEY QUIZ SHOWS?

There will be more on TV if '100 Grand' is a hit

ABC-TV last week laid down the "rig-proof" ground rules for its re-entry into the big money quiz show business this fall. Indications are that the network may be preparing for a possible boom in that field by the 1964-65 season.

An ABC-TV official said that a half-dozen game and quiz shows are being prepared, some of them of the big money variety, and "all of them with an eye toward the 1964-65 season."

A decided return to the field, however, will depend on results this season when ABC-TV starts what may be the test-balloon show, *100 Grand*, detecting whether or not the atmosphere has cleared following the 1959 quiz scandal eruptions. One producer of audience participation shows predicted last month that there will be four or five big money quiz shows on the networks in a year (BROADCASTING, June 10), and the ABC-TV spokesman said last week that "it would be ridiculous for a network such as ours with our belief in the concept of big money quizzes not to be preparing more shows of that type."

Also last week, CBS-TV fattened its supply of game shows by taking an option on the Paramount-TV produced *Where Are You From?*, but the network flatly denied any possibility of a drift toward big-money shows on CBS. Paramount indicated that it had produced five other pilots of game and quiz type shows for CBS-TV, but Michael Dann, vice president, programs, emphasized that "we have a positive policy about big-money quiz shows. We're against them."

Barry Back ■ The *Where Are You From?* show will feature Jack Barry, formerly a co-producer of the *Twenty-One* show on NBC-TV. Mr. Barry is also executive producer of the five pilots. At the time of the 1959 quiz show scandals, in which *Twenty-One* and Mr. Barry were involved, CBS-TV removed all its game and quiz shows from the air, and it wasn't until 1961 that game shows—none with big prizes—returned in a substantial way to its schedule.

NBC-TV, which maintained a schedule of small-prize game and quiz shows during the 1959 congressional hearings, said it planned to maintain its current pace of audience participation shows, with no plans to re-enter the "big money" quiz area.

ABC's Rules ■ The format of the *100 Grand* show will be one of pitting the contestant against a professional in the field chosen with the questions being written solely by the opponents themselves. All contestants will be required to sign an affidavit attesting to

the fact that they alone have prepared their questions; that they have not revealed their questions to anyone prior to validation by a team of judges under the supervision of a network continuity representative, and that they are familiar with the penalties for violating the laws governing such contests.

Amateur expert and professional expert will not meet until just prior to the show, and the producers will have no contact with either the amateur or professional until both contestants enter the studio for a few moments before air time. Neither will the program's producers know the questions or the answers until the contestants confront each other on the air.

The final round of questioning, should the amateur survive five weeks of competition against five different professional experts, is provided by the public.

The *100 Grand* show is slotted in the 10-10:30 p.m. Sunday slot, opposite CBS-TV's *Candid Camera*, a four-year veteran in that slot, and NBC-TV's *DuPont Show of the Week*, which has occupied the 10-11 p.m. spot for three years.

Film sales . . .

Dobie Gillis (20th Century-Fox TV): Sold to WLAC-TV Nashville; KTVK(TV) Phoenix, Ariz.; KJEO(TV) Fresno, Calif.; KLAS-TV Las Vegas; WSBT-TV South Bend, Ind.; WNYS(TV) Syracuse, N. Y.; WHO-TV Des Moines, Iowa and KOTV(TV) Tulsa, Okla. Now sold in 15 markets.

Gadabout Gaddis—The Flying Fisherman (Roberts & Associates): Sold to KTRK-TV Houston; WHDH-TV Boston; WHEN-TV Syracuse, N. Y.; WTEV(TV) New Bedford, Mass.-Providence, R. I.; KHSL-TV Chico, Calif., and WFGA-TV Jacksonville, Fla., Now in 15 markets.

M-Squad (MCA TV): Sold to Ford Motor Co. for use on KBAK-TV Bakersfield, Calif.; WAFB-TV Baton Rouge; KRDO-TV Colorado Springs; WEAU-TV Eau Claire, Wis.; WSA-TV Harrisonburg, Va.; KOLO-TV Reno, Nev.; WNEM-TV Saginaw-Bay City, Mich.; KELO-TV Sioux Falls, S. D. and WRCB-TV Chattanooga. Now sold in 141 markets.

State Trooper (MCA TV): Sold to Ford Motor Co. for use on WTVD(TV) Durham, N. C.; WNEM-TV Saginaw-Bay City, Mich., and WFMJ-TV Youngstown, Ohio. Now sold in 162 markets.

Blockbuster Features (Jayark Films Corp.): Sold to WOI-TV Ames, Iowa; KTWO-TV Casper, Wyo.; WMT-TV Cedar Rapids-Waterloo, Iowa; WBNS-TV Co-

Kennedys to star

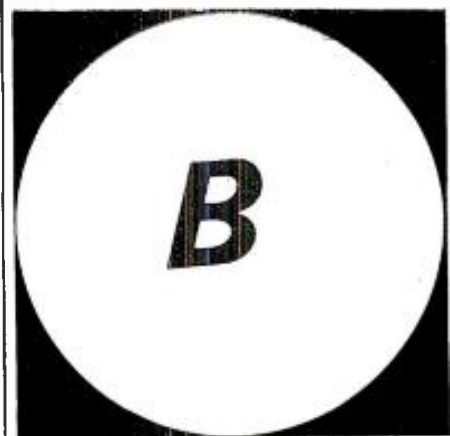
ABC-TV plans to telecast an hour-length documentary showing President Kennedy and Attorney General Robert Kennedy in confrontation with the desegregation problem at the University of Alabama last month.

The program, filmed by independent producer Robert Drew Associates with the permission of the President and his brother, was shot in their offices as they discussed measures they would take to meet the integration crisis with Alabama's Governor George C. Wallace. The film also contains footage of Governor Wallace taken in Alabama.

Robert Drew Associates a few years ago supplied several programs for ABC-TV's Bell & Howell *Closeup* series.

The show will be presented by the network late this year. A sponsor has not been announced.

lumbus, Ohio; WHIO-TV Dayton, Ohio; WZZM-TV Grand Rapids, Mich.; KAIT-TV Jonesboro, Ark.; WBIR-TV Knoxville, Tenn.; KLFY-TV Lafayette, La.; WKYT(TV) Lexington, Ky.; WQAD-TV Moline, Ill.; WCOV-TV Montgomery,



Continued on Page 95

Ala.; WPIX(TV) New York; WDBO-TV Orlando, Fla.; WMTW-TV Poland Spring, Me.; WPRO-TV Providence, R. I. and WNEP-TV Scranton, Pa. Now sold in 217 markets.

Dick Powell Theater (Four Star): Sold to WTCN-TV Minneapolis-St. Paul; KDAL-TV Duluth, Minn.; KMJ-TV Fresno, Calif.; KTNT-TV Seattle-Tacoma; WINK-TV Fort Myers, Fla.; WAVY-TV Norfolk - Portsmouth - Newport News, Va.; WHYN-TV Springfield, Mass.; KOLN-TV Lincoln, Neb.; WTVT(TV) Tampa-St. Petersburg, Fla. and WOOD-TV Grand Rapids, Mich.

Zane Grey Theater (Four Star): Sold to KEYT(TV) Santa Barbara, Calif.; WSPD-TV Toledo, Ohio and KOSA-TV Odessa, Tex.

The Detectives (Four Star): Sold to KDAL-TV Duluth, Minn.

Stagecoach West (Four Star): Sold to KTNT-TV Seattle-Tacoma and KICU-TV Visalia, Calif.

Top Rank (National Telefilm Associates Inc. feature film package): Sold to WZZM-TV Grand Rapids, Mich., and WTIC-TV Hartford, Conn. Now in 70 markets.

The Mighty Hercules (Trans-Lux Television Corp.): Sold to KMBC-TV Kansas City, Mo.; KLZ-TV Denver; KTSM-TV El Paso, Tex.; KLFY-TV Lafayette, La.; WTTG(TV) Washington and CFTO-TV Toronto. Now in 28 markets.

Program notes . . .

Expanded news ■ WTVT(TV) Tampa, Fla., will expand its one-hour nightly newscast to 90 minutes on Sept. 2, when CBS expands its 15-minute evening report to 30 minutes. The 90-minute edition of *Pulse* will include an hour of locally originated news, weather and sports in addition to the half-hour CBS feed.

Russian threat ■ Radio stations of Westinghouse Broadcasting Company

Liz's show in the can

Television Productions of America, has announced completion ahead of schedule, of *Elizabeth Taylor in London*, the special in which Miss Taylor will make her TV debut over CBS-TV Oct. 6 (10-11 p.m. EDT). The program which was originally called *Elizabeth Taylor's London*, is being sponsored in the U. S. and Canada by Chemstrand Co. through Doyle Dane Bernbach.

(Group W) will present a series of six half-hour programs entitled *Focus On The Soviet Challenge*. The series was taped at the University of Wisconsin's seventh annual Institute of U. S. Foreign Policy seminars examining the Russian problem as it relates to U. S. foreign policy.

Fisher on pay-TV ■ *Eddie Fisher in Las Vegas*, a program taped at the singer's last performance at the Desert Inn in that city, will be shown on subscription TV in Hartford, Conn., Aug. 3 and Aug. 7.

Philosophical series ■ *Conversations on Death*, a seven-part philosophical series began July 7 on WJIC(TV) Pittsburgh and will continue through Aug. 18. Subjects explored include "The God of Death and Life," "Rebirth and Salvation in Buddhism," and "Resurrection and Human Wholeness." Ray Stewart of WJIC(TV) is host. The programs were produced in cooperation with Chatham College's year-long series on "Religious Perspectives on Death and Existence Beyond Death."

Series on delinquency ■ WABC New York has begun a three-part documentary series on methods used to combat juvenile delinquency in New York City called *Challenge '63: The Redeemers*. The premier program described Edu-

cational Alliance, a settlement house in Manhattan. Future programs will deal with approaches used by youth workers and the experiences and opinions of boys helped by these workers.

Personal touch ■ *Elaine Explains*, a new series of 30-second vignettes relating to charm, modeling, etiquette, love and marriage, are available through the Omaha Recording Studio, 2963 Farnam Street, Omaha. Produced by Elaine Jabenis, the service consists of 10 vignettes delivered weekly for unlimited use. Samples are available.

A boy and his dolphin ■ *Flipper*, a half-hour series based on a new Metro-Goldwyn-Mayer movie, is being produced by MGM in association with NBC-TV for the 1964-65 season. The color series will relate the adventures of a boy and a dolphin. Producer and director of the show will be Leon Benson, and Art Arthur has been signed as associate producer and story editor. The first episode will be filmed in Florida and the Bahamas in mid-October.

'Open End's' new N. Y. home will be WPIX(TV)

Confirming earlier reports, WPIX(TV) New York, will present David Susskind's *Open End* discussion program beginning next fall (BROADCASTING, July 8). Under the agreement, signed last week, Mr. Susskind will produce 39 two-hour shows each year, 13 of them for summer rerun.

WPIX will slot the programs Sundays (6-8 p.m.) starting Oct. 6. They'll be produced independently of WPIX at the Videotape Center in New York.

The deal has apparently been under negotiation since last May when Mr. Susskind lost WNEW-TV New York and five other outlets for the program when he and the Metropolitan Broadcasting television stations abruptly parted company in a dispute over control of the show.

Open End will continue to be offered in syndication.

Prix Italia entries chosen

The Kremlin, an NBC News special, has been selected as the United States entry in the Prix Italia 1963 to compete in the television documentary category.

The U. S. entry competing for radio documentary honors is *Freedom Now*, originally broadcast on WBAL-(FM) New York.

The competition will take place from Sept. 15 to Oct. 1 in Naples. The Broadcast Foundation of America, international division of the National Educational Television and Radio Center is the official American representative of the Prix Italia.

TvQ's top 10 for June-July, by age

Rank	Program	Total Audience TvQ*	Age Groups				
			6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	50+ TvQ*
1	Beverly Hillbillies (CBS)	52	85	66	46	45	40
2	Bonanza (NBC)	49	42	53	47	47	52
3	Red Skelton Hour (CBS)	45	73	57	38	39	38
4	Dick Van Dyke (CBS)	43	65	59	42	34	32
4	Doctor Kildare (NBC)	43	49	42	45	35	45
6	Andy Griffith (CBS)	42	52	50	37	39	42
6	Saturday Night Movies (NBC)	42	56	58	45	38	26
8	Disney World of Color (NBC)	41	65	47	32	36	38
9	Combat (ABC)	39	56	51	38	35	22
9	Monday Night Movies (NBC)	39	48	48	43	35	26

* Percentage of those who are familiar with program and say it is one of their favorites. Copyright Home Testing Institute, Inc., 1963

BROADCAST ADVERTISING

Norman Gladney, president of Taplinger-Gladney Co., New York advertising agency, resigns to join Elgin National Watch Co., that city, in newly created post of assistant to Henry M. Margolis, chairman and president of watchmaking firm (CLOSED CIRCUIT, June 24). Mr. Gladney will supervise variety of special marketing projects and direct advertising, sales promotion and PR for all Elgin consumer lines. Mr. Gladney is former VP and marketing director of Golden Shield Corp., then a subsidiary of Sylvania Electric, and at one time served as director of TV, radio and sales promotion for Bulova Watch Co.



Mr. Gladney

Prudence Kent, media director of Gresh and Kramer, Philadelphia advertising agency, elected VP. Mrs. Kent joined agency in 1953 as copywriter. She is also G&K's corporate secretary.



Mr. Graham

James Graham, radio-TV department director, and **Robert Haig**, copy director of Reach, McClinton & Co., New York, elected VP's. Mr. Graham, with Reach, McClinton for past six years, was appointed to his present post year ago. Previously he was business manager for radio-TV department of Lennen & Newell. Mr. Haig joined agency two months ago. He formerly directed copy department at Kudner Agency and served as creative director at Cockfield, Brown & Co., Montreal, Canada.

Thomas C. Carroll named VP and director of merchandising for Lever Brothers Co., New York. Mr. Carroll was formerly marketing VP of Lever division. **Richard E. Baiter** appointed marketing VP of new household products division, and **Robert E. McGhee** elected marketing vice president of new personal products division. Mr. Baiter was formerly marketing vice president of Pepsodent division. Mr. McGhee was merchandising manager in Lever division.



Mr. Carroll

Huntly P. Briggs, director of advertising and public relations for military products division of Hoffman Electronics, Los Angeles, joins Beverly Hills office of Rosenbloom/Elias & Asso-

ciates, Aug. 1, as VP and western branch manager. He succeeds **Sydney M. Cohen**, who recently moved to Smock, Debnam & Waddell, Los Angeles, as account supervisor.

Eugene Patterson, account executive at Dancer - Fitzgerald - Sample, New York, elected vice president.

John V. Doyle, VP and supervisor on General Motors Corp. institutional account at Campbell-Ewald Co., Detroit, elected senior VP with responsibility for management of all Campbell-Ewald accounts, with exception of Chevrolet Motor account. Mr. Doyle joined C-E in New York in 1951.



Mr. Gray

Richard Gray, VP of Van Praag Productions, joins Los Angeles office of Geyer, Morey, Ballard as TV account executive on *Danny Kaye Show*, which will be sponsored by American Motors, Armstrong Cork and Ralston-Purina, starting this fall (Wednesdays, 10-11 p.m.) on CBS-TV network. Mr. Gray was formerly associated with GMB as radio-TV producer. He left agency in 1961 to become production manager of WFAA-AM-FM-TV Dallas-Fort Worth, and moved to Van Praag Productions year later. Mr. Gray has also worked with NBC-TV and BBC-TV in London.

John R. Mooney, media director of McCann-Erickson, Chicago, joins Pittsburgh office of Fuller & Smith & Ross in same capacity. Before joining McCann-Erickson, Mr. Mooney served as account executive at Tatham-Laird, associate media director at Needham, Louis & Brorby, market research associate at Wilson & Co., and market research director for Jacques Manufacturing Co. He replaces **Robert C. Pekarek**, who has resigned. **Ronald J. Levin**, formerly of Realty Adv., Los Angeles, in charge of promotional activities, joins Fuller & Smith & Ross, that city, as copywriter.



Mr. Mooney

M. E. Ziegenhagen, director of advertising and PR for Babcock & Wilcox Co., appointed chairman of advertising management committee of Association of National Advertisers. He succeeds **Thomas B. McCabe Jr.**, VP in charge of marketing for Scott Paper Co.

W. Dwight Smith, former art director at Aubrey, Finlay, Marley & Hodgson, Chicago, joins E. H. Russell, McCloskey & Co., that city, as director of de-

sign. **Elsie Laufer** joins agency as media director. She formerly was director of media at Fulton Morrissey Adv. and Robert Haas Adv., Chicago.

James Norton, member of Los Angeles office of McCann-Erickson, joins Television Bureau of Advertising, that city, effective Aug. 5.



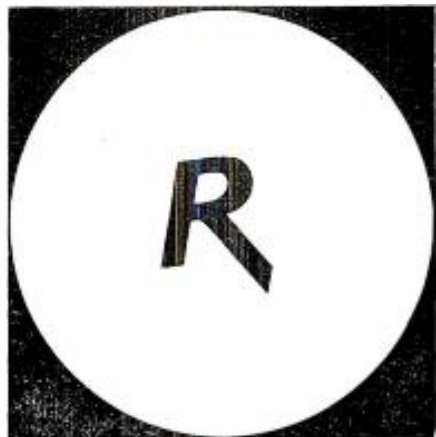
Mr. Wasserman

Sherwin Wasserman, manager of market research for Colgate - Palmolive Co., New York, joins Ogilvy, Benson & Mather, that city, as associate director of research.

Jack M. Blanchard, former product manager for Colgate-Palmolive Co., joins John H. Breck Inc. (hair preparations firm), Springfield, Mass., in newly created position of product director.

Richard L. Thomas named advertising manager of Gillette Safety Razor Co., Boston. Mr. Thomas joined Gillette in 1959 as new product manager.

Andrew Jenkins elected VP and creative director of Pritchard, Wood Inc., New York. Mr. Jenkins was copy chief



Continued on Page 97

NAB names Brown, Dille membership chairmen

Carleton D. Brown, president and general manager of WTVL Waterville, Me., and **John F. Dille Jr.**, president of WSJV(TV) Elkhart-South Bend, Ind., named co-chairmen of National Association of Broadcasters 1963-64 membership committee.

The committee, made up of members of association's radio and TV boards of directors, provides policy guidance in recruitment and retention of NAB members.

Other membership committee members are **John F. Box Jr.**, WIL St. Louis; **John J. Coyle**, KVIL Dallas; **Julian F. Haas**, KAGH Crossett, Ark.; **Glenn Marshall Jr.**, WJXT(TV) Jacksonville, Fla.; **Allan Page**, KGWA



Mr. Dille



Mr. Brown

Enid, Okla.; **Fred Rabell**, KITT San Diego, Calif.; **Gene Trace**, WBBW Youngstown, Ohio; **Hugh Turner**, KTIM San Rafael, Calif.; and **Robert F. Wright**, WTOK-TV Meridian, Miss.

at agency. **John H. Currie Jr.**, VP and senior art director, named associate creative director. **Robert McDonnell** succeeds Mr. Currie as art director.

Walter Adler, member of media department of Dancer-Fitzgerald-Sample, New York, appointed media director, effective Sept. 1, for agency's San Francisco office. Mr. Adler replaces **Sever Toretti**, who is returning to DFS's New York headquarters.

THE MEDIA



Mr. Lund



Mr. McMillan

George J. Lund elected president and general manager, and **Neil K. McMillan**, executive vice president and sales manager of Baron Broadcasting Corp., licensee of WILA Danville, Va. Mr. Lund had served as vice president and general manager, a position held since 1961. Mr. McMillan's promotion adds vice presidency to his present duties as station's sales manager.

G. B. Cudd, senior account executive at wzoo Spartanburg, S. C., elected VP in charge of sales. **John Cashion**, air personality, assumes duties of civic activities chairman. **Bill West** named public service director, and **Tom N. Tyler** named promotion director. **Van Hardin** named wzoo's production chief.

Arthur R. Kendall, program director of WSYE-TV Elmira, N. Y., promoted to general manager, succeeding **Paul Abbott**, recently named general man-

ager of WTPA(TV) Harrisburg, Pa. Both stations are owned by Newhouse Broadcasting Corp. Mr. Kendall joined WSYE-TV in 1959 as director-announcer.



Mr. Cheney

Raymond J. Cheney, sales manager of WBNF-AM-FM Binghamton, N. Y., appointed to newly created post of station manager. Mr. Cheney joined WBNF radio two years ago as sales manager. Previously he was co-owner, VP and general manager of KRES St. Joseph, Mo., and has also served as VP and general manager of WMIX Mt. Vernon, Ill.

George A. Sperry, formerly of Transcontinent Television Corp., joins CKLW-AM-FM-TV Windsor, Ont.-Detroit, Mich., as director of advertising and promotion. Before joining Transcontinent, Mr. Sperry was program director of WBPZ-TV Lock Haven, Pa.

Carlo Anneke, for past three years local sales manager of KTLA (TV) Los Angeles, promoted to general sales manager. At same time it was announced that **Marty Connelly**, KTLA national sales manager, resigned. Mr. Anneke joined Los Angeles outlet as account executive in July 1959. Following year he was appointed local sales manager. **Jerry Marcus**, for four years account executive, elevated to assistant general sales manager of KTLA(TV) and Paramount Television Productions Inc., that city.

Jim Stevenson, since August 1961 account executive at CBS-owned WBBM-

TV Chicago, appointed account executive in Chicago office of CBS Television Stations National Sales.

Jonathan Schiller, former music director of WFOL-FM Hamilton, Ohio, joins WIAA-FM Interlochen, Mich., as program director and air personality.

Edward Argow, sales manager of McGavren-Guild Co., New York, elected VP. Mr. Argow joined firm's New York office in 1959 and was promoted to manager of Chicago office in 1960. In 1962 he returned to New York as sales manager. Prior to joining McGavren-Guild, Mr. Argow served as assistant sales manager and manager of Canadian division of Forjoe Co., New York. He also was timebuyer and assistant account executive at Dancer-Fitzgerald-Sample, New York. **Thomas K. Hardy**, formerly with Metro Broadcast Sales, joins McGavren-Guild's New York sales staff.



Mr. Argow

Sid Beighley, VP and general manager of WMBR-AM-FM Jacksonville, Fla., since June 1956, elected VP of WIVY, that city. Mr. Beighley joined WMBR in 1952.



Mr. Beighley

Nicholas Duca Jr., former credit and collection analyst at CBS Spot Sales, joins Peters, Griffin, Woodward, New York, as credit and collection manager. **Marvin Schrager**, former accountant for CBS-TV, joins PGW as billing manager. New appointments are part of PGW's expansion plans for expedited billing and accounting service for advertising agencies and station clients.

Rich Weaver, sports director of KFH Wichita, Kan., assumes added duties, effective Aug. 8, with KLIF Dallas and Dallas Cowboys Football Network. Mr. Weaver will handle play-by-play for all 19 NFL games played by Cowboys.

Jerry Cronin, account executive at KNX-AM-FM Los Angeles, elevated to national sales manager. **Frank Oxarart**, eastern sales representative for KNX and Columbia Pacific Radio Network, has been transferred from New York to Los Angeles and added to station staff as account executive.



Mr. Cronin

Paul J. Miller resigns, effective Aug. 16, as general manager of WWVA-AM-

FM Wheeling, W. Va. Mr. Miller joined station in 1931. No future plans were announced.

Coy H. Deal, assistant manager of WKSK West Jefferson, N. C., appointed manager of WKJK Granite Falls, N. C. Both stations are owned by James B. Childress organization.

Clay Collins, formerly of WTRX and WKMF, both Flint, Mich., joins WTHH Port Huron, Mich., as air personality.

Jerry Lawrence, account executive at KHJ-TV Los Angeles, appointed TV sales executive in Los Angeles sales office of RKO General Broadcasting. Mr. Lawrence succeeds **Edwin C. Metcalfe**, recently named director of sales for CKLW-AM-FM-TV Windsor, Ont.-Detroit, Mich. Both facilities are owned by RKO General Broadcasting.

GOVERNMENT

Donald E. Bishop, VP of Advance Public Relations Inc., New York, joins public affairs staff of U. S. Department of Commerce in Washington as assistant to James G. Morton, special assistant to secretary for public affairs. Before joining New York PR firm, Mr. Bishop served in various capacities with NBC for 11 years. He was director of community services for owned-stations division, director of publicity for division, and manager of program publicity for NBC press department.



Mr. Bishop

ALLIED FIELDS



Mr. King

Gene King, former program director of WCBS New York, elected VP of World Wide Information Services Inc., that city. Previously he was program director of Voice of America, New York director of Radio Liberty, and program director of WOR New York. Mr. King has also served as chief of U. S. government's broadcasting activities in Europe, with headquarters in Paris.

Henry S. Noerdlinger, veteran motion picture research consultant and author and for many years with MGM research department, appointed manager of National Education Association's newly established Motion Picture, Television and Radio Information Center in Los Angeles. The center will open Aug. 1 in Kirkeby Center at 10889 Wilshire Boulevard, Westwood, and "serve mass communications media as they interpret education to the pub-

Continued From Page 95

It's a continued and continuing story. Local advertisers invested more money on WFBR-Baltimore in the first six months of 1963 than in any like period in the station's forty-one year history.

Our local advertisers love that constant ringing of the cash register. By the way, they are also very friendly and would be glad for you to join them.

Come on in . . . the selling's fine. Ask Blair.



BALTIMORE

lic." Mr. Noerdlinger's first assignments for NEA will be liaison with MGM-TV on production of *Mr. Novak*, weekly half-hour dramatic series for NBC-TV beginning Sept. 24, and with CBS-TV on *The Great Adventure*, hour-long weekly drama based on actual incidents in American history, to begin Sept. 27.

Charles J. Shaw appointed data processing manager of H-R Facts Inc., division of H-R Television and H-R Representatives Inc. Mr. Shaw was formerly with Dean Witter and Co., investment bankers, as programing supervisor.

PROGRAMING

Peter S. Rodgers, VP and general sales manager of National Telefilm Associates, Los Angeles, elected senior VP of firm. He will continue to direct all NTA sales activity.



Mr. Hartley

Jack H. Hartley, sales promotion manager of WKBN-TV Youngstown, Ohio, appointed national sales manager for Video Varieties Inc., Pittsburgh-based TV producer - syndicator. Mr. Hartley will be in charge of all sales operations, as well as sales service to clients. During World War II, Mr. Hartley was officer-in-charge of radio for Office of Secretary of Navy. Since, he has served as director of news and special features for NBC-TV and station director of WEWS Cleveland.

Philip Gittelman named producer of *Portrait* series which will be broadcast Fridays from 10:30-11 p.m., EDT, beginning Aug. 9 on CBS-TV network. Mr. Gittelman, formerly series' associate producer, succeeds **Richard Siemankowski**, who has been named executive producer of network's new *Chronicle* series. **Harry Reasoner**, CBS News' correspondent, will continue to conduct informal interviews for *Portrait* series.

HAC elects officers

Oliver Crawford, western regional manager of *TV Guide*, elected president of Hollywood Ad Club for 1963-64, succeeding **Robert Light**, president of Southern California Broadcasters Association. Other officers for coming year are: first VP, **Jack O'Mara**, Television Bureau of Advertising; second VP, **Richard L. Eastland**, Campbell-Ewald Co.; VP for publicity, **Bruce Robertson**, BROADCASTING Magazine; secretary **Betty O'Mea**, Kelly Girl Service; treasurer, **Walter Miles**, Reliable Mailing Service.

Harry Abrams and **Noel K. Rubaloff**, both formerly with MCA Artists and UTM Artists, have established their own artists and program packaging agency at 357 North Canon Drive, Beverly Hills, Calif.

Norman E. Gluck, an executive with Universal Pictures Co., New York, named to newly created post of sales coordinator for home office. Mr. Gluck will continue to handle duties in connection with Universal's TV distribution agreements with Seven Arts and Screen Gems.

Herb H. Berman and **Harry Sanger**, former eastern and southeastern division sales managers for Richard H. Ullman Inc., join Mark Century Corp., New York, in similar capacities. Mr. Berman will make his headquarters in firm's Buffalo, N. Y., office; Mr. Sanger will be located in Miami, Fla.

Michael R. Santangelo, vice president and executive assistant to David Susskind, president of Talent Associates-Paramount Ltd. since April 29, has left company. He said last week he had effected his release in June because he could not reach agreement with company on anticipated contract.

Mr. Santangelo earlier had been assistant to vice president for programing at Westinghouse Broadcasting Co. He reported he plans to become active in production of TV, motion picture and stage properties, and will announce details of projects shortly.

Jack Sobel, national sales manager for Screen Gems since November 1960, named manager of national sales, West Coast, responsible for maintaining contact with and service West Coast sales offices of networks and western agencies and advertisers. Before joining Screen Gems, Mr. Sobel was associated for nine years with General Artists Corp., where he attained position of vice president in charge of sales for television.



Mr. Sobel

George L. George, executive secretary of Screen Directors International Guild since 1957, resigns to become administrator of SDIG's trust fund.

NEWS



Mr. Edwards

John Edwards, senior Washington and White House correspondent for ABC from 1945 to 1962, appointed bureau manager - correspondent of CBS-owned TV stations' Washington news bureau. Mr. Edwards' appointment becomes effective immediately, with bureau (suite 507 of National Press Building) to become fully operative by Sept. 1. Bureau will furnish five CBS-owned TV stations—WCBS-TV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis—with daily sound-on-film reports from nation's capital relating to their respective markets.

Rod Trongard, news director at WLOL Minneapolis-St. Paul, appointed director of news, sports and special events, newly created post.

Edward S. Shaw, news director of WAMS Wilmington, Del., named news director of WHYY-TV, that city.

Larry Peck appointed news director of WABY Albany, N. Y.

Dan Kops, president of WAVZ New Haven, Conn., and WTRY Troy-Albany-Schenectady, N. Y., elected to board of directors of Associated Press Radio and Television Association, representing eastern district. Other new directors are **Carl Lee**, WKZO-TV Kalamazoo, central district; **Frank Gaither**, WSB Atlanta, southern district; **Gene Shumate**, KRXX Rexburg, Idaho, western



district; and **Ken Nybo**, KBMY Billings, Mont. director-at-large for APRTA's western district.

Gerald J. Rock, manager of United Press International's eastern division in Pittsburgh, moves to UPI, New York, as executive sales manager. **Norman A. Cafarell**, New Jersey news manager and eastern division regional executive, succeeds Mr. Rock in Pittsburgh.

John Ennis, news editor at WBOC-AM-TV Salisbury, Md., joins news department of WTAR-AM-TV Norfolk-Newport News, Va.

Ray Scherer, NBC News' White House correspondent, appointed congressional correspondent. Move, reportedly, was made to strengthen network coverage at Capitol for new half-hour *Huntley-Brinkley Report* which begins Sept. 9 (Monday-Friday, 7-7:30 p.m., EDT). Mr. Scherer will be replaced by **Robert MacNeil** on NBC News' staff of White House correspondents, which includes Sander Vanocur and Robert Goraliski.

John Fuller, formerly of KCLN Clinton, Iowa, joins news department of WQAD-TV Moline, Ill.

Lester Bailey, information officer for U. S. Department of Labor's San Francisco regional office, joins news department of KGO-TV San Francisco.

EQUIPMENT & ENGINEERING

David H. Foster named secretary of Collins Radio Co., succeeding **S. J. Storm**, who retired. Mr. Foster joined Collins in 1959 as general attorney and will also continue in that post. Collins has moved office of secretary from Cedar Rapids to Dallas where other corporate offices are located.

M. Lloyd Bond, president of Northeastern Engineering Inc., resigns to accept \$10,000-a-year post as assistant commissioner for communications of General Services Administration's transportation and communications service.

Is Your Guard Up Against Libel Suits?

There's no telling when the wrong word can bring libel action against you. When that happens, it's too late to ask about special excess insurance to help ease the loss. **DO IT NOW . . . BEFORE CLAIMS ARISE!** For details and rates, without obligation, concerning protection against loss due to libel, slander, piracy, plagiarism, copyright violation and invasion of privacy, contact:

EMPLOYERS REINSURANCE CORPORATION
21 West 10th., KANSAS CITY, MO.
NEW YORK, 111 John • SAN FRANCISCO, 220 Montgomery
CHICAGO, 126 W. Jackson • ATLANTA, 24 Peachtree, N. E.

Thomas J. Dempsey, advertising and sales promotion manager for Reeves Soundcraft division, named to newly created position of director of public relations for Reeves Industries, New York. Before joining Soundcraft in 1953, Mr. Dempsey was account executive for Duane Jones Agency, that city.

E. Finley Carter, former executive head of Stanford Research Institute and its first president, elected to board of directors of Eitel-McCullough Inc., San Carlos, Calif. Before joining institute, Mr. Carter was VP and technical director of Sylvania Electric Products.

General Earle F. Cook, U. S. Army (Ret.), appointed director of technical operations for eastern area of Radio Engineering Laboratories, the communications subsidiary of Dynamics Corp. of America.

He assumes his duties Aug. 1, and will establish his offices at REL in Bethesda, Md., division headquarters. General Cook, prior to his retirement on June 30, was Army's chief signal officer.

George C. Perris, former distributor sales manager of semi-conductor products at National Transistor Co., appointed merchandising manager of semiconductor products for distributor products division of International Telephone and Telegraph Corp., Lodi, N.Y.

INTERNATIONAL

Arnold V. Gilbert, for six years member of New York office of Marplan, a division of Communications Affiliates Inc., named manager of international marketing research firm's Tokyo office. From Tokyo office, Marplan will service clients in Japan, Hong Kong, and Philippines. Mr. Gilbert will also serve as research director of McCann-Erickson-Hakuhodo Inc., the Japanese advertising agency owned jointly by Hakuhodo Inc. and McCann-Erickson Corp. (International).

Robert H. Thompkins appointed assistant international director of J. M. Mathes Inc. Mr. Thompkins, who was formerly with Foote, Cone & Belding as field account executive in Paris, will work with clients in overseas markets.

DEATHS

Harry M. Anger, an old-time vaudeville performer who became executive producer of Perry Como TV show, died July 22 at his home in New York. In 1930's and '40's Mr. Anger aided in production of Red Skelton and Abbott and Costello movies in Hollywood. In 1947 he joined General Artists Corp. and became VP in 1950. Later he formed Harry Anger Associates.

Robert Sparks, 63, producer of "Blondie" films and creator of such TV series as *Gunsmoke*, *Perry Mason*, *Have Gun, Will Travel*, *December Bride* and *Rawhide*, died July 22 of heart attack in Hollywood. Mr. Sparks was husband of actress Penny Singleton, whom he met when she starred in "Blondie" motion picture series. At time of his death he was working at MGM on new TV series, *The Travels of Jaimie McPheeters*.

Marjorie MacInnes Tuttle, 62, former executive secretary to officials of RCA, New York, died July 22 at Lenox Hill Hospital after long illness. Mrs. Tuttle joined RCA as stenographer when company was first organized in 1919. She was married in 1947 to late Arthur B. Tuttle, who was then VP and treasurer of RCA Communications. Mr. Tuttle later served as vice president and treasurer of RCA.

Arthur M. Stander, 46, radio-TV comedy writer, died July 20 at UCLA Medical Hospital, Los Angeles, of cerebral hemorrhage. Former writer for Fanny Brice on NBC *Baby Snooks* radio show, Mr. Stander also wrote Danny Thomas show for five years, created *It's Always Jan* series and pilot of *Andy Griffith Show*. For past several years he was under contract to Four Star Productions.



General Cook



STUDIO TERMINAL

CONTINENTAL'S TYPE TRC-FA3 FAULT ALARM SYSTEM

Used at unattended transmitting stations, it automatically gives remote alarm and indication of a change in status of any one of the 10 or 15 monitored conditions.



TRANSMITTER TERMINAL

Continental Electronics

PRODUCTS COMPANY
BOX 5024 • DALLAS 22, TEXAS • TELEX CEPCCQ

Subsidiary of Ling-Temco-Vought, Inc.

Special write-offs cause net loss at Desilu BUT PROFITS ON CURRENT PRODUCTION INCREASE

Although Desilu Productions Inc. figures a net loss for its fiscal 1963 year, ended April 27, there was an increase in profits from operations.

The loss resulted from special write-offs of deferred show costs and pilot development costs incurred during the 1961-62 and prior fiscal years, provision for possible loss in connection with certain TV series produced more than three years ago for syndication and a contested prior year federal income tax assessment. The net amount of these adjustments reduced profits for the current fiscal year by \$1,857,006, but carry-back tax benefits are expected to improve the company's net cash position by approximately \$1.3 million.

For the new year, President Lucille Ball says, Desilu will again have three TV series on network television: *The Lucy Show*, second season on CBS-TV; *Greatest Show on Earth*, one-hour series in color starring Jack Palance, to be introduced in September on ABC-TV, and a second new series, *Glynis*, co-starring Glynis Johns and Keith Andes, to be introduced also in September over CBS-TV.

In the live television field, Desilu has three programs currently on the air: *You Don't Say*, five times weekly over NBC-TV; *By the Numbers* and *Zoom*, once a week over KTLA(TV) Los Angeles.

Leaving ABC-TV is *The Untouchables* whose 118 one-hour programs have been turned over to Desilu Sales Inc. for domestic syndication.

Ten series not owned by Desilu will use the company's facilities during the new season. They are: *Andy Griffith Show*, *Ben Casey*, *Bill Dana Show*, *Breaking Point*, *Danny Thomas Show*, *Dick Van Dyke Show*, *Joey Bishop Show*, *Lassie*, *My Three Sons* and *My Favorite Martian*.

Desilu facilities also have been chosen by George Stevens for the physical production phases of the theatrical motion picture *The Greatest Story Ever Told*.

In a statement to stockholders, calling the annual stockholders meeting at the company's office in Hollywood Aug. 20, the salary of Miss Ball is given as \$72,307.82, with remuneration as an actress totaling \$152,750 (of which \$150,000 was deferred). Other remuneration: Desi Arnaz, who resigned from the company when he sold his stock to Miss Ball in November last year, \$94,230.94 as president, and \$35,436 as actor and program director; Jerry Thorpe, \$65,000 as vice president in charge of programing and \$3,270 as

program director; W. Argyle Nelson, \$60,000.20 as vice president, production and studio operations, and Edwin E. Holly, \$56,173.03 as vice president, administration and finance. Messrs. Thorpe, Nelson and Holly also received deferred compensation.

Fiscal year ended April 27:

	1963	1962
Earned per share \$	(0.54)	0.53
Gross income	21,869,581.00	14,223,850.00
Profits before taxes	1,278,797.00	272,478.00
Non recurring gain from sale of TV film production		340,640.00
Net profit (loss)	(655,387.00)	611,921.00

Goodwill Stations declare dividend

Operating revenues in all stations showed gains for the six months period ended June 30, Goodwill Stations Inc. reported last week. Second quarter sales continued to show gains over the same period last year, although profit was off slightly due to certain non-recurring expenses.

A dividend of 12½ cents a share, payable Sept. 4 to stockholders of record Aug. 21, was voted by the board, which also elected J. R. Johnson, Bank of America, San Francisco, a director to succeed Francis M. Smith, resigned. Goodwill Stations are WJR-AM-FM Detroit, WJRT(TV) Flint Mich., and WSZA-AM-TV Charleston-Huntington, W. Va.

Six months ended June 30:

	1963	1962
Earned per share \$	0.57	0.49
Gross revenue	4,140,577.00	3,863,308.00
Operating profit (before depreciation and amortization)	1,282,533.00	1,145,490.00
Depreciation and amortization	466,028.00	442,489.00
Net income	397,505.00	342,900.00
Cash flow	863,533.00	785,389.00

Ampex earnings up

Ampex Corp., Redwood City, Calif., last week released its annual report for the fiscal year ended April 27 and showed an increase in earnings.

	1963	1962
Earned per share*	0.64	0.41**
Net sales	93,271,000.00	84,106,000.00
Research and development	8,891,000.00	7,541,000.00
Federal and foreign income taxes	4,090,000.00	1,845,000.00
Net income	5,005,000.00	3,203,000.00**

*Based on 27,906 shareholders in 1963 compared to 27,334 in 1962.
** After deducting special item applicable to prior years.

Magnavox sales increase

Magnavox Co.'s consumer sales increased 20% in the first six months of 1963 compared with the same period

last year, Frank Freimann, president, said last week. He estimated that consumer products sales, including a line of color TV sets introduced in the spring, would increase further this fall.

Orders for TV, stereo and other consumer products were 50% higher in June than in the same month last year, the Magnavox president reported. Sales of government electronic equipment declined, Mr. Freimann said.

Six months ended June 30:

	1963	1962
Earned per share \$	0.60	0.59
Total sales	77,880,000.00	87,563,000.00
Earnings	4,394,000.00	4,285,000.00

Metromedia's first half

Metromedia Inc. has reported record net income for the first 26 weeks of 1963.

Six months ended June 30:

	1963	1962*
Earned per share \$	1.03	0.57
Gross revenue	27,978,446.00	26,206,832.00
Net income	1,838,228.00	1,021,655.00
Cash flow	3,319,269.00	2,736,615.00
Cash flow per share of common stock	1.88	1.58

*Does not include capital gains from the sales of certain assets in 1962.

Reeves' earnings up

Reeves Broadcasting & Development Corp., owner of WUSN-TV Charleston, S. C., KBAK-TV Bakersfield, Calif., and WHTN-TV Huntington, W. Va., and a studios division in New York City, reported last week an increase in earnings for the first half of 1963 as compared to the same period last year.

First six months:

	1963	1962
Earned per share \$	0.72	0.05
Gross income	2,754,400.00	2,301,700.00
Net before taxes	230,700.00	12,100.00
Net profit	100,900.00	7,600.00
Cash flow	341,800.00	284,400.00

Taft to pay dividend

Taft Broadcasting Co. pays a quarter dividend of 15 cents a share on Sept. 12 to stockholders of record Aug. 15.

First fiscal quarter ended June 30:

	1963	1962
Earned per share*	0.36	0.31
Net revenue	3,203,574.00	3,057,975.00
Operating profit (before depreciation)	1,514,667.00	1,476,869.00
Profit before federal income taxes	1,220,986.00	1,266,357.00
Federal income tax	655,240.00	687,816.00
Net income	565,746.00	578,541.00

*Based on 1,589,485 shares outstanding or June 30.

Dividend declared

Scripps-Howard Broadcasting Co. declared a dividend of 25 cents a share payable Sept. 10 to stockholders of record Aug. 22.

Six periods Jan. 1-June 15:

	1963	1962
Earned per share \$	0.58	0.58
Net operating revenues	6,705,213.00	6,485,761.00
Net income	1,488,504.00	1,495,735.00

BBC audience report for first quarter

The latest report issued by the BBC audience research department shows that on the average day from April to June 1963 more than two people out of every three watched some television in Britain, with more than 23.5 million viewing BBC-TV and 22.5 million the commercial network. BBC-TV's average over-all audience was 6.1 million compared with six million a year ago. The commercial network had 6.3 million compared with 6.5 million a year ago.

During the quarter, viewers able to choose between the two networks spent an average 6.3 hours a week viewing BBC-TV and seven hours watching the commercial network. This gave an audience ratio for the quarter of 47% for BBC and 53% for the commercial network. In the corresponding quarter of last year BBC's share was 46%; in both 1960 and 1961 it was 37%.

The report shows that the public for television in the United Kingdom exceeds 43 million.

For radio, the report records in-

creases both in the total audience and in the time spent listening. The number of people able to receive radio programs went up by about half a million to 46,600,000 or over 95 per cent of the population. The average time spent listening to BBC radio went up to 8.3 hours per head a week in April-June from 7.7 hours a year ago.

Anglo-Soviet agreement

The BBC has signed an agreement with the Soviet government system for increased radio and TV program exchanges. The agreement covers provision of production facilities by both sides for each other in Britain and the Soviet Union and attachment of staff between the organizations where it is useful to meet specialized needs.

BBC Director-General Hugh Carleton-Greene will visit the Soviet Union next year.

Abroad in brief...

Japanese series sold - NBC International has sold *Samurai*, first Japanese television series distributed to Latin America, in Mexico, Venezuela

and Panama. The series was seen for the first time outside of Japan on July 11 in Mexico City. It will be sponsored by Refrescos Pascual, maker of soft drinks.

Plans TV push - DeLuxe Reading Canada Ltd. has appointed Cockfield Brown, Toronto, to handle its Canadian advertising. Milton Bloom, president of the toy firm, said advertising will be mainly in television and directed towards younger people through children's programs.

Pfizer appoints K&E - Pfizer Ltd. has named Kenyon & Eckhardt Ltd., London, to handle all advertising for a new range of consumer products.

Radio Prague stamps - To mark 40 years of operation of Radio Prague, the Czechoslovakian post office has issued two stamps. On one stamp is featured a radio antenna on a map of Europe and radiating from it the word Peace in six languages. A second stamp features a broadcasting studio with a man and woman reading into microphones and control booth operators in the rear. A modern radio receiver is shown in right hand corner.

FOR THE RECORD

How FM channels have been assigned

The following table of assignments contains the 80 commercial FM channels assigned to the listed communities.

Channels whose number is followed by A are for Class A stations. All others are for Class B stations in Zones I and

II. The table lists 2,830 assignments in 1,858 communities (see story, page 27).

ALABAMA	Sylacauga, 252A Thomasville, 237A Troy, 245, 289 Tuscaloosa, 239, 288A Tuscumbia, 262	Berryville, 237A Blytheville, 241 Camden, 246 Clarksville, 224A Conway, 262, 286 Corning, 285A Dardanelle, 272A DeQueen, 224A El Dorado, 257A, 276A Fayetteville, 221A, 280A Forrest City, 228A Fort Smith, 229, 256, 260, 265 Helena, 298 Harrison, 275 Hope, 285A Hot Springs, 244A, 248, 292A Jonesboro, 270, 300 Little Rock, 226, 231, 239, 253, 279 Magnolia, 224A Malvern, 269A Mammoth Springs, 236 McGehee, 272A Mena, 240A Monticello, 228A Mountain Home, 252A Nashville, 288A Newport, 288A Osceola, 251 Paragould, 224A Paris, 237A Pine Bluff, 222, 235 Pocahontas, 280A Rogers, 232A Searcy, 257A Siloam Springs, 289 Texarkana, 296A Walnut Ridge, 292A	Alisal, 264 Alturas, 233 Anaheim, 240A Anderson, 232A Apple Valley, 240A Arcata, 228A Arroyo Grande, 237A Auburn, 266 Bakersfield, 231, 243, 268 Banning, 269A Barstow, 232A Berkeley, 231, 275 Bishop, 264 Blythe, 262 Brawley, 233, 241 Calexico, 249A Carmel, 269A Carlsbad, 240A Chico, 229, 236 Coachella, 229 Crescent City, 232A Delano, 253, 287 Dinuba, 255, 262 El Cajon, 227 El Centro, 253 Escondido, 240A Eureka, 222, 242 Fort Bragg, 224A, 237A Fowler, 280A Fremont, 285A Fresno, 229, 233, 250, 270, 274 Garden Grove, 232A Glendale, 270A Hanford, 266, 279 Hayward, 269A Hemet, 288A Indio, 252A Inglewood, 280A King City, 221A Lancaster, 300 Lemoore, 285A Lodi, 237A, 249A	Lompoc, 224A Long Beach, 250, 272A, 288A Los Altos, 249A Los Angeles, 222, 226, 230, 234, 238, 242, 246, 254, 258, 262, 266, 274, 278, 282, 286, 290, 298 Los Banos, 240A Los Gatos, 237A Madera, 221A Marysville, 260 Merced, 268 Modesto, 277, 281 Mojave, 249A Monterey, 245 Mt. Shasta, 237A Needles, 250 Newport Beach, 276A Oceanside, 271 Ontario, 228A Oroville, 249A Oxnard, 284 Pacific Grove, 285A Palm Springs, 284 Paradise, 244A Pasadena, 294 Paso Robles, 232A Porterville, 240A Red Bluff, 240A, 272A Redding, 225, 282 Redlands, 244A Redondo Beach, 228A Ridgecrest, 224A San Mateo, 299 Riverside, 224A, 248, 256 Roseville, 228A Sacramento, 223, 241, 245, 253, 263, 266, 293, 300 Salinas, 273, 280A San Bernardino, 236, 260
ARIZONA	Apache Junction, 296A Bisbee, 221A Casa Grande, 288A Clifton, 237A Cottonwood, 240A Douglas, 237A Flagstaff, 225, 230 Glendale, 222 Globe, 262 Holbrook, 221A Kingman, 224A Mesa, 227, 284 Miami, 276A Nogales, 252A Page, 228A Phoenix, 233, 238, 245, 254, 268, 273 Prescott, 252A Safford, 231, 256 Show Low, 228A Sierra Vista, 261A Sun City, 278, 292A Tempe, 250 Tolleson, 264A Tucson, 221A, 225, 229, 235, 241, 258 Wickenburg, 261A Willcox, 244A Winslow, 236, 247 Yuma, 226, 236	ARKANSAS	CALIFORNIA	
Abbeville, 249A Albertville, 286 Alexander City, 291 Andalusia, 251, 293 Anniston, 263 Athens, 262 Auburn, 249A Birmingham, 229, 233, 243, 258, 264, 295, 299 Brewton, 296A Butler, 232A Carrollton, 292A Canton, 249A, 265A Cullman, 266 Decatur, 245, 271 Demopolis, 252A Dothan, 238, 259 Enterprise, 228A Faulkner, 224A Fergusson, 280A Fairhope, 221A Fayette, 225 Florence, 297 Gadsden, 279 Guntersville, 236, 256 Jackson, 285A Jasper, 273 Mobile, 225, 235, 241, 248, 260 Montgomery, 222, 255, 270, 277 Muscogee Shoals, 288A Opelika, 265A Ozark, 285A Prichard, 276A Roanoke, 237A Scottsboro, 252A Selma, 261A Sheffield, 292A	Arkadelphia, 265A Benton, 296A	Alameda, 224A		

San Diego, 231, 235, 243, 247, 251, 264, 268, 275, 279, 287, 293
San Fernando, 232A, 292A
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Sierra Madre, 296A
Sonora, 224A
Stockton, 257A, 297
Susanville, 224A
Taft, 280A
Tahoe Valley, 276A
Thousand Oaks, 224A
Tracy, 232A
Truckee, 269A
Tulare, 235, 294
Turlock, 226
Twenty Nine Palms, 237A
Ukiah, 228A
Ventura, 236, 264
Victorville, 252A
Visalia, 225
Walnut Creek, 221A
Wasco, 249A
Weed, 257A
West Covina, 252A
Willows, 224A
Woodland, 273
Yreka, 249A
Yuba City, 280A

COLORADO

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Canon City, 280A
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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 18 through July 24 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity. Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV station

APPLICATION

Houston—Radio Station KXYZ Inc. UHF channel 29 (560-566 mc); ERP 270 kw vis., 135 kw aur. Ant. height above average terrain 589 feet, above ground 620 feet. P. O. address Fifth Floor, Gulf Building, c/o Lester Kamin, Houston. Estimated construction cost \$354,357; first year operating cost \$195,000; revenue \$200,000. Studio and trans. locations both Houston. Geographic coordinates 29° 45' 31" North latitude, 95° 21' 48.5" West longitude. Type trans. GE TT-56-A, type ant. GE TY 25-C. Legal counsel McKenna & Wilkinson, consulting engineer Creutz & Snowberger, both Washington. Principals: Lester (55%), Max (30%) and Morris (15%) Kamin, tr/as Public Radio Corp. Applicant is licensee of KXYZ-AM-FM Houston. Ann. July 24.

New AM stations

ACTIONS BY FCC

Dardanelle, Ark.—Central Arkansas Broadcasting Inc. Granted CP for new AM on 980 kc, 1 kw-D; conditioned to pre-

sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address c/o William C. Murphy, 101 East Main Street, Russellville, Ark. Estimated construction cost \$36,476; first year operating cost \$40,000; revenue \$55,000. Principals: William C. Murphy, W. Lyle Sturtevant, Parker Parker, L. I. VanLandingham and Louis H. VanLandingham (each 60 shares) and Daniel Scott, A. B. Grace and R. L. Schuh (each 10 shares). L. H. VanLandingham is news director of KSWO Lawton, Okla.; Mr. Sturtevant is editor and publisher of Dardanelle Post Dispatch; other principals are local business and professional men. Comr. Cox dissented to grant. Action July 17.

Sidney, Ohio—Van Wert Broadcasting Co. Granted CP for new AM on 1080 kc, 250 w-D, DA; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. P. O. address c/o Kenneth E. Konze, Marsh Building, Van Wert, Ohio. Estimated construction cost \$22,400; first year operating cost \$47,000; revenue \$56,000. Principals:

Kenneth E. Kunze and Raymond M. Waldron (each 25%) and Stephen S. Beard, Merl Knittle, G. Dale Wilson and estate of George W. Wilson (each 12½%). Van Wert Broadcasting is also licensee of WERT-AM-FM Van Wert, applicant for new FM in Sidney and applicant for new AM in Plymouth, Ind. Action July 17.

Ridgeland, S. C.—James W. Synott, W. A. Lawton and Johnston L. Crapse. Granted CP for new AM on 1430 kc, 1 kw-D; conditions. P. O. addresses Lena, Estill and Lena, respectively, all South Carolina, for three principals of licensee. Estimated construction cost \$18,200; first year operating cost \$30,420; revenue \$33,000. Principals are Messrs. Synott (70%), Lawton and Crapse (each 15%). Mr. Synott is employed by WBHC Hampton, S. C.; Mr. Lawton is businessman; Mr. Crapse is attorney. Action July 17.

Existing AM stations

ACTIONS BY FCC

WCLD Cleveland, Miss.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime opera-



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

tion with 250 w; remote control permitted; conditions. Chmn. Henry dissented. Action July 17.

WROB West Point, Miss.—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action July 17.

New FM station

ACTION BY FCC

*Cheney, Wash.—Eastern Washington State College. Granted CP for new FM on 89.9 mc, channel 210, 10 w. Ant. height above average terrain 18 feet. P. O. address c/o Howard E. Hopf, Cheney. Estimated construction cost \$500; first year operating cost \$2,000. Principals: board of trustees. Action July 23.

Existing FM station

ACTION BY FCC

KEFM(FM) Oklahoma City—Granted CP to change trans. site and station location to Midwest City, increase ant. height from 125 feet to 160 feet, continued operation on 94.7 mc; condition. Comr. Cox dissented. Action July 17.

Ownership changes

ACTIONS BY FCC

WAVP Avon Park, Fla.—Granted assignment of license (and renewal of license, provided that assignment be consummated within 25 days) from William A. Jacob (100%), trustee for Mid-Florida Broadcasting Inc., to Helen V. Slighter and John W. Wright (each 50%), tr/as Avon Broadcasting Co. Consideration \$27,000. Mr. Wright is manager of WAVP; Mrs. Slighter is housewife. Action July 19.

WSAF Sarasota, Fla.—Granted assignment of license from Betty LeBrun (40.5%), J. Lee Friedman (34.5%), Robert Hogg (10%) and Andrew Carlos, Alfred A. Davis and James Collier (each 5%), d/b as Radio Sarasota Inc., to William A. & Louise K. Dodd (each 30%), Harry H. Foster (25%) and Florence L. Foster (15%), tr/as Pan Florida Inc. Consideration \$98,000. Mr. Dodd is physician; Mr. Foster is account executive with Crosley Broadcasting Corp.; two women are housewives. Comr. Bartley dissented. Action July 17.

KREB Shreveport, La.—Granted assignment of license from T. B. Maxfield (50%), Lawrence Brandon (49.8%) and Carol D. Brandon (.2%), d/b as KREB Inc., to KREB Inc. (50%) and Southwest Broadcasters Inc. (50%), tr/as Universal Broadcasting Corp. Southwest, licensee of KCIJ Shreveport, is 100% owned by Marvin B. Kosofsky. Conditioned that assignment shall not be consummated before surrender for cancellation of KCIJ license. Action July 19.

KDOT Reno—Granted assignment of license from Paul C. Schafer (100%), d/b as KDOT Inc., to Richard W. and Elizabeth M. Brown (100% jointly), tr/as B.B.C. Inc. Consideration \$60,000. Dr. Brown is physician; Mrs. Brown is housewife. Conditioned that station must resume broadcasting within 90 days. Action July 17.

ACTIONS BY BROADCAST BUREAU

WDBO-AM-FM-TV Orlando, Fla.—Granted transfer of control of licensee corporation, Cherry Broadcasting Co., from William H. Goodman, Clarence H. Gifford Jr., Walter F. Gibbons, Mollie B. Cherry & Rhode Island Hospital Trust Co. (75% in trusteeship), William H. Goodman & Mollie B. Cherry (each 10% individually) and Arnold F. Schoen Jr. (5%) to Outlet Co., corporation with over 50 stockholders. Consideration \$6,100,000. Outlet Co., department store, owns WJAR-AM-TV Providence, R.I. Action July 17.

WHFS(FM) Bethesda, Md.—Granted transfer of control of licensee corporation, High Fidelity Broadcasters Inc., from Robert J. Carpenter (30%), William A. Tynan (19%) and others to H. Philip Nesbitt (63.69%), Emil L. O'Neil (31.85%) and others, tr/as Dixon Industries Inc. Consideration \$30,000. Dixon Industries manufactures electronic equipment. Action July 17.

KEES Gladewater, Tex.—Granted assignment of license from Ellis E. & Rayford G. Tidmore (66 2/3% jointly) and Delwin W. Morton (33 1/3%), d/b as Golden Triangle Enterprises, to Mr. Morton and Orman L. Kimbrough (each 50%), tr/as Gemini Enter-

prises. Consideration \$130,000. Mr. Kimbrough is cattle raiser. Comr. Bartley dissented. Action July 22.

WAXX Chippewa Falls, Wis.—Granted assignment of license from Jack H. (50%) & Donald H. (25%) Holden, T. Keith Coleman (15%) and Andrew E. LeTendre (10%), d/b as Chippewa Broadcasting Inc., to Post Broadcasting Corp. (100%), tr/as Radio Chippewa Inc. Post is large corporation with over 50 stockholders. Consideration 1700 shares in Post, consolidating WAXX with Post's WEAU-TV Eau Claire, Wis. Comrs. Bartley and Loevinger dissented. Action July 17.

APPLICATIONS

WAFG-TV Huntsville, Ala.—Seeks transfer of control of permittee corporation, Rocket City Television Inc. (29,130 shares issued), from J. E. Beasley Jr. (6,640 shares), John S. Gregory Jr. (3,390 shares) and others to Smith Broadcasting Inc. Consideration \$509,775. Applicant is licensee of WAAY Huntsville and has application pending for new FM in same city; Smith has CP for new TV in Huntsville, which will be surrendered on grant of above application. Ann. July 22.

KBIG(FM) Los Angeles—Seeks transfer of control of licensee corporation, KBIQ Inc., from John Poole Broadcasting Inc. (94.3%), owner 60% by John Poole and 40% by Kevin Sweeney, to Mr. Poole and Mr. Sweeney in same proportion individually. Consideration \$55,150. Ann. July 18.

KKIS Pittsburg, Calif.—Seeks transfer of negative control of licensee corporation, Pace-Shear Radio Inc., from John H. and Bedford F. Pace (each 25%) to Roy L. Cordell and Sherry B. Pace (each 25%). No financial consideration involved. Ann. July 23.

KFKA Greeley, Colo.—Seeks transfer of control of licensee corporation, Mid-Western Radio Corp., from H. E. Green (55.4%) to Harry E. Green Jr. and Ralph H. Green, executors of estate (55.4%) of H. E. Green; other ownership remains same. No financial consideration involved. Ann. July 24.

WMAY Springfield, Ill.—Seeks assignment of license from Gordon Sherman and others, d/b as Lincoln Broadcasting Inc., to James Stuart (89.11%) and others, tr/as Springfield Broadcasting Inc., wholly owned subsidiary of Stuart Investment Co. Consideration \$700,000. Stuart Investment owns KFOR Lincoln, KRGI Grand Island and KODY North Platte, all Nebraska, KMNS Sioux City and KOEL Oelwein, both Iowa, and KSAL Salina, Kan. Ann. July 23.

WLLH Lowell, Mass.—Seeks assignment of CP's from Merrimac Broadcasting Inc. to Radio Station WLLH; corporate change only, with ownership remaining same. No financial consideration involved. Ann. July 18.

KHDN Hardin, Mont.—Seeks relinquishment of positive control of licensee corporation, Hardin Broadcasting Co., by Conrad E. Bales (55% before transfer, 45.6% after) through sale of stock to Henry S. Ruezamer (12.2% before, 21.6% after). Consideration \$4,125. Ann. July 24.

KQEN Roseburg, Ore.—Seeks assignment of license and CP from Phillip E. Waters (50%) and Milton A. Foland and George F. Brice Jr. (each 25%), d/b as Pacific Western Broadcasters Inc., to Lyle E. Fenner (100%), tr/as KQEN Broadcasters Inc. Consideration \$102,500. Mr. Fenner is general manager of KQEN. Ann. July 18.

WIVE Ashland, Va.—Seeks assignment of license from John Laurino (50%) and Robert E. Cobbins and James L. Reeder (each 25%), d/b as WDYL Radio Inc., to Roanoke Rapids Radio Corp. (70.6%) and John W. Boone Jr. (29.4%), tr/as United Broadcasters Inc.; Roanoke Rapids Radio is owned by Henry M. Best Jr. and Roy L. Davis (each 32.5%), Mrs. Milton Best (15%), Roland McClamrock (10%) and William C. May and Nora F. Patterson (each 5%). Consideration \$51,209. Roanoke Rapids Radio is licensee of WCBT Roanoke Rapids; Dr. Boone is physician; Mrs. Best is half owner of insurance agency; Mr. McClamrock is majority owner of WCHL Chapel Hill, N. C.; Mr. May is painting contractor; Mrs. Patterson is widow. Ann. July 23.

WFPF Park Falls, Wis.—Seeks assignment of license from Gordon F. Schluter (100%) to Desmond H. Callaghan, Thomas B. Beckwith (each 21.9%) and others, tr/as

Northland Broadcasting Inc. Consideration \$90,000. Dr. Callaghan is physician, Mr. Beckwith is majority owner of petroleum outlet; both have minority interests in WERL Eagle River, Wis. Other minority owners of assignee have connections with WERL. Ann. July 18.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Port Chester Broadcasting Co. for new AM on 1590 kc, 1 kw, DA, D, in Port Chester, N. Y., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action July 19.

DESIGNATED FOR HEARING

KAYE Puyallup, Wash.—Designated for hearing application to change ant. system and increase ant. height to 380 feet, made KBKW Aberdeen, KONP Port Angeles and KCDI Kirkland parties to proceeding. Comrs. Hyde and Lee dissented. Action July 17.

■ By memorandum opinion and order, commission, on remand by Court of Appeals, (1) set aside Sept. 5, 1962, action which granted application of Dutchess County Broadcasting Corp. for increased daytime power of WKIP Poughkeepsie, N. Y., from 250 w to 1 kw, continued operation on 1450 kc with 250 w-N, and (2) designated for hearing WKIP application; made WEOK Poughkeepsie, which protested Sept. 5, 1962, grant, party to proceeding. Commission further ordered WKIP may continue operating, during pendency of hearing or until further order of commission, at new site specified in cp of Sept. 5, 1962, with power of 250 w-N, 1 kw-LS, but with ant. radiation not to exceed 150 mv/m/kw. Action July 17.

OTHER ACTIONS

■ By memorandum opinion and order, commission granted petition for reconsideration filed by Clear Tone Broadcasting Corp. (WTRE[FM]), Greensburg, Ind., to extent of (1) staying March 27 grant of cp to Tree Broadcasting Co. for new AM (WGRB) on 1330 kc, 500 w-D, in Greensburg, and (2) providing Tree Broadcasting opportunity to submit within 60 days, revised population data and statement justifying reasonableness of estimated cost of construction and operating expenses, and to serve material on petitioner, and latter to file reply with commission within 15 days thereafter. If permittee does not submit information specified, commission will set aside grant and designate application for hearing on "10%" issue and financial issue. Comr. Cox not participating. Action July 22.

■ Commission granted petition by Thoroughbred Racing Associations of U. S. Inc. for extension of time from July 23 to Aug. 23 to file reply comments in matter of amendment of part 3 of rules to regulate broadcast of horse racing information. Action July 18.

■ By letter, commission waived Sect. 1.351 of rules and placed in line for processing in normal course application of South Jersey Broadcasting Co. to increase power of WKDN Camden, N. J., on 800 kc, D, from 1 kw to 5 kw with DA. Action July 17.

■ By letter, commission returned as unacceptable under FM "freeze" rule application of Stereocast Inc. for new FM on 105.3 mc; ERP 1.4 kw; ant. height 300 feet, in Lynn, Mass., without prejudice to filing application after FM freeze has ended, if channel is available. Action July 17.

■ By separate letter, commission dismissed and returned similar application of Charter Broadcasting Corp. for new FM on 105.3 mc in Lynn which had previously been accepted for filing because of mutual exclusivity with then pending application of Harvey Sheldon for renewal of license of WUPI(FM) Lynn, since dismissed. Action July 17.

■ By order, commission waived Sect. 1.354 of rules and accepted for filing application of Ward Broadcasting Co. for mod. of license to change hours of operation of KCKG Sonora, Texas, from uni. to SH (is licensed on 1240 kc, 250 w-N, 1 kw-LS). Action July 17.

■ Commission announced that for August, 1963, it has delegated to chief, Broadcast

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 24

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,810	50	146	348
FM	1,091	29	88	190
TV	520 ¹	55	85	115

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, July 24

	VHF	UHF	TOTAL TV
Commercial	484	91	578
Non-commercial	47	21	68 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30

	AM	FM	TV
Licensed (all on air)	3,809	1,090	519
CP's on air (new stations)	51	30	56
CP's not on air (new stations)	137	87	85
Total authorized stations	3,997	1,207	660 ¹
Applications for new stations (not in hearing)	210	178	67
Applications for new stations (in hearing)	146	13	53
Total applications for new stations	356	191	120
Applications for major changes (not in hearing)	254	90	47
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	308	93	55
Licenses deleted	0	2	0
CP's deleted	1	2	0

¹Does not include six licensed stations off air

²Includes three stations operating on unreserved channels

Bureau, authority to act on certain broadcast applications for transfers of control and assignment of licenses normally acted upon by commission, including cases involving exception but not waiver of three-year rule (Sect. 1.365 of rules). Action July 17.

■ By memorandum opinion and order, commission approved agreement whereby Millinocket Broadcasting Co. withdraws application for new AM on 1240 kc, 250 w-N, 1 kw-LS, at Millinocket, Me., and competing applicant, Mid-Maine Broadcasters Inc. will reimburse Millinocket \$1,263 for expenses incurred in prosecuting application. By separate action, commission waived Sect. 1.354(j) (1) of rules and granted Mid-Maine Broadcasters Inc. application for new AM on 1240 kc, 250 w-N, 1 kw-LS, in Millinocket, Me.; condition. Action July 17.

Routine roundup

ACTIONS BY REVIEW BOARD

■ In consolidated proceeding on application of C. M. Taylor for new AM stations in Elizabethton and Blountville, respectively, both Tennessee, in Docs. 15111-2, granted petition by Taylor to extend time to Aug. 5 to file opposition to Holston's petition to enlarge issues. Action July 24.

■ By memorandum opinion and order in proceeding on AM application of K BAR J Inc., Hastings, Neb., (1) granted applicant's petition for acceptance of late publication of hearing notice, and (2) waived Sec. 1.362 of rules insofar as it requires publication immediately following release of commission's order specifying time and place of hearing, and accepted tendered notice. Action July 22.

■ By memorandum opinion and order in proceeding on AM application of Brush Broadcasting Co., Wauchula, Fla., denied late filed petition by Hardee Broadcasting Co. (WAUC), Wauchula, for addition of issue concerning premature construction of facilities by applicant. Action July 22.

■ Granted petition by Arthur D. Smith Jr. (WMTS), Murfreesboro, Tenn., to extend time to Aug. 5 to file oppositions to petition by North Alabama Broadcasting Co. to enlarge issues in proceeding on AM application. Action July 22.

■ Granted petition by Berkshire Broadcasting Corp., Stratford, Conn., to extend time to Aug. 15 to file exceptions to initial decision in proceeding on AM application, et al. Action July 22.

■ By memorandum opinion and order in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif., in Doc. 14691, (1) denied petition by respondent KYOR Inc. (KYOR), Blythe, to enlarge issues; and (2) on own motion, enlarged issues to determine (a) efforts made by Lapping to ascertain programing needs and interests of area to be served and manner in which he proposes to meet such needs and interests, and (b) in light of evidence adduced in connection with "suburban" issue, whether Lapping can be relied upon to carry out program proposal. By separate memorandum opinion and order denied late filed petitions by Lapping to delete issues added March 7 by Review Board and to strike KYOR's petition to enlarge issues. Action July 18.

■ By memorandum opinion and order in proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc., for renewal of license, assignment of license, and transfer of control of KSHO-TV Las Vegas in Docs. 14006-8, (1) granted joint petition by applicant parties for waiver of Sect. 1.362 of rules insofar as it requires publication immediately after designation for hearing; and (2) waived Sect. 1.362 insofar as it requires statement concerning such notice be filed within seven days of last day of publication, and accepted tendered notice. Action July 18.

■ By memorandum opinion and order in proceeding on AM applications of Southern Radio & Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, both Florida, in Docs. 14909-10, (1) granted request by Broadcast Bureau to withdraw motion to dismiss applications for failure to comply with Sect. 1.362 local notice requirements; (2) granted joint request by applicants for waiver of Sect. 1.362 of rules insofar as publication in weekly newspaper and broadcast immediately after designation of hearing; and (3) accepted tendered notice. Action July 18.

■ By memorandum opinion and order in consolidated proceeding on applications of Marshall Broadcasting Co. and Wright Broadcasting Co. for new AM station in Marshall and East Lansing, respectively, both Michigan, in Docs. 15017-8, dismissed as moot motion by Wright for leave to file reply to Marshall opposition to Wright's motion for leave to amend application. Action July 18.

ACTIONS ON MOTIONS

■ Commission, by office of opinions and review, granted petition by Ridge Radic Corp., Windber, Pa., to extend time to Aug. 7 to file application for review of Review Board's March 7 decision in consolidated AM proceeding on application and that of Windber Community Broadcasting System Windber, in Docs. 13736, 14282. Action July 23.

■ Commission, by office of opinions and review, granted petition by Broadcast Bureau to extend time from July 22 to Aug. 5 to file reply to exceptions in Kent-Canton-Kent-Ravenna, Ohio, AM proceeding. Action July 23.

■ Commission granted request by Functional Music Inc. (WFMF[FM]), Chicago, to extend time from July 8 to Aug. 1 to file reply comments in rulemaking concerning simplex operation by FM stations. Action July 17.

■ On request of all parties in proceeding on AM applications of North Atlanta Broadcasting Co. and J. Lee Friedman, North Atlanta, Ga., further extended time from July 19 to Aug. 16 to file initial proposed findings and from Aug. 7 to Sept. 4 for replies. Action July 17.

■ On request by Broadcast Bureau and without objection by other parties, fur-

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ther extended time from July 19 to July 29 to file initial proposed findings and from July 29 to Aug. 12 for replies in proceeding on AM applications of Southern Radio and Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, both Florida. Action July 16.

**By Chief Hearing Examiner
James D. Cunningham**

■ Designated Examiner Sol Schildhouse to preside at hearing in proceeding on AM application of Dutchess County Broadcasting Corp. (WKIP), Poughkeepsie, N. Y.; scheduled prehearing conference for Sept. 9 and hearing for Sept. 27. Action July 23.

■ Designated Examiner Forest L. McClenning to preside at hearing in proceeding on AM application of KAYE Puyallup, Wash.; scheduled prehearing conference for Sept. 10 and hearing for Oct. 8. Action July 23.

By Hearing Examiner Basil P. Cooper

■ Granted petition and supplement by Rhinelander Television Cable Corp., for leave to amend application for new AM in Rhinelander, Wis., to modify in minor degree manner in which proposed construction is to be financed. Action July 19.

■ Granted petition by Broadcast Bureau to extend time from July 18 to July 29 to file proposed findings in proceeding on AM application of WKYR Inc. (WKYR), Cumberland, Md. Action July 18.

**By Hearing Examiner
James D. Cunningham**

■ Granted petition by Broadcast Bureau to extent of extending time from July 22 to Aug. 12 to file proposed findings and, on own motion, extended time from Aug. 5 to Sept. 9 to file replies in proceeding on revocation of license and SCA of Carol Music Inc. for WCLM(FM) Chicago. Action July 23.

By Hearing Examiner Millard F. French

■ On own motion, scheduled conference for Sept. 18 in proceeding on AM applications of Saul M. Miller, Kutztown, and Bi-States Broadcasters, Annville-Cleona, both Pennsylvania, in Docs. 14425, 14440. Action July 22.

■ In Largo, Fla., TV channel 10 proceeding in Docs. 12445 et al., granted motion by WTSP-TV Inc. and corrected transcript as requested, with certain exceptions, and, on own motion, further corrected transcript. Action July 17.

By Hearing Examiner Arthur A. Gladstone

■ Granted petition by O. L. Withers, Woodburn, Ore., to continue July 29 hearing to Sept. 23 in proceeding on AM application. Action July 16.

By Hearing Examiner Walther W. Guenther

■ Pursuant to agreement of parties at July 22 prehearing conference in proceeding on AM applications of Community Broadcasting Inc. (WHPB), Belton, S. C., and Cleveland County Broadcasting Inc. (WADA), Shelby, N. C., scheduled certain procedural dates and continued Sept. 11 hearing to Sept. 25. Action July 22.

■ By memorandum opinion and order in proceeding on AM application of Bay Shore Broadcasting Co., Hayward, Calif., denied applicant's request for discontinuance of taking of joint measurements and resumption of hearing on basis of heretofore exchanged engineering exhibits. Action July 18.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Broadcast Bureau to further extend time from July 24 to Aug. 8 to file proposed findings and, on own motion, extended time from Aug. 5 to Aug. 19 to file replies in proceeding on AM application of Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn. Action July 23.

■ Granted petition by Broadcast Bureau to extend time from July 23 to Aug. 2 to file proposed findings and from Aug. 6 to Aug. 16 for replies in proceeding on AM application of Delaware Valley Broadcasting Co. (WAAT), Trenton, N. J. Action July 19.

■ Granted motion by Delaware Valley Broadcasting Co. (WAAT), Trenton, N. J., to reopen record in proceeding on AM application to receive corrective engineering data (exhibit 2) and again close record. Action July 17.

**By Hearing Examiner
Annie Neal Huntting**

■ In Rochester, N. Y., TV channel 13 proceeding in Docs. 14394 et al., (1) granted petition by Rochester Area Educational Television Association Inc. for leave to amend application to show death of Dr. Robert L. Springer and facts occasioned thereby and (2) on own motion, reopened record, incorporated into record facts stated in amendment, and again closed record. Action July 22.

■ On own motion, corrected in various respects transcript of record in proceeding on AM applications of Newton Broadcasting Co., Newton, and Transcript Press Inc., Dedham, both Massachusetts. Action July 19.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Muncie Broadcasting Corp., Muncie, Ind., to change date to July 30 for exchange of direct case exhibits and to Sept. 20 for rebuttal exhibits, and to continue Sept. 23 hearing to Sept. 30 in proceeding on AM application. Action July 23.

■ Issued order after July 19 prehearing conference in proceeding on AM application of Hampden-Hampshire Corp. (WHYN), Springfield, Mass., and scheduled certain procedural dates and ordered that hearing will commence as scheduled on Sept. 10. Action July 19.

By Hearing Examiner Jay A. Kyle

■ By memorandum opinion and order in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif., cancelled and set aside July 17 order establishing dates for filing proposed findings of fact and conclusions of law, as well as replies. Action July 23.

■ Rescheduled Sept. 5 hearing for Sept. 20 in proceeding on AM application of Arthur D. Smith Jr. (WMTS), Murfreesboro, Tenn. Action July 19.

■ By memorandum opinion and order, granted petitions by Northern California Educational Television Association Inc. for leave to amend application for new *TV on channel 9 in Redding, Calif., to reflect guarantee of Shasta Telecasting Corp. (KVIP-TV, channel 7), Redding, commitments made to petitioner by Sacramento Valley Television Inc. Action July 17.

■ Granted petition by Broadcast Bureau to extend time from July 17 to July 31 to file proposed findings, and extended time from July 31 to Aug. 14 for replies in proceeding on AM application of Geoffrey A. Lapping, Blythe, Calif. Action July 17.

■ Rescheduled from 10:00 a.m. to 11:00 a.m. July 22 further hearing in proceeding on AM applications of Jupiter Associates Inc., Matawan, N. J., et al. Action July 16.

**By Hearing Examiner
Chester F. Naumowicz Jr.**

■ Upon request by Gordon County Broadcasting Co., extended time to Aug. 7 to file proposed findings and to Aug. 14 for replies in proceeding on AM application of Blue Ridge Mountain Broadcasting Inc., Ellijay, Ga. Action July 22.

■ In consolidated AM proceeding on applications of Edina Corp., Edina, and Tedesco Inc., Bloomington, both Minnesota, in Docs. 14739-40, granted request of Tedesco to stay until July 19 effective date of hear-

ing examiner's memorandum opinion and order released July 10; by separate order, granted request of Edina Corp. to stay nunc pro tunc until July 12 effective date of July 10 memorandum opinion and order. Action July 17.

By Hearing Examiner Sol Schildhouse

■ Pursuant to agreements reached at July 18 prehearing conference in proceeding on AM application of Central Broadcasting Co. (WCGC), Belmont, N. C., scheduled certain procedural dates and continued Sept. 5 hearing to Oct. 29. Action July 18.

By Hearing Examiner Herbert Sharfman

■ Granted motion by Beamon Advertising Inc., Daingerfield, Tex., to correct transcript in proceeding on AM application. Action July 16.

**BROADCAST ACTIONS
by Broadcast Bureau**

Actions of July 23

WAPE Jacksonville, Fla.—Granted increased daytime power on 690 kc, from 25 kw to 50 kw, continued nighttime operation with 10 kw; make changes in daytime ant. system (increase height); and make changes in ground system; conditions.

WDAE Tampa, Fla.—Granted license covering use of old main trans. as aux. trans.

KCJC(FM) Kansas City, Kan.—Granted CP to install new trans. and new ant., increase ERP to 76 kw and decrease ant. height to 250 feet.

WMBC Macon, Miss.—Granted authority to operate SH (7 a.m. to 7 p.m.) for period ending Oct. 15.

KCKG Sonora, Tex.—Granted extension of authority to operate with sign-off 6 p.m. (except for special events) for period ending Oct. 22.

Actions of July 22

WTVO(TV) Rockford, Ill.—Granted license covering changes; ERP 178 kw vis. and 89.1 kw aur.

WMTW-TV Poland Spring, Me.—Granted licenses covering changes (main trans. and ant.); ERP 87.1 kw vis. and 43.6 kw aur.; and use of old ant. as aux. ant.

WBAY-TV Green Bay, Wis.—Granted license covering changes (main trans. and ant.).

KRTV(TV) Great Falls, Mont.—Granted license covering changes.

WATR-TV Waterbury, Conn.—Granted mod. of CP to change ERP to 9.4 kw vis. and 0.94 kw aur.; ant. height 510 feet.

WGHP-TV High Point, N. C.—Granted mod. of CP to change type trans. and make other equipment changes.

Actions of July 19

*KUSD-TV Vermillion, S. D.—Granted license.

WWUP-TV Sault Ste. Marie, Mich.—Granted license.

WPBN-TV Traverse City, Mich.—Granted license covering changes; specify type ant.; ant. height 1125 feet.

KXTV(TV) Sacramento, Calif.—Granted licenses covering changes (main trans. and ant.).

Continued on page 111

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Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programing departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

General manager strong in sales. Midwest. Successful record and good references essential. Box J-256, BROADCASTING.

Sales and station manager—West coast near major metropolitan area—1,000 watts full time—opportunity for investment—please write Box J-227, BROADCASTING.

Entron, Inc., a leading community antenna system equipment manufacturer and system owner has two system manager positions open (one in the southwest and the other in Pennsylvania). While specific experience in catv is not necessary, applicants should have minimum of three years in station management experience, including knowledge of sales promotion, modern business controls and some financial management. Some technical background will be helpful. Resumes including salary history and salary requirements should be addressed to Treasurer, Entron, Inc., 2141 Industrial Parkway, Silver Spring, Md.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five market. Box H-128, BROADCASTING.

Radio salesman wanted. We are a fulltime middle road facility in a Metropolitan Michigan market, and have learned we may lose one of our salesmen in the coming months. His list has been yielding commissions of over \$10,000 per year. We are anxious to hear now from experienced salesmen desirous of discussing this position in strictest confidence. Prime requests are a proven sales record in local radio sales and the willingness to work hard. Make your resume as elaborate as you like, and please enclose photo. This is a permanent and rewarding position with a good station. Box J-316, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Salesman-announcer; excellent deal for experienced combination salesman-announcer at top-rated modern music station, medium Pennsylvania market. J-330, BROADCASTING.

Religious time salesman to sell preachers for Southern California's leading religious station. \$500 per mo. draw against lib. commission. Car furnished if necessary. Send resume and snapshot. Box J-333, BROADCASTING.

Announcer-Salesman. Fast pace, but no screamer. Metropolitan. Box J-362, BROADCASTING.

Experienced salesman for WCLW am and fm. Send replies direct to WCLW, 771 McPherson, Mansfield, Ohio.

Salesman-announcer opening immediately. Above average pay, many company benefits, unusual opportunity to join one of North Carolina's finest small market stations. Must be dependable, sober, community minded, experienced and willing to grow with a growing chain. Write or call 246-6601, J. Ardell Sink, General Manager, WKSK, West Jefferson, N. C.

Opportunity knocks! Salesman resigned to accept sales management position at smaller station. We were just at the brink of adding a third salesman—so here is the opportunity if you can sell, can become part of the community, can get along with the staff, and are ready for a first rate operation. We have a group hospital plan, and a pension plan. Staff doesn't have much turnover—two have been here 15 years. New man will have a protected account list already billing in excess of guarantee—but guarantee's there too. Management one of the nation's most active in broadcast circles. Our town is a quad city area of more than 35,000 located 75 miles from Chicago. Great place to live, great people—this may be your opportunity. Send photo and resume to Bill Dahlsen, General Manager. WLPO, LaSalle, Illinois.

Here's a real opportunity. Single station market with potential unlimited. Will furnish account list of established businesses that will exceed guarantee. Prefer man who can write and announce own commercials. Top fight staff to work with. 15% commission, guarantee, and car allowance. Excellent insurance program, must be married. Live in beautiful vacation land of Wisconsin. No bad habits. Write WOBT, Rheinlander, Wis.

Sales Manager wanted. Top opportunity in 100,000 market. Midwest. Need idea man who is real driver. Must be experienced and have good past record. Write fully. Box J-43, BROADCASTING.

Do you have sales relationship with radio management in your region or state? Representatives are needed by new radio syndication team. Send profile to P. O. Box 510. Tucson, Arizona.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Announcers

Capable deejay newsmen. Illinois adult music kilowatt. Fine opportunity for qualified announcer who can gather, write and deliver news in professional manner, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume. Box H-138, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Midwest chain operation has several openings for 1st phone personalities and newsmen. Security and opportunity for advancement are both available. Send tape and resume to Box J-120, BROADCASTING.

Classical music man with solid combo operate-announce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programing. References and resume only. Box J-158, BROADCASTING.

Qualified announcer with first class ticket for Oklahoma radio station. Box J-289, BROADCASTING.

Warm, personable announcer wanted for leading Houston adult music station. Immediate opening. Experience and resonant voice a must. Send tape and resume to Box J-292, BROADCASTING.

Announcer, experienced in play-by-play football for new facility in northern New Hampshire. Send tape, resume, etc. Box J-303, BROADCASTING.

Professional modern music radio group in east has opening (because of promotion) for strong morning man and one other dj. Both must have good news understanding and delivery. High rated station in one of top ten markets. Consider applicants from smaller markets if they have necessary ability and potential. Must be steady, reliable, enthusiastic and creative. No screamers, drifters, boozers or chasers. Station has solid, warm and friendly atmosphere. Excellent opportunity. Send complete background, actual air-check tape and recent photo or snapshot. Box J-310, BROADCASTING.

Good, steady, sober morning man with first phone. Able to do maintenance. Box J-321, BROADCASTING.

Swinging dee-jay for high-rated number one, top forty station, medium Pennsylvania market; salary open. Box J-329 BROADCASTING.

Midwest TV station invites applications from experienced radio announcers. Opportunity for news, commercials, children's program. Send picture, audio tape to Box J-348, BROADCASTING.

Experienced staff announcer for good music kilowatt near Chicago. Excellent starting salary, many extra benefits for mature man who can gather, write and deliver news, newsmobile reports, plus bright music shows. Send tape, complete resume, telephone number. Box J-359 BROADCASTING.

Bright. Happy. Fast but no rock & roll nor frantic. Box J-363, BROADCASTING.

Wanted: combo-announcer, first phone needed immediately, 1,000 watt low frequency. Small Virginia town, good signal over 1/2 million people in .05MV coverage. \$100 per week to start. Must have experience. Box J-366, BROADCASTING.

Adult good music format station in Pennsylvania's Lehigh valley needs good staff announcer with first phone. No maintenance, strong on announcing. Box J-193, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Experienced, all-around announcer for 1 kw daytimer, about September 1st. Must ad-lib and make some public appearances. Prefer permanent family man to become part of good college town of 10,000. Not a top 40. Reasonable hours, \$125.00 weekly to start. Tape, resume and photo to KBRK, Brookings, S. D.

Need announcer beginning August 25th. \$400.00 per month to start. KBRZ, Freeport, Texas.

Opening for announcer with restricted permit. Non-personality type operation. Good news and commercial delivery required. Want young, single man, KVWM, Showlow, Arizona.

Wanted: Announcer with first class license. Station WAMD, Aberdeen, Md.

Immediate opening for nighttime dj. Adult music kilowatt. Market over 50,000, plus 18,000 Purdue students. Send tape and resume, including salary requirements to Dick Lingle, WASK, Lafayette, Ind.

2 staff positions now open radio-tv announcer and newsmen. Experience required. WBOC Inc., Salisbury, Md.

Swinging deejay with 1st phone for #1 top 40 station. Minimum technical schedule. Immediate opening. Call or write C. A. Bengston, WENE, Endicott-Binghamton, New York. Phone Stillwell 5-3351.

Great opportunity for competent sports-dj, strong on play-by-play. Great sports and outdoors area. Send tape references and salary requirements to William Winn, Program Director, WESB, Bradford, Pa.

Announcer, 1st phone—5,000 watt midwest independent has immediate opening. Emphasis on air work, little maintenance. Run own board. Send tape, photo, references, complete resume, first letter, WMIX, Mt. Vernon, Illinois.

Young announcer—salesman. Guarantee \$100 weekly to start. WSTV, Stuart, Fla.

Country music dj . . . good opportunity in Atlanta market for mature announcer able to hard-sell, ad-lib commercials, entertain on c&w. Must have thorough background in all these phases. No drunks or floaters. Send tape & letter to Wm. B. Hill, radio station WTJH, East Point, Georgia.

Announcers needed, also audition tapes recorded, duplicated, edited. Resumes written, edited, printed. 24-hour service. Darden Assocs., Box 231, Roosevelt, N. Y.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

DJ's learn the professional way to introduce a record. 300 interchangeable, intelligent intros by excellent writers for vocals and instrumentals. \$3.95. Broadcast Intros, 975 North 35th, Milwaukee 8, Wisconsin.

Technical

Chief engineer for directional am in major midwest market, who knows all phases of maintenance. Prefer one who is good announcer, and can do some production. Box J-105, BROADCASTING.

Do you have a first ticket and good on maintenance? We are in a fine western New York market and can offer you program supervision or other radio opportunities to match your talent. Box J-231, BROADCASTING.

Top market station looking for negro personnel experienced in programing and engineering depts., both radio and television. College degree desired. 1st class license required for engineering. Box J-286, BROADCASTING.

Help Wanted—(Cont'd)

Technical

South Carolina regional daytimer needs first class engineer for maintenance, plus ability or desire for Combo work. Long established operation with low personnel turnover. Will consider tech school graduates. Salary open depending on experience or qualifications. Send full information in first letter. Any tapes will be returned. Box J-308, BROADCASTING.

Florida resort area daytimer needs announcer. Send tape, resume and snapshot. State minimum starting salary. Box J-312, BROADCASTING.

Chief engineer for full maintenance and announcing radio. Mississippi. Send tape of voice and qualifications. Box J-320, BROADCASTING.

Transmitter engineer for northern West Virginia directional. Permanent job. Experience not necessary. Send resume and recent photo to Box J-358, BROADCASTING.

Wanted, first class radio telephone operator. Employment immediate. Contact Mike Donovan. KANA Radio, Anaconda, Montana.

Immediate opening for chief engineer. WBMD, Baltimore, Md. Know board work—must have thorough knowledge not just 1st ticket. Chain operation with excellent future for right man. Send complete resume and references.

Engineer with first phone. Fulltime opening beginning last week of August. Contact John Whitacre, WILS, Lansing, Michigan. IV 2-1655.

Opening available immediately for qualified chief, call collect Glenview 88715, Arnold Lerner, WLLH, Lowell, Mass.

Wanted—Dedicated Christian chief engineer. Non profit commercial fm station. Combo job. Position open immediately. WTOF, Christian Broadcasting Association, Box 909, Canton, Ohio, c/o President.

Young single man, 1st phone, no experience, good voice. Write Charlie, Carpenter, 7354 Dave St. Sacramento 28, Calif.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Production—Programing, Others

News editor wanted for Ill. kilowatt metropolitan, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

Top market station looking for negro personnel experienced in programing and engineering depts., both radio and television. College degree desired. 1st class license required for engineering. Box J-287, BROADCASTING.

Have opening for qualified play-by-play sports announcer. Good salary, good work-conditions. Send tape, snapshot and resume. N. C. Station. Box J-309, Broadcasting, or Collect 919-838-3241.

Farm director—To voice and sell award-winning farm program at established 1-kilowatt southwest Michigan independent on shores of Lake Michigan. Immediate opening. Send photo, tape, resume. WHFB, Benton Harbor, Michigan.

SITUATIONS WANTED

Management

General Manager. Sales background. First phone. 17 years broadcasting. Top references. Box J-163, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Need a manager or program director . . . 4 years experience in successful management . . . 6 years as dj . . . interested in seeking modern format only . . . heavy on sales and promotion . . . family man. college grad., aged 34 . . . excellent references . . . will consider all locations. Available August 15th. Box J-247, BROADCASTING.

Metro-market experienced "go-get-em" sales manager looking for next rung up on ladder. All past references open for inspection. Money's worth guaranteed. Box J-254, BROADCASTING.

Experienced, sales oriented manager available immediately to take over your station. Stable 34, family man. Box J-275, BROADCASTING.

Absentee owners: Breakup of corporation formed to purchase major market radio station has left its president available to manage yours. Past 6 months spent developing programming, sales, and promotion to triple present gross; plus 10 years previous experience as disc jockey, program director, salesman, sales manager, general manager. As salesman in 1962, sold \$80,000 for one of nation's leading stations. Expert on latest program and office automation. Cut costs, increase sales; we'll share the profits. All markets considered. Box J-302, BROADCASTING.

General/station manager, seeking change for valid reasons. Presently employed as general manager, metropolitan station, 12 years management, sales, promotion, programing, merchandising. Former national sales manager, major market. Desirous of locating medium or small market, with people of integrity. Excellent personal and industry references. Full resume upon request. Box J-311, BROADCASTING.

General/sales manager. 51 years old. 30 years in radio . . . 17 years in management. Immensely capable, experienced, cost conscious, efficient, aggressive, adaptable, diplomatic, competitive, civic-minded and ingenious. Available August 15. Present station being sold. Prefer city 50,000 or more. Write/wire Box J-313, BROADCASTING.

Aggressive salesman with 10 years radio-tv sales experience seeking sales management position. Top tv salesman in 3-station market. National and regional sales experience plus agency background. Top references. Resume and photo on request. Box J-317, BROADCASTING.

Sales manager; excellent executive, can properly delegate authority, recruit and direct staff, powerful presentations, excellent follow-through, skillful closer. 20 years experience, major market, small market, radio-television. College, family man, clean record. Now employed by property being sold. Box J-323, BROADCASTING.

Manager—13 years experience, all phases. Excellent sales and promotion record. Currently employed. Desires station in Utah, Montana, Wyoming, New Mexico, Colorado or Nevada. For information, write Box J-347, BROADCASTING.

Will give you odds of ten to one in a small bet that you can't find better qualifications than those I have as manager or sales manager . . . and I never gamble! You can lose a buck or two in the bet, but you can get a million dollars worth of experience from a highly reputable veteran broadcaster who in 27 years has never lost a job and is available now only for logical reasons. All inquires will be received and kept in confidence. Box J-356, BROADCASTING.

Young, aggressive, sincere, personable veteran; family; desires position executive assistant to management. Basic responsibilities: public, community relations . . . public affairs . . . publicity . . . promotion . . . research, specialized airwork. Background: extensive, quality, commercial r-tv sports casting . . . communications masters degree . . . university professor . . . tv . . . pr, news information. Employed, wish to improve position. Top references. J-357, BROADCASTING.

Situations Wanted—(Cont'd)**Management**

General and/or sales manager, 14 years radio-TV experience. Outstanding sales record. 37 year old family man. Box J-364, BROADCASTING.

Pittsburgh program director strong in promotion, production, news and sales, desires station manager's position in metropolitan market. College graduate, married, 35 years old, references. Box J-387, BROADCASTING.

Sales

Sales or station management in Metropolitan Market. Am 37, college graduate, local club and civic leader. 10 years with present station as salesman, commercial manager, now station manager. In that period have brought profits up from break-even point, to over \$100,000 yearly with no better than fourth rank ratings. Have hired and trained most effective sales force in market. Know how to complete effectively yet maintain standards and rate card. Have money to invest if opportunity presents itself. Box J-319, BROADCASTING.

Announcers

Announcer—five years experience. Studying for first phone—family man. Box J-84, BROADCASTING.

First phone personality announcer with 7 years experience, tight board, production conscious. Ready to move up. Want \$160 to start. Box J-117, BROADCASTING.

Creating a new humorous morning personality was tough, but I've been number one ever since. For good sized yearly income and you may take advantage of this creation. Box J-180, BROADCASTING.

Join me. I have fun with records, production voices, commercials, creative comedy features. Box J-237, BROADCASTING.

Negro announcer, 1st class training, no experience. Need 1st job. Willing worker. Box J-268, BROADCASTING.

Disc-jockey, authoritative newsmen, experienced, tight board, bright sound, available immediately, Box J-272, BROADCASTING.

Experienced top forty jock—live wire sound—let my tape speak for me. Box J-278, BROADCASTING.

Experienced, polished, talented air personality desires to do morning, midday or nite discussion type show for the right station in major market. Presently beating competition by substantial margin. Brochure and tape available. Box J-291, BROADCASTING.

Announcer young, married, vet. Two years experience. Northeast. No rock. Box J-293, BROADCASTING.

Mature, married, announcer desires stable position in western market as dj or pd. Strong on news, 5 years commercial experience. Salary desired \$90-100 per wk. Box J-295, BROADCASTING.

Boston area. Announcer/dj, 27, with first phone seeks part-time work while attending college. Box J-297, BROADCASTING.

Announcer appeals to all . . . college, 26, . . . 5 years experience, now working . . . bright, warm, strong air salesman . . . personality not screamer . . . radio or tv. Box J-305, BROADCASTING.

Play-by-play experience. High school football, minor league baseball, sales. Out of broadcasting since 1956. Box J-307, BROADCASTING.

Night-time radio preferred . . . announcer, salesman, experienced, will travel, available immediately. No station to large or too small . . . all replies answered promptly. Box J-314, BROADCASTING.

Situations Wanted—(Cont'd)**Announcers**

Want sports position in radio or tv, experienced in both as announcer, also sales. Excellent play-by-play of all sports. College grad., 27, married. Will relocate for right job. Box J-318, BROADCASTING.

Middle of road announcer. Will relocate permanently in midwest eastern section of the country or mid-Canada for right position. Four years commercial radio experience. Two years college, plus announcing school. Strong on commercial work and news. Experienced north, south, east and west. Experienced in all phases of announcing. No prima donna. References and tape on request. Box J-324, BROADCASTING.

Announcer-salesman wishes to relocate. Currently sign-on man with sales remainder of day. 26, married, 1 child, 7 years experience. Good voice, good music, strong sales. Prefer midwest but will consider all offers from all markets. Box J-325, BROADCASTING.

Top 40 only. No middle-of-the-road formats. Personality dj with first phone. Bright sound—tight production—authoritative news. Box J-339, BROADCASTING.

First phone. Country disc jockey, announcer, available, experienced. Desire permanency. Box J-341, BROADCASTING.

Available August 12th. Youthful, but mature disc jockey freelancer, wishes to return to broadcasting. Five years experience. Own news, board, and programing. Strong on production spots and show. Active in civic programs. Tight and happy sound with any format. Prefer Indiana, Michigan and Ohio, but will answer all inquiries. Tape and resume from Box J-342, BROADCASTING.

Need a pleasant voice? I've got one. 7 years experience. 29, married, veteran. Big or medium market. Bright not frantic. Good music. Tape-resume available. Box J-343, BROADCASTING.

First phone—young announcer, limited experience, 6 to midnight shift only. Box J-346, BROADCASTING.

Immediately! Experienced personality, newsman/director. Bright, tight, modern professional sound. All replies answered. Box J-352, BROADCASTING.

Young experienced announcer desires position in midwest news department. Fast pace. Box J-353, BROADCASTING.

Residence Canada—Announcer, dj. Swingline tight board. Authoritative news. Box J-355, BROADCASTING.

Did you know: that according to postal regulations elephants cannot be shipped by parcel post. Original or is it "aboriginal" personality dj, recently offered job by NBC in the animal cracker division but turned it down! Prefers show in advance—first phone. MU 6-1863, Bob Ballard 2232 Coralhorn, Baltimore.

21 years old, 3 years college, 1st phone (radar endorsement). One year experience with excellent references. Rock and good music background, rock is my forte. Especially want hops and promotion stunts. Prefer location with nearby college, anywhere in U. S. Jim Bartlett, 822 Howard St. Clearwater, Fla.

Northwestern University 1963 graduate in radio-tv film with 6 years commercial announce-production-programing experience in formats from "rock-good music-classics" desires position offering creativity and future in broadcasting, or allied fields. Keen mind—network voice—clean cut appearance. Prefer opportunity utilizing all three in Chicago area. Other locales considered. Resume-prompt reply to all inquiries. Box 136, Bronxville, New York.

Third phone. Would like small market, any area. L. R. Smith, 2041 Midland Ave., Louisville 4, Ky.

Personable age 27, married, 6 years experience. Will relocate. Interested in service, not remuneration. R. Land, Box 231, Roosevelt, N. Y.

Situations Wanted—(Cont'd)**Announcers**

Second phone. Announcer 13 years experience all phases except sports. 5 years program director in good music mediums. 2 years college, speech. 2 years electronics school. Married, 2 children. \$125.00 week with fringe for all and any hours you name. Available immediately, will travel anywhere. Jim O'Quinn, TE 2-7511, Beaumont, Texas.

Have experience and first phone. Dependable, any medium to small market. Engineering or announcing. Eddie Crewford, 4017 Parkside Dr., Dallas, Texas.

1st phone jock! Highly experienced air personality with first phone seeks slot with modern, stable outlet. Heavy copy and production experience. Phone now, 305-632-3788.

Technical

Former engineer in charge all maintenance mega watt uhf transmitter complex, desires new construction and or maintenance position Con. U. S. or overseas. U. S. citizen, presently employed in private industry and holds security clearance. Box J-271, BROADCASTING.

First phone engineer—three years tv studio, some transmitter experience. Arkansas only. Write or call Herman Campbell, 504-234-6155, 504 E. Vermillion, Lafayette, La.

First phone operator with eight years experience desires chief's position. Experienced in directional, construction and wiring. Desire midwestern location but will answer any offer. No announcing experience. William Gabbert, Rt. 2, Box 638, Hot Springs Ark.

Broadcast engineer—15 years in am-fm-tv transmitter and studio operation and maintenance—6 years design and project engineer with broadcast equipment manufacturer. Will relocate—prefer midwest or southwest. Phone 217-223-6433.

Production—Programing, Others

News—Top delivery, editing, copy, able, experienced and literate. Experienced panel and participation work. Larger market northeast preferred. Box J-194, BROADCASTING.

Sportscaster with writing ability for aggressive local coverage. Can double ir news. Box J-221, BROADCASTING.

Male copywriter. Mature, experienced professional seeking a dominate major-market eastern radio, television station. Box J-229, BROADCASTING.

Consider broadcaster with over 10 years experience in radio-tv. Experience in news, special events, production, programing, announcing. Married and employed. Dedicated, loyal, hard working. Box J-233, BROADCASTING.

Due to programming changes, news director, east coast class A market available September 1st. Box J-288, BROADCASTING.

Announcer with personality, producer with ideas and writer that thinks, seeks medium size station to utilize full talent. 4 years AFRS Tokyo, 28, married, 4 children, salary open. Box J-290, BROADCASTING.

Bright, happy, and swingin' 7 years experience. Have worked top format chain. Presently program director in medium market with top ratings. Available Immediately. Box J-322, BROADCASTING.

Sportscaster: 8 years experience play by play, all major sports. College graduate . . . family man . . . sponsors references. Box J-328, BROADCASTING.

Public affairs—news . . . producer, photographer, writer. 7 yrs. wire-service & news magazine experience, award winning in both. M.A. degree broadcasting & film now final stage. Available September. Box J-332, BROADCASTING.

Situations Wanted—(Cont'd)

Production, Programing & Others

Chicago area stations. Broadcast reporter. Local experience. Top references. Box J-334, BROADCASTING.

Top 40 personality wants to program your horn and make it #1! First phone operations director with creative production, promotion. 24, family. Box J-344, BROADCASTING.

Smooth sounding airman wants to move up to quality. First phone. Two years experience. Familiar with all formats except top 40. News, sports, production. Have done some play-by-play, would like more. Prefer southwest or west ready now. Chuck Steele, 224 West First Ave., Apartment 1, Scottsdale, Arizona.

New comedy service for deejays! Original individually tailored open-end comedy bits with scripts. New approach to comedy inserts. Write Funnybits Productions, 938 Jones St., Bettendorf, Iowa.

Newsman . . . age 30, family, college graduate. Member metropolitan news staff in K.C. Mo. Solid news background plus 3 years newspaper reporting. Write own copy and deliver in authoritative manner. Major market only. Tom Dresselhuys, 6601 Nail Dr., Mission, Kansas, HE 2-6753.

TELEVISION

Help Wanted—Management

Midwest television station, in two-station market, desires account executive. Minimum three years experience. Excellent salary, plus commission. High earning potential. Top technical and production facilities. This is fast operation. You will be fifth salesman. Answer in detail. Box J-216, BROADCASTING.

Announcers

Network affiliated station, southeastern market, has opening for tv announcer with good background as MC. Must also be proficient in news, weather, and editorial writing. Send resume, picture, references and tape. Box J-22, BROADCASTING.

Technical

Probably not many men can meet challenge as head of our engineering department. We're young men on the move and looking for an alert engineer with organization, pride in work, proficiency in engineering and bent for research and construction, capable of contributing ideas. AM-TV-FM, VTR, Micro-wave, General Electric transmitters. Box H-253, BROADCASTING.

Top market station looking for negro personnel experienced in programing and engineering departments, both radio and television. College degree desired. 1st class license required for engineering. Box J-203, BROADCASTING.

Experienced engineer with first phone. Must have good technical background, heavy on maintenance. Good pay and working conditions with a first class operation. Send complete resume listing past positions and references. Hobart Paine, Chief Eng., KOOK TV, Billings, Mont.

Immediate openings for experienced tv engineers in Ampex vtr's, camera, video and maintenance. Please forward resume and references to Mr. Cliff Paul, Tele-PromPTer Corporation, Sands Office center, South Memorial Parkway, Huntsville, Alabama.

Very unusual opportunity for several aggressive and qualified electronics men to own and operate franchised branches of our 17-year-old electronics home-study school. Write for free details. CSOE, Box 10634, Jackson 9, Miss.

TELEVISION

Help Wanted—(Cont'd)

Production—Programing, Others

Top market station looking for negro personnel experienced in programing and engineering departments, both radio and television. College degree desired. 1st class license required for engineering. Box J-204, BROADCASTING.

Operations manager—for NBC station western Great Lakes medium size market. Must be thoroughly knowledgeable director and preferably with on-camera announcing experience. Strong supervisor. Box J-337, BROADCASTING.

Director—to direct live shows at NBC outlet in medium size market in midwest. Must be thoroughly familiar with commercial staging, lighting preferably with TV announcing background. Box J-338, BROADCASTING.

Children's personality—male or female to fill important supporting role in high rated show. Must be able to perform in two or more of the following categories: Singing, dancing, acting, drawing, character roles, puppets, pantomime, magic. Major eastern TV station offers excellent opportunity to work with outstanding children's personality. Good chance for your own show later. Send complete resume and picture. Box J-360, BROADCASTING.

Major eastern market with heavy live schedule including all major sports needs an outstanding experienced director. Must be capable of doing your own planning, producing, thinking and switching. This is no soft touch but the financial rewards are excellent for man who has much to offer. Interviews will be arranged only on the basis of detailed resume. Box J-361, BROADCASTING.

Immediate opening for experienced tv director in Salt Lake market. Call or send resume, references to LaMar Smith KUTV.

Situations Wanted—Management

Major market commercial manager. Excellent sales-management record and references. Want responsible position no flunky. I can straighten out your sales problems. Box J-255, BROADCASTING.

I tripled billings in one year. Experienced radio-TV manager with first phone wants challenging opportunity. Box J-345, BROADCASTING.

Sales

Proven local and regional television sales record and previous other advertising media. Seek opportunity in, or leading to, sales management or national. Box J-331, BROADCASTING.

Announcers

Let me bring my skills and experience to the news beat in your area. Five and one half years in radio and television with commercial and news experience. College background. Interested in on camera news assignment in TV market east of the Mississippi. Send requests for audio tape, picture and resume to Chuck Runyon, 1219 S.E. Riverside, Evansville, Ind.

Announcer—5 years radio/TV, booth, on-camera, news, weather, m.c. Dependable, versatile, northeast. Bill Gallagher, 4096 Garland Dr., Jackson, Mich. 517-787-2498.

Technical

20 years experience—am-fm-tv. Assistant chief, studio supervisor, technical director at commercial and educational stations. Have lectured at college level on technical operations of studio at the latter. Complete experience planning and installation including network. Presently director of engineering at independent tape operation. Equally proficient at desk or with solder gun. Seek position that needs my capabilities. Interview required. Available immediately. Box J-299, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Engineer—Sixteen years radio, six television. Last five transmitter supervisor maximum power vhf. Box J-315, BROADCASTING.

Permanent transmitter job wanted. Experienced transmitter operation, maintenance, construction and installation. Box J-327, BROADCASTING.

Production, Programing & Others

Photographer . . . motion picture and still. Specialty in tv news; also great in studio advertising. Box J-218, BROADCASTING.

Production director . . . fully experienced seeks greater opportunity. College degree in film and television. News and special events a specialty. Will accept assistant directorship. Box J-219, BROADCASTING.

Copywriter, both creative and reliable—seeks money, hard work, a realistic future in sales-oriented tv station. 15 years rich experience throughout the medium; strong on copy. Box J-224, BROADCASTING.

Newsman-news director. Wide experience. Shoots fine camera, edits, writes and airs news. Research and write editorials and documentaries. Widely travelled. Minimum over \$7000. Give particulars. Box J-294, BROADCASTING.

Television sports director available. Complete knowledge of film; authoritative play-by-play; intelligent editorialist. Will create excellent image in sports minded market. Box J-296, BROADCASTING.

Television childrens show personality with proven format. A top rated, easy to sell entertaining show for kids. Available September 1st. Box J-306, BROADCASTING.

News and public affairs addict . . . four years radio, two years tv, strong on documentaries, A. B. Dartmouth, Masters in tv, married, young determined, seeking opportunity. Box J-315, BROADCASTING.

Aggressive broadcaster, 13 years experience all phases, seeks sales-management position small-medium market. Top air personality, writer, production manager. Married. College grad. Could invest. Box J-335, BROADCASTING.

TV director: Sixteen years radio and television. Available immediately for local, sports, net, production company or etv. Mature, creative, family man, college, assistant director CBS originations in news—public affairs, proficient in vtr. live, remote, no mortgage obligations. Resume, photo, references, send sample upon request. Box J-365, BROADCASTING.

Best television director in nation's 28th largest market ready for \$9000 move. Creative, not "just another switcher." Young, family. Wire: Nutter, Tampa.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCASTING.

Wanted used microwave towers to support two 10 foot parabolic antennas. 150 foot self-supporting, 200 and 300 foot guyed models. Box J-103, BROADCASTING.

Want to buy 10 kw—fm model amplifier. State make—model—asking price. Type tubes in final stage. Box J-304, BROADCASTING.

Frequency, modulation and phase monitors, Clark 120 or RCA WX2 field strength meter. Console, turntables, limiter etc. State manufacturer, model condition and price. Box J-350, BROADCASTING.

Disc cutter, commercial recording equip. wanted. Dick O'Brien, 1055 Sherman, Denver, Colorado 80203.

WANTED TO BUY

Equipment

Wanted to buy: Used Gates "yard" console, or equivalent make, in good operating condition, no modifications, also, used console/tee. Chief engineer, KDIA, 327 22nd St., Oakland, Calif.

Automation equipment; recent model only; complete or partial for monaural am; Bill Bigley, KVMA, Magnolia, Arkansas.

For Sale

Equipment

Magnecord P-75 F. T. still new, perfect condition. With transformers. In custom cases. \$475. Box J-326, BROADCASTING.

High and low power units and components for 50 kw transmitter available. 862-207-857B tubes etc. Write your needs to Chief Engineer, Box J-354, BROADCASTING.

Used Tape-A-Thon for sale. Best offer. Contact: Cynamic Broadcasting Inc., Box 860, Pittsburgh 30, Penna.

Webcor Minicorder 4½ pounds, complete fine condition. Cost \$151.00 will sell \$85.00. KROX, Crookston, Minn.

Modulation transformer UTC type 89864, 2KVA, 30-20,000 cps, 12/4 Kohm pri/sec. \$125.00. Tecmar, Box 833, Hawthorne, Calif.

2 DUMONT TV camera chains—TA 124A complete with viewfinders, cable, etc. Consider all offers. Station Manager, Box 7158, Austin 12, Tex.

Used UHF 1 kw RCA Transmitter excellent condition, immediate delivery, a bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

Xmission Line; Teflon insulated, 1½" 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.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

New stock replacement parts for TT-5A transmitter available, also new and used 8D21 tubes, at discounted prices, list available. John Gort, C/E, KDLO-TV, Garden City, South Dakota.

1 Philco TLR-2A fixed television relay system. Operates 6 to 7 kmc. May be used as transmitting terminal, receiver terminal, or relay terminal. Passes NTSC color. Detailed instruction books. Color photographs on request. All plumbing except dishes and antenna. Box J-300, BROADCASTING.

1 ITA fm stereo generator SG-1A. May be used on direct fm, or GE phaseform. \$400.00. Good condition, detailed instruction books. Box J-301, BROADCASTING.

For sale type 5A Federal transmitter. Complete multi-channel, radio telephone transmitter designed for general communications use. 5ks of rf carrier power output. May be modulated 100% on frequencies between 2.5 and 15 mc. Five unit design. Approx. 4000 lb. \$3000.00. Dynavac Laboratories, Inc. 7326 Deering St., Canoga Park, Calif.

Complete Gates RCM20 remote system, including meters, shunts, motors. Good condition. \$500. WAAA, Winston-Salem, N. C.

Recently fully reconditioned RCA 44-BX senior velocity microphone, like new, \$125.00. Contact WBVM, Utica, N. Y.

Complete tv station equipment. Low band equipment operation until a few months ago, now in storage. Consisting of: Transmitter and console, 5 image Orth chains. 20 monitors, 30 power supplies (high and low), sync dist. amps, and many, many other monitors, amps, etc. First \$25,000.00 takes all. Write or wire Dixon Industries, Inc. 118 N. Frederick Avenue, Gaithersburg, Md., HA 7-3966.

For Sale—(Cont'd)

Equipment

1 200' self standing Ideco tower complete. World-Wide-Steeplejacks, 119 W. Walnut, San Diego 3.

3 guyed towers 315' each, complete. Base insulator, beacon & obstruction lights. Write for information. World-Wide-Steeplejacks, 119 W. Walnut, San Diego 3.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Radio stations: Tell the importance of radio with your own monthly newsletter. Personalized with your call letters. A great local promotion, low as \$39.50 monthly. Write "Radio Reports Newsletter," 1186 Arlington Lane, San Jose 29, Calif.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Typing at Liberty? An impressive letter is your intro to a prospective employer. Perfect, first-copy cover letters to accompany your resume by the best darned typist in NYC. Let Jen do it! OR 3-6943 Box J-349, BROADCASTING.

Attractive brunette, NBC liked my singing. Andre's 1959, planned to bring auditioners. Please call 516-PY 6-1016.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC 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 FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, 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.

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.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

INSTRUCTIONS—(Cont'd)

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 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

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. For free brochure write: Dept. 3-F 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.

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

SALES MANAGER WANTED

A PROFESSIONAL MID-WESTERN RADIO STATION WILL INTERVIEW APPLICANTS FOR THE POSITION AS SALES MANAGER AND EXECUTIVE ASSISTANT TO THE PRESIDENT. THE MAN WILL HAVE HAD EXPERIENCE IN MULTIPLE STATION MARKETS AS A STATION MANAGER OR AS SALES MANAGER. HE WILL BE A PROVEN LEADER AND SALESMAN. COMPENSATION AND POSSIBILITY OF STOCK OWNERSHIP WILL BE DISCUSSED. SEND CREDENTIALS AND DETAILS IN FIRST LETTER. ALL CORRESPONDENCE WILL BE TREATED CONFIDENTIALLY.
BOX J-257 BROADCASTING.

Help Wanted—Announcers

Network O & O

in major market offers challenge, hard work, little pay, great opportunity to start with new all-talk format. Send resume, tape, to
BOX J-230, BROADCASTING.

Help Wanted

Production—Programing, Others

NEWSMAN

Responsible midwest network affiliate in metropolitan market seeking experienced professional newsmen for important staff position. Strong air delivery necessary. Photograph, tape, resume, and salary requirements.

Box J-284, BROADCASTING.

SITUATIONS WANTED

Announcers

RADIO PERSONALITY

MORNING MAN—On Camera TV Announcer. 10 years experience all phases of Radio and TV announcing. AB Degree, sober, now employed, free to relocate. All replies answered. Tapes, audio and video available on request.

Box J-340, BROADCASTING.

TELEVISION

HELP WANTED

Technical

TELEVISION CHIEF

ENGINEER

Group operation of TV and radio has opening for highly qualified man at major market VHF. Apply in confidence. D. H. Smith, P. O. B. 10, Albany, N. N. Y.

For Sale

Equipment

**NEED 'EM
YESTERDAY?**

Get same day shipment on Fidelipac tape cartridges and re-loading service.

GUARANTEED LOWEST PRICES

Try us! Send this coupon with your order now and get postage paid!

SPARTA ELECTRONIC CORPORATION

6450 FREEPORT BOULEVARD
SACRAMENTO 22, CALIFORNIA
GA 1-2070



USED TRANSMITTERS IN STOCK

- 1—Western Electric 405-B2 5 kw AM Frequency 620 kc Price \$2,500.00
- 1—Western Electric 405-B2 5 kw AM Frequency 930 kc Price \$2,500.00
- 4—Gates BC-250C1 250 watt AM Transmitters Choice—\$375.00 each
- 3—Ratheon RA-250 250 watt AM Transmitters Choice—\$350.00 each

Priced—as is, f.o.b. Quincy, Ill. Includes domestic packing. Terms—cash.

Contact Gene Edwards, Gates Radio Quincy, Illinois. Phone 222-8202, AC217.

WANTED TO BUY

Stations

OWNERSHIP OR ACTIVE CONTROL
Station within 100 miles New York City. Financially responsible broadcasters seek to acquire another property. Small or large, am or fm, winner or loser, all considered. Confidence assured.
BOX J-184, BROADCASTING.

Miscellaneous

TONIGHT

DON'T MISS

CLARK KENT AND HELEN TRENT
in . . .

MY FINGER'S BENT . . .

A horse planned to be in the big race, but gets poison ivy and has to be scratched. For 50 hilariously funny LATE SHOWS, send \$1 to . . . E-H PROD . . . BOX 39 . . . Boston 32, Mass.

Stations

For Sale

CONN. RADIO STATION

for sale. Excellent low frequency, daytimer with wide coverage. City population 30,000 and 269,000 within 2.0 mv/m contour. Answer only if financially qualified.
Box J-368 BROADCASTING.

FOR SALE

MAJOR SOUTHERN MARKET AM
high power facility
minimum cash—extended terms
to properly qualified purchaser
Box J-298, BROADCASTING.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Appraisals Management Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

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 56, TEXAS

STATIONS FOR SALE

ROCKY MOUNTAIN. Exclusive. Fulltime. Gross exceeds \$90,000. Priced at \$125,000. 29% down.
NEW ENGLAND. Exclusive. Fulltime. Priced at \$125,000. 29% down.
JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 105

ant.) and installation of aux. trans. at main trans. site.

KYTV(TV) Springfield, Mo.—Granted license covering changes (main trans. and ant.).

WRBL-TV Columbus, Ga.—Granted license covering changes.

KTWO-TV Casper, Wyo.—Granted license covering installation of aux. trans. at main trans. site.

KPAR-TV Sweetwater, Tex.—Granted license covering changes.

KMID-TV Midland, Tex.—Granted license covering changes.

WWLP(TV) Springfield, Mass.—Granted license covering installation of aux. final amplifier at main trans. site.

KPAC-TV Port Arthur, Tex.—Granted license covering aux. ant. facilities at main trans. site.

WLOE-FM Leaksville, N. C.—Granted CP to install new trans. and ant.

***WPHS(FM) Warren, Mich.**—Granted mod. of CP to change type trans. and type ant.

WHHY-FM Montgomery, Ala.—Granted mod. of CP to change type trans. and type ant. and ant.-trans. location; decrease ant. height to 120 feet; remote control permitted.

KGMI-FM Bellingham, Wash.—Granted mod. of CP to increase ERP to 16.5 kw and specify studio site; remote control permitted.

***WPHS(FM) Warren, Mich.**—Granted extension of completion date to Dec. 3.

WJAR-TV Providence, R. I.—Granted CP to change frequency control equipment and trans. power output (main trans. and ant.) to provide precise offset operation with WTEN Vail Mills, N. Y.

Actions of July 18

KELP-TV El Paso—Granted license covering changes; redescribe trans. location as Comanche Peak, El Paso; ERP 209 kw vis., and 117 kw aur.; and ant. height 820 feet.

KOLD-TV Tucson, Ariz.—Granted license covering changes (main trans. and ant.).

KOCO-TV Enid, Okla.—Granted license covering changes.

KLCB Libby, Mont.—Granted authority to operate 1:00 p.m. to 7:00 p.m., Monday through Saturday, and 9:00 a.m. to 6:00 p.m., Sundays, for period ending Oct. 15.

K13EW Buena Vista, Salida and Poncha Springs, all Colorado—Reconsidered and set aside June 28 action granting license for VHF TV translator station.

W04AE Herkimer, N. Y.—Granted mod. of CP to change trans. location to 0.35 mile from present site for VHF TV translator station.

WPDR Portage, Wis.—Granted request and cancelled CP and mod. of CP to increase power.

Actions of July 17

KBAK-TV Bakersfield, Calif.—Granted licenses covering changes and redescribe trans. location as Breckenridge Mountain, Bakersfield (main trans. and ant.) and specify studio location, and use of old main trans. and ant. as aux. trans. and ant.

KOVR(TV) Stockton, Calif.—Granted licenses covering changes (main trans. and alternate driver and main ant.) and installation of aux. ant. system at main trans. site.

K02XHQ Newport, Ore., and various locations in continental U.S.—Granted CP to replace expired permit for new experimental UHF TV station.

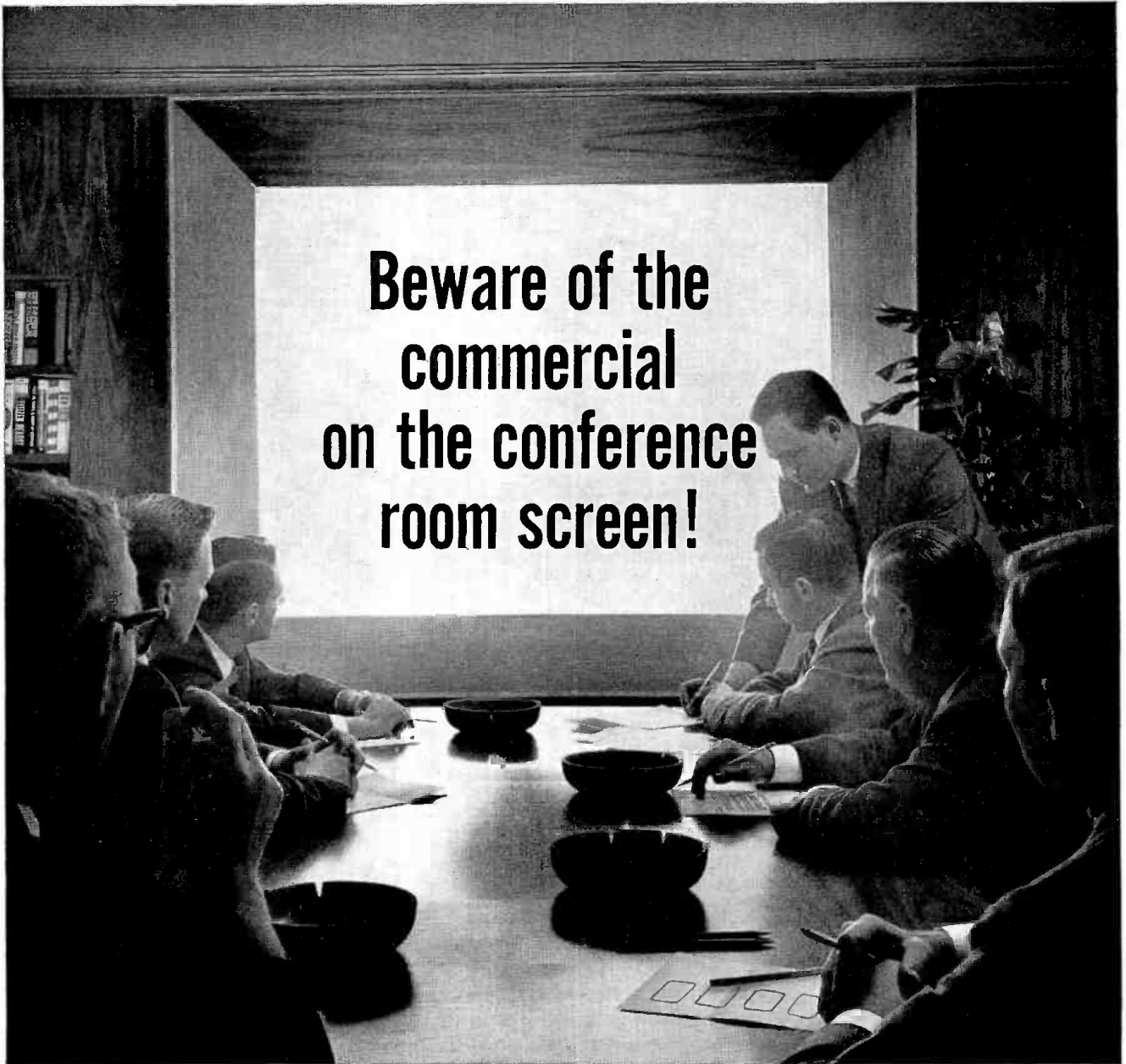
KOKA Shreveport, La.—Granted authority to operate sign-off at 9 p.m. for period ending Oct. 12.

For Sale

Stations—(Cont'd)

And others.				
Fla.	single	daytime	\$ 70M	terms
N.Y.	single	daytime	125M	36M
Vt.	small	fulltime	100M	29%
Ill.	small	daytime	97M	29%
Ga.	medium	daytime	95M	SOLD
Mass.	medium	regional	185M	29%
Pa.	metro	daytime	155M	25M
S.W.	large	FM	75M	29%

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.



Beware of the commercial on the conference room screen!

TV viewers see it on a tube—where today's best-selling pictures come from SCOTCH® BRAND Video Tape

On a movie screen your commercial may rate Oscars; but on the family tv it can lay there like cold popcorn. Trouble is, home audiences don't view it theatre-style. It reaches them (if at all) on a tv tube. And the optical-electronic translation loses sharpness, presence, tone scale gradations, and picture size.

On the other hand: put your commercial on "SCOTCH" BRAND Video Tape, view it on a tv monitor, and see what the customer sees—an original, crystal-clear picture with the authentic "it's happening now" look of

tape. No second-hand images, no translation, no picture cropping. Video tape is completely compatible with your target: America's tv set in the living room.

Proof of the picture's in the viewing! Take one of your filmed commercials to a tv station or tape production house and view it on a tv monitor, side-by-side with a video tape. You'll see at once why today's best-selling pictures come from "SCOTCH" Video Tape.

Other advantages with "SCOTCH" Video Tape: push-button speed in creating unlimited special effects, immediate playback, and no processing wait for either black-and-white or color. For a free brochure "Techniques of Editing Video Tape", write 3M Magnetic Products Division, Dept. MBX-73, St. Paul 19, Minn.



"SCOTCH" IS A REGISTERED TRADEMARK OF MINNESOTA MINING AND MANUFACTURING CO., ST. PAUL 19, MINN.
EXPORT: 99 PARK AVE., NEW YORK, CANADA: LONDON, ONTARIO © 1963, 3M CO.

Magnetic Products Division **3M**
COMPANY

OUR RESPECTS to Richard Warren Dinsmore

From staff musician to global salesman

"From now on, any television production company that doesn't think about the foreign market is out of its mind," Richard Dinsmore, vice president and general manager of Desilu Sales, said last week. Just back from a five-week round-the-world trip on which he visited 11 countries and sold some \$875,000 worth of Desilu programs, Mr. Dinsmore said that foreign sales now account for 60% of the company's business, which is expected to gross between \$5 million and \$7 million this year. "And it's going to be even more important," he added.

"There are lots of problems in selling programs abroad," Mr. Dinsmore noted. "In most places you're selling to government buyers with fixed budgets and quotas for the amount of foreign programming they can buy. Only in Australia and Japan does the advertiser or advertising agency have a voice in program buying."

Everyone Wants Entertainment ■ The most popular U. S. TV shows abroad are pure entertainment with an emphasis on action rather than words. "Everybody enjoys slapstick," Mr. Dinsmore commented, "and that's why *Lucy* was able to command the highest price ever paid for a half-hour TV series in Japan and that's also true in Australia."

"There's a universal appeal in a circus and we're having no trouble in lining up foreign broadcasts for *The Greatest Show on Earth*. Cops-and-robbers is another theme with worldwide appeal and *The Untouchables* is doing great business abroad. Wartime action is sure fire; *Combat*—to mention a series we don't handle but I wish we did—is big in all markets, even West Germany."

Richard Warren Dinsmore was born May 19, 1916, in Tarrytown, N. Y. His father was a music teacher and Dick's musical education started almost before he was out of his playpen. As a teenager he was so proficient on the oboe, clarinet and saxophone that he spent three summers at the Eastern Music Camp at Waterville, Me., on scholarships. After high school he entered the Eastman School of Music in Rochester, N. Y., where Mitch Miller was a fellow student.

A Start At NBC ■ Eager to stop studying and get into the real world of music, Dick left Eastman after three years and went to New York City, where he worked as an NBC page while waiting for his card from the musicians' union. Then he became an NBC musician and, intrigued by recording, wangled a transfer to the network's transcription service, NBC Thesaurus,

where he had his own recording group, "Men of Note."

Dick wanted to do modern arrangements, a desire not shared by Oscar Turner, then program director of Thesaurus, who could see no value in a recording group made up of one clarinet, two guitars and a six-voice male chorus. Dick realized he was fighting a losing battle—so he became a producer and script writer for Thesaurus and produced recordings with Xavier Cugat, Sammy Kaye, Shep Fields and other popular bands of that time.

With America's entry into World War II, Dick joined the Merchant Marine, serving in the North Atlantic from February 1942 to the invasion of Normandy and then in the Pacific until war's end. He returned to New York, but one January Friday he looked out at a bleak gray sky slashed by hard-driven snow and realized this was not where he wanted to spend the rest of his life. Monday morning found him in San Francisco and before that week was out he was part owner of a recording firm, Sound Recorders. "I was a partner, a producer and, for the first time in my life, a salesman," Dick recalled.

Radio Tape To Live TV ■ Sound Recorders flourished, producing commercials and recording network programs like the Bing Crosby show, with which they moved from acetate discs to tape recording. When television hit San Francisco, Dick put together a show featuring Alvin Rey, got the San Francisco Ford dealers to sponsor it on KRON-TV and within six months it was

the top rated TV program in the city.

With this start, Dick was off and running in television. He joined forces with Lee Giroux and soon they had 17 shows a week on the air. "We had our own building, our own art staff; everything was great. Then the TV films came along and the roof fell in. All of our shows were live; \$1,000 a week was our minimum; we couldn't compete with the filmed shows on price. Soon we were down to six shows a week, which didn't even pay the overhead."

Live To Film ■ Dick wanted to stay in television, but the days of local live production had ended and he wasn't sure where else he might fit in. One day he bumped into an acquaintance from Rochester, John Mitchell, sales head of Screen Gems. He was looking for a western sales manager and did Dick have any suggestions. Dick gave him some names, but a few days later Mr. Mitchell called to say he'd interviewed them but wasn't quite satisfied and would Dick consider taking the job himself. Dick would and for 10 years he spent most of his time on the road, selling Screen Gems programs to stations and local and regional advertisers.

"Ralph Cohn [Screen Gems president] was a great man," Mr. Dinsmore said, "and I greatly admired and respected him. He foresaw the foreign market for TV films long before anyone else. And he kept Screen Gems as an autonomous operation, apart from the parent company, Columbia Pictures. But after his death things changed and I wanted out."

Screen Gems To Desilu ■ In November 1961 Mr. Dinsmore went to New York and arranged a release from his contract, which still had more than two years to run. On his return to Los Angeles he recalled hearing that Desilu was thinking of setting up its own syndication division. He called Edwin Holley, administrative vice president, and within a few days they put a deal together. Desilu Sales was formed in December and before the end of January Dick was on his first trip abroad for Desilu. In the first six months of operation, Desilu Sales sold more than \$3 million worth of programs.

Dick Dinsmore married Bette Kearney, a Rochester girl, in 1938. They have two children, Richard Jr., 21, a student at the University of San Francisco, and Matthew, 8. Dick swims regularly, plays golf when he has the opportunity, and hopes that the day of the supersonic jet will soon be here, to cut the time of global travel and give him more time at home.



Mr. Dinsmore

FM for forward motion

THE promising developments in FM broadcasting, reported in detail elsewhere in this issue, provide another indication of the vitality of the private enterprise system in broadcasting. Against appalling odds, including hot-and-cold rulings by the government and the coincidental arrival of television when FM was just getting its start, FM has survived and is giving signs of growing into a major communications medium.

The ambitious research project to be undertaken by the National Association of FM Broadcasters ought to be of significant assistance. One of FM's biggest problems has been the lack of statistics to measure its effects. Now if the FCC will just stick with its new FM rules long enough to let the medium grow naturally, the curves of audience and revenue ought to start taking off.

Back to motherhood and flag

ALL signs point toward the adoption by the House of some kind of amendment to the Communications Act that will deprive broadcasters of still another measure of editorial freedom.

The prevailing mood of the House commerce subcommittee, which is engaged in an inquiry into broadcast editorializing, is evident: The members want, at the very least, a guarantee of immediate access to camera and microphone if any station dares to criticize them. Some want to outlaw editorializing altogether, no doubt in the belief that their job security depends upon the silence of broadcasters and the ignorance of the electorate.

Whatever form the legislation ultimately takes, it is certain to be an extension of the "fairness" doctrine that the FCC invented in 1949 to justify its reversal of policy on broadcast editorializing. In its Mayflower decision of 1941 the commission had decided that broadcasters, alone among all the communicators in the country, lacked the constitutional right of free speech. Eight years later it changed its mind, but in reversing its Mayflower policy that had prohibited editorializing, the FCC said that broadcasters were obliged to be "fair" and to affirmatively solicit—and broadcast—opposing opinions.

The fairness doctrine acquired statutory recognition in 1959 when the Congress was considering a liberalization of Section 315, the political broadcasting law that was originally written from the same motives that are now behind the House drive for editorial control. The idiocy of that section had become apparent when Lar Daly, a Chicago political freak, discovered how to use the equal-time provisions of the section to gain exposure on all Chicago stations and finally on a national television network.

The Congress reluctantly voted to exempt news broadcasts from Section 315, but it insisted on tying to that exemption the admonition that it did not relieve broadcasters of the obligation to provide opportunity for the presentation of conflicting political views. Thus "fairness" was elevated to the status of law.

However attractive the principle of fairness sounds when discussed in the abstract, it is difficult if not impossible to apply in practice. What is fair to one may be unfair to another. As we have said before, a decision on fairness by the FCC represents nothing more than a coincidence of prejudices among a majority of commissioners. The same can be said of any body that is given the hopeless task of deciding whether a broadcast has been "fair."

Fairness, we suggest, is merely the announced objective of congressmen who now want to write a law controlling broadcast editorializing. The true goal is the destruction of

editorializing and the weakening of broadcast journalism in general. Many politicians are horrified by the portents of a maturing corps of radio and television newsmen who have both the competence and the courage to follow stories past the barriers that office-holders hide behind.

Regrettably, the case that broadcasters have so far presented in opposition to the proposals in the House gives little comfort to those who believe in broadcast freedom. Some witnesses have succeeded only in confirming fears that a tinge of irresponsibility runs through broadcast journalism. Others have endorsed the fairness principle as a protector of the public weal. None has given the more thoughtful members of the House a strong reason to oppose the move toward editorial regulation.

There may still be a chance to head off legislation in the Senate. If that chance is bobbed too, the matter may eventually be rectified in the courts on the First Amendment issue. A court test will take place, of course, only if some broadcaster is willing to lay his license on the line.

Double knockout?

FLOYD PATTERSON may not have been the only casualty of last week's heavyweight championship fight. It could be that theater television took the full count too.

In the past 10 months theater TV patrons have paid a total of \$3,255,000 to witness two Liston-Patterson encounters. They have seen less than four-and-one-half minutes of action.

Radio and television developed the public's taste for professional fights and for professional sports in general. The public obviously would prefer to witness these events at home without paying through the nose at the boxoffice and without the burden of battling traffic and getting parked.

The sports industry, being private enterprise for profit, can and does peddle its flesh as it pleases. The motive is purely mercenary. Thus the promoters abandoned the highly profitable sponsorship of championship fights on free TV for the ostensibly more profitable closed circuit theater TV, with utter disdain of public preference.

As a result of the Liston-Patterson brief encounters the public may sour on theater TV and stay away in droves from the next spectacular.

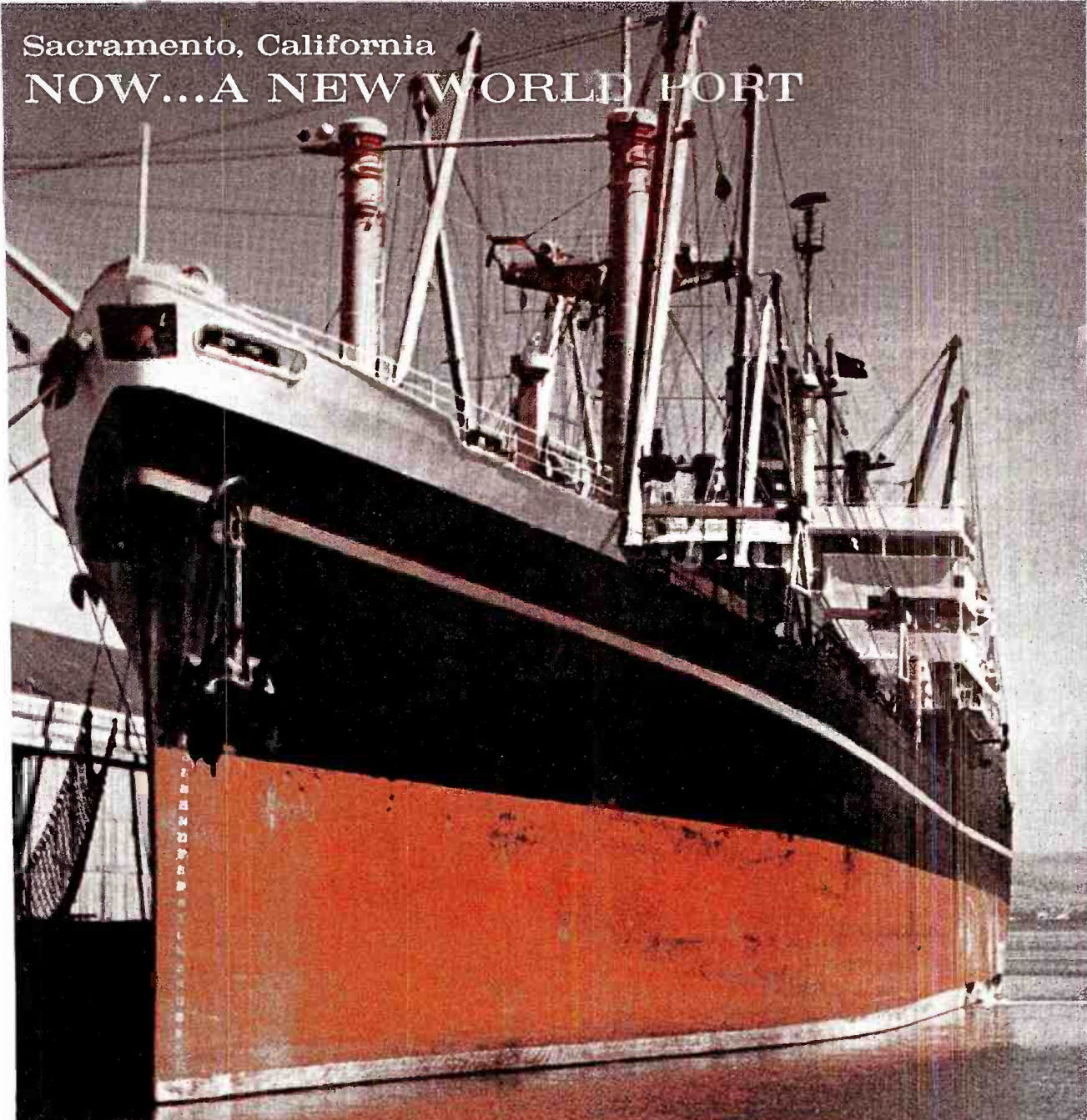
The public will make the decision. That is the way public interest should work.



Sid Hix

Drawn for BROADCASTING by Sid Hix
 "If you yell 'Wow, it doesn't taste like tomato juice' just once more . . . out you go!"

Sacramento, California
NOW...A NEW WORLD PORT



and **BEELINE RADIO KFBK** is the way
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Prosperous Sacramento has just opened its new \$55 million port and will now more than ever contribute to California's fabulous growth. Smart advertisers know that Beeline Radio KFBK is the effective way to cover the expanding Sacramento Market. And KFBK is only one of four Beeline stations - the key to California's rich inland valley and Western Nevada.



McCLATCHY BROADCASTING COMPANY

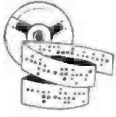
Delivers more for the money in inland California and Western Nevada

PAUL H. RATMER CO. • NATIONAL REPRESENTATIVE



new need...new breed

The future agency use of computers demands a NEW BREED of salesman. At RKO General, the future is already here



DATA PROCESSING: Your RKO General sales executives have been using electronic data processing techniques for some time. Their familiarity with the capabilities and limitations of these machines allows them to allocate time with greater efficiency... to concentrate on new ideas and new approaches to benefit their advertisers.



EXPERIENCE: The men who make up RKO General's NEW BREED are sales executives who have worked at the local level and have personally witnessed the power of radio and television to move merchandise off the shelves and into the shopping carts.



CREATIVITY: The RKO General sales executive is constantly striving for better ways of selling merchandise and services via broadcasting. Many of his stations' innovations, such as weekly movie spectaculars, feature films in prime time or, talk-radio have "set the standards."



RESEARCH: The RKO General sales executives' knowledge of media and marketing, supported by sales-oriented researchers, enables them to suggest how advertisers can best use available data or collect new customer-oriented research.

RKO General Broadcasting/National Sales: NEW YORK LO 4-8000
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FM Boston • CKLW AM/FM/TV Detroit-Windsor • KFRC AM/FM San Francisco •
WGMS AM/FM Washington, D.C. • WHBQ AM/TV Memphis • and The Yankee Network

