



BROADCASTING

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AND RADIO

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Maxwell AFB Ala

NEWSPAPER

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3F 100
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MAY 64 CIN

SEPTEMBER 23, 1963

More broadcasters shared in TV's biggest pot in '62, FCC report shows 35

Unpopularity of commission's AM allocation plan shows up in comments 60

Detroit methodology research may take ARB into radio measurements 40

Broadcasters appear on Capitol Hill with request for FCC clarification 68

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EDWARD PETRY & COMPANY, INC.

CONGRATULATES

WTAR

NORFOLK-NEWPORT NEWS, VA.

"The Voice of Tidewater"



ON

40

YEARS

OF PROGRESSIVE BROADCASTING

**PEOPLE
FORM
HABITS**



**VIEWING KVTV, CHANNEL 9, IS JUST ABOUT
EVERYONE'S HABIT IN THE SIOUX CITY MARKET**

... and for good reason, too. KVTV, Channel 9, became Sioux City's first television station over ten years ago and has stayed at the top ever since. How? The formula is simple. Start with the red hot CBS-TV Network, add complete and penetrating local and regional news coverage, and top-rated local-live programming. Then mix in complete, personal support of every worthwhile civic project ... and you have a leader. That's what KVTV, Channel 9, is in Sioux City and Siouxland. Acquire the KVTV habit ... buy KVTV, Channel 9, for penetrating coverage of the booming Siouxland market ... *POPULATION 766,300.

*Source-Sales Management, Survey of Buying Power — 1963.

SEE YOUR KATZ MAN



KVTV

**CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC**



**PEOPLES
BROADCASTING CORPORATION**

KVTV	Sioux City, Iowa
WNAX	Yankton, South Dakota
WGAR	Cleveland, Ohio
WRFD	Columbus, Ohio

**Chuck Dressen
always manages
to see the
COLUMBIA
features
on WXYZ-TV!**



The COLUMBIA features can be currently seen in more than 140 markets

Distributed exclusively by

SCREEN & GEMS, INC.



Value of
farm products sold
\$497,276,000

MULTI-CITY TV MARKET

MR. CHANNEL 8
316,000 WATTS

The WGAL-TV market is consistently prosperous. Its agricultural industry, thanks to today's modern equipment and scientific advances, is a very important facet of its stability.

53,636 farms sell crops worth \$129,765,000 . . . dairy products \$164,595,000 . . . poultry and end products \$101,416,000 . . . livestock and end products \$101,506,000

Reach and sell the great WGAL-TV market where Channel 8 is more effective than any other station, has more viewers than all others combined.*

*Statistics based on ARB data and subject to qualifications issued by that company, available upon request.

Market figures: latest U.S. Census

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

Range or rating?

Question of whether ratings should be reported in "ranges" or in "precise" figures is still up in air at National Association of Broadcasters Rating Council. Ruth Jones of J. Walter Thompson Co., who heads broadcast media committee of American Association of Advertising Agencies, has voiced concern at council's "reluctance" to endorse range concept, feels council didn't consider question thoroughly. In letter to Donald H. McGannon of Westinghouse Broadcasting, chairman of council and of NAB research committee, Miss Jones reviewed arguments for range reporting—including belief it would promote stability of spot advertising campaigns and encourage program experimentation—and expressed hope council will discuss subject "very thoroughly" before decision is reached.

Opposition to range concept appears based on both technical and practical grounds. Some researchers say it is not feasible statistically. Other opponents argue that buyers would use ranges to get averages anyway. Yet Advertising Research Foundation was cited by Miss Jones among range advocates, along with Radio Advertising Bureau, Television Bureau of Advertising, "many" agencies, broadcasters and others. Mr. McGannon meanwhile makes clear whole question is still under study by Rating Council and appropriate subcommittees.

Yes and no

FCC is expected to tell CBS-TV this week that fairness doctrine applies to dramatic productions—but only if clear intent to propagandize is involved. This answer, commission hopes, will leave door open to application of fairness doctrine in extreme cases—without at same time discouraging production of provocative drama. Question arose after National Association of Claimants Counsel of America complained about CBS-TV program dealing with fraudulent auto injury claims (BROADCASTING, Sept. 16). CBS-TV, in replying to notification of complaint, argued fairness doctrine doesn't apply to dramatic works. Commission won't accept this sweeping statement, on ground drama has, throughout history, been used as vehicle for propaganda. But most commissioners, at least, are fearful that literal application of fairness doctrine to all TV drama expressing point of view would mean extinction of that kind of show.

There is further indication of ging-

CLOSED CIRCUIT®

erly approach commission is taking to question. Commission, reportedly, will hold that drama NACCA complained of, "Smash-up," does not raise fairness doctrine issue.

Network day

FCC has scheduled Monday, Oct. 28, for special meeting to consider report prepared by Ashbrook Bryant, chief of its network study staff, that would prohibit television networks from controlling more than 50% of their prime time programing and exclude them from syndication operations. FCC decided last week matter was too complicated to be considered at regular meeting. Earliest date on which all seven members can attend proved to be the last Monday in October.

Goal of the codes

If LeRoy Collins, president of National Association of Broadcasters, has his way, clear policies on contents and enforcement of TV and radio codes will be hammered out at meetings next week of TV code board (Sept. 30) and radio code board (Oct. 4). Governor Collins's ideas have clashed with those of key board members. Hope is that all can settle on future policies next week.

Governor Collins is prepared to tell both boards that policy questions must be resolved before appointment of successor to Robert D. Swezey who resigned his \$40,000 job as code authority director effective Oct. 15 but has agreed to stay on at Governor Collins's pleasure. Once direction has been established for codes to go, it'll then be time to find right man to run them. That's NAB president's current thinking, and he has authority to name anyone he wants to head codes.

In and out

J. W. (Bill) Knodel, co-founder with Lewis H. Avery of Avery-Knodel Inc., radio and TV station representative, is now in full control of company. He's quietly bought back all of Mr. Avery's stock. Mr. Avery left year ago and is now executive vice president and part owner of KYA San Francisco. Mr. Knodel, now president of rep firm (which will keep "Avery-Knodel" name), is advising clients that firm added \$2 million in billings through new representation deals in past year.

News note

In tempo with expanding journalistic trend WGN Inc. will establish Washington bureau effective January 1. Ward L. Quaal, executive vice president and general manager, will launch bureau with initial staff of four to cover area news for WGN-AM-TV Chicago and KDAL-AM-TV Duluth. Robert Foster, who heads WGN's Springfield, Ill., bureau, will be shifted to Washington as bureau chief. Bureau will have no connection with newspaper operations of *Chicago Tribune*, parent of WGN Inc.

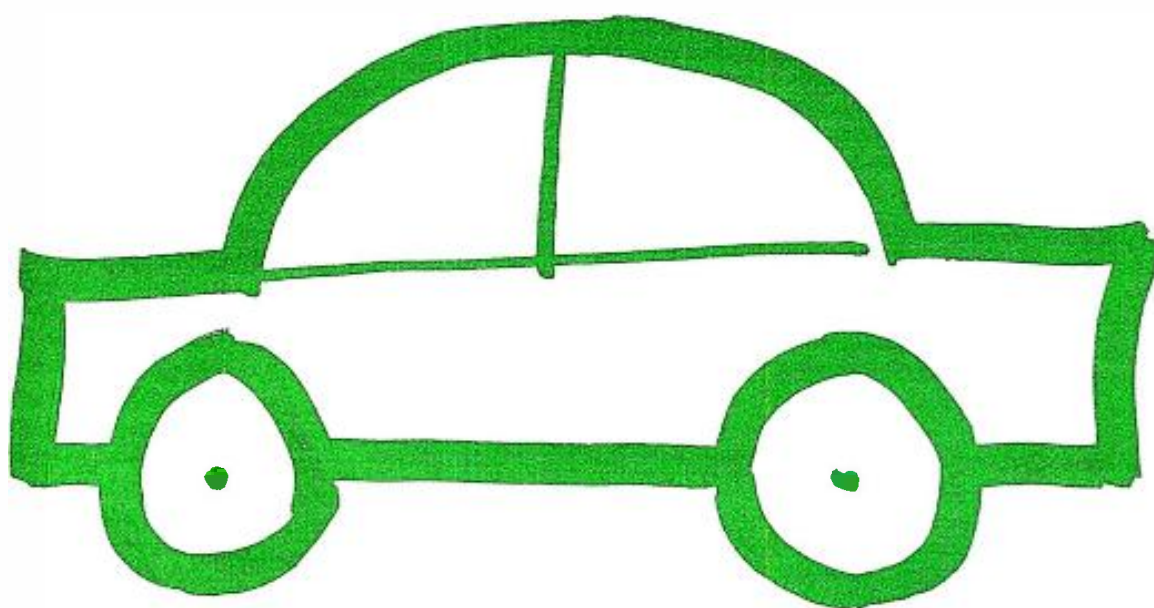
Hot half-hour

CBS's wCBS-TV New York is reported to be blueprinting ambitious project in public affairs—weekly, half-hour documentary to be presented in prime time. Start of this undertaking hopefully will be later this year, following completion of expansion of station's news staff, which will include more than 50 persons and five outside crews. It's understood new local program will preempt CBS-TV network's *Matt Dillon*, rerun version of *Gunsmoke*, fed on network basis Tuesdays at 7:30-8 p.m.

All-purpose lunch

Community antenna operations and related matters were discussed informally at unpublicized luncheon meeting of broadcasters, CATV operators and FCC officials in Washington last Friday. Attending for FCC: Chairman E. William Henry, Commissioners Fred Ford and Ken Cox and Broadcast Bureau Chief James Sheridan. Others present included G. Richard Shafto, wIS-TV Columbia, S.C.; Ward L. Quaal, WGN Inc., Chicago; J. Leonard Reinsch and Marcus Bartlett, Cox Stations, Atlanta; John F. Dille, wsJV(TV) Elkhart-South Bend, Ind.; Harry C. Butcher, Santa Barbara CATV franchise holder and former station owner, and Archie Taylor, CATV operator, Missoula, Mont., and board member of National Community Television Association.

Another major radio-TV station group — Meredith Broadcasting — is planning entry in fast growing CATV field. Negotiations are currently underway for acquisition of half-interest in joint venture with Jerrold in CATV projects now being installed in three Florida communities — Melbourne, Eau Gallie and Ormond Beach.



Acquisitives*... Ride Better in Cleveland

One out of every six households in Cleveland purchased a new car last year. That's why WJW-TV is programmed for acquisitives... the people with money to buy.

*Acquis'-i-tive—given to desire, to buy and own.

LOS ANGELES KCBS	PHILADELPHIA WIBG	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
NEW YORK WJHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

ACQUISITIVES WATCH

WJW-TV

WEEK IN BRIEF

Television revenues continue their climb, going 12.7% over 1961. Everyone shows healthy profit gain with \$74.4 million more in the till, before taxes, than preceding year. UHF cheeks have new bloom. See . . .

TV'S BIGGEST YEAR . . . 35

American Research Bureau may be checking radio audience diaries next spring. Methodology research on such tests is forthcoming in Detroit study, which is being underwritten by RKO General. See . . .

ARB TO RADIO MEASUREMENT . . . 40

Sindlinger plans to add local radio reports to its network studies. Buying plans, other media will be included in new measurement service which will cover 67 major markets. Detroit is first on list. See . . .

LOCAL RADIO REPORTS . . . 44

Admen get definition of a creative person and what makes him that way at American Association of Advertising Agencies' Western region meeting. New thinking in research at McCann-Erickson is outlined. See . . .

THE CREATIVE MIND . . . 48

As 1963-1964 season gets underway, ABC-TV officials appear well pleased with first ratings. Trendex overnight reports give network-by-network comparisons through last Wednesday. See . . .

ABC-TV HOPES BUOYED . . . 74-D

Nearly \$853 million in gross time billings was recorded during first six months of 1963 for spot and network TV. That's word today (Monday) from Television Bureau of Advertising. See . . .

TV BILLINGS REACH NEW HIGH . . . 52

Transcontinent Television Corp. has sent the FCC its request for approval of the largest sale of broadcast stations. All of its properties, except its Cleveland stations, are being purchased by three groups for \$38.5 million. See . . .

TRANSCONTINENT IN FCC HANDS . . . 74-B

Richardson tells Radio Advertising Bureau management conference broadcasters can stay out of the federal soup by hiring an expert if stations want to promote and advertise ratings claims. See . . .

HOW FAR RATINGS VALIDATION? . . . 54

Commission's plans to overhaul AM allocations policy and provide integrated AM-FM service find little support from broadcasters. Competition, engineering requirements thought by many to be industry's best answers. See . . .

LITTLE BIRTH CONTROL SUPPORT . . . 60

Capitol Hill resounds with pleas from broadcasters for clarity on FCC doctrines. Editorializing hearing witnesses get assurance from Representative Rogers that no ban on editorials is intended. See . . .

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WHAT YOU DON'T KNOW ABOUT THE WSMpire MAY HURT YOU

PROF. LEN HENSEL explains why_____

What if you had never heard of the WSMpire, a bustling place of 161 counties in 8 states?

What if you had never taken the trouble to find out that some 4,999,500 people live here, about 1,304,800 of them on farms?

What if you didn't know that these people earn a cool \$6.9 billion a year and plow back \$1.1 billion for food?

Imagine not knowing you can cover the

whole thing with one, and only one, radio station . . . a station with more *listeners* every week than all other Nashville stations combined!

If you didn't know all this you'd probably overlook the WSMpire. Like we said in the headline, what you don't know won't hurt you . . . until your competitor learns it. And we're trying to teach everybody.

If you've forgotten these or if you need additional facts, call your **CHRISTAL MAN** or Prof. Len Hensel at WSM.

the WSMpire



WSM
CLEAR CHANNEL 650

OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY

FCC says its within rights on fairness

HARRIS, ANELLO TOLD NO NEW POLICY SET ON JULY 26

FCC is holding fast to contention that it has authority to examine content of individual programs to determine whether requirements of fairness doctrine are being met. Commission has also rejected argument that its controversial July 26 statement on fairness doctrine sets forth new policy.

Agency's views were expressed in letters to Chairman Oren Harris (D-Ark.) of House Commerce Committee and Douglas Anello, general counsel of National Association of Broadcasters. Letters were released Friday (Sept. 20).

FCC Chairman E. William Henry personally delivered commission's letter to Representative Harris at latter's Capitol Hill office.

In both letters, commission said it would invite NAB and other groups to assist agency in its current study of how fairness doctrine policy might be clarified.

Representative Harris had contended that if commission applies doctrine to individual programs it will "inject" itself into programing on day-to-day basis which, he said, would be contrary to policy of Communications Act.

Commission, however, said it is required by law to determine whether fairness standard is being met. To make this determination, agency said, "it may be necessary" to consider content of individual program.

Furthermore, commission said, it allows licensee "considerable discretion" in meeting fairness doctrine standard, and it "reviews only to determine if he has acted reasonably." Commission said history of application of "reasonableness standards" demonstrates that it "does not result in improper interference" with operation of day-to-day programing.

Act Supports Ruling ■ Commission agreed that determination of whether licensee is broadcasting in public interests should be made at renewal time. But it said Communications Act imposes fairness obligation on broadcasters in presentation of controversial issues.

Withholding action on complaints until station's license is up for renewal would not be fair, commission said, to licensee, who might feel himself "ambushed" by having to answer unfairness charge made months previously; to public, which "must be given the opportunity of hearing contrasting viewpoints"; and to political candidates

whose backers might otherwise be deprived of opportunity to reply to attacks by stations.

Anello's View ■ Mr. Anello had contended July 26 statement extended fairness doctrine in stating that broadcasters must make transcripts of programs to person or groups attacked and offer time for reply, regardless of whether station was personally involved in attack (BROADCASTING, Sept. 2).

Commission, in its reply, noted that its 1949 editorializing report said that personal involvement of group or person attacked should be considered by station in determining how to afford time for reply to controversial program.

Commission added that licensee is responsible for whatever is broadcast over his station. Therefore, agency said, licensee must be aware of whether program contains attack, even if station isn't personally involved.

MAN WITH ANSWERS

Clarifying FCC fairness policy may be Henry's task

FCC Chairman E. William Henry probably will be called back to explain commission's controversial statement on fairness, Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee, said Friday (Sept. 20).

Wrapping up last week's hearing on broadcast editorializing (see page 68), Representative Rogers told reporters that broadcasters should not be required to absorb cost of reply to paid programs by giving free time. FCC has created "very unrealistic and unreasonable situation," Representative Rogers said.

He personally thinks Congress should work out "clear statutory guidelines" on editorializing through issuance of subcommittee report and recommendations, congressman said. As for HR 7072, bill to require equal time for political candidates to answer editorials, it is good legislation, but deals with only one facet of problem, he said.

Subcommittee Friday heard six broadcasters strike theme sounded by earlier broadcast witnesses who urged subcommittee not to stifle free speech by limiting editorializing and to give them some relief from FCC restrictions in general. Chairman Rogers pointed out several times that subcommittee did not intend to curb speech freedom, but was inter-

Quints on TV block

Broadcast rights to exclusive story on quintuplets of Andrew Fischer family are on sales block. Curtis Publishing Co., which bought worldwide rights to Fischers' story for all media, announced availability of rights to domestic and foreign networks and independent station groups, and is accepting closed bids.

Successful bidder would have "one-shot" rights to documentary but Curtis would have rights to tapes of program for international distribution. Program could not be presented before Nov. 15 when Curtis's *Saturday Evening Post* will publish article on quints.

ested in clarifying fairness area and editorializing.

Representative Joe R. Pool (D-Tex.) made unscheduled appearance to say broadcasters should have right to editorialize, but he urged that they "voluntarily" decide not to endorse or attack political candidates.

Broadcasters who appeared Friday: Harry M. Thayer, manager, WGHQ Kingston, N.Y.; Mitchell Wolfson, president of Wometco Enterprises Inc., which owns or operates WTVJ(TV) Miami, WFGA-TV Jacksonville, Fla., WLOS-TV Asheville, N. C., and KVOS-TV Bellingham, Wash.; Ben Strouse, president, WWDC-AM-FM Washington; Barry Sherman, executive vice president, WQXI Atlanta, who also spoke for Georgia Association of Broadcasters, and Arthur W. Arundel, president, WAVA-AM-FM Arlington, Va.

ABC-TV says it leads on Thursday night

ABC-TV claimed lead in ratings for most of its new Thursday night programs in their initial appearance last week (for ratings before Thursday, see page 74-D). Following Trendex estimates reflect surveys in 21 to 26 cities (symbols: "N" is new series; "NP" is new program in existing series; "NT" is program in new time period; "R" is rerun):

		THURSDAY, SEPT. 19	
		Rating	Share
7:30			
ABC	Flintstones (NT-NP)	14.4	37.6
CBS	Fair Exchange (R)	9.0	23.5
NBC	Temple Houston (N)	9.4	24.5
8:00			
ABC	Donna Reed (NP)	18.9	44.2

WEEK'S HEADLINERS



Mr. Burleson

Malcolm M. Burleson elected VP and director of engineering for Metropolitan Broadcasting, division of Metro-media Inc., New York. Mr. Burleson, formerly director of engineering, will continue to maintain

headquarters at corporation's Washington outlet, WTTG(TV). He has been chief engineer at WTTG since its inception in 1947. Prior to that, Mr. Burleson was associated with Allen B. DuMont Laboratories. Metropolitan Broadcasting Stations are WNEW-AM-FM-TV New York; WTTG(TV) Washington; WHK-AM-FM Cleveland; WIP-AM-FM Philadelphia; WTVH(TV) Peoria and WTVP(TV) Decatur, both Illinois; KMBC-

AM-FM-TV Kansas City; KTTV(TV) and KLAC-AM-FM Los Angeles, and KOVR (TV) Stockton, Calif.

William Free, senior VP and creative director at McCann-Marschalk, New York, elected executive VP of agency. **Charles Mittelstadt**, senior VP in charge of client services, and **William M. Sansing**, senior VP and coordinator of company's offices in Atlanta, Miami and Cleveland, also elected executive vice presidents.

Kenneth Godfrey, former VP of American Association of Advertising Agencies, New York, appointed to new post of executive secretary of International Advertising Association. Mr. Godfrey had been with AAAA since 1947, for last eight years as VP. He supervised AAAA international department and worked with broadcast media and research committees.

For other personnel changes of the week see FATES & FORTUNES

CBS	Perry Mason (R)	12.8	30.0
NBC	Temple Houston (N)	8.1	19.0
8:30			
ABC	My Three Sons (NT-NP)	18.7	36.8
CBS	Perry Mason (R)	13.9	27.5
NBC	Dr. Kildare (R)	12.8	25.3
9:00			
ABC	Jimmy Dean (N)	17.4	34.8
CBS	Twilight Zone (R)	9.6	19.2
NBC	Dr. Kildare (R)	18.5	37.0
9:30			
ABC	Jimmy Dean (N)	15.3	33.0
CBS	Twilight Zone (R)	9.6	20.7
NBC	Hazel (NP)	18.0	38.8
10:00			
ABC	Adams-Caesar (Special)	16.8	38.2
CBS	Nurses (R)	12.9	29.3
NBC	An Experiment (Special)	6.7	15.2
10:30			
ABC	Adams-Caesar (Special)	19.4	44.2
CBS	Nurses (R)	14.3	32.6
NBC	An Experiment (Special)	5.9	13.5

NBC News says it was fair to Cedar Rapids

NBC News denied Friday (Sept. 20) that its three-hour civil rights documentary, *The American Revolution of 1963*, had given Cedar Rapids, Iowa, "unfair and prejudiced" portrayal.

William R. McAndrew, vice president in charge of news, replied to Cedar Rapids Mayor Robert M. L. Johnson that the mayor had misunderstood context in which comments on city had appeared.

"Instead of suggesting that discrimination was prevalent, the very point of [the] reference was to indicate that it was not expected in Cedar Rapids," Mr. McAndrew said.

Incident involved was Negro dentist's recollection that his family had been denied motel room when passing

through Iowa city. Mayor Johnson pointed out NBC had failed to note this occurred in 1947 and that alternate accommodations were offered by another city resident.

Tennessee broadcasters get FCC ratings reminder

Speaking before Tennessee Association of Broadcasters in Memphis FCC Commissioner Robert T. Bartley last Friday (Sept. 20) advised members to avoid basing program decisions on ratings alone.

Commissioner Bartley granted validity of ratings in indicating cost per thousand to advertisers, but ratings don't give community needs—"... responsibility requires that the licensee know the truth about the people he serves," he said.

Commissioner said too many stations fail in their duty and when their licenses come up for renewal FCC will welcome competing applications.

Tennessee broadcaster meeting also elected Howell Ashford Jr., WCRK Morristown, president for 1963-64 season.

Post Co. gets new head

Katherine Meyer Graham was elected president of Washington Post Co. Friday (Sept. 20), succeeding her late husband, Philip, as operating head of broadcasting and publishing enterprises.

Washington Post Co. owns *Washington Post*, *Newsweek Magazine*, *Art News Magazine* and Post-Newsweek stations WTOP-AM-FM-TV Washington and WJXT(TV) Jacksonville, Fla.

FCC upholds ch. 8 grant to Southern

FCC has rejected request for reconsideration of decision granting channel 8 in Greensboro-High Point, N. C., to Southern Broadcasters Inc.

Request—rejected in order issued Friday (Sept. 20)—was made by Tri-Cities Broadcasting Co., one of three losing applicants for channel.

Commission action, however, opens way to prosecution of appeals from commission decision taken by two other applicants, Jefferson Standard Broadcasting Co. and High Point Television Co.

U. S. Court of Appeals in Washington has held appeals in abeyance pending commission action on request for reconsideration.

Commissioners Robert E. Lee, Rosel Hyde, Robert T. Bartley voted to deny request for reconsideration. Chairman E. William Henry and Commissioner Kenneth A. Cox didn't participate. Commissioner Lee Loevinger was absent.

Condition of grant to Southern is that company and its stockholders dispose of interest they have in WTOB-TV Winston-Salem and WNAO-TV Raleigh, both North Carolina.

Talent unions to meet agencies tomorrow

Screen Extras Guild will join Screen Actors Guild and AFTRA tomorrow (Sept. 24) in presenting proposals for new collective bargaining agreements for employment of performers in filmed and taped TV commercials to advertising agencies' joint negotiations committee and New York Film Producers Association at meeting at New York's Park-Sheraton hotel.

SEG demands will be presented by Tony Regan, president, H. O'Neil Shanks, executive secretary, and Robert W. Gilbert, legal counsel.

Henry abroad

It looks like busman's holiday for FCC Chairman E. William Henry when he goes to Europe next month. He's slated to leave Oct. 5 for Geneva, where he will be senior adviser to U.S. delegation to International Space Communications Conference. After about two weeks in Geneva, he visits London to observe broadcast operations there and to consult with top officials of state-controlled noncommercial BBC and commercial Independent Television Authority operations.

TWENTIETH CENTURY-FOX TELEVISION
PRESENTS...



CENTURY II

CENTURY II ANSWERS YOUR BIG PICTURE NEED 46 TIMES!
CENTURY II HAS THE RATING SUCCESS WHICH WILL CARRY OVER INTO LOCAL SALES!
CENTURY II THE GREATEST FILMS EVER RELEASED FOR LOCAL TELEVISION!
CENTURY II!

Title	Cast	Director	Running Time	Release Date	Daily News Ratings
AN AFFAIR TO REMEMBER (CS-C) (M)	Cary Grant/Deborah Kerr	L. McCarey	114	1957	★★★½
APRIL LOVE (CS-C) (M)	Pat Boone/Shirley Jones	H. Levin	97	1957	★★½
THE BARBARIAN AND THE GEISHA (CS-C) (M)	John Wayne/Eiko Ando/Sam Jaffe/ So Yamamura	J. Huston	105	1958	★★★★
BENEATH THE 12-MILE REEF (CS-C) (S)	Robert Wagner/Terry Moore/ Richard Boone/Gilbert Roland	R. D. Webb	102	1953	★★★½
BOY ON A DOLPHIN (CS-C) (M)	Sophia Loren/Alan Ladd/ Clifton Webb	J. Negulesco	110	1957	★★★½
THE BRAVADOS (CS-C) (M)	Gregory Peck/Joan Collins	H. King	98	1958	★★★½
BROKEN LANCE (CS-C) (S)	Spencer Tracy/Robert Wagner/ Jean Peters/Richard Widmark/ Hugh O'Brian	E. Dmytryk	96	1954	★★★½
A CERTAIN SMILE (CS-C) (S)	Johnny Mathis/Bradford Dillman/ Joan Fontaine/Rossano Brazzi	J. Negulesco	105	1958	★★★★
DEADLINE-U.S.A. (S)	Humphrey Bogart/Kim Hunter/ Ed Begley/Ethel Barrymore	R. Brooks	87	1952	★★★
DECISION BEFORE DAWN (S)	Gary Merrill/Richard Basehart	A. Litvak	119	1952	★★★★
THE DESERT RATS (S)	Richard Burton/James Mason/ Robert Newton	R. Wise	88	1953	★★★
DÉSIRÉE (CS-C) (S)	Marlon Brando/Jean Simmons/ Merle Oberon/Michael Rennie	H. Koster	110	1954	★★★½
THE EGYPTIAN (CS-C) (S)	Peter Ustinov/Jean Simmons/ Victor Mature/Gene Tierney/ Edmund Purdom	M. Curtiz	140	1954	★★★½
THE ENEMY BELOW (CS-C) (M)	Robert Mitchum/Curt Jurgens/ Doug McClure/Theodore Bikel	D. Powell	98	1958	★★★½
FRAULEIN (CS-C) (S)	Dana Wynter/Mel Ferrer/ Dolores Michaels	H. Koster	97	1958	★★★
FROM HELL TO TEXAS (CS-C) (M)	Don Murray/Diane Varsi	H. Hathaway	100	1958	★★★½
GENTLEMEN PREFER BLONDES (C) (S)	Marilyn Monroe/Jane Russell/ Charles Coburn	H. Hawks	91	1953	★★★½
HARRY BLACK AND THE TIGER (CS-C) (M)	Stewart Granger/Barbara Rush/ Anthony Steel	H. Fregonese	107	1958	★★★½
HEAVEN KNOWS, MR. ALLISON (CS-C) (M)	Robert Mitchum/Deborah Kerr	J. Huston	106	1957	★★★★
HELL AND HIGH WATER (CS-C) (M)	Richard Widmark/David Wayne/ Cameron Mitchell/Bella Darvi	S. Fuller	103	1954	★★★½
THE HUNTERS (CS-C) (M)	Robert Mitchum/May Britt/ Robert Wagner/Richard Egan	D. Powell	108	1958	★★★½
I'D CLIMB THE HIGHEST MOUNTAIN (C) (S)	Susan Hayward/Rory Calhoun/ William Lundigan	H. King	88	1951	★★★
IN LOVE AND WAR (CS-C) (S)	Robert Wagner/Sheree North/ France Nuyen/Bradford Dillman/ Dana Wynter	P. Dunne	107	1958	★★★
KANGAROO (C) (S)	Richard Boone/Peter Lawford/ Maureen O'Hara	L. Milestone	84	1952	★★★
KING OF THE KHYBER RIFLES (CS-C) (M)	Tyrone Power/Terry Moore/ Michael Rennie	H. King	100	1954	★★★½

Title	Cast	Director	Running Time	Release Date	Daily News Ratings
THE LONG, HOT SUMMER (CS-C) (S)	Paul Newman/Joanne Woodward/ Lee Remick/Orson Welles/ Angela Lansbury	M. Ritt	117	1958	★★★★
MARDI GRAS (CS-C) (M)	Pat Boone/Tommy Sands/ Sheree North/Gary Crosby/ Barrie Chase	E. Goulding	107	1958	★★★★½
MR. SCOUTMASTER (S)	Clifton Webb/Edmund Gwenn	H. Levin	87	1953	★★★
THE MUDLARK (M)	Irene Dunne/Alec Guinness	J. Negulesco	99	1951	★★★★½
MY COUSIN RACHEL (M)	Richard Burton/Olivia de Havilland	H. Koster	98	1953	★★★★½
NIAGARA (C) (S)	Marilyn Monroe/Joseph Cotten/ Jean Peters	H. Hathaway	89	1953	★★★★½
NIGHT AND THE CITY (S)	Richard Widmark/Gene Tierney	J. Dassin	95	1950	★★★
NIGHT PEOPLE (CS-C) (S)	Gregory Peck/Broderick Crawford/ Rita Gam	N. Johnson	93	1954	★★★★
NO DOWN PAYMENT (CS) (S)	Joanne Woodward/Tony Randall/ Jeffrey Hunter/Sheree North	M. Ritt	105	1957	★★★★½
THE PRESIDENT'S LADY (S)	Charlton Heston/Susan Hayward/ Whitfield Connor	H. Levin	96	1953	★★★★½
PRINCE VALIANT (CS-C) (M)	James Mason/Janet Leigh/ Robert Wagner/Debra Paget/ Sterling Hayden	H. Hathaway	100	1954	★★★★½
RAWHIDE (S)	Tyrone Power/Susan Hayward/ Hugh Marlowe	H. Hathaway	86	1951	★★★
RED SKIES OF MONTANA (C) (S)	Richard Widmark/Jeffrey Hunter/ Richard Boone/Constance Smith	J. M. Newman	98	1952	not rated
RIVER OF NO RETURN (CS-C) (S)	Marilyn Monroe/Robert Mitchum/ Rory Calhoun	O. Preminger	91	1954	★★★★½
THE ROOTS OF HEAVEN (CS-C) (S)	Errol Flynn/Juliette Greco/ Trevor Howard/Eddie Albert/ Orson Welles	J. Huston	126	1958	★★★★
SAILOR OF THE KING (S)	Jeffrey Hunter/Michael Rennie Wendy Hiller	R. Boulting	83	1953	★★★
THE SUN ALSO RISES (CS-C) (S)	Tyrone Power/Ava Gardner/ Mel Ferrer/Errol Flynn/Eddie Albert	H. King	130	1957	★★★★½
TEN NORTH FREDERICK (CS) (S)	Gary Cooper/Diane Varsi/ Suzy Parker	P. Dunne	102	1958	★★★★
THREE COINS IN THE FOUNTAIN (CS-C) (S)	Clifton Webb/Jean Peters/ Dorothy McGuire/Louis Jourdan/ Rossano Brazzi	J. Negulesco	102	1954	★★★★
WHITE WITCH DOCTOR (C) (S)	Susan Hayward/Robert Mitchum/ Walter Slezak	H. Hathaway	96	1953	★★★★½
WOMAN'S WORLD (CS-C) (S)	Clifton Webb/Arlene Dahl/ Lauren Bacall/Van Heflin/ June Allyson/Cornel Wilde	J. Negulesco	94	1954	★★★

C (Color) CS (CinemaScope) M (Monday Night At The Movies) S (Saturday Night At The Movies)



TWENTIETH CENTURY-FOX TELEVISION, INC.
 444 WEST 56TH STREET,
 NEW YORK 19, NEW YORK. COLUMBUS 5-3320

DATEBOOK

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

*Indicates first or revised listing

SEPTEMBER

Sept. 23—Hollywood Advertising Club luncheon meeting, 12 noon, Hollywood Roosevelt hotel. Hal H. Thurber, president of Wade Adv., Chicago, will be the main speaker. Snowden M. Hunt Jr., vice president in charge of Wade's Hollywood office, will be chairman of the day.

*Sept. 23—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of the Visual Arts, Hollywood. Stanley Adams, ASCAP president, will open six-week program. John Green and Bronislaw Kaper will speak.

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

Sept. 24—The Advertising Council's board of directors banquet, St. Francis hotel, San Francisco. Speaker will be Secretary of the Treasury Douglas Dillon.

Sept. 24—FCC Chairman E. William Henry makes first major address to broadcast industry. Newsmaker luncheon of International Radio & Television Society, Grand Ballroom of Waldorf-Astoria, New York.

*Sept. 25-27—National Industrial Conference Board's 11th annual marketing conference, New York Hilton. Leslie B. Worthington, president of U. S. Steel Corp., will deliver the keynote address at the dinner session on Sept. 26.

*Sept. 26—American Society of Composers, Authors & Publishers, semi-annual West Coast meeting, 5 p.m., at the Beverly Hilton, Beverly Hills, Calif.

*Sept. 26—Southern California Broadcasters Association, luncheon, 12 noon, Hotel Continental, Hollywood. Hildred Sanders, vice president of Honig-Cooper & Harrington, will speak on "To Research or Not To Research—There Seems To Be A Question."

*Sept. 26—Merchandising Executives Club of Los Angeles, dinner meeting, The Cove Restaurant, 6 p.m. Premiums, contests, lotteries and other "chance" promotions will be discussed by Russ Nagle, merchandising director of Foote, Cone & Belding; Paul Williams, VP, International Premium Co.; Frank G. Wells of the law firm, Gang, Tyre, Rudin & Brown.

Sept. 26—Annual fall meeting of the UPI Broadcasters Association of New Hampshire, Highway motel, Concord. Reception at 6 p.m. and dinner at 7. Speaker will be Edward J. Powers, newly appointed director of the New Hampshire Sweepstakes, who will discuss media's role in the lottery.

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, Cosmopolitan hotel, Denver.

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

Sept. 26-27—Association of National Advertisers' workshop on advertising planning and administration, Nassau Inn, Princeton, N. J. program includes discussion of "Controlling the Cost of TV Commercial Production," led by John Camp of Kraft Foods and William Wesson of Scott Paper, and session on "Financial Aspects of Television Advertising," with Frank J. Harvey of General Foods, Shelby H. Page Sr. of Ogilvy, Benston & Mather, and Harold J. Saz, Ted Bates & Co.

Sept. 26-27—Annual convention of the Minnesota State Broadcasters Association. Leamington hotel, Minneapolis.

Sept. 29-Oct. 2—Eighteenth annual Transportation and Logistics Forum of the National Defense Transportation Association Chicago. Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, will be presented the association's National Transportation Award.

*Sept. 30—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. George W. Duning and Ned Washington will discuss music and lyrics for motion pictures and TV.

Sept. 30—New deadline for comments on FCC's proposal to adopt NAB's commercial time limits.

Sept. 30—Hollywood Advertising Club luncheon meeting, 12 noon, Hollywood Roosevelt hotel. William R. Baker Jr., president of The Advertising Council, is the featured speaker. Walter Bunker, vice president in charge of the Hollywood office of Young & Rubicam, will be program chairman.

Sept. 30-Oct. 1—Seventeenth annual convention of the New Jersey Broadcasters Association, Colony motel, Atlantic City, N. J. Speakers include Paul Comstock, vice president for government affairs at National Association of Broadcasters, and New Jersey Governor Richard J. Hughes.

Sept. 30-Oct. 4—Georgia Association of Broadcasters' regional meetings (Athens, Rome, Thomaston, Albany, Statesboro) featuring sales clinic with Fred A. Palmer

OCTOBER

*Oct. 1—Los Angeles Advertising Club, 12 noon, luncheon meeting at the Statler Hilton. Red Skelton and Howard Packard, president of S. C. Johnson & Son, will be guests of honor at the beginning of their 10th season together on CBS-TV.

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

Oct. 1-2—Tenth annual convention of CBS Radio Affiliates Association, New York Hilton hotel, New York City.

Oct. 3-4—Annual fall convention of Missouri Broadcasters Association, Missouri hotel, Jefferson City.

Oct. 4-5—Thirteenth annual Broadcast Symposium of the IEEE Professional Technical Group on Broadcasting, Willard hotel, Washington, D. C.

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. 6-8—Annual convention of the Nebraska Broadcasters Association, Town Park hotel, Scottsbluff. Les Hilliard, president of KOLT Scottsbluff, is convention chairman.

*Oct. 7—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Henry Mancini and Johnny Mercer will discuss conducting and motion picture songs.

Oct. 7-8—Annual fall meeting of the Ken-

C.P.M.

We sell homes reached per dollar ... not just ratings. Research is our key to more business for the stations we rep.

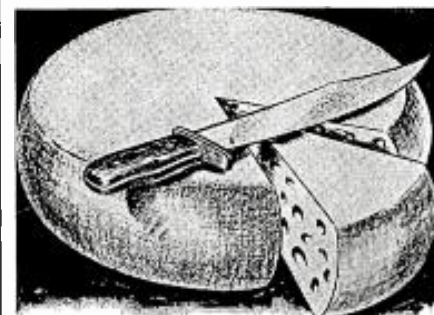
Our salesmen visit our stations.

Station Reps

BOB DORE

ASSOCIATES

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



Get Your Slice

OF THIS RICH
AGRICULTURAL
AND INDUSTRIAL
MARKET

with
WREX-TV

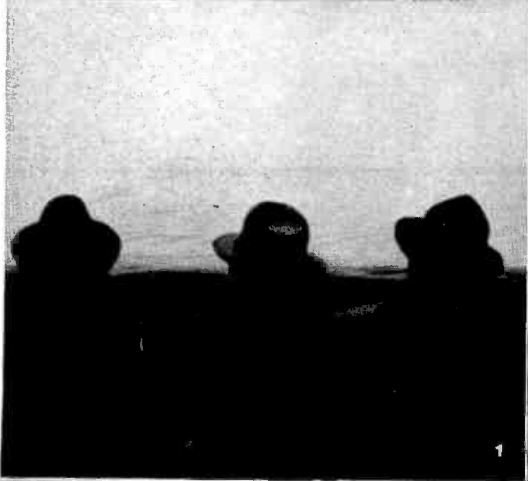
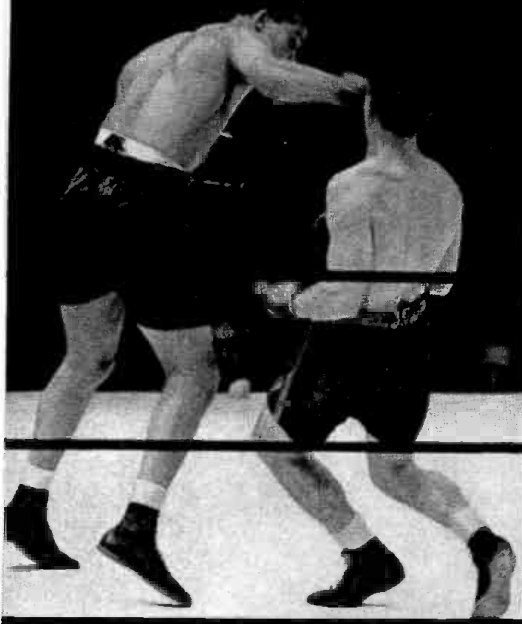
FOR DOMINANT COVERAGE
OF NORTHERN ILLINOIS AND
SOUTHERN WISCONSIN

Represented by

H-R TELEVISION, Inc.



REALIZATION



S

& PROMISE

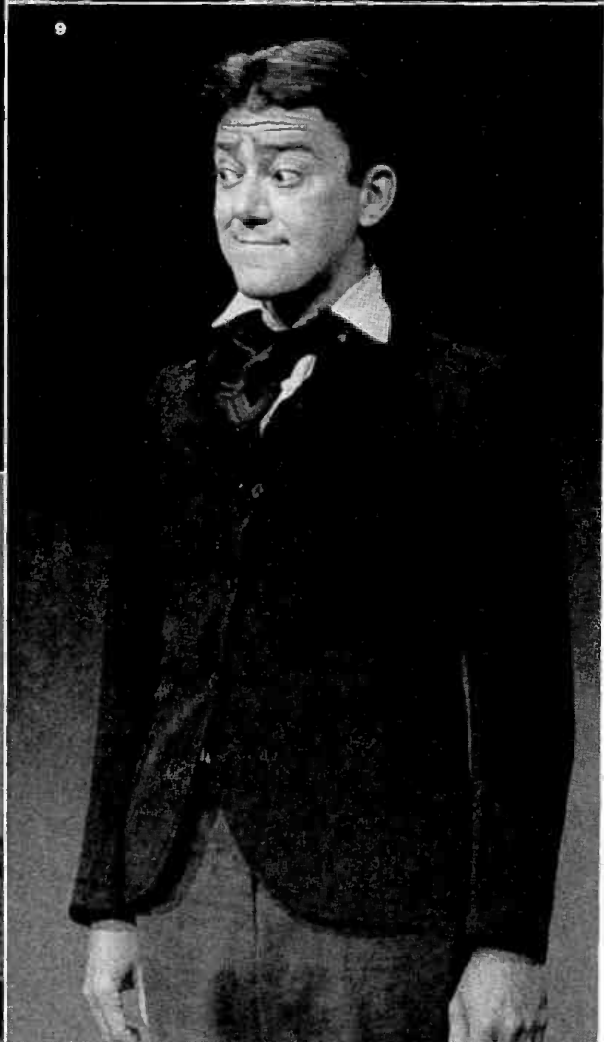
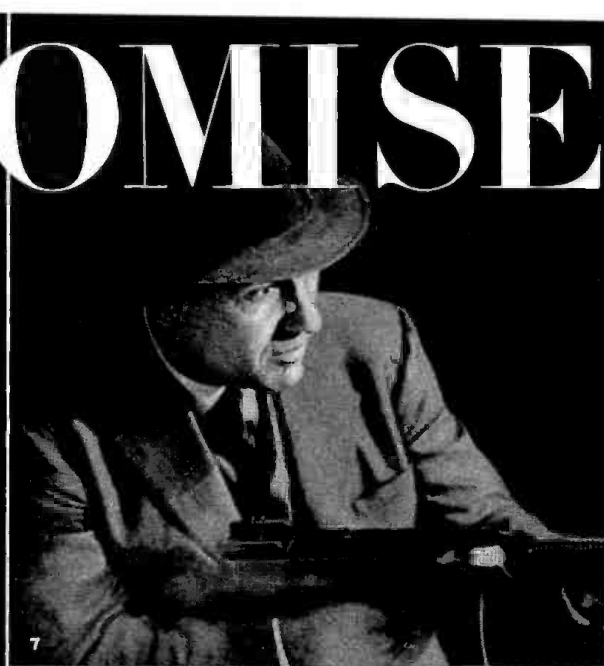
During the 1962-1963 television season, Channel 5 added new dimensions and insight into the world's reality with such special programs as "In This Corner: Joe Louis," "What's Going On Here?," "The Rebirth of Jonny," "VNR: The True Story of Lowell Skinner" and "Songs of Freedom." We explored a great variety of interests with such programs as "The Rise of Soviet Power," "The Establishment," "China and the Bomb," "Boston Symphony at Tanglewood," "Second City," "The Rise of Labor" and "March on Washington: Report by the Leaders." To provoke thought and cultural tastes we offered such series as "Under Discussion," "Columbia Seminars," "Festival of Performing Arts" and "Community Dialogue."

Much more programming excitement is projected for this season. One series will be six unique hour-long programs of creative television theater produced by Robert Herridge. Scheduled for early fall is a remarkable hour by Joan Sutherland expressing the full range of her art of song. In addition, an outstanding selection of audience favorites will appear for the first time on WNEW-TV: "The Untouchables," "The New Breed," "Sam Benedict," "Gallant Men," "Stagecoach West," "Follow the Sun," and "Bus Stop." Continuing our leadership in children's programming—"The Mickey Mouse Club," "Sandy's Hour," "Felix and the Wizard," "Just for Fun," "Wonderama"—we are adding "Astro Boy" and "Top Cat." You can count on WNEW-TV to delight and surprise you with the many other specials that are now being developed.

WNEW-TV, New York

METROPOLITAN BROADCASTING TELEVISION,
A DIVISION OF METROMEDIA, INC.

1. In This Corner: Joe Louis
2. VNR: The True Story of Lowell Skinner
3. The Rebirth of Jonny
4. Songs of Freedom
5. What's Going On Here?
6. Joan Sutherland
7. The Untouchables
8. Gallant Men
9. Norton Nork in Sandy's Hour
10. Robert Herridge





first every day

...and here's why:

- **EXCITING, COLORFUL LOCAL PROGRAMMING**
Central New York's greatest news department; Upstate New York's only live musical variety show; celebrity-filled live women's show; outstanding documentaries that out-rate network programs.
- **GREATEST TV PERSONALITIES**
Fred Hillegas, Joel Mareiniss, Jerry Barsha and experienced news staff of seven; Denny Sullivan and the WSYR Gang, musical variety show starring Eileen Wehner and Fred Krick; Bill O'Donnell, sports; Ed Murphy, movies and weather; Kay Russell, women; "Salty Sam," Popeye host. Central New York's greatest salesmen!
- **BEST TECHNICAL FACILITIES**
In Central New York—first with color; first with video tape; first with a modern, completely-equipped TV center and the only channel with maximum power at maximum height.
- **EXPERIENCE AND "KNOW-HOW"**
A top-flight veteran staff directed by executives averaging more than 20 years at WSYR-TV. No "Johnny-come-latelies," these.
- **OVERWHELMING SUPERIORITY**
*WSYR-TV delivers 38% more homes than the No. 2 station.



24 Counties
656,700 TV Homes
2,470,800 in Population
\$4,813,849,000 in Buying Power
\$3,129,621,000 in Retail Sales



*ARB MARKET
REPORT
MARCH, 1963

WSYR • TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

RAB MANAGEMENT CONFERENCES

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, Mich.

tucky Broadcasters Association, Owensboro Downtown Motel, Owensboro, Ky. The program begins at 5 p.m. Oct. 7 with a meeting of the board of directors.

*Oct. 7-Nov. 8—International Radio Conference on Space Allocations, Geneva. The conference is sponsored by the International Telecommunications Union. Chairman of the U. S. delegation is Joseph H. McConnell, president of Reynolds Metal Co., Richmond, Va. Other members of the U. S. delegation include Jacob D. Beam, former ambassador to Poland; T. A. M. Craven, former FCC commissioner; Lt. Colonel Edward N. Wright, U. S. Air Force; Senators Norris Cotton (R-N.H.) and John O. Pastore (D-R.I.); Representative Oren Harris (D-Ark.), and FCC Chairman E. William Henry.

Oct. 8—Ninth Wisconsin FM Station Clinic, Center Building, University of Wisconsin, Madison. Harold A. Engel, chairman.

Oct. 8-10—International Film Festival, Barbizon Plaza hotel, New York.

Oct. 9-10—Two-day seminar on Pay-TV, sponsored by the Hollywood Press Club. Registration fee is \$50 and by invitation to the trade only. Further information may be obtained from Bruce Robertson, director, Broadcasting Magazine's Hollywood office.

*Oct. 10-11—Television—Its Role in the Democratic Process, conference sponsored by Reed College, Portland, Ore. Speakers include Senator Warren G. Magnuson (D-Wash.); Frank Stanton, president of CBS Inc.; Robert Kintner, president of NBC; FCC Commissioner Kenneth A. Cox; Robert D. Swezey, director of NAB code authority; Lawrence Laurent, radio-TV critic, *The Washington Post*.

Oct. 10-12—Annual fall conference of Alabama Broadcasters Association, Hotel Stafford, Tuscaloosa. Registration begins 3 p.m. Oct. 10, followed by social hour and meetings of board of directors and past presidents. Part of the program on Oct. 11-12 will be held in the Union Building on campus of University of Alabama, with members attending the Alabama-Florida football game on afternoon of Oct. 12.

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

Oct. 12-13—Fall meeting of the Illinois News Broadcasters Association, de Ville Motor hotel, St. Louis.

Oct. 12-13—Meeting of Missouri Associated Press Radio-TV Association, Arrowhead Lodge, Lake Ozark, Mo.

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—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Harry Ruby and Arthur Hamilton will discuss popular songs of yesterday and today.

Oct. 14—New deadline for reply comments on FCC's proposal to adopt NAB's commercial time limits.

Oct. 14-15—Twelfth annual convention of the North Dakota Broadcasters Association, Ray hotel, Dickinson.

Oct. 14-18—Ninety-fourth convention of



Here is one repairman who doesn't send a bill!

Of course, you may never need him, either. The average telephone gives years of good service without repair or adjustment of any kind.

But if your phone ever does demand attention, just call the Repair Service (see your directory). A telephone man

will come promptly. He'll do a careful job. *And there will be no extra charge for his visit.*

Does anything else you use so often give you such dependable, low-cost service as your telephone—year after year after year?



BELL TELEPHONE SYSTEM
SERVING YOU

Now
50,000 WATTS!

KGON

PORTLAND, OREGON

**Serving Wealthy Oregon
and Washington
24 hours a day!**

Now!

Represented Nationally by

P G W RADIO

Pioneer Station Representatives Since 1932

Now!

TRIGG-YAUGHAN Golden Sound Stations

KITE

SAN ANTONIO

5,000 W DAY
1,000 W NIGHT
930 KC

KHOW

DENVER

5,000 W
630 KC

KROD

EL PASO

5,000 W
600 KC

KRNO

SAN BERNARDINO

1,000 W DAY
250 W NIGHT
1240 KC

KOSA

ODESSA-MIDLAND

250 W
(1,000 W DAYTIME PENDING
FCC APPROVAL)
1230 KC

Represented Nationally by

P G W RADIO

Pioneer Station Representatives Since 1932

NOTHING LIKE IT IN BROADCASTING—
anywhere • anytime
anyhow!

"50-50 CLUB"

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



the show with
the Lyons share of
sponsors and mail!

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

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

need we say more?

CROSLY COLOR TV NETWORK

WLW-T Television Cincinnati	WLW-D Television Dayton	WLW-C Television Columbus	WLW-I Television Indianapolis
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WLW Radio—Nation's Highest Fidelity Radio Station

CROSLY BROADCASTING CORPORATION
a subsidiary of **Arco**

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. 15-17—Ninth Tri-Service Conference on Electromagnetic Compatibility at Museum of Science and Industry, Chicago. Leading scientists will discuss the growing problem of radio frequency interference. Lieutenant General James D. O'Connell (USA-Ret.), director of the joint advisory committee of the Institute of Electrical and Electronic Engineers and the Electronic Industries Association, will give a luncheon address Oct. 15 on "Teamwork in Spectrum Conservation."

Oct. 16—Deadline for reply comments on FCC's rulemaking to control the development of AM and FM radio services.

Oct. 16-18—Fifteenth annual convention and election of officers of the Indiana Broadcasters Association, French Lick Sheraton hotel. Speakers include Indiana Governor Matthew E. Welsh and Senator Vance Hartke. Others on the agenda are Edmund Bunker, Radio Advertising Bureau; Pete Cash, Television Bureau of Advertising; and Charles Tower, executive vice president of Corinthian Broadcasting Corp.

Oct. 16-18—Indiana Associated Press Radio-TV Association, French Lick.

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

Oct. 18—Effective date of FCC rule allowing employment of part-time engineers at certain AM and FM stations. Extended from former date of Aug. 19.

Oct. 18—Meeting of the Alabama AP Broadcasters Association, Birmingham.

Oct. 20—Hollywood Museum ground-breaking ceremonies, 2 p.m., at museum site across from the Hollywood Bowl. Lloyd Sigmon, KMPC Los Angeles; Walt Disney, Walt Disney Studios; Otto K. Olesen, former postmaster, and Jack L. Warner, Warner Brothers Pictures, are co-chairmen.

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

*Oct. 21—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Country, Western music, folk songs and teenage music discussed by Richard Costing.

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 television by the military services. A trip to the Air Force Academy's closed-circuit television installation is also planned.

Oct. 24-26—Meeting of the Mutual Advertising Agency Network, Palmer House, Chicago.

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.

*Oct. 28—ASCAP symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Irving Townsend will speak on recording of movie and TV music; Larry Shayne on the publisher's function.

Oct. 28-30—Third annual meeting, Institute of Broadcasting Financial Management, New York Hilton at Rockefeller Center. Speakers include Pete Cash, president of the Television Bureau of Advertising; "Television Today and Tomorrow;" Edmund Bunker, president of the Radio Advertising Bureau, "Radio Today and Tomorrow;" Robert Kingston, partner in Ernst and Ernst, New York, "Internal Control;" and Warde Ogden, partner in Price Waterhouse & Co., New York, "Broadcasting Accounting—New Theory and Practices."

Oct. 30—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. John Crichton, president of the American Association of Advertising Agencies, is speaker.

*Oct. 31-Nov. 1—Fall convention of the Ohio Association of Broadcasters, The Christopher Inn, Columbus. Speakers include Governor James A. Rhodes and Maurie Webster, vice president and general manager of CBS Radio Spot Sales.

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.

OPEN MIKE ^R

Cartoon for Nat Hiken

EDITOR: Your delightful cartoon in the Sept. 9 issue of BROADCASTING (below)



"It was owned by a couple of actors who only used it to make TV films!"

was particularly enjoyable to us as the agency that worked with Nat Hiken in developing *Car 54, Where Are You?* Would it be possible for us to obtain the original Sid Hix drawing to present

to Mr. Hiken?—Pete Katz, program production manager, Leo Burnett Company, Chicago.

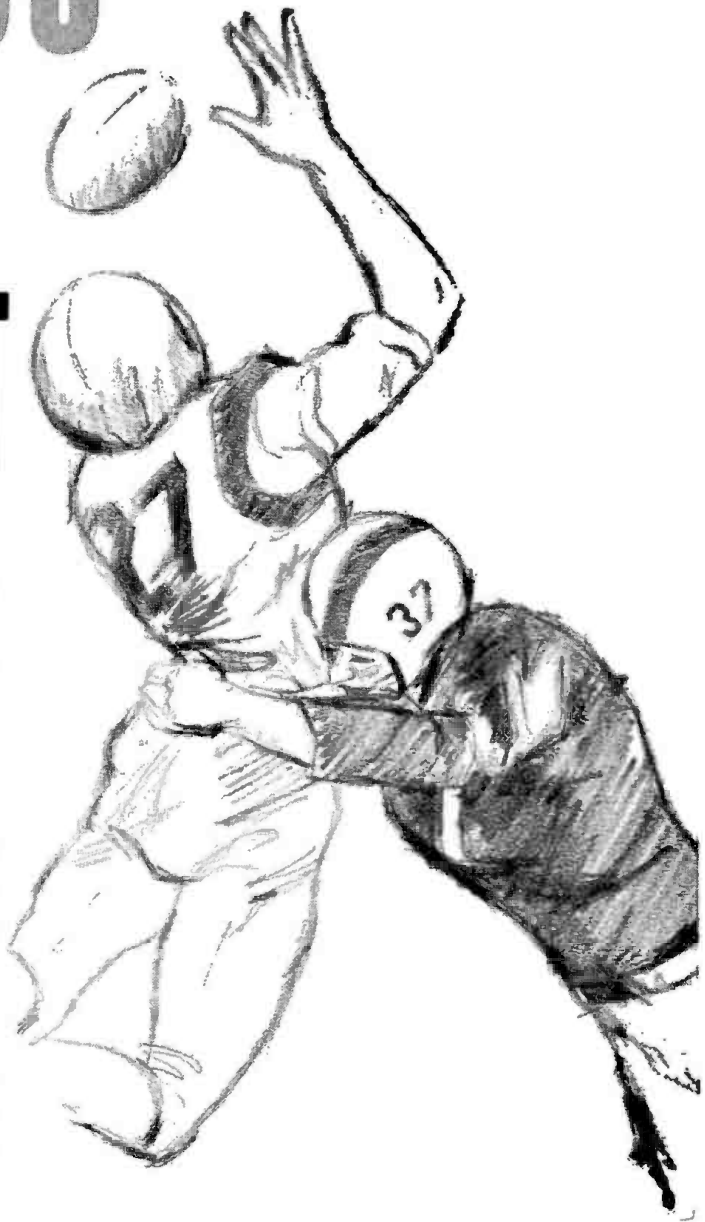
[The original is on its way.]

Another 'spot program'

EDITOR: Several weeks ago, I noticed an article concerning a film packager who has syndicated a series of "spot programs." With the cooperation of WDSU-TV New Orleans we created *Business Report in Brief*. It is 60 seconds in length and is seen every Monday, Wednesday and Friday at 10:10 p.m., immediately following the news and preceding the station's editorial. Because it is a spot schedule, our program is segued directly behind the news, resulting in splendid news continuity.

We know that the program is doing two important jobs. First, it delivers a strong commercial message for the Hi-

IMPETUS IMAGE IMPACT



IMPACT IS AN EXCITING WORD!

Webster says "a collision communicating force."

Impact happens all the time in WOC-TV's coverage area . . . the meeting between 350,000 TV homes and WOC-TV helps jar loose \$2 billion in buying income.

WOC-TV coverage area is the largest between Chicago and Omaha . . . St. Louis and Minneapolis. Effective Buying Income exceeds 2 billion dollars. There are almost 350,000 TV homes. Need more convincing? See your PGW Colonel today.

WOC TV 6

THE QUINT CITIES —
DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

DAVENPORT, IOWA



The Royal Embassy of Saudi Arabia

His Excellency Sheikh Abdullah Al-Khayyal,
Ambassador of Saudi Arabia, with his
youngest daughter, Jasmine, at the
entrance to the Embassy . . . another in the
WTOP-TV series on the Washington diplomatic scene.

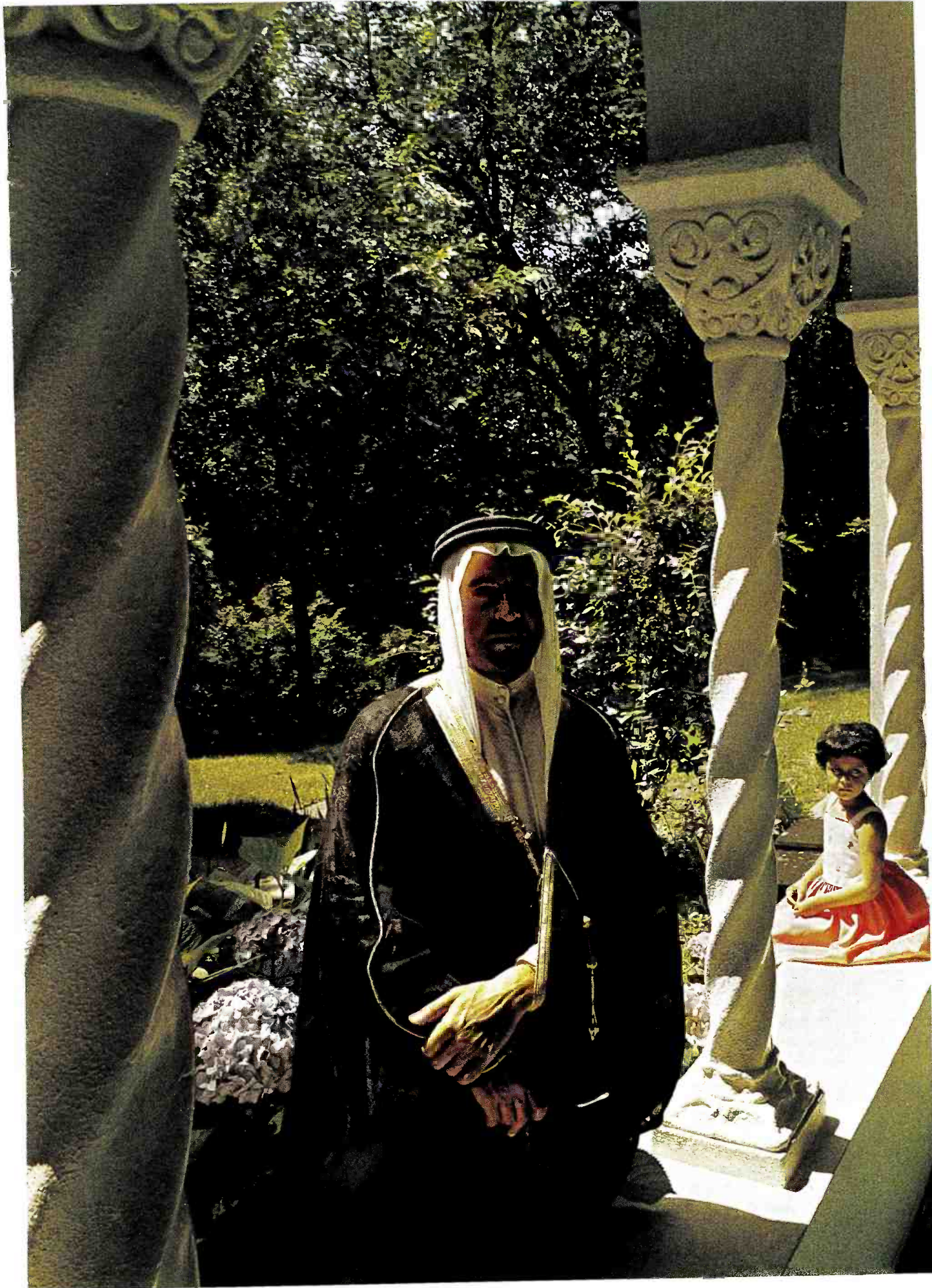
WTOP-TV
WASHINGTON, D.C.



Represented by TVAR

POST-NEWSWEEK
STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Maroon



THE NATION'S 33rd TV MARKET

The
CREAM
of
NBC and CBS
Shows are on
WAPI-TV
BIRMINGHAM

When you place a schedule in the Birmingham market you can be sure that there are *no* "weak" nights on WAPI-TV. Check this impressive list of greats. And too, WAPI-TV has the best movies from every major feature film package.

- ☆ Bonanza
- ☆ Richard Boone
- ☆ Beverly Hillbillies
- ☆ The Lucy Show
- ☆ Andy Griffith
- ☆ Perry Mason
- ☆ Dick VanDyke Show
- ☆ Red Skelton
- ☆ Garry Moore

- ☆ The Virginian
- ☆ Mr. Novak
- ☆ Danny Kaye
- ☆ Rawhide
- ☆ Dr. Kildare
- ☆ Bob Hope
- ☆ Joey Bishop
- ☆ The Defenders
- ☆ Gunsmoke
- ☆ NFL Pro Football

- ☆ NCAA Football
- ☆ The Merv Griffin Show
- ☆ As the World Turns
- ☆ Huntley-Brinkley Report
- ☆ The Lieutenant
- ☆ Espionage
- ☆ Eleventh Hour



WAPI-TV



BIRMINGHAM, ALABAMA

REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.

Questionnaires mailed

Final notices are being mailed this week on questionnaires for the radio and television station directories of the 1964 BROADCASTING YEARBOOK. Station managers who have not returned their questionnaires should do so as soon as possible to insure a correct, up-to-date free listing for their station.

Stations and permittees who have not received a questionnaire may obtain one by addressing their request to BROADCASTING YEARBOOK, 1735 DeSales Street N.W., Washington, D. C., 20036.

The 1964 YEARBOOK will be published in December 1963.

bernia Bank within the context of a news show, and secondly, it performs a significant service by presenting the most important business stories to the community. The bank reports good response to its commercials and numerous positive comments about the overall show. After having it on the air for 26 weeks, the bank has renewed for an additional 26 weeks. — *Hughes D. Drumm, radio/television department, Bauerlein Incorporated, New Orleans.*

'Ugh,' he says

EDITOR: In your OPEN MIKE of Sept. 16, there is a letter from Robert McVey of KRSA Salinas, Calif. Mr. McVey makes a big thing out of his opportunism and ends his letter with the soul-stirring words "If it is good enough to be broadcast it is good enough to sell." To me, Mr. McVey's words exemplify all that is bad in radio and television. It is just those sentiments which cause the very words "radio and television" to automatically induce a feeling of extreme nausea in many people.

Altogether too many licensees would be perfectly willing to "sell time before, in the middle and after" Lincoln's Gettysburg Address, the Sermon on the Mount and the raising of the flag on Iwo Jima, to say nothing of the inauguration of a President and the electrocution of a convicted murderer. Ugh! — *Alfred D. Rosenblatt, editor, Considered Opinion, WEMJ Laconia, N.H.*

Keeps TV special

EDITOR: In reporting the disassociation by mutual agreement of Elgin National Watch Company and its advertising agency, McCann-Marschalk, you correctly stated that the agency will continue to handle Elgin commitments through the end of December 1963 (BROADCASTING, Sept. 16). It noted incorrectly, however, that the agency would not handle a TV special for late

IN ROCHESTER, N.Y., WE ARE THE...

BIG 10

BIG IN AUDIENCE: The ARB estimate for Feb.-Mar. and May-June, 1963, awards us most "total homes" average, 9:00 a.m. to midnight, Monday through Saturday. (*)

BIG IN NEWS SERVICE: As a Gannett station we take very special pride in producing outstanding local-area newscasts and public service features.

BIG IN PROGRAM PROMOTION: We back our CBS and all programs not only on-air but also with heavy newspaper lineage EVERY week of the year!

A BIG STATION WITH BIG VALUE

WHEC-TV CHANNEL 10

ROCHESTER, N.Y.

A GANNETT STATION • BASIC CBS • REPRESENTED BY H-R

(*) Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate of the true audience.

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And then this idiot squaw comes up the trail right there and gives me all this jazz about ARB. Says TV stations rise and set over great god ARB. Squaw bugs me how ARB god says Station Z has bigger audience than WITN-TV, NBC in Eastern North Carolina. You know me, Standing Eagle, I'm no sitting duck. I ask how long since you last contacted ARB. She says two years. I say, that's like many moons, squaw. Add, newest ARB* study puts WITN-TV ahead of Station Z. Quick like Indian I rattle off figures like 215,000 homes for WITN-TV compared to only 199,000 for Station Z. Like 194,600 homes in WITN-TV net weekly circulation, but only 185,100 for Station Z. She says, how 'bout that. You worship ARB god like me. Let's get married. So I shot her.

*ARB Coverage Study Feb./March 1963

February. While McCann-Marschalk's services to Elgin will cease at the close of the year, the one exception is the TV show, which the agency will indeed continue to handle.—*Robert Levy, director of public relations, Elgin National Watch Company, New York.*

Restore those dropped the's

EDITOR: In reviewing your publication, I have become rather perplexed at the constant use of the publisher's license of defacing the English (or American, if you prefer) language, specifically on your CLOSED CIRCUIT page. The omission of [articles], almost without exception, has become a pet peeve of mine of late and BROADCASTING magazine is certainly atop the pyramid in this regard.

[With] your position in the industry, an industry supposedly dedicated to the distribution of information, [you] should surely be able to forgo the saving of type space by putting in a few "the's."

It would be interesting to see if my views are supported by your reading public.—*H. D. Schiller, headquarters sales representative, broadcast equipment sales, Canadian General Electric Company Limited, Toronto.*

[The elimination of articles is a space saving device used on AT DEADLINE and CLOSED CIRCUIT pages where brevity is essential.]

Thanks from convalescent

EDITOR: I've just returned home from four weeks of nursing a broken ankle in the hospital at Aspen, Colo., and would like to express my thanks to all the television broadcasters—all 60 of them—who carried the American Federation of Labor-Congress of Industrial Organizations' special half-hour Labor Day program *In Common Brotherhood*. The response was greater than ever before, and apparently it went to my head—or to my feet. I had just finished lining up the 60th station when I stepped on an insignificant pebble and took a flop that landed me in Aspen hospital with a perfect ski break. I'll be staying close to home and the crutches for another four or five weeks, but I didn't want to wait that long about saying thank you to all the key broadcasters who worked with us in presenting the AFL-CIO program.—*M. S. Novik, New York.*

'Yearbook' reproduction

EDITOR: We respectfully request permission to reproduce, by photostat or similar office reproduction process, certain pages of your BROADCASTING YEARBOOK.

The reproduced pages would consist primarily of certain parts of the directory of television and radio stations by state. This would be furnished to public information officers in Illinois, Iowa,

WAVE RADIO AND TV
ARE
VARIABLELY
EFFECTIVE

LOUISVILLE
BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

(Antique type from the Robinson-Pforzheimer Collection.)

THE OFFICERS AND DIRECTORS OF
MUZAK
TAKE GREAT PRIDE IN ANNOUNCING
THE 1962 WINNER OF THE
ANNUAL GOLDEN EAR AWARD

Mr. George R. Montgomery


In recognition of his outstanding achievements in the areas of broadcasting, music and civic affairs, Mr. George Ransdell Montgomery, is awarded the Muzak Golden Ear Award for 1962. Currently a director of the New Orleans Philharmonic-Symphony and Metairie Park Country Day School, he recently served with notable distinction as foreman of the Orleans Parish Grand Jury which tirelessly and successfully attacked and solved problems of law enforcement. Later, he was named chairman of the Grand Jury Committee of the Metropolitan Crime Commission of New Orleans, Inc., an organization dedicated to civic improvement at all levels. A Muzak representative in New Orleans since January 1956, Mr. Montgomery is President of Radio Station WWMT-FM. He is a graduate of Princeton University with a B.A. degree and received an M.A. from Tulane University three years later.



JUDGES: **RALPH T. REED**, *Chairman of the Executive Committee of American Express Co.*
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THE GOLDEN EAR AWARD is an annual award established by MUZAK to honor the franchiser whose achievements in National, State or Community affairs mark him as the outstanding citizen of the year in the MUZAK family....In making this award, MUZAK seeks to encourage and honor individual excellence, pre-eminence and leadership in church, fraternal or social work: philanthropy, government, business, or other meritorious human endeavor.

MUZAK®

A Division of Wrather Corporation 

229 PARK AVENUE SOUTH, NEW YORK 3, N. Y.

MUZAK—Reg. U. S. Pat. Off.

GOING UP!
Daytona Beach
Orlando

**NOW
FLORIDA'S
THIRD
MARKET**

AND
SPACE AGE
CENTER
OF THE WORLD



WESH-TV

**FLORIDA'S
CHANNEL**

2

WESH-TV for Orlando
Daytona Beach
Cape Canaveral

Minnesota, Missouri, Nebraska, North Dakota, South Dakota and Wisconsin to assist them in their contacts with the media in their area.

Direct reproduction will obviate lengthy typing. Due credit will be given to the source.—*Harold M. Simon, acting assistant regional commissioner, (administration), Internal Revenue Service, Chicago.*

[Permission granted]

A few copies left

EDITOR: We find that oftentimes we need more information regarding not only radio stations carrying our program, but the markets in Florida as well. With this thought in mind, we would appreciate your sending us a copy of your latest **BROADCASTING YEARBOOK**.—*Tom Osborne, associate director of public information, Florida Citrus Mutual, Box 89, Lakeland, Fla.*

[A few copies of the 1963 **BROADCASTING YEARBOOK** are available at \$5 each.]

BOOK NOTES

"What The Canadian Public Thinks of the CBC," compiled by Canadian Broadcasting Corp., Ottawa.

The report gives details on the 4,400 sample taken across Canada, with all questions and answers listed in both English and French.

The survey was made to determine how the Canadian public felt about the CBC's aims of national programing, the use of commercials, the cost from the public treasury, and whether Canadians wanted to pay for such a service on an annual fee basis for nonsponsored radio and television programs. The survey shows that there is not even a small public interest in paying an annual license fee.

The survey also shows that the majority of Canadians feel the CBC is doing a good job in keeping the people informed on what is going on in the world, that its news service is considered more reliable than newspaper reports, that its news, sports, current events and quiz shows are held in higher regard than those of independent stations.

Greatest annoyance with CBC programs, according to the survey, is frequency of repetition of the same commercial. There is very little criticism of commercials as being dishonest or offensive. There is a general feeling that advertisers have some control over CBC programs, according to the survey.

Those questioned who favored CBC-owned stations and who feel CBC programs are not too serious or heavy, are among the older, better educated and higher occupational groups of the population. These groups also prefer more government financial aid for CBC and are more critical of its programs.

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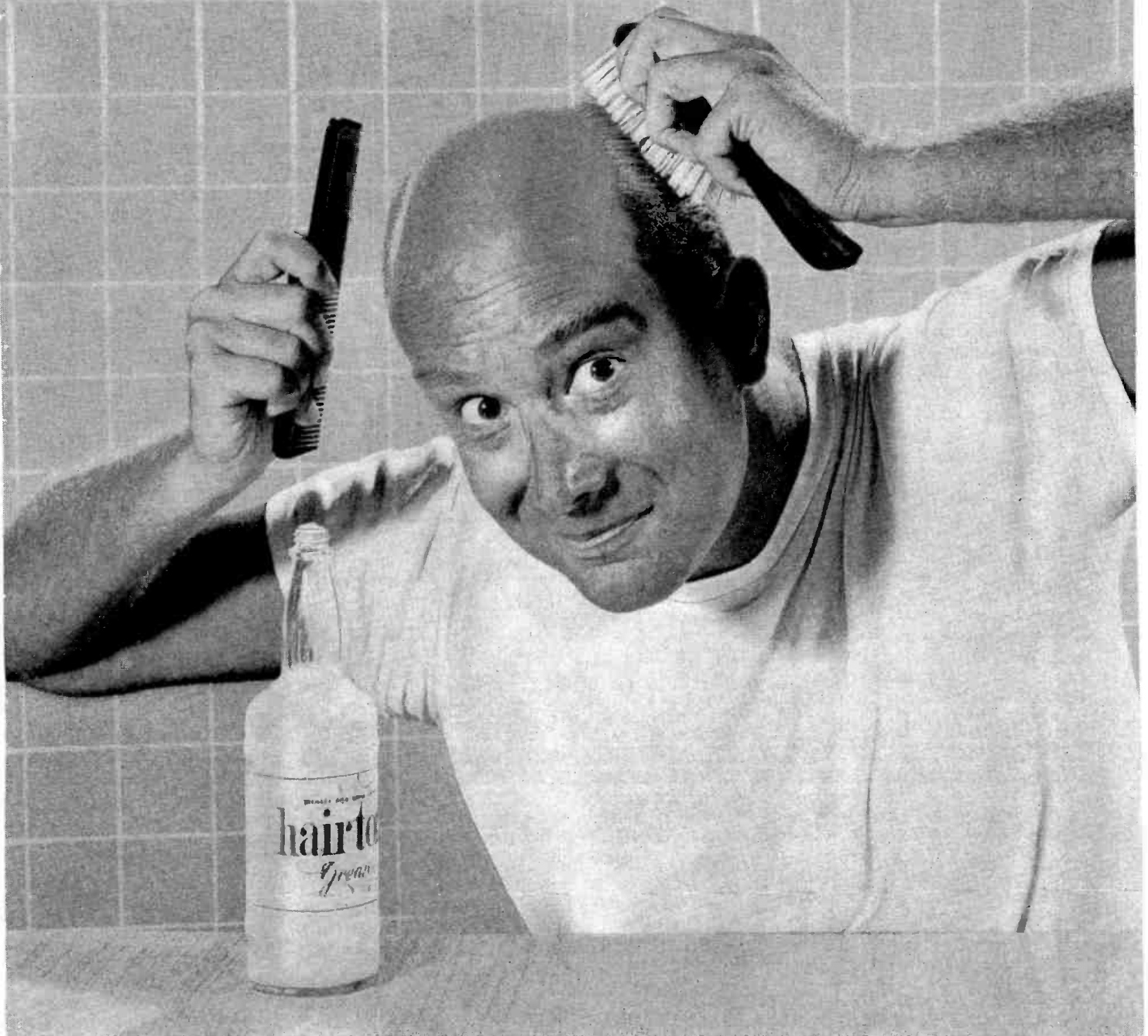
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*Reg. U. S. Patent Office

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BROADCASTING, September 23, 1963

MAXIMUM RESPONSE
—that's advertising efficiency.



WBAL-TV BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

Radio-TV's potential: are we really trying hard enough?

Back in my salad days as a radio copywriter, Tom Mix had become a boy's airborne horseless hero, selling our client's cereals between electronic adventures. The 1960's were a dim faraway time and television was a visionary's dream or, at best, an erratic flash on a tiny screen.

In the next 30 years my young teenager will be living in another dim faraway time surrounded by new wonders of entertainment and communications. He'll watch Broadway shows on a life-size color television set in the comfort of his own home. He will carry a battery-operated color television receiver and stereo radio set in his shirt pocket.

Some day in those next 30 years my son may conduct business through global phone and vision services and he may never have to fight his way through traffic to plant or office. His wife will watch their children at play or answer the front door through a home communications system.

Wisdom of Ages ■ My grandchildren, growing up in an era of micro-miniaturization, will study with the help of a memory device which can store inside a six-foot cube all the information ever recorded during the past 10,000 years. And between lessons they may laugh at the thought of old Granddad and his Tom Mix radio show.

In the past 30 years the technologists have taken unbelievably long strides in helping people to communicate with each other. My concern is whether we who create, program, rate, sell or select the material communicated have kept pace.

The people we are talking to and entertaining and motivating—yes, and influencing—may be funny. Most people are. But they are not stupid.

They know when they are being conned by a false claim. They recognize the weasel word and the silly overstatement. They may not always bask in the erudite discussion of the United Nations or test ban treaty, but the ratings of the great debates of the 1960 presidential election campaign proved they can stomach an occasional serving of heavy fare.

Culture and Taste ■ They may not always enjoy a cultural hour with the New York Philharmonic. But neither are they so devoid of taste and sensitivity that they can relish watching a television model brush his teeth in public at the dinner table.

When we conform to the safe, fear the fresh, slavishly kowtow to the rat-

ings, we are in grave danger of losing the very public to whom we're trying to speak. Television may still be the darling of the broadcast world, but the blush is far gone from the rose and the days of "give 'em anything, they'll still love us" disappeared long ago.

Radio, once an exciting medium for drama, humor and on-the-spot news, has abrogated much of its role to the more versatile TV set. In far too many instances radio has downgraded itself to a monotonous formula.

This is not to say there is nothing new, nothing fresh, nothing ingenious or nothing daring. Thank heavens we can still breed pioneers who think as well as fight. We do have a tremendous reservoir of creative talent and courage. But not enough.

Maybe there will never be enough. It's like walking to the horizon. There is always a new horizon ahead. Paradoxically, the supply may well create the demand.

Inching Upward ■ As the reader, the viewer or the listener is fed something better he may even begin to enjoy that solid food as a relief from the cloying taste of the pap and froth he's been existing on, thanks to us.

Yes, thanks to us. I submit that each of us who has any part in this business of communications must take the blame—the writer who chooses the hackneyed word rather than the startling one; the producer who compromises with mediocre sound or visuals; the media buyer, the advertiser or the station manager who chain themselves to ratings; the creative head who never tries to uncover new, fresh, exciting talent; the agency man unwilling to stick his neck out to recommend the better program.

Where must our concern be? Certainly with the client.

He has the right to expect the most

from his advertising dollars in terms of a large and potentially receptive audience. He also has the right to demand responsible, conscientious and imaginative service from those of us he trusts to spend those advertising dollars most effectively.

Our concern also must be with the listener or viewer. He has his rights, too. The right to demand something for his money, certainly something for his time and attention. He has the right to demand honest and believable advertising and intelligent, varied and quality programming.

Self-Concern ■ But by and large our concern has to be with ourselves, with the kind of people we are and the way we communicate with others. Perhaps it is a sad sign of the times that we are almost embarrassed to talk about such old-fashioned qualities as responsibility and trust. We've wrapped them in corn and left them to dry up.

If we don't talk about them, however, and do something about them, we are in danger. Not alone in danger of losing our precious audience, but in danger of losing something even more valuable—such irreplaceables as what Walter Weir calls "the whole vast tapestry of belief that is our civilization."

Our technologists have created a benign electronic monster capable of bouncing a whisper off a satellite. And what do we do with it?

Too often we give it garbage to scatter into the minds of people to dull their thoughts or entertain them on a level that, legally, is about as low as we dare to go. Too seldom, I believe, do we offer them the spirit-raising life of a fresh and sparkling and honest commercial or the tangy excitement of a thought-triggering program.

We've come a long way from Tom Mix. Is it far enough? I wonder?

Charles E. Claggett is president and chairman of the board of directors of Gardner Advertising, St. Louis. He graduated from Princeton University in 1931 and joined Gardner as a copywriter. He formed the agency's radio department in 1935, and produced the "Tom Mix" radio series. He became an account executive in 1940, was elected vice president in 1942, and was elected to the board in 1950. Mr. Claggett was named president in 1955 and elected chairman of the board in June 1959.



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

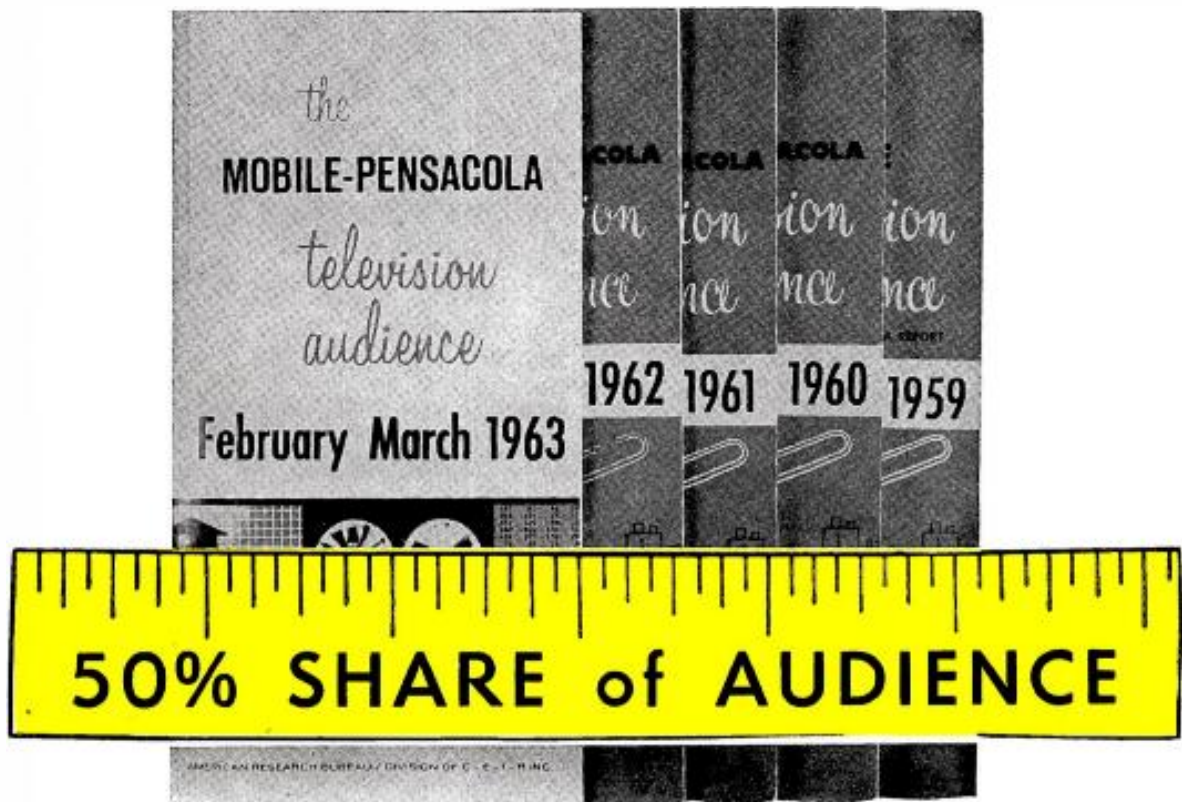
**An affiliate of WTHI AM & FM*



**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

WKRG-TV—Mobile—Pensacola

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

Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate measures of the true audience.



Represented by H-R Television, Inc.
or call



C. P. PERSONS, Jr., General Manager

*3 station VHF market.

The record's in on TV's biggest year

IN 1962 MORE REVENUE, MORE PROFIT FOR MORE BROADCASTERS

The official financial report for television broadcasting in 1962 was released by the FCC last week, and it confirmed what everybody had assumed: More TV broadcasters made more money in 1962 than in any other year of TV history.

For the three networks, their 15 owned stations and the 539 stations that were on the air in 1962, total revenues were \$1.48 billion, a 12.7% gain over 1961, and profits before federal income taxes were \$311 million, a gain of more than 31%.

Networks and their owned stations, as in the past, accounted for about

half of all the broadcast revenues, a little more than half of all the expenses and a little more than a third of all the profits. The profits (before taxes) from network operations alone were \$36.7 million, up sharply from the \$24.7 million of 1961. Profits of the 15 network owned stations were \$74.7 million, a healthy gain over the \$62.3 million of the year before. The 539 other stations had total profits of \$200 million in 1962, a \$50 million gain over the \$150 million that the 525 non-network-owned stations that were on the air in 1961 reported.

UHF stations, as a group, showed

strong improvement. Fifty-seven percent of the 79 UHF's that were on for the whole year in 1962 made money. The year before only 40% were in the black. It was the second year in UHF history that UHF stations, as a class, were profitable. They showed a total profit of \$900,000. In 1960, the only other year in which UHF was in the black, the total profit was \$300,000.

In the VHF service, 81% of all operating stations made money in 1962. About a fourth of the V's (89 stations) reported profits of more than \$1 million each.

For all networks and stations 73%

What happened to television's dollars in 1962

Tv Networks		15 Network-Owned Stations		539 Other Stations	
INCOME		INCOME		INCOME	
\$863,200,000†	100%	\$198,000,000†	100%	\$845,700,000	100%
Network time sales		Network time sales		Network time sales	
\$520,200,000	60.2%	\$36,100,000	18.2%	\$165,800,000	19.6%
Program & talent sales		National-regional spot		National-regional spot	
\$310,400,000	36.0%	\$114,800,000	58.0%	\$424,700,000	50.2%
Sundry other sources		Local advertising		Local advertising	
\$32,600,000	3.8%	\$38,400,000	19.4%	\$204,100,000	24.2%
		Program & talent sales		Program & talent sales	
		\$3,500,000	1.8%	\$8,600,000	1.0%
		Sundry other sources		Sundry other sources	
		\$4,600,000	2.6%	\$42,500,000	5.0%
OUTGO & PROFIT		OUTGO & PROFIT		OUTGO & PROFIT	
\$863,100,000†	100%	\$197,900,000†	100%	\$845,700,000	100%
Paid to owned stations		Agency & rep commissions		Agency & rep commissions	
\$36,100,000	4.2%	\$28,500,000	14.4%	\$113,700,000	13.5%
Paid to affiliates		Technical expense		Technical expense	
\$164,500,000	19.1%	\$15,300,000	7.7%	\$86,000,000	10.2%
Agency commissions		Program expense		Program expense	
\$77,900,000	9.0%	\$49,600,000	25.1%	\$215,800,000	25.5%
Technical expense		Selling expense		Selling expense	
\$27,600,000	3.2%	\$10,800,000	5.5%	\$63,400,000	7.5%
Program expense		General & administrative		General & administrative	
\$463,100,000	53.7%	\$19,000,000	9.6%	\$166,600,000	19.6%
Selling expense		Profit before federal tax		Profit before federal tax	
\$20,800,000	2.4%	\$74,700,000	37.7%	\$200,200,000	23.7%
General & administrative					
\$36,400,000	4.2%				
Profit before federal tax					
\$36,700,000	4.2%				

Source for all figures—FCC financial reports for 1962. † Totals of income and outgo & profit do not precisely balance because of rounding.

Individual market revenue for 1962 compared with 1961

Markets	No. Stations Reporting	Total 1962 Revenues ^a (000)	Total 1962 Expenses (000)	Total Income ^a (000)	Network		Gain or Loss (000)	Spot		Gain or Loss (000)	Local		Gain or Loss (000)
					1962 (000)	1961 (000)		1962 (000)	1961 (000)		1962 (000)	1961 (000)	
Albany-Schenectady-Troy, N.Y.	3	\$ 6,316	\$ 4,432	\$ 1,884	\$1,769	\$1,750	\$ 19	\$4,172	\$3,702	\$370	\$1,120	\$1,139	(\$19)
Albuquerque, N.M.	3	2,259	1,964	295	638	536	102	670	518	152	1,073	1,019	54
Amarillo, Tex.	3	2,247	2,080	168	530	525	(6)	627	597	30	1,169	1,020	149
Atlanta, Ga.	3	8,579	5,823	2,755	1,921	1,783	138	4,900	4,194	706	2,875	2,176	699
Bakersfield, Cal.	3	1,973	2,097	124	439	383	56	744	595	149	989	843	146
Baltimore	3	12,063	8,477	3,587	2,413	2,310	103	8,414	6,346	68	2,831	2,615	216
Beaumont-Port Arthur, Tex.	3	1,796	1,892	(96)	557	474	83	928	706	222	530	524	6
Binghamton, N.Y.	3	2,782	1,735	1,047	*	*	*	*	*	*	*	*	*
Boston	3	24,026	12,252	11,774	4,214	4,115	99	17,541	15,008	2,533	6,028	5,163	864
Buffalo-Niagara Falls, N.Y.	3	12,044	7,844	4,200	2,482	2,363	119	8,698	7,447	1,250	3,100	2,791	309
Cedar Rapids-Waterloo, Iowa	3	2,689	2,201	488	952	859	93	1,399	1,349	50	534	508	26
Charles-Oak Hill-Huntington, W.Va.-Ashland, Ky.	4	4,789	3,909	880	1,770	1,362	408	2,107	1,917	290	1,188	1,032	56
Charleston, S.C.	3	1,871	1,566	306	652	**	**	515	**	**	778	**	**
Chattanooga, Tenn.	3	2,164	2,144	21	740	689	51	895	796	99	670	591	79
Chicago	4	48,714	29,713	19,001	7,054	6,501	553	34,200	30,582	3,618	10,573	8,293	2,280
Cincinnati, Ohio	3	11,108	6,686	4,421	2,636	2,528	108	5,989	5,428	561	2,342	2,268	74
Cleveland	3	19,740	10,118	9,622	3,530	3,774	(244)	13,829	11,031	2,798	3,880	3,724	156
Colorado Springs-Pueblo, Colo.	3	1,562	1,575	(12)	365	358	7	531	478	5	709	608	101
Columbia, S.C.	3	2,236	1,735	501	531	478	53	928	824	104	721	481	340
Columbus, Ohio	3	9,390	5,891	3,499	1,769	1,850	(81)	5,722	4,611	1,111	2,478	2,121	357
Dallas-Fort Worth, Tex.	4	12,801	8,757	4,045	2,329	2,162	67	7,323	5,706	1,617	4,131	3,751	380
Denver	4	7,700	5,345	2,354	1,361	1,269	92	4,294	3,719	575	2,311	2,269	42
Des Moines-Ames, Iowa	3	4,003	3,153	850	1,157	1,218	(61)	2,473	2,272	201	872	696	176
Detroit	3	20,233	10,969	9,264	4,737	4,578	159	12,708	11,240	1,468	5,287	4,180	1,107
El Paso, Tex.	3	2,107	2,000	106	482	375	107	682	609	83	1,053	885	168
Evansville, Ind.	3	2,196	2,013	183	794	697	97	763	667	(4)	746	789	(43)
Flint-Saginaw-Bay City, Mich.	3	3,429	2,852	577	1,097	1,043	54	2,072	1,633	437	740	689	51
Fort Wayne, Ind.	3	2,585	1,950	635	880	833	47	1,143	1,130	13	774	644	130
Fresno-Hanford-Visalia, Cal.	6	3,498	3,840	342	913	869	44	1,822	1,521	301	1,287	904	383
Grand Rapids-Kalamazoo, Mich.	3	6,762	3,587	3,174	1,914	**	**	4,382	**	**	629	**	**
Green Bay, Wis.	3	2,977	2,487	490	1,080	980	100	1,331	1,000	331	731	697	34
Greenville-Spartanburg, S.C.-Asheville, N.C.	4	3,324	2,550	774	1,005	906	99	1,586	1,451	135	926	864	62
Harrisburg-Lancaster-York-Lebanon, Pa.	5	4,734	3,717	1,017	1,453	1,458	(5)	2,946	2,759	187	1,183	1,149	34
Hartford-New Haven-New Britain-Waterbury, Conn.	5	10,370	6,760	3,610	2,009	1,889	120	7,927	7,059	868	1,336	1,304	32
Hilo, Hawaii	3 [†]	*	*	*	*	*	*	*	*	*	*	*	*
Honolulu	4	3,549	3,395	154	457	403	54	963	1,015	(52)	2,330	1,729	601
Houston-Galveston, Tex.	3	9,762	6,305	3,457	1,985	1,858	127	6,979	5,837	1,142	2,240	1,775	465
Indianapolis-Bloomington, Ind.	4	10,727	6,765	3,962	2,135	2,064	71	6,598	6,100	498	2,686	2,343	343
Johnstown-Altoona, Pa.	3	4,023	2,134	1,888	1,418	1,052	366	2,302	2,319	(17)	579	526	53
Kansas City	3	9,692	6,721	2,971	2,280	2,162	118	6,536	5,846	690	2,349	2,083	266
Knoxville, Tenn.	3	2,900	1,973	927	938	812	126	1,321	1,212	109	930	892	38
Las Vegas-Henderson, Nev.	3	1,874	1,417	457	147	129	18	279	192	87	1,368	860	508
Lincoln-Hastings-Kearney, Neb.	3	2,398	1,851	548	739	**	**	886	**	**	870	**	**
Little Rock, Ark.	3	2,693	2,117	576	846	768	78	1,081	1,113	(32)	896	710	186
Los Angeles	8	56,623	42,684	13,939	6,845	6,278	567	36,164	28,274	7,890	20,989	16,605	4,384
Louisville, Ky.	3	6,159	3,461	2,698	1,583	1,401	182	3,999	3,808	191	1,273	1,260	13
Madison, Wis.	3	2,272	1,759	513	633	567	66	1,190	1,082	108	592	564	28
Memphis, Tenn.	3	5,731	3,584	2,147	1,817	1,705	112	3,323	3,066	257	1,129	1,031	98
Miami	3	10,827	6,888	3,939	1,839	1,634	205	6,719	5,278	1,441	2,972	2,804	108
Milwaukee	4	10,603	6,913	3,690	2,291	2,262	29	7,019	5,844	1,175	2,684	2,267	417

of total revenue came from the sale of time and 27% from the sale of talent and programs. The proportions were the same in 1961.

Spot time sales for the first time exceeded network. Spot volume (before deduction of commissions to agencies and representatives) was \$539 million, and network volume was \$521 million. Spot rose from \$468 million in 1961 and network from \$480 million.

Local time sales continued to run a poor third in the three categories of business; 1962 local volume was \$242 million; in 1961 it was reported as \$211 million.

For the first time the FCC's annual financial report contained information on payments (other than dividends or divisions of surplus) made by stations to proprietors, partners or stockholders. This information is collected in an ef-

fort by the commission to get a clearer picture of the flow of money to ownership interests, even at stations which show net losses.

In 1962 322 stations (58% of those on the air) reported payments to persons in ownership. Of the 132 stations that reported net losses, 58 had depreciation expense or payments to owners that exceeded the amount of the losses.

Markets	No. Stations Reporting	Total 1962 Revenues ^a (000)	Total 1962 Expenses (000)	Total 1962 Income ^a (000)	Network		Gain or Loss (000)	Spot		Gain or Loss (000)	Local		Gain or Loss (000)
					1962 (000)	1961 (000)		1962 (000)	1961 (000)		1962 (000)	1961 (000)	
Minneapolis-St. Paul, Minn.	4	13,519	10,258	3,261	2,636	2,492	144	6,487	5,716	771	4,492	3,810	682
Mobile, Ala.-Pensacola, Fla.	3	2,915	2,464	450	819	698	121	1,367	1,363	4	938	801	137
Montgomery, Ala.	2	*	*	*	*	*	*	*	*	*	*	*	*
Nashville	3	5,212	4,018	1,194	1,494	1,374	120	2,220	1,798	422	2,055	1,896	159
New Orleans	3	6,689	5,367	1,322	1,670	1,549	121	3,927	3,565	362	2,173	1,852	321
New York	6	84,406	46,677	37,729	13,117	11,826	1,291	63,523	59,421	4,102	15,416	12,566	2,850
Norfolk-Portsmouth-Newport News-Hampton, Va.	3	4,973	4,004	969	1,514	1,344	170	2,134	1,953	181	1,750	1,454	296
Oklahoma City-Enid, Okla.	3	6,104	3,892	2,212	1,569	1,513	56	3,421	2,901	520	1,509	1,378	131
Omaha	3	5,118	3,872	1,246	1,507	1,436	71	3,059	2,420	639	1,040	1,032	8
Orlando-Daytona Beach, Fla.	3	3,091	2,436	655	836	703	133	1,325	975	350	1,115	932	183
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	3	1,944	1,529	415	785	692	93	1,008	960	48	285	271	14
Peoria, Ill.	3	2,472	2,318	154	838	777	61	1,122	817	305	741	970	(229)
Philadelphia	3	30,300	17,959	12,341	6,123	5,555	568	22,533	19,068	3,465	5,503	4,902	601
Phoenix-Mesa, Ariz.	4	5,204	4,753	451	858	858	0	2,253	1,758	495	2,554	2,239	315
Pittsburgh	3	18,489	10,274	8,215	3,612	3,333	279	12,910	11,133	1,777	4,536	3,736	1,800
Portland-Poland Springs, Me.	3	3,241	2,932	309	1,026	916	110	1,753	1,594	159	797	600	197
Portland, Ore.	4	7,502	6,247	7,255	1,753	1,731	22	4,743	4,008	735	2,040	1,671	369
Richmond-Petersburg, Va.	3	3,725	2,829	896	1,176	1,072	104	1,417	1,315	102	938	777	161
Roanoke-Lynchburg, Va.	3	2,923	2,301	622	1,077	971	106	1,225	1,152	73	894	873	21
Rochester, N.Y.	3	4,683	3,813	871	1,290	1,109	181	2,742	2,654	87	1,244	1,067	177
Rochester-Austin, Minn.-Mason City, Iowa	3	1,713	1,345	368	584	461	123	602	587	15	569	582	(13)
Sacramento-Stockton, Cal.	3	6,155	5,463	693	1,308	1,176	132	4,383	2,739	1,644	1,535	1,972	(437)
Salt Lake City-Ogden-Provo, Utah	3	4,167	3,936	231	1,069	1,031	38	1,652	1,353	299	1,535	1,572	(37)
San Antonio, Tex.	4	4,614	4,123	491	1,226	1,154	72	2,438	2,113	325	1,555	1,151	404
San Francisco-Oakland, Cal.	4	22,301	13,198	9,103	3,988	3,761	227	14,009	10,663	3,346	6,755	5,903	852
Seattle-Tacoma, Wash.	5	9,706	8,383	1,322	2,094	2,003	91	6,173	5,361	812	2,208	1,795	413
Shreveport, La.-Texarkana, Tex.	3	3,233	3,138	95	1,002	853	149	1,593	1,779	(186)	985	922	63
South Bend-Elkhart, Ind.	3	2,086	1,931	155	652	614	38	836	714	122	613	614	(1)
Spokane, Wash.	3	3,341	2,949	393	891	803	88	2,042	1,943	99	859	792	67
Springfield-Decatur-Champaign-Urbana-Danville, Ill.	5	3,985	2,879	1,106	1,194	877	317	1,858	1,673	185	1,267	1,341	74
St. Louis	4	13,440	9,541	3,899	2,923	2,763	160	9,391	8,248	1,143	3,249	2,960	289
Syracuse, N.Y.	3	6,171	3,397	2,774	1,568	**	**	4,429	**	**	1,118	**	**
Tampa-St. Petersburg, Fla.	3	6,209	4,109	2,099	1,350	1,195	155	3,909	3,277	632	1,794	1,493	301
Tucson, Ariz.	3	2,112	2,045	67	453	413	10	526	446	80	1,216	1,131	85
Tulsa, Okla.	3	4,445	3,533	912	1,221	1,165	56	2,359	2,047	312	1,272	966	141
Wailuku, Hawaii	3□	*	*	*	*	*	*	*	*	*	*	*	*
Washington	4	14,633	10,428	4,205	2,789	2,552	237	9,231	7,863	1,368	2,635	2,740	(105)
Wichita-Hutchinson, Kan.	3	3,537	3,140	397	1,091	989	102	1,919	1,581	338	970	847	123
Wilkes Barre-Scranton, Pa.	3	3,233	2,866	367	1,030	944	86	1,433	1,346	87	952	919	33
Youngstown, Ohio	4	2,084	1,816	268	669	564	105	1,077	950	127	456	484	(18)
San Juan-Caguas, Puerto Rico	3	3,811	3,475	336	310	606	(296)	3,215	2,855	360	395	185	210
TOTAL 91 Markets	307	\$738,383	\$501,717	\$236,666	\$153,242			\$461,864	2,855	360	\$191,437		
Markets less than 3 stations													
TOTAL 183 Markets	247	\$163,041	\$124,870	\$38,170	\$48,602			\$77,549			\$51,065		
TOTAL 274 Markets	554	\$901,424	\$626,587	\$274,836	\$201,844			\$539,413			\$242,502		

¹ Before commissions to agencies, representatives and others.
² Total revenues consist of total time sales less commissions plus talent and program sales.
³ Before Federal income tax.
Note: () denotes loss.

* Data not published for groups of less than 3 stations.
□ Hilo and Wailuku have 3 and 2 satellite stations, respectively, whose financial statistics are included in the reports of their parent stations.
** Comparable data not available for 1961.

NUMBER OF UHF TELEVISION STATIONS REPORTING PROFIT OR LOSS BY VOLUME OF TOTAL BROADCAST REVENUES, 1962
[Stations Operating Full Year Only]

Revenues of:	Total Number of Stations Reporting	Number of Stations Reporting Profits	Number of Stations Reporting Profits of:				Number of Stations Reporting Losses	Number of Stations Reporting Losses of:					
			\$200,000 to 300,000	\$100,000 to 200,000	\$50,000 to 100,000	Less than \$50,000		Less than \$50,000	\$50,000 to 100,000	\$100,000 to 200,000	\$200,000 to 400,000		
\$1,000,000 - 1,500,000	8	8	1	6	1								
800,000 - 1,000,000	9	8	2	4	2								
600,000 - 800,000	5	3		1	1	1	1						1
400,000 - 600,000	14	10		4	2	4	4	2					
200,000 - 400,000	18	10		1	3	6	8	3	4				1
100,000 - 200,000	12	3				3	9	4	1		1		3
Less than 100,000	9	1			1		8	6	2				

On the button

The official FCC reports of television time sales that were issued last week coincided closely with estimates prepared by BROADCASTING and published last Feb. 18. BROADCASTING's estimates of total sales, prepared from a sample of station reports, were within 2% of the actual figures. The record:

Network: BROADCASTING, \$514 million, FCC, \$521 million; spot: BROADCASTING, \$528 million, FCC \$539 million; local: BROADCASTING, \$233 million, FCC, \$242 million; total: BROADCASTING, \$1.27 billion, FCC, \$1.3 billion.

STATIONS PAYMENTS TO PROPRIETORS, PARTNERS, OR STOCKHOLDERS, 1962

(Excludes payments from surplus)

Number of stations reporting payments of:	Amount
\$200,000 - 300,000	2 \$ 537,493
150,000 - 199,999	10 1,742,468
100,000 - 149,999	4 488,347
75,000 - 99,999	21 1,829,540
50,000 - 74,999	29 1,757,101
25,000 - 49,999	72 2,647,470
15,000 - 24,999	60 1,178,037
10,000 - 14,999	45 534,262
5,000 - 9,999	43 314,130
Under 5,000	36 86,220
TOTAL	322 \$11,115,068

RELATIONSHIP OF LOSSES TO PAYMENTS TO PROPRIETORS, PARTNERS, STOCKHOLDERS

1. Total number of stations reporting losses	132	
a. Total amount of losses		\$11,247,642
2. Number of losing stations which reported payments to proprietors, etc.	63	
a. Total payments to proprietors, etc.		\$1,304,128
3. Number of losing stations which reported depreciation expense	118	
a. Total amount of depreciation expense		\$7,812,562
4. Number reporting a loss which was less than:		
a. The amount reported paid to proprietors, etc. and also the amount of depreciation expense reported. ¹	10	
b. The amount paid to proprietors, etc.	2	
c. The amount of depreciation expense reported.	40	
d. The combined total of the amount reported paid to proprietors, etc. and the amount of depreciation expense reported	6	

¹ An example of this category is where the loss reported was \$10,000 and the amount reported paid to proprietors, etc. was \$15,000 and the amount of depreciation expense reported was \$25,000.

BROADCAST EXPENSES OF 3 NETWORKS AND 554 TV STATIONS IN 1962 (In Thousands of Dollars)

Type of Expenses (1)	Networks (2)	15 Network Owned and Operated TV Stations (3)	539 Other TV Stations (4)	Total 3 Networks and 554 TV Stations (5)
Technical.....	\$ 27,617	\$15,281	\$ 86,048	\$ 128,946
Program.....	463,131	49,603	215,808	728,542
Selling.....	20,785	10,841	63,420	95,046
General and Administrative.....	36,443	19,036	166,550	222,029
Total Broadcast Expenses.....	\$547,976	\$94,761	\$531,826	\$1,174,563

PRINCIPAL EXPENSE ITEMS OF TV STATIONS WITH TIME SALES OF \$25,000 OR MORE CLASSIFIED BY VOLUME OF REVENUES (Stations Operating Full Year 1962 Only)

Broadcast Revenues	No. of Stations	AVERAGE PER STATION REPORTING				Depreciation
		Total Expenses	Salaries and Wages	Film	Talent	
\$7,500,000 and over	20	\$6,786,655	\$1,974,246	\$1,657,388	\$403,191	\$190,730
5,000,000 - 7,500,000	16	3,632,140	1,261,114	743,529	176,983	195,381
4,000,000 - 5,000,000	13	2,696,520	1,132,336	351,728	117,461	162,954
3,000,000 - 4,000,000	38	2,161,744	783,563	361,013	65,762	168,775
2,000,000 - 3,000,000	39	1,716,686	645,065	251,874	46,455	157,919
1,500,000 - 2,000,000	36	1,322,903	493,733	173,681	29,306	107,881
1,000,000 - 1,500,000	67	1,004,355	386,361	116,979	18,457	116,008
800,000 - 1,000,000	47	769,007	323,748	61,904	16,388	98,178
700,000 - 800,000	23	675,871	263,436	76,495	18,617	94,534
600,000 - 700,000	33	571,378	248,787	44,087	9,609	64,298
500,000 - 600,000	40	481,252	195,991	40,986	10,011	56,434
400,000 - 500,000	24	473,220	199,914	48,146	8,918	52,140
300,000 - 400,000	35	345,851	139,315	24,060	7,338	40,605
200,000 - 300,000	30	255,367	104,259	22,116	5,007	23,515
100,000 - 200,000	34	200,389	83,809	14,308	2,695	23,575
Under - 100,000	25	99,608	39,601	11,672	1,716	14,501
Total	520	\$1,198,338	\$ 437,193	\$ 194,875	\$ 45,448	\$ 95,227
VHF	447	1,317,819	475,104	218,015	50,368	103,225
UHF	73	466,719	201,829	48,991	10,489	46,568

Note: Not all stations reported all expense items.

BROADCAST FINANCIAL DATA OF 3 NATIONAL TELEVISION NETWORKS AND 554 TV STATIONS, 1962 (In Millions of Dollars)

Item (1)	Networks (2)	15 Network Owned and Operated TV Stations (3)	539 Other TV Stations (4)	3 Networks Totals: and 554 TV Stations (5)
A. Revenues from the sale of time:				
1. Network time sales:				
Sale of network time to advertisers.....	\$520.2
2. Deductions from network's revenue from sale of time to advertisers:				
a. Paid to owned and operated stations.....	36.1
b. Paid to affiliated stations.....	164.5
Total participation by others (excluding commissions) in revenue from sale of network time.....	200.6
3. Total retentions from sale of network time.....	\$319.6	\$ 36.1	\$165.8 ^a	\$ 521.5
4. Non-network time sales:				
a. National and regional advertisers.....	114.8	424.7	539.5
b. Local advertisers.....	38.4	204.1	242.5
Total non-network time sales.....	153.2	628.8	782.0
5. Total time sales.....	319.6	189.3	794.6	1,303.5
6. Deduct—Commissions to agencies, representatives, etc.....	77.9	28.5	113.7	220.1
7. Net time sales.....	241.7	160.8	680.9	1,083.4
B. Revenues from incidental broadcast activities:				
a. Talent and programs.....	310.4	3.5	8.6	322.5
b. Sundry broadcast revenues.....	32.6	5.2	42.5	80.3
Total incidental broadcast activities.....	343.0	8.7	51.1	402.8
Total broadcast revenues.....	\$584.7	\$169.5	\$732.0	\$1,486.2
C. Total broadcast expenses.....	\$548.0	\$ 94.8	\$531.8	\$1,174.6
D. Broadcast income (before Federal income tax).....	\$ 36.7	\$ 74.7	\$200.2	\$ 311.6

^a Total retentions from sale of network time of \$165.8 million by 539 other TV stations includes revenues received from miscellaneous TV networks in addition to receipts from the 3 national networks.

The spot for spot



If you profit from big populations, *you'll get a big dollar's worth on WSOC-TV. Charlotte ranks 15th among the top 20 Urban Regions of the U.S. With over two and a quarter million people within a 75-mile radius, Charlotte's trade area is bigger than that of Indianapolis, Kansas City, Minneapolis. Sensible rates, station support, results make WSOC-TV the first Carolina choice for spot buyers.* **Charlotte's WSOC-TV**

NBC and ABC. Represented by H.R. WSOC-TV is associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton; WIOD, Miami.

BROADCAST REVENUES, EXPENSES, AND INCOME OF TELEVISION NETWORKS AND STATIONS, 1961-1962
(In Millions of Dollars)

	1962	1961	% Change 1961-1962
BROADCAST REVENUES			
3 Networks (including 15 owned and operated stations)	\$ 754.2	\$ 675.3	+ 11.7%
539 Other Stations:			
456 VHF	697.6	611.6	+ 14.1
83 UHF	34.4	31.4	+ 9.6
Subtotal	732.0	643.0	+ 13.8
Industry Total	\$1,486.2	\$1,318.3	+ 12.7%
BROADCAST EXPENSES			
3 Networks (including 15 owned and operated stations)	\$ 642.8	\$ 588.3	+ 9.3%

539 Other Stations:			
456 VHF	498.3	461.0	+ 8.1
83 UHF	33.5	32.0	+ 4.7
Subtotal	531.8	493.0	+ 7.9
Industry Total	\$1,174.6	\$1,081.3	+ 8.6%

BROADCAST INCOME (before federal income tax)			
3 Networks (including 15 owned and operated stations)	\$ 111.4	\$ 87.0	+ 28.0%
539 Other Stations:			
456 VHF	199.3	150.6	+ 32.3
83 UHF	0.9	(0.6)	+250.0
Subtotal	200.2	150.0	+ 33.5
Industry Total	\$ 311.6	\$ 237.0	+ 31.5%

() Denotes loss
Note: Data are for 3 networks and 540 stations in 1961, and 3 networks and 554 stations in 1962.

TV MARKETS RANKED BY VOLUME OF REVENUES SHOWING MEDIAN REVENUES OF STATIONS REPORTING PROFIT OR LOSS, 1962

TV Markets (Ranked by Descending Volume of Revenues)	Total Number of Stations Reporting	Stations Reporting Profits		Stations Reporting Losses	
		Number of Stations	Median Revenue	Number of Stations	Median Revenue
MARKETS WITH THREE OR MORE TV STATIONS					
1st - 25th	95	86	\$4,474,673	9	\$759,154
26th - 50th	84	66	1,840,968	18	340,051
51st - 91st	123	91	947,882	32	468,202
Total 91 Markets	302	243	\$1,679,108	59	\$458,502
MARKETS WITH TWO TV STATIONS					
1st - 25th	50	44	\$1,394,969	6	\$616,325
26th - 50th	50	38	675,658	12	501,754
51st - 64th	28	15	392,698	13	164,128
Total 64 Markets	128	97	\$818,846	31	\$332,284
MARKETS WITH ONE TV STATION					
1st - 25th	25	24	\$681,604	1	\$555,806
26th - 50th	25	19	372,631	6	400,807
50th - 75th	25	18	227,564	7	189,659
76th - 109th	34	6	80,292	28	69,812
Total 109 Markets	109	67	\$372,631	42	\$100,044

BROADCAST ADVERTISING

ARB moves toward radio measurement

RKO AUTHORIZES DETROIT STUDY THAT WILL TEST METHODOLOGY

The American Research Bureau will conduct tests this fall on diary research techniques that may take ARB into the radio audience measurement field by next spring (BROADCASTING, Sept. 16).

The techniques, if validated by the field tests, would provide data on both in-home and away-from-home listening—in terms of individual listeners rather than homes reached.

Plans for the methodology study, to be conducted in Detroit, are being announced today (Sept. 23) by RKO General Broadcasting, which commissioned the project, and ARB. James Seiler, ARB director, also discussed the plans at the Chicago chapter of Station Representatives Association last week.

RAB Study ■ Disclosure of the project came at a time when the Radio Advertising Bureau was preparing a \$200,000 radio audience research methodology study of its own. Miles David, RAB administrative vice president, said of the RKO-ARB project:

"We don't know enough about the specific plan to comment in any detail. As a generalization, any added valid knowledge of radio audience measurement which can be developed should be helpful to the industry. If a trend toward methodology research has now been generated, it could be very constructive. Objective studies by individual research firms of their own methods could be a valuable supplement to an overall industry study of all methods."

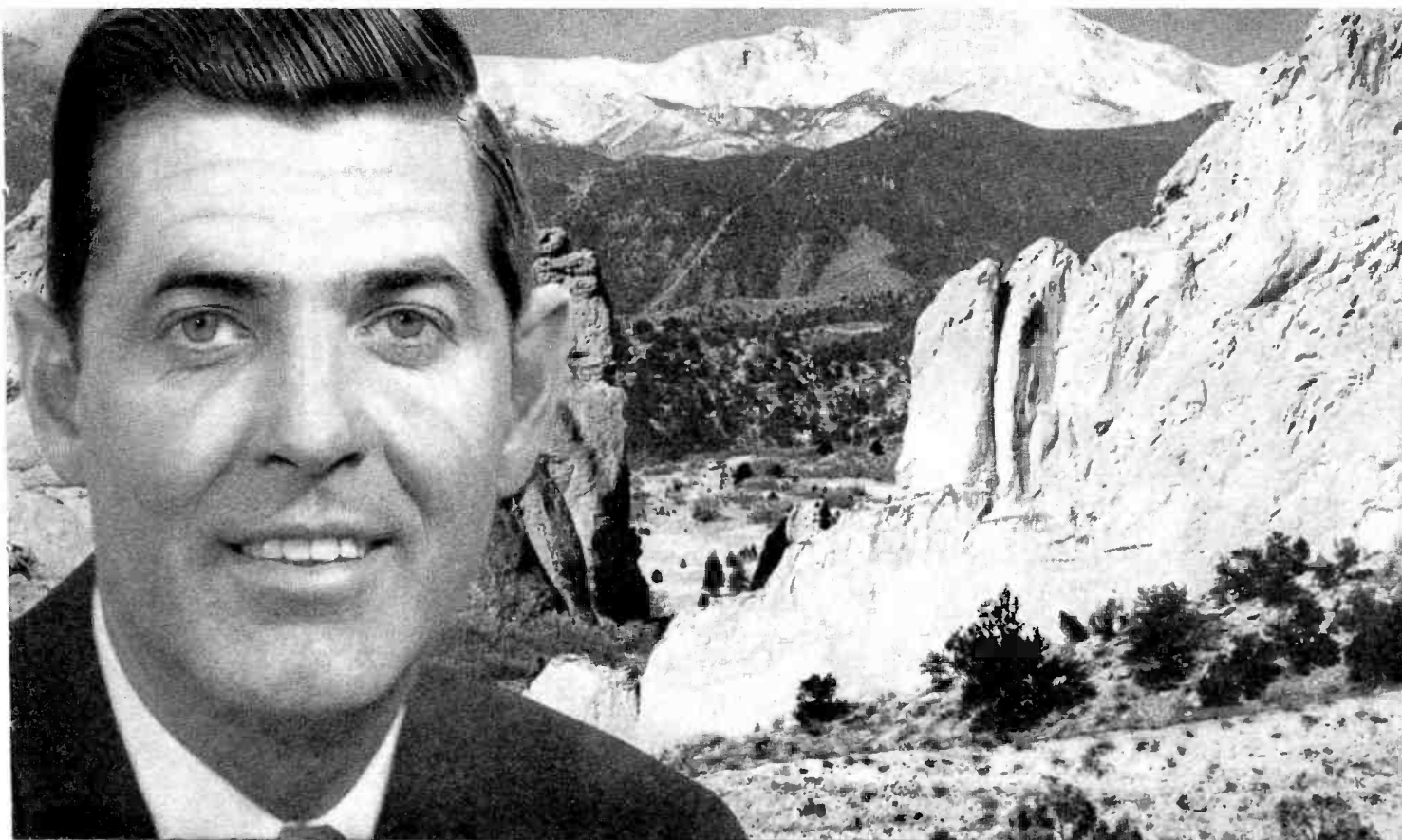
Up to now, ARB's audience measurement activities have centered on television, local and national. The most widely active radio audience measurement service is The Pulse, which provides local market reports based on the personal interview, aided recall technique, A. C. Nielsen Co. has stopped its local radio reports; it is said to be planning to drop the audimeters out of its combination audimeters-and-diary service for networks. Sindlinger & Co. uses the telephone-interview, aided-re-

call technique in its network service and is planning to initiate local radio reports. C. E. Hooper Inc. uses telephone coincidental surveys for its local-only service. Trace, operating mainly on the West Coast, uses an automobile-coincidental system in interviewing motorists stopped at traffic lights, etc.

Proposals To Networks ■ ARB officials said last week they have submitted conditional proposals to the radio networks, offering them national audience measurement reports based on 17,000 tabulated diaries per report—if the techniques are validated in the methodology study.

In addition, ARB authorities reported, a number of major radio stations have expressed interest in the new approach. They estimated that if the tests are positive, ARB can have its first national study, plus local studies in at least six major markets, underway by next spring.

The ARB system, in essence, as ad-



Garden of the Gods, with Pike's Peak in the background, Colorado Springs, Colorado

Why KRDO-TV bought Volumes 1, 2, 3, 4, 5 & 7 of Seven Arts' "Films of the 50's"

Says Jay Gardner:

Station Manager, KRDO-TV Colorado Springs, Colorado.

"When Seven Arts introduced their first Volume of 'Films of the 50's' back in 1960 we were looking for top programming to fill a prime time opening. We checked the Seven Arts features and even though they cost twice as much as any others we looked at, we bought them. They were obviously just what we needed to make us number one in the market, and this they did in short order . . . in the critical prime time periods of Saturday and Sunday night, and by the way, against stiff network competition. We had such

with the first Volume of Seven Arts 'Films of the 50's' that as soon as each succeeding Volume was released we added them to our library for telecasting in our special showcase, 'Master of Seven Arts'. We have just recently acquired their latest release, 'Volume 7' and we're as sure of success with these films as we were with all of the others that have preceded them. We buy the top — to stay on top."



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

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

vocated by ARB Director James Seiler more than 15 years ago, focuses on individual listening rather than homes reached.

Two types of diaries will be tested. Half of the respondents will record only radio listening. The other half will use a multi-media diary to record not only their radio listening but also their television viewing, their newspaper reading and their magazine reading.

Multi-Media Tests ■ ARB officials said tests they have conducted over the past year indicate multi-media diaries may deliver more valid results than single-medium diaries. They said people tend to be "yeasayers," inclined to give the answer they think is wanted, and that tendency may be offset when the identity of the medium under study is obscured by asking about several media.

Mr. Seiler said the Detroit tests will seek not only to determine which type of diary produces the most valid results, but also to see whether either type brings adequate validity. The diaries will call upon respondents to indicate in

dent of RKO General Broadcasting, said that "as operators of America's largest independent station group, "we share the concern of many broadcasters, agencies and advertisers with respect to the adequacies of presently available radio audience information. While this project will be limited to a single major U. S. market, we are confident that satisfying results from this test will result in extension of the methodology by ARB to other markets, and could result in a new syndicated local radio measurement, providing more complete, valid and reliable audience estimates than have been available before. We are especially pleased that as part of this test, radio's impact on an area beyond the census-defined metropolitan market will be examined. Knowledge gained from this test will certainly be shared with interested agencies, advertisers, broadcasters and trade organizations."

Frank Boehm, research and promotion director of RKO General Broadcasting National Sales, who was credited with suggesting the project, said if

years old or older, wherever it may occur, provided it amounts to five minutes or more in a given quarter-hour.

The test project will attempt to develop audience estimates for Detroit stations in terms of (1) average daily quarter-hour audience, by one-hour periods from 6 a.m. to 6 p.m., Monday through Friday, with Saturday and Sunday shown separately; (2) average Monday-through-Friday quarter-hour cumulative audience, 6 a.m. to 6 p.m., by one-hour periods; (3) average quarter-hour audience for each day, by one-hour periods, 6 a.m. to 6 p.m.

The estimates, according to ARB, will be specified in terms of total number of persons reached, and also with total male and female breakdowns into four age groups: 12-17, 18-34, 35-50 and 50 plus. At-home and away-from-home audience estimates will be shown "when appropriate," ARB said, and demographic information will cover family size, age and education of housewife, and occupation of male head of household from which respondents are selected.

Data also will be gathered relating to the number of working order radio sets in the respondent's family, and identification of those equipped for FM, the number of working-order portable (cordless) radio sets, and the incidence of car radios among those respondents who have cars.

ARB officials said the sample for the Detroit test will be drawn from residential telephone listings for 19 counties, and that the results will be considered applicable to both the telephone and the nontelephone population.

Agency appointments...

■ Gardner Advertising Co. has been named to handle all advertising for the Household Products Division of Hamilton Cosco, Inc., of Columbus, Ind. Hamilton Cosco manufactures household furniture. Gardner's appointment becomes effective Jan. 1, 1964.

■ Lowery Organ Division of Chicago Musical Instrument Co. names Doyle Dane Bernbach as agency effective Jan. 1, 1964. Total billings for the account are approximately \$400,000, according to the agency.

■ Allied Foods, Los Angeles (Wilshire pickles, Zippy starch and Zippy Fluf fabric softener), to Beckman, Koblitz Advertising, Los Angeles. Initial campaign will introduce a soon-to-be-announced product in the San Diego market. Allied distribution covers food outlets in the nine Western states and Hawaii.

■ Commonwealth Savings & Loan Association (subsidiary of Allstate Enterprises), to Grey Advertising, Beverly Hills, Calif.



Field for ARB's upcoming methodology study in the Detroit area is discussed by Jim Seiler (l), director of American Research Bureau, and

Hathaway Watson (r) president of RKO General Broadcasting, which authorized the tests to improve radio audience measurements.

each instance whether the listening took place at home or away from home. Both telephone coincidental and personal recall surveys will be used to doublecheck the validity of the diary results.

ARB's methodology study will be conducted in the Detroit television market, at RKO General's request (RKO owns CKLW Windsor-Detroit and designated the television market for measurement because the TV market is often used by advertisers to define their marketing operations).

Watson Enthusiastic ■ In announcing the project, Hathaway Watson, presi-

successful it could lead to a service providing data not now available on a syndicated basis.

Donald J. Quinn, director of national sales for RKO General Broadcasting, called the study "consistent with our concept that future agency use of computers will require greater standardization of audience data for all media."

Reliable Methods Sought ■ ARB's Mr. Seiler said the purpose of the Detroit study is to "develop a method that will provide valid and reliable estimates of the total radio listening audience." "Listening" is that done by persons 12

WWDC ^{radio} salutes Washington's finest

As Division Manager of the Washington, D. C. Division of Safeway Stores, Inc., J. A. Anderson heads one of the largest business operations in this area. Safeway's Washington Division operates 220 supermarkets in the District of Columbia, Virginia, Maryland, Pennsylvania and Delaware. Deserved recognition for the success of the Washington Division and to Mr. Anderson as its leader, came with his election as a Vice President by Safeway's Board of Directors in 1960. Born in Illinois, Mr. Anderson came to Washington and joined the Safeway "team" in 1933. He and his associates have made Safeway one of the best known and most highly respected names in the Washington business community. WWDC thanks Mr. Anderson, Safeway, and its agency, The Manchester Organizations, for the privilege of playing an important part in the Washington success story.

Represented nationally by John Blair & Company



WWDC RADIO WASHINGTON, D.C.





40 YEARS OF
PROGRESSIVE BROADCASTING

WTAR *"The Voice of Tidewater"*

ONE OF AMERICA'S GREAT RADIO STATIONS

Air Date Sept. 21, 1923

NORFOLK-NEWPORT NEWS, VA.

be ready about the first of the year, Mr. Sindlinger indicated. Detailed magazine and newspaper breakouts for the market-by-market media mix reports also will be available upon special order.

Auto Projects ■ Sindlinger's new radio report has been made possible only as a result of the heavy investment which has been made in the basic survey by the auto industry during the past several years, Mr. Sindlinger said. This also has provided the additional advantage of some five years of field testing and refinement, he indicated.

The cost of the new local market radio report will range about \$2,500-\$3,000 per station, he said, while the cost to agencies will average about \$150 per market on the basis of a multiple-market buy. The cost to advertisers will be custom priced depending upon how much additional product and other data is desired. Sindlinger's price for its national radio report runs \$100 per month for agencies.

Mr. Sindlinger told his Chicago audience last week that he has drawn some broad general conclusions from the range of media, economic and product-buying data gathered during the past few years, especially that relating to differences between the hard-to-reach and easy-to-reach telephone respondents. Among these:

■ Those not at home when first called "are likely to be better doers and better spenders—which is one reason they are not at home." (Sindlinger keeps after them until they are reached, he said.)

■ Hard-to-reach people tend to have higher income, own more automobiles and are heavy auto radio listeners, especially the males. The majority of those indicating new-car purchase intentions fall within this group. They also are heavy newspaper readers, particularly of morning papers.

■ Easy-to-reach people tend to be light radio listeners and light magazine and light morning newspaper readers, but they own more TV sets. They tend to represent households of heavy TV viewing and a big family, and their

intention-to-buy list more often is headed by a new washing machine than by big items such as a house.

■ Listeners to FM-only stations tend to be those who rank "very high in buying plans."

Using the upcoming Detroit report as an example of what will be typical of the local market data, Mr. Sindlinger said the basic radio figures will include by 15-minute periods the sample size, the total persons who said they listened, station rating and audience share, and how many listened at home, in autos and in other places.

Ratings Range ■ Each rating will comprise three figures rather than the usual one, he said. The rating also will include two additional figures, one indicating the upper limit of standard statistical deviation and the other showing the lower limit.

This aspect of the local market reports will be significant, Mr. Sindlinger said, because it will tend to force stations away from emphasis upon being "first" in mere audience quantity or "rating." Audience quality—specific advertiser prospects as indicated by the economic and product data—will take on greater importance, he indicated.

Thus, he explained, a sponsor might find that a market's No. 4 station actually has cornered far more of his best "planning-to-buy" prospects than the station rated No. 1. Sindlinger's continuing daily survey system also eliminates "rating week" problems in broadcasting, he said.

The Detroit report will include data on about 15-17 different AM and FM only stations during the average quarter-hour, Mr. Sindlinger said. The daily average of different radio stations will total about 35-40, he said, since this total will also include out-of-town station listening measured in Detroit.

Publications Too ■ The Detroit media-mix report also will show some 175 magazines and periodicals "read yesterday," he explained, as well as the local readership of Detroit newspapers and all out-of-town papers such as the *Wall Street Journal*, *New York Times* or *Christian Science Monitor*. "Last

night's" TV viewing will be measured by programs.

The local market reports also will show specific audience characteristics such as those for auto radio. The Detroit data, he said, shows a heavy blue collar lower-income auto radio audience during the 6-8 a.m. period while a heavy white collar auto audience peaks during the 8:30-9:30 a.m. period, followed by men salesmen and women shoppers. The afternoon pattern is comparable too, he said.

Can people today possibly recall their radio listening "yesterday" by the quarter-hour when unexpectedly called by Sindlinger interviewers? Yes, Mr. Sindlinger claimed, for several reasons. One reason is a change of radio listening habits during the past decade, he said, while another is the careful method of questioning employed.

There are three types of radio listener today, Mr. Sindlinger said. One turns the set on and leaves it fixed all day with one station. The second is the "in and outer," who tunes eight or nine times a day for specific reasons such as news. The third listens to "program blocs" on four or five stations.

Defense of Recall ■ Mr. Sindlinger said his confidence in the recall accuracy also has been increased by the manner in which the daytime-only, FM and suburban stations show up or disappear within different portions of a market's interview sample.

Mr. Sindlinger said he does not believe in fixed panel samples because they decay through unconscious "cooperation" over a period of time. His firm's telephone recall method uses a new random sample each day of the week. Monday's incomplete calls are re-called on Monday every two weeks until they are completed or refused.

Telephone interviewing, because it is impersonal, also tends to be more accurate, he claimed, and it also enjoys a higher completion rate than personal interviewing.

Mr. Sindlinger, who at one time was with the Gallup opinion research organization, formed his own market research firm in 1948. One of his first ventures was the Radox system for instantaneous measuring of radio-TV tuning in the Philadelphia area. The Radox data furnished initial proof of the reliability of the telephone recall.

About 1957 Sindlinger began consumer studies for the major Detroit auto firms. These reports have included media data. One early study, rejected at first by Ford, predicted quite accurately that the number of Edsels which would be sold would be far less than anticipated, he recalled. Sindlinger also has done continuing special TV studies for DuPont and Chrysler.

Twist uses twist for a tryst with the Jets

New York's American Football League entry, the Jets, have turned to radio in an attempt to build "public affection." Through their newly appointed agency, Redmond & Marcus, New York, the Jets are in the midst of a four-week radio campaign on four New York stations—WOR, WCBS, WABC and WMCA.

Using what the agency calls "a Damon Runyon type girl we call Janie," the announcements present a

woman's view of the Jets, ending with the line, "See you at the Polo Grounds (Jets home park), doll." The character is intended to be "likeable, and colorful, to prove that we can laugh at ourselves," according to the agency.

The campaign, with an estimated frequency of between 65 and 75 spots per week, is expected to cost the New York football team approximately \$25,000.

A large, stylized graphic of overlapping leaves in black and white, creating a sense of movement and heat, serving as the background for the top half of the advertisement.

Hottest TV Station

in the Quad-Cities

(Rock Island, Moline,
East Moline, Illinois
and Davenport, Iowa)

We're burning all the old record books for business activity. Availabilities have been nearly SRO for first half of 1963. Reasons for our banner year: (1) audience knowledge that Channel 4 is WORTH WATCHING! (2) outstanding sales results for local and national advertisers (3) affiliation with CBS, a scorching good network. One more item: the Quad-Cities market. No cold potato, this one! Employment has just hit a new ten-year high, and business is terrific. Call Avery-Knodel, or Maurice Corken at WHBF-TV, Rock Island, Illinois.



The creative mind and advertising

AN ATMOSPHERE FOR IMAGINATION SOUGHT IN AGENCIES

The role of the creative individual in advertising and how his imagination may be used most effectively in the American system of hard-headed competitive free enterprise was a major topic of speakers at the Western region meeting of the American Association of Advertising Agencies, held Wednesday-Thursday (Sept. 18-19) in San Francisco. Some 500 advertising executives attended one or more of the sessions.

Defining the creative person and what makes him that way, Donald W. Mackinon of the Institute of Personality Assessment and Research, University of California, said that this individual is most generally characterized by "his high level of effective intelligence, his openness to experience, his freedom from crippling restraints and impoverishing inhibitions, his aesthetic sensitivity, his cognitive flexibility, his independence in thought and action, his high level of creative energy, his unquestioning commitment to creative endeavor and his unceasing striving for solutions to the even more difficult

problems that he constantly sets for himself."

Tryout For Ads ■ A new kind of research that gives the creative advertising individual "the equivalent of the New Haven tryout of the Broadway play" and is "a far cry from research that straight-jackets creative thinking," was described by Marion Harper Jr., president and board chairman of Interpublic Inc. and past chairman of the AAAA.

This new kind of research, for which McCann-Erickson, Interpublic's largest agency, has appropriated a half million dollars, makes use of a testing technique that "measures what an advertisement does to people, rather than what people may do to an advertisement," Mr. Harper stated.

The technique's basic concern is persuasion, he explained. "It is measured through evidence of increased desire to buy the advertised product, or increased interest in the company. Supporting measurements relate to the importance of ideas in the purchase of the

particular product; interest in reading the advertisement or viewing the commercial; contribution to new learning; level of plausibility. The tests are conducted among customers and prospects for the product advertised—those predisposed positively or negatively toward it, and those uncommitted."

The procedure's success depends in part on speed and economy, primary considerations in its design.

"We have found it can be used rapidly and affordably for judging campaign ideas," Mr. Harper said. The technique focuses on an ad's business purpose. "It satisfies the requirement that the basic product of an advertising agency should be persuasion rather than advertisements, commercials, or even creativity. It brings the creative person—not applause or offense to his vanity—but an index to the persuasiveness of his inventions."

Ideas ■ The new research technique was devised, Mr. Harper said, to aid the agency's creative people in the development of ideas, "the right ideas,

Advertising's role in preserving freedom

Advertising is vital to the preservation of freedom, Tom Dillon, general manager, BBDO, declared Wednesday (Sept. 18) in a luncheon address to the Western region convention of the American Association of Advertising Agencies, Sept. 17-19 in San Francisco.

"In any country that gets above subsistence living, man is presumed to be entitled to freedom of economic choice," Mr. Dillon said. He is free to choose whether to spend his money on a glass of beer or to put it into a bank. He also can decide what he will spend his money for, in terms of what he thinks will best suit him. "It is a freedom no less dear than the freedom of choosing the men who will govern him or the religious thought he will follow. The very essence of all these freedoms is that he is free to do something that you and I might feel to be very foolish.

"You and I may deplore his decisions. But freedom from tyranny is freedom to make mistakes as well as freedom to be right. To exercise freedom of choice we've got to know what we've got a choice of. This is the function of advertising. . . .

What the orators and preachers are to politics and religion, advertising is to economics. Advertising pre-



Tom Dillon

sents in the best possible way the best possible case for an economic decision to buy certain products and services. Is this an economic and social waste?

"Of course it isn't. It is only a waste if you don't believe in freedom." Mr. Dillon said he thought advertising is as "vital" to the preservation of freedom "as the free exercise of publishing a newspaper . . . of building a church or . . . of the right of trial by jury."

Sole Advocate ■ Advertising, he continued, is not only the sole practical source of "advocating" the economic choices available, it is also the main support of the "only communication system that is not under control of the state." Without advertising's financial support not only would "there be no practical freedom of economic choice, but there is a very serious question whether there would be any practical freedom in politics and religion."

Mr. Dillon went on to list the countries spending the highest percentage of their income on advertising, a list headed by the United States, with 2.89%, then Canada, 2.138%, the United Kingdom and



Campbell-Ewald's Adams



General Motors' Smith



Interpublic's Harper

the most profitable ideas" for the advertiser. Most advertising research "has been oriented to what has been tried and what has been done to the old and to the past. It is concerned with proof, not discovery. Creativity is fo-

cusated on the future and on the new. The new is a product of imagination, experience and knowledge."

Imagination, he added, can "create the noncommunicative as well as the communicative; the unpersuasive as well

as the persuasive; the ineffective as well as the effective. The new expression that doesn't communicate may be just as creative as one that does." An agency should have an atmosphere of freedom for the imagination, and still give it guidance. "We may repudiate research as a substitute for imagination, but we are obliged to turn to it for evaluation of its creatures," he said.

Mr. Harper said creative people should have their own pre-testing methods which they can use or reject. This would encourage them to try things—"to go 'far out' without fear of lifted eyebrows, closed minds or phony permissiveness. Within this atmosphere, creativity can come into full flower. It can express the finest inspiration of the creative mind in support of the business purposes of the advertiser. This is a use . . . that liberates rather than inhibits."

Resentments ■ Inside the agency, "the creative person is no bargain to get along with," Ernest A. Jones, president of MacManus, John & Adams, asserted. "Creative people are rewarded and motivated to a large degree by the things they make and deeply resent having their creations meddled with by those they may consider as interloping imposters. They may consider the creative function an embattled enclave surrounded by management Indians, with the authority for "completely irrelevant criticism." Creative people, he continued, "are sensitive, volatile, ego-centered, tactless and often inarticulate. . ."

Creativity, Mr. Jones declared, "is a divine affliction." But "it can also be a pain in the assets of any otherwise well-managed agency. The creative spirit must be directed to a commercial end."

MJ&A has established seven bench-

Finland, 2.1% each, declining past Australia, Portugal, Norway, Sweden, West Germany, the Netherlands, Japan and Brazil to Denmark, with 1.4% of its gross national income spent for advertising. At the other end of the list, he cited Russia, Red China, East Germany, Cuba, Poland, Hungary and Czechoslovakia—all with no advertising.

Mr. Dillon asked, "Do you think for a moment that this is a coincidence? Do you think that it is just a matter of luck that advertising and freedom and dignity of man go hand in hand? Do you think advertising is merely a frill that rich and successful nations can afford? If you do, I would like you to remember that in all countries where freedom of the press and freedom of speech and freedom of religion are suppressed, they are suppressed under the argument that the people are not yet rich enough for that luxury. . . . Advertising is never welcome among the politically or intellectually arrogant who have appointed themselves the nursemaids of the people. Tyranny . . . hates advertising like the devil hates holy water."

The BBDO executive told his au-

dience that if it believed with him that "advertising plays such a vital part in maintaining the freedom of our social structure, then you and I as the citizens charged with advertising bear some heavy responsibilities. Among these responsibilities, Mr. Dillon called for advertising to be "as free as possible from legitimate criticism." He continued that he is "gravely concerned that we may not meet our responsibility to protect the principle of freedom of speech in advertising. For the first time in 228 years, we are finding a spate of cases where truth is no defense against suppression. . . ."

More important, Mr. Dillon concluded, all in advertising should continue to support "the long-standing American tradition of noninterference in the communications content of media. We have a grave responsibility to protect the independence of our communications media—for the day on which we do not do so, we open up an additional opportunity of news management by the state. I happen to be very much in favor of having news managed by managing editors and advertising managed by advertising managers."

Ogilvy doesn't savor taste of commercials

David Ogilvy, chairman of Ogilvy, Benson & Mather, used the occasion of the annual fall conference of the Magazine Publishers Association last week in New York to launch a blast against "tasteless materialism" of American television commercials.

Speaking before the group's seventh annual membership meeting, Mr. Ogilvy made a general plea for government control of both programming and advertising. The title of his talk, "Confessions of an Advertising Man," is also the title of a book written by Mr. Ogilvy which will be released Oct. 21.

Although his agency channeled some \$2 million into television advertising last year, Mr. Ogilvy said that TV commercials had "made Madison Avenue the arch-symbol of tasteless materialism," and said he was "angered to the point of violence" by "vulgarity of the commercials."

He expressed favor with commercials which were informative and factual, rather than combative.

He also said that the practice of granting sizable discounts to big advertisers had the effect of retarding, or slowing the entry into advertising of the smaller companies.

marks which "effectively marry creativity to commerce," he reported, listing them in question form: Is the advertisement based on a single selling idea? Does the idea have a definite objective? Does the idea point up a competitive difference? Is the idea presented in a fresh and different way? Is it communicated with clarity and speed? Is the idea believable? Is there an attitude, tone of voice and spirit throughout the communication that makes the reader, listener or viewer warm up to and like the advertiser?

"Don't forget the consumer," Fred Gerlach, vice president and director of research at Gardner Advertising Co., warned. "In our creative research work," he said, "we attempt to position the creative effort on a scale against other creative efforts (will this do the job better than something else?) and we then attempt to find out why the creative effort is positioned the way it is." But, he declared, most of the various techniques now in use fall short because they "have overlooked that they are operating within the field of communications and that communications is a two-way street."

The measurements now being made are chiefly static, Mr. Gerlach stated. "They only consider the advertising input at a given moment in time, but they do not consider that the recipient of the advertising message, if only in his own mind, will talk back." This means that dynamic instead of static research techniques are needed and he noted that experiments in this direction have already produced some interesting and helpful results, "which promise positioning of the creative effort and guidance for the copy writer and art director."

Admen And Eggheads ■ Advertising men also have to get along with eggheads and they will do so more happily if they "recognize the valid contributions of the intellectual" to our modern society and his role as a critic of adver-

tising, Thomas B. Adams, president, Campbell-Ewald Co., stated.

Eggheads are even to be found in agencies themselves, he pointed out, generally in the research and creative departments. "We need them to help us understand and evaluate our efforts," he said, "but we don't listen to them and this is most often due to one simple fact: We don't understand them. We had better learn. . . Let us listen to them. Let us try to learn from them. Let us let them scan us and our activities and benefit from their conclusions. Let us give them the opportunity to help us, because we are going to need their help, if we expect to do the kind of job that will have to be done in the years ahead."

The advertiser's role in the advertiser-agency relationship, was defined by Gail Smith, director of advertising and market research, General Motors Corp. The advertiser, he stated, "must believe in advertising. He must think of it as an investment, not as an expense."

Next, "the advertiser should supply the agency with clear, simple, sensible objectives. They should encompass just what the advertising is supposed to do and should not try to make advertising assume responsibilities that belong to other parts of his business. . . The advertiser should recognize that the agency is a respectable, hard-working, well-managed business. As such, he should expect and want it to make a reasonable profit. [He] should also believe in long-term relationships with his agency. . . [and] should consider replacement only under unusual circumstances. . .

The advertiser should be willing to let the agency know exactly what he feels his image should be, and what his basic policies and objectives are. To accomplish his purpose he must treat the agency as a "full-working partner."

The Other Side ■ What an advertiser expects from his agency, was discussed

by John Hunter, advertising vice president of B. F. Goodrich Co., who said that advertisers should expect their agencies to "ask for a clear definition of what it is and is not expected to do in the marketing process . . . ask for a clear and complete channel of information necessary to accomplish its assigned responsibility . . . decline responsibility for which it is not fully prepared . . . strive for practical creativity and include the plans for executing it [and] explore its opportunity to keep abreast of and offer constructive criticism in the areas of the marketing process for which it has no responsibilities."

Advice To Agencies ■ Agencies have to get along with retail and wholesale grocers and currently the relationship leaves much to be desired, Michael J. O'Connor, executive director of Super Market Institute, told the AAAA gathering. The manufacturer's salesman, faced with complaints about packaging, pricing, promotions or deals which he cannot answer, "finds the agency an easy scapegoat," Mr. O'Connor commented. The agency also takes the rap for tradepaper advertising, he said, reading from an ad for lighter fuel. "All you have to do is make sure your customers know you stock XYZ lighter fuel. The demand for it is already tremendous. Just display the eye-catching cans in a prominent place and sit back. Your profits will ZOOM. . ." Mr. O'Connor noted that "an average super market doing \$1 million in annual volume sells approximately five cans of lighter fluid a week."

A former agency man himself, Mr. O'Connor suggested that agency people could profitably attend more meetings held by the super market industry, "to listen to the problems and the trends and the language of the business." He also suggested a joint SMI-AAAA advertising school or clinic, held once or twice a year, at which agency specialists could teach retailers "the fine points of creative planning, typography, art and production, media and research."

At Young & Rubicam, New York, the computer is "the center of a new system of decision making," Peter Langhoff, vice president and research director, told the meeting. "We are using the computer to stimulate the mental process of the ideal media buyer," he said. "We have all known that ideally, given all the time and data we needed, we would select our media schedules in a much more precise fashion than is our actual practice. The computer operates with such amazing speed that time is no longer a significant obstacle to achieving the ideal. Only our own inertia now stands between us and the ideal."



PULSE-TAKER

Mrs. McGrath wants a program about parakeets.

She may not get it, but at least we know about Mrs. McGrath. She was one of many thousands in our station cities who submitted to lengthy interviews by field researchers from the Magid Company. These Magid surveys are marked For Management Use Only. They guide our station managers in assessing the community's needs and desires in television and radio service. Who knows... there might even be a good show in parakeets!



We believe that audience research is a continuing obligation of broadcasters, both to their audiences and to the industry which they represent. As a division of Time Incorporated, Time-Life Broadcast allocates substantial budgets annually toward investigations of its audiences' preferences and needs.

CALIFORNIA—KOGO-TV-AM-FM San Diego COLORADO—KLZ-TV-AM-FM Denver INDIANA—WFBS-TV-AM-FM Indianapolis MICHIGAN—WOOD-TV-AM-FM Grand Rapids MINNESOTA—WTCN-TV-AM Minneapolis/St. Paul

TV billing reaches new high

FIRST HALF HITS \$853 MILLION AS NETWORK INCREASES 6%

Television's gross time billings for network and spot reached a new level of nearly \$853 million in the first six months of 1963.

The Television Bureau of Advertising reported today (Monday) that network TV gross totaled \$411,165,900, an increase of 6% over the \$387,772,615

billings in the like period a year ago.

Spot TV, as reported previously by the bureau had gross billings of \$219.7 million for the first quarter of the year, and \$223.1 million in the second quarter, or a total of \$442.8 million. The gains in spot were 20% and 18.5% respectively for the two quarters.

According to these computations, spot TV would appear to be well out in front of network in terms of gross time billing at the mid-year (CLOSED CIRCUIT, Sept. 16).

Among the big gainers was Bristol-Myers Co., which has been showing up strong in both network and spot.

NETWORK TV BY PRODUCT CLASSIFICATIONS
Source: TvB/LNA-BAR

	Second Quarter 1963	Second Quarter 1962	% Change
Agriculture & farming	\$ 24,400	\$ 81,845	- 70.2
Apparel, footwear & accessories	3,470,900	3,061,436	+ 13.4
Automotive, automotive accessories & equipment	13,896,500	12,203,283	+ 13.9
Beer, wine	2,311,600	2,303,822	+ 0.3
Building materials, equipment	2,839,300	2,013,265	+ 41.0
Confectionery & soft drinks	4,799,900	6,189,520	- 22.5
Consumer services	678,200	806,840	- 15.9
Drugs & remedies	25,908,100	21,129,543	+ 22.6
Entertainment & amusement	255,000	274,804	- 7.2
Food & food products	33,556,500	32,907,814	+ 2.0
Freight, industrial & agricultural development	29,600	29,455	+ 0.5
Gasoline, lubricants & other fuel	3,033,700	4,583,242	- 33.8
Horticulture	517,800	200,632	+158.1
Household equipment & supplies	9,485,800	8,496,222	+ 11.6
Household furnishings	649,000	667,792	- 2.8
Industrial materials	4,123,900	4,496,846	- 8.3
Insurance	4,743,100	3,745,882	+ 26.6
Jewelry, optical goods & cameras	2,928,500	4,578,908	- 36.0
Office equipment, stationery	1,161,200	842,085	+ 37.9
Political	3,898
Publishing & media	255,300	268,986	- 5.1
Radio, TV sets, phonographs-musical instruments, access.	752,000	1,048,696	- 28.3
Retail or direct by mail	10,500
Smoking materials	22,959,000	21,703,435	+ 5.8
Soaps, cleansers & polishes	22,041,800	20,923,361	+ 5.3
Sporting goods & toys	1,555,300	1,132,324	+ 37.4
Toiletries & toilet goods	41,795,100	36,935,170	+ 13.2
Travel, hotels & resorts	605,700	263,615	+129.8
Miscellaneous	2,952,100	2,261,518	+ 30.5
TOTAL	\$207,339,800	\$193,154,239	+ 7.3

NETWORK TV BY PRODUCT CLASSIFICATIONS
Source: TvB/LNA-BAR

	January-June 1963	January-June 1962	Percent Change
Agriculture & farming	\$ 24,400	\$ 81,845	- 70.2
Apparel, footwear & accessories	4,730,500	4,665,927	+ 1.4
Automotive, automotive accessories & equipment	28,772,100	24,905,093	+ 15.5
Beer, wine	3,655,600	4,058,424	- 9.9
Building materials, equipment	4,958,100	3,025,070	+ 63.9
Confectionery & soft drinks	10,553,100	13,999,742	- 24.6
Consumer services	2,078,600	3,645,275	- 43.0
Drugs & remedies	58,784,500	48,787,065	+ 20.5
Entertainment & amusement	596,100	486,072	+ 22.6
Food & food products	66,859,900	67,841,854	- 1.4
Freight, industrial & agricultural development	68,700	76,600	- 10.3
Gasoline, lubricants & other fuel	5,206,600	9,243,941	- 43.7
Horticulture	546,900	304,325	+ 79.7
Household equipment & supplies	16,184,300	14,938,648	+ 8.3
Household furnishings	1,511,800	1,732,665	- 12.7
Industrial materials	9,327,700	9,915,930	- 5.9
Insurance	8,856,700	7,356,407	+ 20.4
Jewelry, optical goods & cameras	4,625,000	6,098,433	- 24.2
Office equipment, stationery	2,098,500	1,428,147	+ 46.9
Political	3,898
Publishing & media	459,900	627,609	- 26.7
Radio, TV sets, phonographs, musical instruments, access.	1,765,000	2,392,073	- 26.2
Retail or direct by mail	22,800
Smoking materials	46,274,700	43,583,137	+ 6.2
Soaps, cleansers & polishes	43,298,700	40,494,769	+ 6.9
Sporting goods & toys	3,054,200	3,015,804	+ 1.3
Toiletries & toilet goods	79,241,300	70,007,337	+ 13.2
Travel, hotels & resorts	1,250,300	603,889	+107.0
Miscellaneous	6,359,900	4,452,636	+ 42.8
TOTAL	\$411,165,900	\$387,772,615	+ 6.0

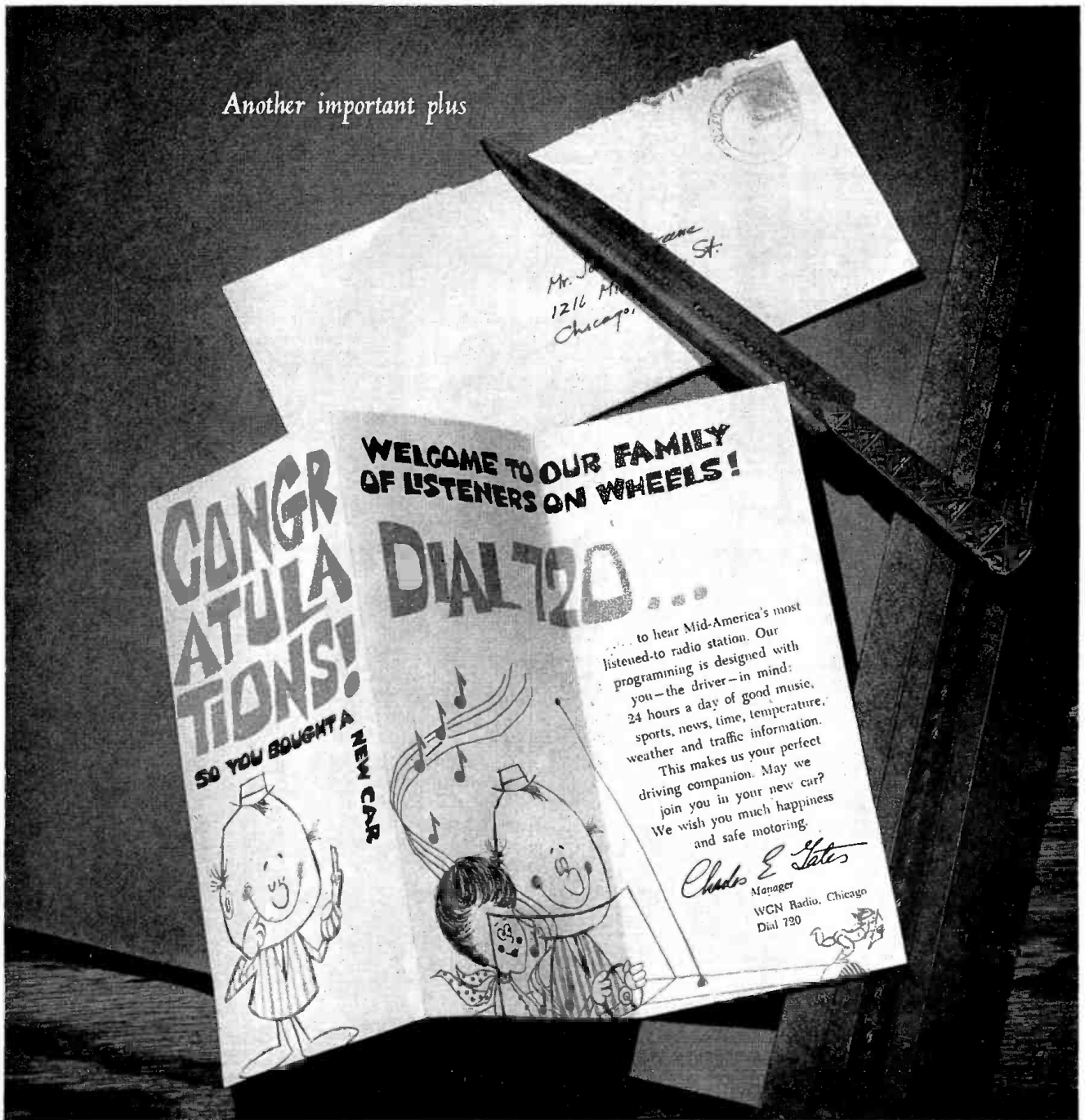
LEADING BRANDS IN NETWORK TV-JANUARY-JUNE
Source: TvB/LNA-BAR

	1963	1962
1. Anacin tablets	\$6,014,600	\$5,436,213
2. Bufferin	4,730,400	3,815,972
3. Salem cigarettes	4,381,600	3,775,771
4. Winston cigarettes	4,252,700	3,970,556
5. Crest tooth paste	4,029,200	3,829,079
6. Bayer aspirin tablets	3,996,500	3,171,055
7. Chevrolet passenger cars	3,625,000	4,026,013
8. L&M filter tip cigarettes	3,564,400	3,275,854
9. Camel cigarettes	3,464,300	4,320,029
10. Pall Mall cigarettes	2,934,700	2,733,674
11. Alka Seltzer	2,836,500	2,231,051
12. Kent cigarettes	2,814,200	2,913,559
13. Dristan tablets	2,649,300	2,286,767
14. Excedrin tablets	2,458,700	1,068,125
15. Colgate dental cream	2,443,000	3,529,791
16. Campbell's soups	2,437,000	2,748,545
17. Marlboro cigarettes	2,148,900	1,851,470
18. Viceroy cigarettes	2,130,100	2,809,331
19. One-A-Day vitamin tablets	2,083,000	1,887,650
20. Prudential insurance	2,034,800	1,909,281
21. Pillsbury chilled products	2,020,100	2,179,443
22. Nabisco cookies	1,954,300	1,948,447
23. Chesterfield cigarettes	1,953,300	1,756,640
24. Geritol	1,946,300	1,636,992
25. Ford passenger cars	1,911,900	2,833,156

LEADING COMPANIES IN NETWORK TV-JANUARY-JUNE
(Source: TvB/LNA-BAR)

	1963	1962
	Network TV	Network TV
1. Procter & Gamble	\$28,066,400	\$24,855,975
2. American Home Products	18,412,900	15,667,124
3. Bristol-Myers	15,270,700	10,054,309
4. General Motors	13,783,200	11,605,241
5. R. J. Reynolds Tobacco	12,669,700	12,190,640
6. Colgate-Palmolive	12,405,800	12,681,654
7. Lever Brothers	12,375,400	12,924,868
8. General Foods	9,505,600	9,825,622
9. Gillette	8,075,800	6,633,290
10. Alberto-Culver	7,776,600	6,145,162
11. Sterling Drug	7,029,900	5,406,118
12. General Mills	6,925,900	5,777,739
13. P. Lorillard	6,568,800	6,338,969
14. Ford Motor	6,424,000	8,208,377
15. Brown and Williamson	6,331,400	6,876,932
16. American Tobacco	5,963,300	5,756,197
17. Philip Morris	5,958,900	5,021,715
18. Block Drug Co.	5,833,300	4,171,955
19. Liggett & Myers	5,635,400	5,032,494
20. S. C. Johnson and Son	5,543,600	4,740,364
21. Miles Laboratories	5,517,300	5,045,988
22. Kellogg	5,198,900	5,744,217
23. J. B. Williams	4,992,800	5,431,139
24. Campbell Soup	4,965,300	4,093,691
25. National Biscuit	4,567,500	5,126,639

Another important plus



THE PERSONAL TOUCH

300,000 new-car buyers in Illinois, Indiana, Michigan and Wisconsin are receiving personal cards of congratulation from WGN Radio.

This is another promotion "first" for WGN... in Chicago... and the nation! These cards provide a unique personal touch—another important plus for WGN Radio's audience and advertisers. The personal touch is the key to listener—and brand—loyalty.



WGN IS CHICAGO

All media assigned in Buick's ad plans

New all-media advertising strategy this fall of the Buick Motor Division of General Motors Corp., including the firm's heavy use of TV and radio, was outlined Thursday (Sept. 19) by Gerald M. Millar, Buick's director of advertising.

The major campaign, which also marks Buick's plunge in spot TV, breaks around the new car debut date Oct. 4 and is being preceded by a saturation teaser drive in spot radio (BROADCASTING, Sept. 16, Aug. 5). Buick plans waves of TV network exposures and radio-TV spot following the debut date. Agency is McCann-Erickson.

Mr. Millar said the Buick advertising objective is to "realize all of the distinct benefits available from each of the different categories of media." He said "definite responsibilities" have been assigned to each of the various media.

The roles of newspapers and radio, he explained, are "to create local traffics to the dealerships and to promote action at the point-of-sale in the showroom."

Television's role, he said, is "to show Buicks in use and in action, dramatically and effectively."

Magazines will be used to "show the styling of the whole line of 26 models," he continued, while outdoor will "provide impact for the Buick car and for the dealer."

Business briefly . . .

Minute Maid, for the 10th consecutive year, and Hi-C, for the sixth year, have renewed sponsorship of the *Tourna-*

ment of Roses Parade on NBC-TV (11:30 a.m.-1:45 p.m. EST, Jan. 1). Agencies are McCann-Erickson and Dancer-Fitzgerald-Sample, respectively.

General Mills and American Tobacco Co. will sponsor *World Series Spotlight*, a 15-minute sports information show to be presented on NBC-TV preceding each game of the 1963 World Series. The programs will begin 15 minutes before the start of each series telecast with the first show scheduled for Oct. 2 (12:30-45 p.m. EDT). The first two *Spotlight* shows will be presented in color.

Chevrolet picks TV to boost new models

Chevrolet Div. of General Motors Corp., through Campbell-Ewald Co., is using a barrage of television to introduce its 1964 cars. Friday, Sept. 27, will be Chevrolet Day on ABC-TV, with almost every program on the network from 11 a.m. through the 11 p.m. news carrying news of the models in the new Chevrolet line. Viewers of *Trailmaster* (re-runs of *Wagon Train*), *Day in Court*, *The Loretta Young Show* and other daytime programs, plus such evening shows as *77 Sunset Strip*, *Burke's Law*, *The Farmer's Daughter*, *Make That Spare* and *The Late News* will be told that the new Chevrolets are in the showrooms, waiting to be inspected.

On Sunday, Sept. 29, Chevrolet will repeat the idea it introduced so successfully last year and wind up an interrupted hour of *Bonanza* with a 5½-minute commercial, the commercial like the program being broadcast in full

color on NBC-TV. As before, regular members of the *Bonanza* cast will take part in the commercial, joined in the task by Dan Blocker's four children, Debra, Dianna, David and Dennis. All the new Chevrolets for 1964 will be introduced in close-up and long-shot, with a *Bonanza* star at the wheel of each model, in the extended commercial, which was filmed on location at a Southern California ranch.

During its announcement week, Chevrolet will also sponsor ABC-TV's *The Jimmy Dean Show* plus a pre-season segment of *Route 66* on CBS-TV, in addition to the Friday line-up on ABC-TV and the Sunday *Bonanza* broadcast on NBC-TV.

'Sunday' 85% sold for fourth quarter

The NBC News show *Sunday*, which starts Oct. 27, 4-5 p.m. EDT, is reportedly 85% sold for the fourth quarter of this year and half-sold in 1964. Those accounts and their agencies which have purchased participating sponsorship extending through the first half of 1964 are Aetna Casualty & Surety Co. (Remington Advertising Inc.); The Glidden Co. (Meldrum & Fewsmith); and Masonite Corp. (Buchen Advertising Co.)

Aetna, E. I. Du Pont de Nemours & Co. (N. W. Ayer), Wolverine Shoe & Tanning Corp. (MacManus, John & Adams); The Celotex Corp. (MacFarland, Aveyard & Co.); Scripto (Al Paul Lefton); Dominion Electric Corp. (Howard Swink Advertising) and Revere Copper and Brass (Maxon) have purchased sponsorship in the fourth quarter of this year.

GOVERNMENT

How far must ratings validation go?

THE NEWEST 'CONSULTANT' SAYS IT MUST GO ALL THE WAY

A former congressional investigator turned broadcast consultant offered some free advice to radio stations last week on how to promote and advertise rating claims without getting into trouble with the federal government.

The advice: hire an expert to reproduce the rating report "in every detail," including an audit and analysis of every response.

The advice giver: Robert E. L. Richardson, who resigned Sept. 1 as associate counsel to the House Subcommittee on Investigations and who spent two years investigating the rating services. Two weeks ago he was hired as a consultant on ratings to the Gordon McLendon radio stations (BROADCASTING, Sept. 16).

Mr. Richardson presented his "be

safe" plan last Monday in Dallas at the Radio Advertising Bureau management conference. He will speak again at the RAB conference in Chicago Sept. 30 and his talk will be reproduced and mailed to all RAB members.

The FTC's Word ■ Meanwhile new insights into the Federal Trade Commission's attitudes toward "hypoing" ratings and using rating claims in advertising and selling were made available last week by RAB. They were contained in a transcript of a question-and-answer session held by Charles Sweeny, chief of the FTC food and drug advertising division, following his Sept. 9 address at an RAB conference in Hot Springs, Va. (BROADCASTING, Sept. 16).

According to Mr. Richardson, a large market radio station today has two

choices on ratings if it wants to be "safe." It can avoid all use of ratings until the National Association of Broadcasters or a government agency devises an acceptable system of audits of the survey companies. Or it can take "reasonable precautions . . . to play it safe with [its] license," Mr. Richardson said.

The station should obtain the services of a qualified person to do a complete audit and analysis of the ratings used by the station, Mr. Richardson maintained. Such a "qualified person" should take the following steps, he said:

■ "Completely tabulate every questionnaire and, in fact, reproduce the rating report in every detail.

■ "The sample should be analyzed as it was drawn. Comments should be

One hour and 44 minutes ahead

UPI was one hour and 44 minutes ahead of the other service on this big news break.

UPI stayed ahead as the story developed.

UPI station listeners heard it first—and in detail—on the early morning newscasts.

UPI is foremost because it offers most in news coverage for broadcasters.

UPR16

BULLETIN

(ABERDEEN, SOUTH DAKOTA)----A SOUTH DAKOTA WOMAN GAVE BIRTH TO QUINTUPLETS TODAY AT AN ABERDEEN HOSPITAL. THE FOUR GIRLS AND A BOY BORN TO MRS. ANDREW FISCHER ARE REPORTED IN GOOD CONDITION.

W540ACD9/14

United
Press
International



given as to the design of the sample and its execution in the field.

▪ "Weighing and editing procedures used by the rating company should be analyzed and appropriate comments should be given.

▪ "A certain number of persons whom the company claims to have interviewed for the survey should be re-interviewed to ascertain if the interviewing was done in the field."

After such a survey of the survey, Mr. Richardson said, the broadcaster should be able to determine if the results are valid and can be used in advertising and selling.

"This plan is simple," the former congressional investigator said. And, he stated, it is not asking too much of the \$2-billion-per-year broadcasting indus-

rather than the entire survey.

"Honest" audience measurement companies will allow such an analysis of their reports to be made, Mr. Richardson predicted. The 30-year-old attorney spent 18 months of intensive investigation of the rating firms while with the congressional committee and was the chief questioner of witnesses during three months of hearings last winter and spring.

During his speech, Mr. Richardson quoted liberally from various warnings to broadcasters and ratings services uttered by members of Congress, FCC Chairman E. William Henry, FTC Chairman Paul Rand Dixon, and others. He also repeated portions of the testimony before the committee on the importance of ratings to stations, network and individual programs and made these two further points:

1. Radio desperately needs to conduct a study of research methodology.

2. All reports should be in ranges rather than specific ratings because "sampling does not give an exact figure."

Mr. Richardson predicted that the A. C. Nielsen Co. will discontinue its network radio measurements "because of the inaccuracies shown in its network radio report during the hearings." Nielsen already has dropped its local radio ratings.

Ranges Desired ▪ Having just completed a staff report to the subcommittee on the ratings hearings, Mr. Richardson said this recommendation was made on the controversy of ranges vs. an exact figure (or rating):

"It is admitted that no sample is perfect, however there is a certain amount of possible error inherent in any sample because of the size of that sample. No rating, share, or total audience figure should be published as an exact figure because sampling is not a mathematical science. All figures should be listed with the low and high range according to the actual sample size for that specific figure and a two sigma error chart should be used in all computations. In addition the report should clearly state that there may be additional errors which would make the range larger than that published. These should be listed in simple language."

The proposed report has not been taken up by the subcommittee as yet and no recommendations have been officially adopted. However, Mr. Richardson maintained, the printing of results in ranges will do away with "numbers buying" and this is the strongest recommendation for such a practice. "When you see a 20 in a ratings book, it is not a 20 but somewhere between 17 and 23," he said. "If you are looking for facts . . . it is much closer to the truth to print it 17-23 than it is to put a 20 in the book."

Publishing of ratings as exact figures

is a violation of the Federal Trade Commission Act, Mr. Richardson charged. While the FTC has not stated whether it will require that ratings be published in ranges, it is considering statistical variance in investigations of a station claim that it is number one, he said.

The question should be asked, he said, why is anyone against the range principle rather than why is anyone for it. "Clearly it is closer to the truth," he said. "Clearly it does away with pure numbers buying; clearly it would tend to release broadcasters from the stranglehold of ratings; clearly it would tend to make the quality of a program more important than it is today; clearly it would not be detrimental to broadcasters."

("Wholly unreasonable" was the way



Mr. Sweeny

try. "Certainly there would be cost involved," Mr. Richardson said, "but what are your choices? You can refuse to use ratings at all or you can take the chance of getting into trouble."

Disclaimer Inadequate ▪ Printing a disclaimer clause will not relieve a broadcaster of his obligation to stand behind rating claims, Mr. Richardson said. He pointed out that both the FCC and FTC have announced that stations must be prepared to substantiate rating claims regardless of the source. A disclaimer, he warned, is not a "reasonable precaution" taken by a broadcaster to insure the validity of his rating.

The small station, he said, has basically the same obligation as the larger operator but the former "might be able" to satisfy the government by just auditing four 15-minute time periods per day



Mr. Richardson

LeRoy Collins, president of the National Association of Broadcasters, described Mr. Richardson's recommendations for "safe" use of ratings by broadcasters. It is unrealistic to expect an individual station or even a group to check into a survey with the detail Mr. Richardson suggested, Governor Collins said. If many stations followed Mr. Richardson's plan, a survey firm would need to add hundreds of employees to do nothing but answer the questions of broadcaster clients, Governor Collins said.)

Sweeny At RAB ▪ Another interpretation of FTC policy became available last week in the transcript of Mr. Sweeny's question answering at the RAB. In his formal speech, Mr. Sweeny was critical of "hyponing." Under questioning afterward he drew a distinction "between buying audience, and



For distinguished service

If distinguished service in the field of video tape—for inventing it in the first place, for producing it in commercial quantities in 1957 to meet the scheduling demands of Daylight Savings Time, or for carrying the first taped pictures transmitted via Telstar—would deserve a medal, it might look something like the above.

But much more meaningful than any medal is the overwhelming preference engineers every day vote “SCOTCH” Brand Live-Action Video Tape.

This tape began its career nearly 7 years ago; and not a day has gone by since that 3M research in video recording and tape making hasn't been at work improving on this “seven-league-boots” head start. And in the audible range recording field as well, 3M is constantly developing refinements and improvements that set the standards in tape technology. “SCOTCH” Video Tape as well as “SCOTCH” Sound Recording Tapes put this experience and lead time at your service.

“SCOTCH” IS A REGISTERED TRADEMARK OF MINNESOTA MINING AND MANUFACTURING CO., ST. PAUL 19, MINN.
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Magnetic Products Division **3M**
COMPANY

An overseer gives a status report

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee has "no objections" to making a broadcaster a member of the FCC. On Metropolitan Broadcasting Television's *Opinion in the Capital* program, Sunday (Sept. 22), he said he is more concerned, however, with the high turnover in commissioners, on the FCC as well as other regulatory agencies. The agencies should get some good men "and let them stay—if they do a good job, they should be reappointed."

On audience measurements, Representative Harris observed that there has been "a lot of improvement in the last few months." He was optimistic about further improvement through the planned establishment of industry-developed ratings standards.

Radio-TV broadcasters "should be confused," by the FCC's fairness doctrine statement, he said. Representative Harris said FCC Chairman E. William Henry's comments on fairness last week before the Washington chapter of the American Wo-

men in Radio and Television (see page 66), should clarify the situation, though the chairman's statement "is difficult to rationalize" with the commission's (see page 72).

Questioned about the return to TV of the "big money" quiz shows (ABC-TV has started a "rig proof" quiz, *100 Grand*, Sunday, 10-10:30 p.m. EDT), the commerce chairman, whose Legislative Oversight Subcommittee exposed skulduggery on the rigged shows, said he thought the return of such programs "deserves close observation" to insure honesty.

Representative Harris was questioned on the program by its host, Mark Evans, Metromedia Inc. vice president for public affairs, and Les Carpenter, Washington correspondent of the *Arkansas Gazette* of Little Rock.

Opinion in the Capital is seen on WTTG(TV) Washington; WNEW-TV New York; KTVU(TV) Oakland-San Francisco; KTTV(TV) Los Angeles, and heard on WHK-AM-FM Cleveland.



Rep. Harris (l) and Mr. Evans at taping session

hypoing for the purpose of a rating."

He classified special promotions staged just before or during rating weeks as "hypoing," but said that "if a station has some contest continually—year round—that might be considered buying an audience, but it isn't hypoing." He continued:

"For our purpose in considering ratings, we want to know what the regular audience of the station is. We don't care how the station gets the audience. Whether it buys it through continuing contests or other promotion, if that is the regular audience week in and month out, then it's not hypoing from

our standpoint, from the rating angle."

Mr. Sweeny said the FTC is not recommending "any action against the station for the act of hypoing." But, he cautioned: "What we are considering, though, is whether hypoing invalidates the results [of ratings surveys] to the point where any claim the station makes using that rating, is deceptive."

He said he didn't expect ratings figures to disappear from trade paper advertising. His personal view, he said, was that ratings are necessary but can be improved, that they "can be translated into advertising without deception"—but that "broadcasters in-

stead of relying so exclusively on ratings have got to do something to develop their sales pitch."

At another point he said that "when you use a rating you learn enough about it and describe it and refer to it in terms so that your listener [or reader] is not misled as to just what the rating means. That is the basic principle."

Second Guess = Is FTC going to "do anything" about advertising that stresses ratings? Mr. Sweeny replied:

"If the broadcaster wants to continue to rely on this type of advertising and the estimates are no more reliable than they have been and are found to be deceptive by the FTC, then the commission will do something about it. Admittedly, the commission is second-guessing you. You go out and have a survey made and you take the results and write them in an ad. After it's done, the FTC makes a determination as to whether the ad was deceptive or not. But it isn't going to tell you in advance what you should say in the ad."

Broadcasters stressed that many advertisers and agencies demand ratings and won't buy without them. In such cases, what should broadcasters do?

Mr. Sweeny acknowledged the difficulty of the problem but suggested that, when a prospective buyer demands a rating, "if you give him the rating and in doing so disclose clearly the fact that you don't feel this is the basis on which the account should be placed and that you consider this not to be accurate but you have these other factors that you feel do justify his placing it with you—you have no problem with FTC.

"There's nothing complicated or mysterious about the commission's rules. We're concerned with avoidance of deception and if it appears that you deliberately attempted to sell the account, or did sell the account, by misrepresenting your share of the audience either through use of some rating or otherwise, the commission would be highly concerned about it.

"On the other hand, if the record, in all of the circumstances, indicates you did not go out aggressively and sell the account on this basis, I can't see how you'd have anything to worry about."

How can the FTC expect stations to police the ratings services?

". . . The commission holds the broadcaster responsible for the statement he makes in his advertising and if he makes a statement that is not properly founded, he's in difficulty. Indirectly he vouches for the accuracy of the survey. . ."

How does the broadcaster decide whether the rating claims are justified?

"That," said Mr. Sweeny, "is one of the problems I don't have an answer to."



Only the sunshine covers South Florida better than WTVJ



South Florida's Largest Daily Circulation

WTVJ



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.



WTVJ
WLOS-TV

KVOS-TV
WEGA-TV
(Affiliate)

Little support for AM birth control

BROADCASTERS OPPOSE KEY FEATURES ON FCC'S ALLOCATION PLAN

Competition, tempered by engineering requirements, should be permitted to govern the development of aural broadcasting.

This view ran through many of the comments filed with the FCC last week on its proposed rulemaking to overhaul AM allocations policy and provide for an integrated AM-FM service.

The reception the broadcasting industry gave the wide-ranging proposal was cool. Only a handful of the more than 60 comments filed contained much to offer the commission any encouragement.

There was considerable opposition to the proposal that AM assignments be limited according to the population of the community involved. And deep concern was registered over the proposal to limit FM duplication of programming carried by a sister AM station, as well as over the commission's announced long-range goal to separate common AM-FM ownerships in the same city.

Many also expressed the view that the problems of FM shouldn't be considered in an AM allocations proceeding. These critics said the FM question should be dealt with separately and that by including it in the current rulemaking, the commission is delaying the day when the AM freeze can be lifted. The

commission plans to end the freeze when the rulemaking action is completed.

Some Support ■ However, not all the comments were entirely negative. CBS and Metromedia Inc., while opposing other aspects of the proposed rulemaking, supported the proposal for a "go-no-go" system of AM assignments—that is, one that would establish engineering standards by which would-be operators could determine, in advance, whether their applications would "go"—be accepted by the commission—or not. And the National Association of FM Broadcasters broke ranks with most of those commenting by favoring the proposed rule to limit FM duplication of AM broadcasting.

In announcing the proposed rulemaking in May, the commission stated these goals: to bring adequate AM service to areas now lacking it; to provide for future needs, and to protect service areas of existing AM stations from encroachments of new substandard assignments (BROADCASTING, May 20).

A number of those commenting on the proposal to limit AM assignments according to population and the number of FM stations assigned, expressed regret that the commission ignored the views of industry spokesmen given at the National Association of Broadcast-

ers—FCC conference on overpopulation last winter (BROADCASTING, Jan. 14).

At that time, CBS recalled, industry representatives rejected "pseudo-economic strictures upon broadcasting allocations" and reaffirmed their view that the free play of competitive forces would achieve the best system. Furthermore, the network said, the commission's proposal couldn't achieve its stated goal of providing a fair, efficient and equitable distribution of facilities. The network said the proposal would be impossible to apply because of the many variants involved.

WBC's View ■ Westinghouse Broadcasting Corp. said the proposal runs counter to the structure of an independent broadcasting industry that is "flourishing" through a system of independent enterprise. Storer Broadcasting and Metromedia saw in the proposal a common-carrier public utility approach, for which, they said, the Communications Act provides no authority. The Maryland-District of Columbia Broadcasters Association said the proposal is contrary to the philosophy that "broadcasting should develop under the initiative of a competitive system."

McClatchy Broadcasting Co. stations contended that adoption of the rule would open the way to the com-

Cullum urges FCC to heed advice of its 'elders'

The commission was urged last week to heed the advice of three of its "elder statesmen" members in considering the agency's proposed rulemaking to revise its AM allocations policy.

A. Earl Cullum Jr. and Associates, consulting engineer firm which opposed the proposal in a comment filed last week (story above), expressed the hope the commission majority would give "full weight" to the positions taken in the dissents of Commissioners Rosel H. Hyde and Robert T. Bartley and in the qualified concurrence of Commissioner Frederick W. Ford.

Cullum, in its comment, said the experience of these men "is sufficient to explain their better concepts of the problems and their appreciation of the fallacies inherent in some of the proposals adopted by the ma-

jority":

1. Commissioner Hyde's experience in regulation of communications dates back to 1928, when he joined the staff of the Federal Radio Commission. He has been an FCC Commissioner since 1946.

2. Commissioner Bartley was a broadcaster in 1940 and has been a commissioner since 1953.

3. Commissioner Ford joined the FCC staff in 1947 and was named a commissioner in 1957.

Cullum said it hoped "the sound judgment of these able men . . ." will not be discarded by the majority which is, in general, much their junior.

The comment added that although seniority is "no virtue in itself," it would be "a brash young man indeed who would deny the vast experience, the record of constructive actions

and the comprehension of the problems which is characteristic of each of these elder statesmen of the regulation of broadcasting . . ."

The commission majority that might be "brash enough" to disregard the elder statesmen's advice is composed of Chairman E. William Henry, 34, who joined the commission last year; and Commissioners Robert E. Lee, 50, who became a commissioner in 1953; Kenneth A. Cox, 46, who joined the agency as Broadcast Bureau Chief in 1961 and was named to the commission in March; and Lee Loevinger, 50, who became a commissioner in June. Former Chairman Newton N. Minow, whom Commissioner Loevinger succeeded and who formed part of the original majority in the AM proceeding, is 37 and had been with the commission since 1961.



Community talent on parade

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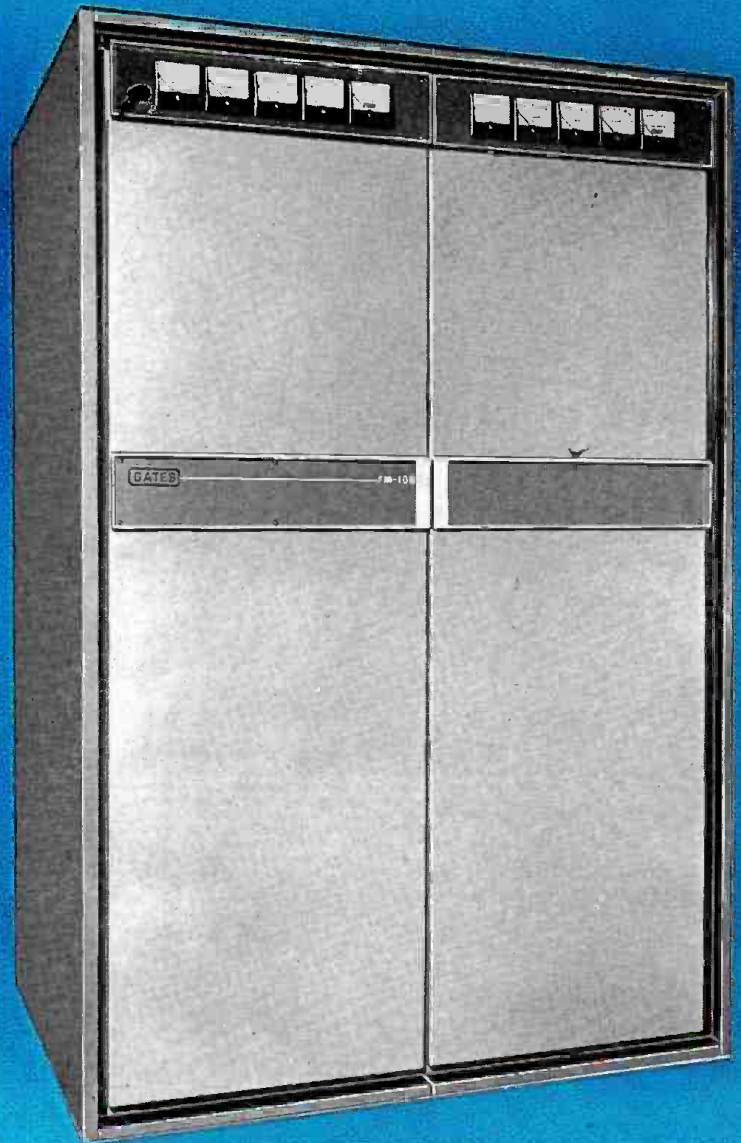
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Gates FM Stereo Generating Equipment. Top unit is the new Cascade FM Exciter M-6095 and the lower unit is the M-6146 Stereo Generator. Note the blank space at the bottom of the M-6146 for the easy addition of 2 sub-carrier generators.

M-6160 Sub-carrier Generator with mute

FEATURES

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- **SIMPLIFIED CIRCUIT DESIGN** — featuring fewer stages. Compare the Gates FM exciter with the others.
- **SIMULTANEOUS STEREO/SCA PROGRAMMING** —many prominent stations coast to coast are using the Gates "Cascade" exciter for stereo.
- **REMOTE CONTROL**—circuits provided for switching from monaural to stereo and one or two SCA channels.
- **WIDE BAND FREQUENCY RESPONSE**—the Gates FM exciter accepts modulation in the 30-75,000 cycle range.
- **NO EXPENSIVE SPECIAL COMPONENTS** — all components in the Gates FM exciter are standard and easily available. No special, hard to obtain tubes, transistors or diodes are used.
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Maybe Texas brewers should start KWET

The Texas Brewers Institute last week told the FCC that it was "shocked" to learn that the Rev. Dr. Samuel N. Morris, a Baptist minister, who the institute described as a life-long prohibitionist, has been granted a new AM station in Alamo Heights, Tex., with the call letters KDRY.

The institute said if it had known of the grant, with such call letters, it would have "protested vigorously." The brewers see the DRY portion as built-in propaganda for Dr. Morris, who would like to see the whole of Texas under prohibition, the institute added.

The institute said breweries are a major industry in the Alamo Heights area—an industry paying large sums of tax monies to the government every day.

The institute said Dr. Morris is a man who refuses to accept the existence of views opposite to his own, and said the opposite view includes a large portion of the Texas population.

Dr. Morris's station is a commercial that is to operate daytime only. During the 12 hours of daily operation, as proposed in KDRY's application, there are to be two and one-half hours of religious programming. The brewer institute seems to think that KDRY is a noncommercial operation. It stated that it is unfair that an organization paying little or no taxes is a tool against groups that do support the government.

Dr. Morris is 84.5% owner and president of KDRY's permittee, National Enterprises Inc.

mission revoking all station licenses and construction permits in excess of the proposed limit. McClatchey said this would lead to a contest among broadcasters to operate in a manner each thought coincided with the commission's conception of the public interest.

ABC also opposed the proposal which, it said, has "protectionist overtones." The network said there were other ways of achieving the goal of assuring that remaining AM frequencies would be available for areas that have no local service. The network suggested that the commission merely require that applicants for new stations make a showing that the requested grant would not preclude the use of the desired frequency in an underserved area.

Tighter Engineering Standards ■ Most of the others opposing the proposal suggested that, instead of setting limitations on the number of stations that could be assigned, the commission tighten up its engineering standards and re-examine procedures for determining an applicant's financial qualifications.

The Association on Broadcasting Standards Inc. said the commission's principal concern should be with a review of AM engineering criteria, rather than with the formulation of new concepts to govern programming and ownership of aural broadcast stations. ABS urged the commission to join industry in a research program to develop an allocations system that would prevent destructive interference and extend radio service to unserved areas.

The Association of Federal Communications Consulting Engineers had a different reason for objecting to the quota proposal which, the association said, is apparently based on the assumption that the existing channel scarcity

is permanent. AFCCE said improvement in technology might remove interference problems, but that the quota plan would discourage advances in the state of the art. Commission rules, AFCCE said, should encourage, rather than inhibit development of improved technology.

The commission's announced long-range goal to apply its duopoly rule to AM and FM stations under common ownership in the same community troubled most of those commenting. Seventeen licensees, who operate 41 AM and FM stations, expressed the majority view in the single comment they signed. The licensees, including RKO General and Time-Life Broadcasting Inc., said it was unfair that AM broadcasters who have spent "hundreds of thousands of dollars" in developing FM broadcasting should be faced with divestiture.

No 'Frankenstein' Wanted ■ They said the commission was, in effect, inviting AM broadcasters to develop the "starving FM infant," nurture it to economic maturity, then turn it over to a newcomer. "No businessman should be expected to create this kind of a business Frankenstein," they said.

They also opposed the proposal to limit FM duplication of the programs of AM affiliates. This would prohibit more than 50% duplication in cities of more than 100,000 population where all FM assignments are occupied. They said nonduplicated programming depends on the economic viability of FM stations—and FM broadcasters, they added, are "not as sanguine" on this score as the commission. They said the proposal was premature "by as much as a decade."

Other objections were voiced. The

matter of duplication should be left to the licensee since it involves the question of how best to serve the public interest, said Newhouse Broadcasting Corp. Concurring, Plough Broadcasting Corp. said the proposal, in dealing with programming, raises "serious constitutional and statutory questions."

ABC and Capital Cities Broadcasting Corp. said the proposal is based on an "erroneous assumption"—that duplication wastes frequencies. They said the duplicated programming often reaches different audiences—AM listeners who don't receive FM and those with FM sets that can't receive the programming on their AM receivers.

Key Dissent ■ One notable dissent to these views, however, was expressed by the FM Broadcasters Association. The NAFMB not only supported the nonduplication proposal but said the commission should go further and apply it on the basis of areas, not cities, and to apply it regardless of whether FM frequencies are available.

The association said FM duplication of AM broadcasting must be eliminated "if the commission is to achieve proper compliance with the congressional mandate that radio frequencies, whether they be allocated for broadcast or other purposes, be utilized efficiently." The association agreed with the commission's view that the growth of the FM audience is being slowed by duplicated programming.

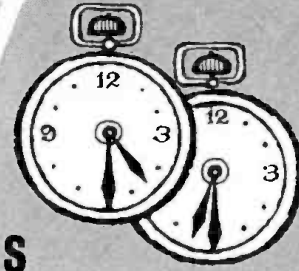
It added that the condition of FM receiver scarcity which, it said, once justified duplicated programming, no longer exists. It quoted a research group at Harvard Business School as predicting that by 1968 manufacturers will be producing 11.4 million FM or AM-FM sets, compared to 9.2 million AM-only sets. The figures for 1962 were 2.5 million FM sets and 9,740,000 AM sets.

'Go-No-Go' ■ Most of those commenting on the proposed "go-no-go" system of making AM assignments objected to it. ABC said "the inflexible" system is least desirable when, as in the case of AM broadcasting, the frequency band is crowded and expert judgment is needed to consider individual proposals.

Consulting engineers were particularly critical. Earl Cullum Jr. and Associates said a "go-no-go" system serves administrative convenience but not the public interest. The firm said if the judgment now utilized by the commission in deciding assignments on a case-by-case basis were deleted, there would be no need for the agency's "expertise." In that case, Cullum added, "Congress would be justified in ordering a drastic reduction of the agency."

CBS and Metromedia, however, supported the "go-no-go" proposal.

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CBS in Buffalo

MATTEL MUST BE NAMED

FCC tells toy manufacturer that 'Funny Company' must carry firm's identification as sponsor

In a letter to Mr. Werner F. Wolfen, attorney for toy manufacturer Mattel Inc., the FCC last week ruled that Mattel's advertising policy connected with distribution of the children's program *The Funny Company* is in violation of the commission's sponsorship identification requirement and that a waiver of the requirement is not warranted.

Mattel had requested a commission ruling on whether sponsorship identification need be made by television stations carrying the cartoon shows, or, should the commission decide that identification is required, waive that requirement.

The commission said it was not able to distinguish Mattel's advertising policy from that which was connected with the radio program *Living Should Be Fun* in 1961. The commission in that case

found that attached promises of advertising from "Foods Plus" had an effect on the presentation of the show and that identification was necessary.

The commission wrote, "The purchase of the program [*Living Should Be Fun*] and the sale of spot announcements were parts of one transaction in which 'Foods Plus' reimbursed the station for all or a substantial portion of its costs for the program, and, thus, at least indirectly, paid for the program." The commission further stated that it warned licensees to identify a sponsor "whenever" a promise to buy time is used to promote program sales.

The Shoe Fits ■ The commission said that as Mattel outlined its promotional program it is "essentially the same as that" used by the *Living Should Be Fun* program.

The commission noted that Mattel

has exclusive distribution rights of *The Funny Company* and helped to finance the production of pilot films. The agency said the promised Mattel advertising, in adjacent spots, but not within the program, is at a figure that would reimburse a purchaser for his cost for a three-year, unlimited use of the program.

"The fact that the program technically is being distributed by Funny Company Inc., rather than Mattel is of little significance . . ." in the face of the adjacent spot buying offer, the commission said.

Mattel claimed that if identification is required a waiver should be granted due to the lack of good children's shows and the worth of *The Funny Company*. Mattel felt that if buyers were compelled to identify the company some stations would be less likely to do so because they are allowed to sell advertising within the program to other sponsors. The commission said, however, possible hardship in distributing the program in compliance with the rules doesn't justify a waiver of the identification requirement.

Henry lists several radio-TV goals for FCC OWNERSHIP, PROGRAMING DIVERSITY OF CONCERN TO ALL

Diversity in ownership of broadcast stations as well as in programing are sought-after goals, FCC Chairman E. William Henry said last week.

In an informal appearance before the Washington chapter of the American Women in Radio and Television, the FCC chairman said in reply to a question that all members of the commission are concerned about these problems. He said it was his feeling that both

diversity in ownership and programing could be achieved.

The question was prompted by FCC Commissioner Lee Loevinger's recommendation that the commission put greater emphasis on efforts to achieve diversity of ownership—and less on attempts to improve programing by adopting standards (BROADCASTING, Sept. 2).

The FCC chairman, in his remarks, also criticized radio and television for

not "daring" more in the areas of comment and news analysis.

"In most instances," he said, broadcasters merely report. "And it is this very calculated objectivity—this failure to probe the sensitive areas—that makes much of TV and radio so bland."

"Networks and stations have an image they seek to preserve—they have the advertiser and sponsor to satisfy—so most of the time they only say or program what most of the people want to hear or see," he went on.

"It is easier and more palatable not to deal realistically and in depth with the host of complex controversial issues that surround us.

"I would suggest to you that unless this trend is reversed, broadcasting will in large measure have failed in its journalistic mission."

He sought to assure broadcasters they would have the commission's support in any controversy touched off by provocative programing. He recalled that the commission "stood behind" each of the three networks when complaints were received about "The Political Obituary of Richard Nixon" (ABC), "The Battle of Newburgh" (NBC), and "The Biography of a Bookie Joint" (CBS).

The AWRT reception, held at the Broadcasters Club last Tuesday (Sept. 17), honored the Washington chapter's incoming president, Simone Poulain, broadcasting officer, media services, State Department, who succeeded Patricia Oliver, executive director, Greater Washington Educational TV Association.



Simone Poulain, broadcasting officer for State Department and new president of Washington chapter AWRT (l), shows her gavel of authority to

Mrs. Esther Van Wagoner Tufty, NBC News, and former national AWRT president, and FCC Chairman E. William Henry.

6 transfers are 6 too many for FCC

A series of six unauthorized transfers of control may cost KATT(FM) Woodland, Calif., \$2,500.

The FCC last week notified Interstate Broadcasting Co., licensee of KATT, that it has 30 days in which to contest the proposed fine. The commission did, however, renew the station's license and grant its application covering the last of the unauthorized transfers of control.

The corporate juggling of KATT began in February 1961 when Melvyn E. Lucas and George W. Kristoff, equal owners, entered into an agreement after which Messrs. Lucas and Kristoff each owned 33⅓%, Mr. Kay K. Sagara 21% (with an option for 10⅓% more), Peter E. Eowan 2% and Ruth Cloud 10⅓%. The commission said it didn't obtain a copy of the agreement until it was acquired by an FCC investigator in March 1962. This was the first violation.

The second violation occurred when Mr. Sagara exercised his option and increased his ownership to 33⅓% sometime between Feb. 7 and April 4, 1961. The commission said a written agreement obtained in March 1962 listed KATT's ownership as Mr. Sagara 35%, Mr. Lucas 32%, Mr. Kristoff 30% and Mr. Eowan 2% (with 1% not accounted for). This was the third violation.

Still another written agreement dated June 10, 1961 listed further renegotiations: Mr. Sagara 30%, Messrs. Lucas and Kristoff each 25% and Mr. Eowan 2%. The remaining 18% was "reserved for raising capital." Hence a fourth violation.

Once again a written agreement, dated Aug. 15, 1961, re-arranged the ownership by forming a partnership of Messrs. Sagara, Lucas, Kristoff, Eowan and a Mr. John Maraglia. The new company was called KATT Broadcasting Corp. and somehow the commission was not informed of this event until April 1962. However, at the time the corporation reached formation it was owned 90% by Mr. Sagara and 10% by Mr. Lucas. This was the fifth violation.

Mr. Sagara's rapidly increasing percentage of ownership turned fully grown Dec. 22, 1961 when he made an agreement with Mr. Lucas to buy the latter's remaining 10% and agreed "for a certain sum" to assume Mr. Lucas's liabilities in Interstate Broadcasting, the actual licensee, KATT and KATT Broadcasting.

The commission concluded that Interstate had "willfully or repeatedly" violated the rules requiring commission approval of transfers of control.

crisis in asia



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Broadcasters testify on editorials

SEEK RELIEF ON FCC'S CONFUSING POLICIES FROM CONGRESS

Broadcasters renewed their plea to the House Communications Subcommittee last week for relief from confusing and restrictive FCC policies on fairness and insisted that broadcast editorials fulfill the "public's right to be informed fairly, vigorously, consistently and intelligently."

Representative Walter Rogers (D-Tex.), subcommittee chairman, assured broadcaster witnesses that neither he nor the subcommittee has any intention of banning editorials. The purpose of the hearing, he said, is to clarify what broadcasters can and cannot do in their editorials. "If we do need legislation to clear this up," Representative Rogers said "... then it's up to the Congress to do this."

The chairman stressed his concern

a verbal blistering and charged that the agency had assumed powers not given it by Congress (BROADCASTING, Sept. 9).

Until last week's hearing, committee was still uneasy about broadcaster fairness in editorializing, partly because of the testimony of Sherwood Gordon, president of KSDO San Diego, Calif. The congressmen registered dismay at Mr. Gordon's militant defense of broadcast editorials and his contention that to offer rebuttal time might "water down my point of view." His appearance, several subcommittee members said, heightened their concern that legislation might be needed to insure that broadcast editorials would be fair. This view has been modified more recently to a desire for guidelines, especially since the FCC's

Horace R. Kornegay (D-N. C.) asked if a reading of the newspapers and viewing of KFDA-TV would provide "both sides" of the news. "You would get both sides from KFDA-TV, not from the newspapers," Mr. Martin replied.

Both the KFDA-TV witnesses and other broadcasters who testified said that broadcast editorials have become increasingly necessary in the United States where the number of competing newspapers has declined.

Representative John E. Moss (D-Calif.) stressed that newspapers and broadcasting stations are quite different in that newspapers have an inherent constitutional right to exist and also editorialize but stations are established by government license and the government reserves the right to make rules affecting how they may broadcast. Nonetheless, Representative Moss assured the Texas witnesses that "in my opinion the overwhelming majority of broadcasters are responsible and fair . . . and if all stations adhered to their policy [the fairness doctrine as implemented by KFDA-TV] there would be very few problems."

Mr. Martin agreed with Representative Rogers that if guidelines were to be set down for broadcast editorials, Congress rather than the FCC ought to do it.

Gerald H. Sanders, owner of KZZN Littlefield, Tex., described himself as "the average small market radio station operator." He said the FCC's "recent interpretation of the so-called 'fairness doctrine' has compounded the problems of the broadcaster." In a plea for relief from "the present trend of increased federal regulation in our industry," Mr. Sanders said that "Congress can be the only salvation of the broadcasting industry."

Pointing to the decline of newspapers, Mr. Sanders said his own community of 7,400 people and "thousands of markets like mine . . . would be left at the mercy of one editorial opinion if broadcasters were denied the right to editorialize." And if a broadcaster fails to serve the public interest, "the public itself will put that station out of business," he said.

"I do not think I should be forced to fabricate opposition to my views if no one responds to my invitation to use my facilities free of charge to express opposition to my views," he continued.

Mr. Sanders hit a responsive chord with Representative Rogers, who believes Congress has delegated too much responsibility to the regulatory agencies. The broadcaster said he had come to Washington to testify because he be-

'Why are you here, sir?'

An appearance before the House Communications Subcommittee on Thursday (Sept. 19) by A. Maxwell Hague, president of Broadcast Editorial Reports, New York, was shortened by Representative J. Arthur Younger (R-Calif.) who asked why Mr. Hague was at the hearing since he was not licensed by a federal agency.

Mr. Hague, who had been in the midst of delivering an unprepared statement on what his business is and how it operates (he had been delayed by fog), said he had come to Washington after receiving a letter from Chairman Walter Rogers (D-Tex.). The letter requested information on Mr. Hague's service.

Broadcast Editorial Reports, Mr.

Hague explained, served stations with signed opinions by international reporters and correspondents. He identified one of his writers as H. V. Kaltenborn, and likened his service to radio stations to syndicates supplying newspapers with features.

While discussing his type of service, which he said had often been referred to as "canned editorials," Representative Younger said it appeared to him that Mr. Hague was not directly involved in the subcommittee's subject.

"If a broadcaster wants to buy your material," the Californian commented, "that's free enterprise. If the broadcaster uses it and gets into trouble, that's between him and the FCC."

that any guidelines should be made by the Congress, composed "of the duly elected representatives of the people," instead of "by an administrative agency downtown" (the FCC).

Last week's session was a resumption of the subcommittee's proceeding on political broadcasting which began in July and was recessed for the National Broadcast Editorial Conference at Athens, Ga. (BROADCASTING, July 29, 22).

Since then the FCC issued a public notice on fairness which has been roundly attacked by broadcasters and members of Congress. Representative Oren Harris (D-Ark.), chairman of the Commerce Committee, which is parent of the communications unit, later gave the commission and its fairness notice

controversial public notice and Representative Harris's strong attack on it and his personal endorsement of editorializing.

The subcommittee warmed quickly Wednesday (Sept. 18) to the joint appearance of Thomas Martin, editorial director, and John Tyler, vice president and general manager of KFDA-TV Amarillo, Tex., lead-off witnesses. They described their strict policy of fairness and stressed the importance of broadcast editorials in their area where, they said, the daily newspapers of Amarillo are consistently unfair in their presentation of news.

When Mr. Martin said KFDA-TV editorials disagree with the newspapers "on almost every occasion," Representative

believes that FCC interference in editorials is a symptom of a broader problem—the federal government is stepping into areas that should be under local control. Community broadcasting needs, Mr. Sanders said, constitute such an area.

Mr. Sanders said he thought that the commission would create enormous problems if it held that broadcasters might have to provide free time for replies to controversial views expressed on paid programs. He said that the National Association of Broadcasters had advised him it would be "practical" to give time to the Committee for a Limited Nuclear Test Ban Treaty which sought to answer *Lifeline* attacks on the treaty. Representative J. Arthur Younger (R-Calif.) said he "was quite taken aback to hear that NAB advice. . . . According to that interpretation, if you put an Ipana commercial on, Colgate would have to get free time."

(The FCC decided this issue Thursday by ruling that a station cannot refuse to present opposing viewpoints to those made on a commercially-sponsored program because time cannot be sold for the reply, see page 72).

Jesse Helms, vice president of Capitol Broadcasting Co., licensee of WRAL-TV Raleigh, N. C., said his station has tried to take strong editorial positions and be fair. But when the FCC tries to decide what is fair, he said, limitations and restraints are added, and "they tend to discourage open expression."

WRAL-TV, like many other broadcasting stations, does not know where it stands on editorializing because of the FCC's interpretations of fairness, Mr. Helms said. "Management from time to time is beset by confusion and contradiction," he added.

In no North Carolina city, Mr. Helms said, is there a situation where two daily newspapers compete. Broadcasters have added new and needed voices on public issues, he added, and have provided competition. It is competition, Mr. Helms argued, that "demolishes arguments suggesting the necessity or the wisdom of imposing the restrictions of censorship on any grounds."

The FCC's regulation has created "almost an intimidating atmosphere in the administrative process," he said. "As a practical matter, we think that the more unrestrained, the more unfettered the broadcasting industry is allowed to become, the more responsible it will become."

Leon Goldstein, speaking for the American Civil Liberties Union, urged the subcommittee not to approve HR 7072, a proposal that would require broadcasters to follow equal-time practices when endorsing candidates.

Mr. Goldstein, a New York broadcasting consultant, said he does not believe there is a "widespread disregard

of the rule of fairness. In those instances in which defection [from fairness] is evident, the question that ought to be asked is whether the FCC is too lax in its supervision rather than whether any new legislation by Congress is required. However, we don't want to give even the impression that we regard the FCC as lax in this area."

Several subcommittee members asked Mr. Goldstein to elaborate on his contention that "the broadcaster has always been afraid of congressional reprisal for the airing of opinions contrary to officer-holders and office-seekers," but the witness would not go beyond his comment that the investigation was discouraging broadcasters from editorializing.

He pointed out that the ACLU, which opposed radio-TV editorials until 1959 because of the limited number of radio channels, now favors editorials because its former position "restricted diversity of discussion on the airwaves."

Clarence Jones, president and general

best, made a money-losing investment by the rulemakings, policies, decisions, directives, public notices and questionnaires of the FCC." He wondered whether he shouldn't have invested in a newspaper rather than broadcasting—far from government interference, as he put it. He added that in 1962, in WQIZ's first year of operation, he lost \$6,000.

"Instead of appointing so many lawyers to the commission, perhaps Congress and the President should make a real attempt to appoint one qualified broadcaster from a large station, and one from a medium or small market station," Mr. Jones suggested.

Describing his editorial practice, Mr. Jones said it is management's job. "In a small market only the owner or manager should attempt to write editorials and should present them on the air himself," he said.

WQIZ provides prints of its editorials for the public and "to all who are at-



Clarence Jones (l) and Gerald Sanders
Small stations with big problems

manager of WQIZ St. George, S. C., attacked the FCC's fairness statement and proposed that before the commission can "effectively and efficiently" regulate small radio stations, two commissioners must be added "from among the ranks of the broadcasters themselves."

Mr. Jones, who writes and presents his station's editorials, said small station owners will abandon editorials "rather than be bothered with the added burden of affirmatively seeking out opposing viewpoints. . . ."

Mr. Jones also outlined problems faced by small stations. "The little broadcaster is being destroyed, or at

tacked, if we can locate them," Mr. Jones said. "Our company editorializes 10 times every Saturday, just like taking a bath."

Despite his offer of time for replies which he makes after each editorial, Mr. Jones said WQIZ has never had a request for an opportunity to reply.

"Frankly, gentlemen," Mr. Jones added, "I do not know just what I can do to insure this 'fairness' the FCC demands. I am president, general manager, early morning sign-on announcer, the station's only full-time salesman, editorial director, copywriter, and station janitor. Where am I going to find

time to go out and seek out this 'opposite viewpoint'?"

Mr. Jones said that if the commission required broadcasters to provide free time for replies to paid controversial broadcasts, the policy would be "unreasonable" and would "destroy the usefulness of a radio station. . . . Why require anyone to pay in the first place?"

Mr. Jones also commented that the commission's complicated procedures and delays in replying to important inquiries compelled stations to retain legal counsel, thus making "Washington a 'haven of financial security' for communications attorneys."

Representative Younger noted that Mr. Jones's concern over interpretation of FCC doctrine appeared unwarranted. With only one editorial complaint in one year, the congressman said, "it rather indicates that you're conducting your business according to the rules of fairness."

However, the California legislator expressed the view that having to offer free time to groups seeking to rebut paid broadcasts might be going too far. "If carried to its final conclusion it would destroy everything." The subcommittee will investigate the FCC's position on this, he told Mr. Jones.

NAB's Collins clarifies position on fairness

To clarify a possible "erroneous impression," the National Association of Broadcasters president, LeRoy Collins, denied last week that the NAB acquiesced to the principle that a station must give free time to answer statements made on a sponsored program.

Governor Collins statement was made in answer to testimony by Gerald H. Sanders, KZZN Littlefield, Tex., during the congressional editorializing hearings. Mr. Sanders testified that he was advised by an NAB official to grant such a request for free time in view of the present uncertain climate.

The NAB's position has always been, and remains, that a broadcaster's obligation to be fair should be determined on a general base without restrictive rules as guidelines, Governor Collins said. "When efforts are made to define precisely what is fair in a given situation, trouble is inevitable," he said. "It is the broadcaster's integrity and his judgment from which real fairness must come."

Because of a "serious practical problem" as a result of the commission's July statement on fairness, the NAB could not "unequivocally" tell Mr. Sanders what the FCC's current interpretation would be, Governor Collins said. In view of the present "uncertain climate," Mr. Sanders was told a practical solution would be to grant the request for free time.

WCLM(FM) revocation recommended

CHICAGO STATION EXPECTED TO APPEAL DECISION

Two FCC hearing examiners have recommended that the commission revoke the license and subsidiary communications authorization of WCLM (FM) Chicago.

Carol Music Inc., the licensee, had been ordered to answer charges that, among other things, it used its multiplex facility to provide bookies with prompt results of horseraces. (BROADCASTING, July 30, 1962).

The licensee also was charged with failing to provide balanced programing on its main channel, as it promised, and with turning over responsibility for much of its programing to an outside company without informing the commission.

Hearing Examiners James D. Cunningham and Forest L. McClenning, in an initial decision issued last week, said evidence obtained at a hearing held in Chicago and Washington indicated Carol Music was guilty of these and other charges lodged against it.

Examiners' Conclusion ■ The examiners said: "Thus, it appears that without justification or plausible explanation, respondent [Carol Music] failed to operate the WCLM radio facilities substantially in the manner proposed in its application for such facilities and as provided in the license issued by the commission. . . ."

"Obviously, had the commission been aware of the type of service which respondent was to provide over these facilities, and of some of its operating practices, favorable action on its application would not have been forthcoming."

The examiners' initial decision becomes final unless an appeal is taken or the commission reviews the case on its motion. An appeal by Carol is expected.

Ownership of Carol Music is a family affair. The station is owned by the wife, mother and daughter of William G. Drenthe, who was general manager of the station from 1953 until Sept. 1, 1962. The manager now is Robert C. Beamish, Mr. Drenthe's son-in-law.

Mr. Beamish is also president of Amplifier Service Inc., which supplied WCLM with its subcarrier equipment. Newsplex Inc., which broadcast over the subcarrier frequency, was headed by Mr. Drenthe.

The examiners said that Carol Music, in seeking renewal of its SCA, promised to provide a storecasting service. But, the examiners said, Newsplex Inc. used the facility to broadcast horserace results which were received by bookies on equipment rented from Newsplex. The examiners held that the results, from

tracks all over the country, were broadcast promptly enough to be of aid to illegal gambling.

Carol Not 'Unaware' ■ The examiners said Carol Music couldn't have been "unaware" of the use bookies were making of the broadcasts, since law enforcement officers had not only seized Newsplex equipment in raids but discussed the problem with Carol officials.

The examiners also held that Carol departed from the promise it made in applying for renewal of its FM license. The licensee said it would provide a program of entertainment, news, and music, the examiners said.

Getting it on air 1st is secondary concern

Broadcasters who monitor police and fire department radio broadcasts for news sources were asked last week by the FCC to take care that subsequent broadcasts of acquired information would not endanger the public safety.

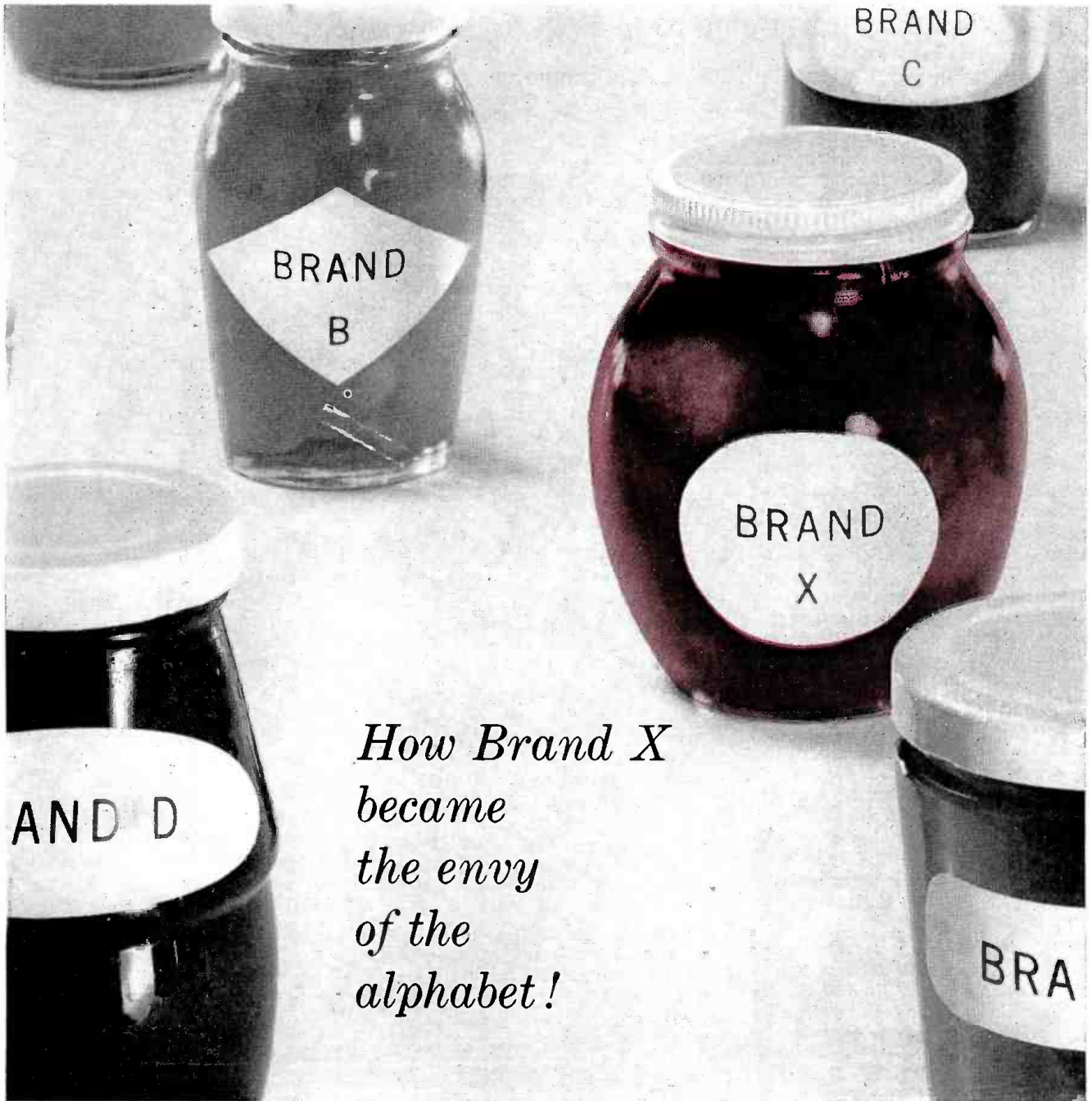
The commission said it had received complaints, although they were not numerous, that broadcasts based on intercepted information have interfered with the work of police and firemen by attracting large crowds to the emergency scene, increasing the threat of personal injury and property damage. The commission also said: "There have also been allegations that the disclosure of police procedures in effect has contributed to the escape of fugitives."

The commission said it "recognizes that there is a strong public interest" in the free reporting of the news, but wishes to remind licensees that the divulgence of information gathered from public safety broadcasts can at times be in violation of law.

GOP gets equal time to JFK's tax message

The Republican National Committee last week requested, was granted and accepted time from the major networks for replies to President Kennedy's tax-cut message broadcast Wednesday night (Sept. 18).

Equal time had been requested by the GOP's national chairman, William E. Miller. In granting the request, CBS, NBC, ABC and MBS all specified, however, that the broadcasts were not scheduled solely as equal time for a reply to the President, but rather in accordance with policies of fair presentation on important and controversial issues.



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the envy
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alphabet!*

... for surprisingly little cost increase.

VERY SIMPLE. Manufacturer of this product gave his TV commercials the PLUS OF COLOR. Customers came—saw—recognized what they saw—and bought. Overnight, "Brand X" became one-of-a-kind, thanks to color.

Note: Your black-and-white commercials will be even better when filmed in color. Prints will come alive ... shades and subtleties will stand out as never before.

For more information on this subject, write or phone: Motion Picture Film Department, **EASTMAN KODAK COMPANY, Rochester 4, N.Y.** Or—for the purchase of film: **W. J. German, Inc.**, Agents for the sale and distribution of EASTMAN Professional Film for Motion Pictures and Television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

FOR COLOR.



MORE FCC CONFUSION ON FAIRNESS

Rules stations must air free replies to paid programs

A broadcast station has an obligation under the fairness doctrine to provide free time for a reply to controversial statements made on a commercially sponsored program. The FCC ruled last week.

When a licensee has broadcast a sponsored program which presents one side of a controversial issue for the first time "he cannot reject a presentation [of the other side]—and thus leave the public uninformed—on the ground that he cannot obtain paid sponsorship for that presentation," the commission told two Alabama radio stations last week.

WKUL Cullman and WARF Jasper had asked for a ruling on application of the fairness doctrine to the program *Life Line* during which the nuclear test ban treaty now before the Senate was attacked. The stations had received requests that they air free of charge a reply prepared by the Citizens Committee for a Nuclear Test Ban Treaty.

The keystone of the fairness doctrine and of the public interest is the right of the public to be informed, the FCC said, and to have presented conflicting views on issues of public importance. Therefore, when a licensee permits one side of an issue such as the test ban treaty to be presented on its facilities, "he must afford reasonable opportunities for the presentation of contrasting views by spokesmen for other responsible groups," the commission told the stations.

There is no single method by which a station must meet this obligation, the agency said, with the licensee having considerable discretion as to formats and spokesmen. With the exception of personal attacks, there is no single group or person entitled as a matter of right to make a reply, the FCC said.

Local Option ■ Using this criteria, the licensee could select a local spokesman to reply to the test ban controversy and need not necessarily air the tape supplied by the national organization to meet its obligations to the public, the FCC pointed out. "But it is clear that the public's paramount right to hear contrasting views on controversial issues of public importance cannot be nullified either by the inability of the licensee to obtain paid sponsorship or time for the broadcast of a view contrary to one already presented in a sponsored program . . ." the FCC said.

According to the commission, several syndicated programs have attacked the test ban treaty and one syndicator has sent a memorandum to stations quoting an "unofficial commission source"

as saying (1) that a reply is not required unless the group requesting time has a local chapter and (2) that a station is not required under any circumstances to give free time to reply to a sponsored program.

Such an interpretation is inaccurate in both instances, the FCC emphasized.

Both WKUL and WARF told the commission that they already have met the requirements of the fairness doctrine without carrying the committee's tape and the FCC said that it has received no complaints to the contrary. "Thus, it is your good faith judgment that the public has had the opportunity fairly to hear contrasting views on this issue, then it would appear that your obligation pursuant to the fairness doctrine has been met" without the broadcast of the citizens committee tape, the FCC told both stations.

WFGA-TV's grant upheld by FCC

The FCC has affirmed its grant of channel 12 in Jacksonville, Fla., to WFGA-TV (Florida-Georgia Television Inc.).

The grant, originally made on Aug. 31, 1956, was one of six reviewed by the commission as the result of revelations of a congressional committee that ex parte influences had been brought to bear on then Commissioner Richard Mack.

In an order released last week, the commission found that WFGA-TV had committed no improprieties in the original proceeding. At the same time, it denied the competing applications by Jacksonville Broadcasting Corp. (JBC) and the City of Jacksonville (City).

JBC was disqualified on the ground it had made ex parte contacts. City's application was denied on comparative grounds.

The commission also rejected a motion by the FCC general counsel's office to reopen the record so that testimony could be taken from several witnesses, including former Commissioner Mack, on entries in Mr. Mack's office diary and a memorandum from the files of Senator Spessard Holland (D-Fla.). Both documents are in the record.

Four Votes ■ Four commissioners concurred in the order—Chairman E. William Henry, Frederick W. Ford, Robert T. Bartley and Rosel Hyde. Commissioner Robert E. Lee was absent and Commissioners Kenneth A. Cox and Lee Loevinger didn't participate.

In an initial decision rendered April

11, 1962, Hearing Examiners James D. Cunningham and Chester Naumowicz Jr. cleared WFGA-TV of any implication of wrongdoing. But they recommended that the grant be voided because Mr. Mack participated in the decision.

Following the examiners' recommendation, the commission voided its Aug. 31, 1956, decision—then readopted it insofar as it awarded a construction permit to WFGA-TV. The commission also reaffirmed its action granting the station a license in 1957, and removed WFGA-TV's 1960 renewal application from the deferred status.

In finding only JBC guilty of ex parte activities, the commission overturned that portion of the initial decision declaring that City also was guilty of improper representations.

The examiners' conclusion regarding City was based on the activities of City Commissioner J. Dillon Kennedy. The examiners acknowledged that no other city official authorized or even knew, at the time, of Mr. Kennedy's activities. But the examiners said City couldn't "escape the legal onus" of Mr. Kennedy's activities in its behalf.

City Not To Blame ■ The commission, however, said Mr. Dillon's actions couldn't be imputed to the City of Jacksonville. The commission said no individual city commissioner can act for the city and that although "limited preliminary authority may be delegated to a particular commissioner," his activities must be ratified by the full commission. And there is no evidence, the commission said, that Jacksonville authorities knew of Mr. Kennedy's activities.

The order specifically states that there is no reason to conclude that City, which operates WJAX-AM-FM, is not qualified to be a licensee.

WDKD says FCC is out of bounds

WDKD Kingstree, S.C., which is fighting for its license, has told the U.S. Court of Appeals in Washington that the FCC exceeded its authority in relying on the "public interest" standard to examine the station's program content.

The station said the constitutional guarantee of free speech protects broadcasters from such commission activity except where Congress has provided specific authority in legislation.

And the commission, WDKD said, has no specific congressional mandate to "delve into program content" as it did in Kingstree.

WDKD, which is owned and operated by E. J. Robinson Jr., was denied renewal of its license last year on the grounds that disc jockey Charlie Walker broadcast programs that were "coarse, vulgar and suggestive of indecent double

Weight controllers need the best kind of help, including the physician's personal guidance

ANYONE WHO HAS TRIED to lose excess weight knows that it is not easy to change those eating habits and exercise patterns which contributed to adding the extra pounds in the first place. And it is sad, but true, that most of the people who do manage to shed weight put it back on within a short period of time, especially if the loss was due to reliance on the latest fad or crash diet.

Successful weight reduction and weight control, over a long-range period, requires changes in one's way of living, and it is foolish to torture one's self with attempts at weight control unless one is willing to make these changes. To change some lifetime habits requires not only strong personal motivation to do so but also the help and sympathy of others—members of the family, friends, and, very important, the physician who knows and understands the person. The physician plays a key role in successful weight control because he can determine how much weight, if any, should be lost. He can outline clearly the health hazards involved to the individual if weight reduction is not accomplished, and oftentimes he is in a better position than anyone else to talk bluntly and forcefully about the rate of progress in losing excess pounds.

From many studies which have been conducted to determine how weight reduction may be most effectively achieved over a long-range period it has been concluded that diet changes and exercise are especially important:

DON'T TRY DRASTIC DIET CHANGES

There may be special reasons for a physician to recommend to a specific patient that he or she use special dietary foods to lose weight. However, in most cases, the sound approach to balancing calorie intake with calorie needs is to select foods from the four basic food groups which nutritionists agree provide all the necessary nutrients the body needs for good health. By selecting foods from the normal well balanced diet program, the weight reducer can eat with the rest of the family and does not attract special attention to his eating pattern.

The weight reducer must regulate the quantity of food intake so that the total calories consumed are less than daily calorie needs. This does not require cutting out any foods normally eaten, but it does mean reducing the amount eaten and perhaps more careful trimming of the fat on some foods.

The well balanced diet, for the person who wants to lose weight as well as for the person who wants to maintain weight, should include selections from four food groups:

MILK AND DAIRY FOODS: Milk provides an abundance of essential food nutrients at a comparatively low cost in calories. Two 8-ounce glasses of milk (or their equivalent in other dairy products such as cheese or ice cream) per

day provide for an adult man approximately 25 percent of his daily protein needs; 71 percent of his calcium (yes, adults do need calcium even though they have completed growth of bones and teeth); 15 percent of his vitamin A; 46 percent of his riboflavin; 10-12 percent of his thiamine; 10-13 percent of his calories. The percentages for an adult woman are just slightly higher because of the woman's generally lower level of need for these nutrients. Since the weight reducer must have essential food nutrients such as protein, minerals, and vitamins, he should select foods like milk which provide these nutrients at a relatively low cost in calories.

MEAT, FISH, POULTRY, EGGS: Two or more servings each day from this group provide additional protein, iron, thiamine, riboflavin, and niacin. Weight reducers can lower calories by selecting the lean cuts of meat.

VEGETABLES AND FRUITS: Four or more servings each day from this group, including a citrus fruit or vegetable high in vitamin C and a dark-green or deep-yellow vegetable for vitamin A, do not cost much in calories but do provide important nutrients.

BREADS AND CEREALS: These foods provide protein, iron, B-vitamins, and food energy (calories). Weight reducers should keep the total calorie count in mind in selecting foods from this group.

Balance—in both nutrients and calories—is essential to weight reduction and maintenance. Weight will go down if the body uses more calories than are consumed, but it is unwise to attempt to reduce calorie intake through eliminating certain foods or relying upon strange special dietary foods that could not serve satisfactorily in the lifetime eating pattern.

DAILY EXERCISE IS IMPORTANT

Weight control studies have also shown that it may be easier to lose pounds if a regular exercise program is adopted. This need be nothing more than a daily walk. The regular exercise not only uses up calories but also seems to stimulate the person to the point of making the weight control program easier to adjust to and to accept.

Carrying excess pounds is dangerous to health as well as unpleasant. Changing one's eating and exercise habits to reduce weight is not easy to accomplish, but adopting a sensible plan of weight reduction such as we have outlined here does make the job much easier and increases the chances for success over the long-range.



american dairy association

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"Voice of the Dairy Farmers in the Market Places of America"

meanings" and that Mr. Robinson misrepresented his knowledge of the questioned broadcasts.

The station expressed its views last week in a reply to the brief filed by the commission. WDKD and the American Civil Liberties Union, in a friend-of-the-court appearance, filed initial briefs last month, in which they held the commission action violated the First Amendment's free speech provisions. Both also asked the court to send the case back to the commission for further consideration of the misrepresentation.

Attorneys for the station have asked that the oral argument on the appeal be heard by all nine judges, rather than the customary three-judge panel. The attorneys filed a motion contending that the constitutional issue involved is critical enough to warrant review by the full court.

Commission's Views ■ The commission, in its brief, argued that it does have the authority to review programs to determine whether the public interest is being served. It also said that although the First Amendment extends to broadcasting, "different rules are appropriate for different media of expression."

But WDKD said that in most of the cases on which the commission relied, the agency was attempting to "reach alleged evils" which Congress, "in narrowly drawn legislation," has authorized the agency to regulate.

Two cases in which the "public interest" standard alone was relied on by the commission were decided by the U.S. Court of Appeals, in the agency's favor, thirty years ago. The "rationale" of those court decisions, WDKD said, "are difficult to square" with more recent Supreme Court decisions in First Amendment cases.

Expanding CATV's bound by 30-day rule

NONDUPLICATION APPLIES TO ENTIRE SYSTEM—FCC

A community antenna system that acquires increased facilities under the stipulation that there will be no duplication of a local station for a 30-day period, when the CATV system is within a television station's grade A contour, accepts that condition not only for the added facilities, but for the system as a whole.

Although the FCC last week stated this policy in a letter to Wentronics Inc., a CATV operator, denying the company's petition for a reconsideration of the nonduplication clause, the message was clear for other CATV systems that have accepted provisional grants.

In all there have been nine microwave grants to CATV systems that carried the nonduplication clause. The condition was devised as a method of allowing grants pending a decision on the commission's rulemaking to restrict CATV's use of microwave channels in the business radio service—restrictions which television broadcasters have strongly supported (BROADCASTING, Feb. 25).

Legally Able ■ The commission told Wentronics that the FCC does have the legal authority to demand agreement to the nonduplication condition. The commission based its authority on the Carter Mountain case in which the U. S. Court of Appeals for the District of Columbia last May upheld the commission's power to protect local television stations from the encroachments of CATV operators.

The commission told Wentronics that it could return the grants to the agency

if the company didn't wish to accept the condition of nonduplication and the applications would be returned to a pending status.

One minor round in the struggle between television stations and community antenna systems last week went to the CATV ranks as the FCC denied petitions by two Texas television stations for reconsideration of two grants for increased microwave facilities.

The commission denied the request by KLTU(TV) Tyler that the agency partially reconsider its grant to East Texas Transmission Co., allowing the CATV to extend its systems in Tyler and Jacksonville to Palestine.

A request by KTAL-TV Texarkana that a grant to Mesa Microwave Inc., Paris, for additional facilities to relay KRLD-TV and WFAA-TV, both Dallas, and WBAP-TV and KTVT(TV) Fort Worth to a new subscriber in Clarksville, was also denied.

FCC revokes WIXI's CP

The FCC has ordered WIXI Irondale, Ala., to cease operations. The station has been operating on a construction permit.

The commission, in denying the station a license to cover its CP, said permittee W. D. Frink was guilty of "misrepresentations, unauthorized transfers of control and violations" of rules requiring that information be filed concerning business dealings while the license application was pending.

WIXI was ordered to be off the air by Dec. 11, 1963.

THE MEDIA

ABC RADIO ON THE RISE

Pauley raises flag of optimism at regional meeting on sales, programing and affiliates

New programing moves for the fall, a strong sales picture and a report on an improved affiliates lineup highlighted the ABC Radio regional affiliates meeting held in New York last week.

The Sept. 17 meeting was the fourth regional meeting held over a 10-day period, the others held earlier at New Orleans, Chicago and San Francisco. More than 100 station people attended the New York meeting bringing the attendance for the four regionals to over 250.

Robert R. Pauley, president of ABC Radio, set the tone of proceedings by noting at the outset that his network's

sales were going up substantially in the third quarter of this year. He said the network had changed the pattern of "accepting anything that came along" and had turned down more than \$3 million worth of business from advertisers this year because their programing was not considered by the network to be "top-flight."

Mr. Pauley said in the past year ABC Radio had continued a policy of strengthening its affiliates list and subsequently clearances, dropping about 55 stations but adding 47.

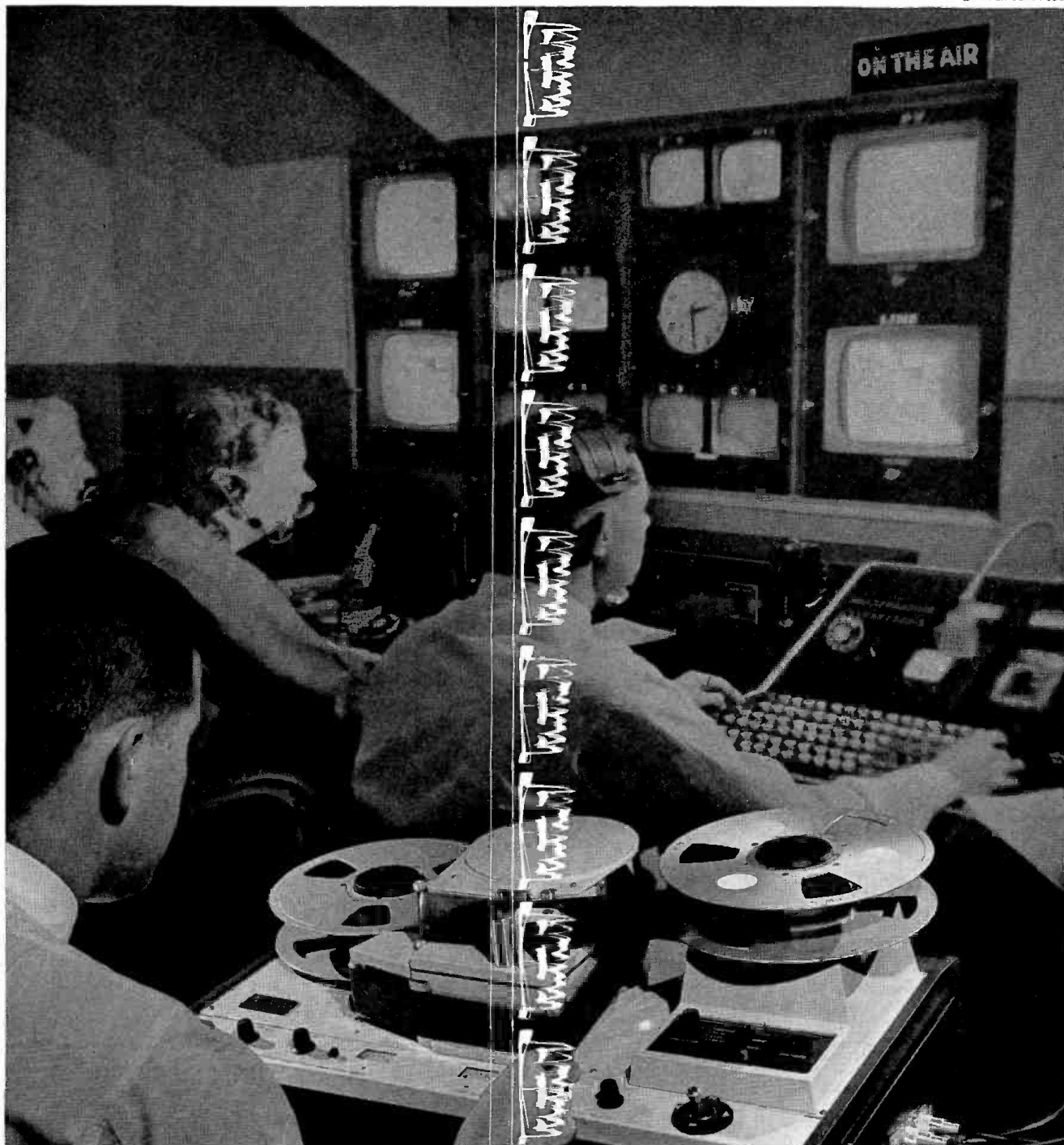
He predicted a return of program sponsorship to radio because of a desire

among many advertisers for product identification.

Mr. Pauley told the affiliates that ABC Radio would not follow the moves of MBS and NBC Radio in offering news services to nonaffiliated stations.

Also reporting to affiliates were William T. Rafael, vice president in charge of programing for the network; Theodore M. Douglas Jr., vice president in charge of sales for ABC Radio; Earl Mullin, vice president in charge of station relations for the network; Thomas A. O'Brien, ABC Radio national news editor, and Frank Maguire, director of new special program features service (and co-producer of *Flair Reports*).

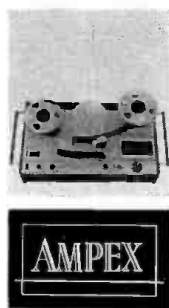
Billings Up ■ Mr. Douglas said ABC Radio's billings for the incompletd third quarter of this year were already 56% ahead of the full third quarter of 1962, a sales growth described as having "gone through the roof." Mr.



What's new in broadcast VTRs?

AMPEX VR-660

Now: Ampex has a low-cost, portable VTR with full broadcast stability—the VR-660. It's ready and able to handle any broadcast job. And the complete price is just \$14,500. It weighs less than 100 pounds and is small enough to fit in a station wagon for a mobile unit. It's ideal for recording special events, local sports and news—even on-the-spot spots. It has signal compatibility with all other VTRs. And when played through your station's processing am-



plifier, its signal meets all FCC broadcast specifications. The new Ampex VR-660 has two audio tracks. It records at 3.7 ips—or up to five hours on one reel of tape. And, too, it's extremely simple to operate. It's easy to maintain because it's fully transistorized. And, of course, it offers reliability—Ampex reliability. For more information please write to Ampex Corporation, Redwood City, California. Sales and service offices throughout the world.

Douglas reported 20 advertisers now place business on the network on a 52-week basis, a number said to be a record in recent years. He indicated sales during the summer months also were the best in the network's history.

A portion of Mr. Pauley's talk was centered on Sindlinger & Co.'s measurement of the radio audience as well as Sindlinger reports showing consumer buying correlations with radio activity. Mr. Pauley said much of the renewed advertiser interest in network radio stemmed from Sindlinger informing agencies and advertisers "as to where their radio money will be going. . ."

Target date for Calif. TV

Following the FCC's Sept. 13 announcement of a new TV grant on channel 12 in Santa Maria, Calif. (BROADCASTING, Sept. 16), permittee Central Coast Television has set a target date of early January 1964. Construction of studios, to include color equipment, is to begin "within a few days," according to officials of the new station. Permittee is a partnership of Marion A. Smith, Burns Rick, Mili Acquistapace, Ed J. Zuchelli and James H. Ranger. They are all residents of Santa Maria.

TRANSCONTINENT SALE IN FCC HANDS

Practically all of holdings go for \$38.5 million

The largest sale of broadcast stations in the industry's history has been submitted to the FCC for approval. The transaction will sell all but one of Transcontinent Television Corp.'s facilities to Taft Broadcasting Co., Midwest Television Inc. and Time-Life Broadcasting Co. for a record \$38,539,310.

The total sales price is based on about \$21.20 per share of the 1,817,000 shares of TTC stock outstanding.

Taft Broadcasting headed by Hulbert Taft Jr., will purchase WGR-AM-FM-TV (ch. 2) Buffalo, N. Y., WDAF-AM-FM-TV (ch. 4) Kansas City, Mo., and WNEP-TV (ch. 16) Scranton-Wilkes Barre, Pa., for \$26,889,310 plus adjustments and tax liabilities. Taft thinks the liability won't exceed \$4.8 million. WNEP-TV will first be assigned pro forma from Northern Pennsylvania Broadcasting Inc., a TTC subsidiary, to the parent corporation.

The Buffalo AM and TV stations and the Kansas City TV outlet are NBC affiliates. WNEP-TV is on ABC.

Midwest Television headed by August C. Meyer, will purchase KFMB-AM-FM-TV (ch. 8) San Diego, Calif., for \$10,085,000 plus adjustments. The AM

and TV stations are CBS affiliates.

Time-Life Broadcasting will purchase KERO-TV (ch. 23) Bakersfield, Calif., for \$4,565,000 plus adjustments. KERO-TV is on NBC-TV.

TTC will assign (pro forma) its Cleveland, Ohio, outlets WDOK-AM-FM to the corporation's stockholders. Northern Pennsylvania Broadcasting will be the licensee. WDOK-AM-FM was excluded from the mass sale in order to avoid involvement of the whole transaction with the commission's three-year holding rule. A hearing would be risked because of the Cleveland stations which TTC acquired April 30, 1962, and all of the sales would be involved since the commission considers the most recent purchase as is the date from which the three-year rule begins.

The purchasers will pay TTC in cash at the closing of the transactions.

Taft plans to finance its purchase out of a \$33 million loan it has negotiated with a syndicate of 11 banks headed by the Morgan Guaranty Trust Co. of New York. Midwest is borrowing \$9.5 million from the Chase Manhattan Bank of New York to finance the bulk of its purchase. Time-Life will pay for the Bakersfield station out of existing resources.

What They Now Own ■ Taft is licensee of WKRC-AM-FM-TV (ch. 12) Cincinnati, WTVN-AM-FM-TV (ch. 6) Columbus, both Ohio, WBRC-AM-FM-TV (ch. 6) Birmingham, Ala., and WKYT-TV Lexington, Ky., which operates on UHF channel 27. Purchase of the TTC VHF stations will bring Taft to the FCC's quota of five.

Midwest owns WCIA-TV (ch. 3) Champaign and WMBD-AM-FM-TV (ch. 31) Peoria, both Illinois. Lindsay-Schaub Newspaper, which owns 20% of Midwest, is licensee of WSOY-AM-FM Decatur, WVLN-AM-FM Olney and WSEI-(FM) Effingham, all Illinois.

Time-Life owns KLZ-AM-FM-TV (ch. 7) Denver, WOOD-AM-FM-TV (ch. 8) Grand Rapids, Mich., KOGO-AM-FM-TV (ch. 10) San Diego, WTCN-AM-FM-TV (ch. 11) Minneapolis and WFBM-AM-FM-TV (ch. 6) Indianapolis. KERO-TV will be its only UHF.

Changing hands

ANNOUNCED ■ The following sales of station interests were reported last week subject to FCC approval (for other commission activities see FOR THE RECORD, page 85).

■ WGR-AM-FM-TV Buffalo; WDAF-AM-FM-TV Kansas City, Mo.; WNEP-TV Scranton, Pa.; KFMB-AM-FM-TV San Diego, and KERO-TV Bakerfield, Calif.: Sold by Transcontinent Television

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One of Blackburn & Co.'s primary functions is to put before the buyer or seller of a communications medium the facts he needs to do business. Any transactions involves some element of risk. But it is considerably narrowed when all of the pros—and cons—are out in the open. Protect your investment by consulting Blackburn first.

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Corp. to Taft Broadcasting Co. (Buffalo, Kansas City and Scranton facilities), Midwest Television Inc. (San Diego) and Time-Life Broadcasting Co. (Bakersfield). See story page 74-B.

▪ **WRGM** Richmond, Va.: Sold by Southern States Radio Corp. to McLendon Richmond Broadcasting Co. (John M. McLendon) for \$185,000 and assumption of \$4,000 liability. McLendon Ebony Radio Group owns WYOU Tampa, Fla.; WENN Birmingham, Ala.; WOKJ Jackson, Miss.; KOKA Shreveport, La.; KOKY Little Rock, Ark., and community antenna systems. WRGM is 5 kw daytimer on 1590 kc. Broker: Blackburn & Co.

▪ **WEAD** College Park (Atlanta), Ga.: Sold by College Park Broadcasting Co. (F. Richard Coughlan, president) to Metro Atlanta Broadcasting Inc. Buying group includes Dr. Bernard Lipman, Hubert C. Tant (each 20%), Harvey J. Aderhold, Arthur P. Jackson, Paul Jones, Frank M. Lokey Sr., Frank M. Lokey Jr. and Charles A. Wofford, all 10%. Mr. Lokey Jr. is the present WEAD general manager and Mr. Aderhold is chief engineer for the Georgia Educational TV Network. WEAD is on 1570 kc with 1 kw daytime.

▪ **WLAQ** Rome, Ga.: Sold by Don Mitchell's WLAQ Inc. to Clarke Broadcasting Co. for \$150,000. Purchasing company owned by Randolph Holder and Thomas Lloyd, who also has WGAU Athens, Ga. WLAQ Inc. is owned by Mitchell Melof, who has WSMA Smyrna, Ga. WLAQ is on 1410 kc with 1 kw fulltime. Broker: Blackburn & Co.

NAB convention will lose some color

"Discrimination" will be a thing of the past at future conventions of the National Association of Broadcasters.

The 1964 convention committee held its first meeting in Chicago last week and decided to abolish the system of red badges for accredited delegates and blue badges for all others. Beginning with the April 5-8 sessions next spring, all those registered will wear the same colors—including news media.

Blue badges have been segregated in the past only from the annual labor-management conference. Exhibitors, which are not officially registered, will continue to wear different badges however.

As in past years, the FCC will be asked to appear again as a panel and Chairman E. William Henry will be invited to speak to one of the three luncheons. The committee also voted to retain the same format for next year's convention, opening with a general assembly Monday morning, April 5.

FAIRNESS AND THE COMMUNISTS

Could the Reds demand equal time from U.S. stations?

Literal interpretation of the FCC's July 26 policy statement on the fairness doctrine would permit the Communist Party to "practically paralyze the broadcasting industry in the U. S.," the Louisiana Association of Broadcasters was told last week.

W. Cleon Skousen, Freedom University of the Air and author of *The Naked Communist*, charged the commission's directive to broadcasters is "extremely loose and vague—and vague language in an official government regulation can trap a citizen even though he is conscientiously trying to carry out the order." He pointed out the Communist Party is an official agency of a foreign government and probably every station carries many broadcasts criticizing the Soviet Union and Communism. Yet, he said, under the FCC's edict on fairness, the Communists could demand time to answer every attack.

For several years, Mr. Skousen said, the commission has encouraged stations to editorialize and to discuss public issues but the latest mandate could completely destroy the good of the prior urgings. The FCC is vague, he said, on such terms as adequate response, spe-

cific offer of a station's facilities, what constitutes an attack on an individual or organization and what constitutes a controversy.

Louisiana And Georgia — Every state broadcasters' association should "get into the day-by-day business of helping broadcasters," Jack Williams, executive secretary of the Georgia Association of Broadcasters, told the LAB.

Mr. Williams urged every state group to employ a full-time executive because they must be the backbone of industry opposition to federal encroachment and they can be effective in promoting broadcasting. "The grass roots are the place where action begins and where voices speak loudest," he said. "We need maximum effort to get states organized to give broadcasting a powerful new voice."

The GAB official, whose state association has feuded with the National Association of Broadcasters over industry programs and promotions outside the state (BROADCASTING, Sept. 2), said the NAB should establish associate membership status for state associations. He noted the Radio Advertising Bureau already has taken this step.

EXCLUSIVE BROADCAST PROPERTIES!

MIDWEST—A real money making radio station opportunity in a large Michigan market. Price of \$300,000.00 includes some real estate. Terms to a responsible buyer. *Contact—John D Stebbins in our Chicago office!*

FAR WEST—Full time radio station serving single station market. Had ownership earnings in 1962 of \$15,000.00. Priced at \$85,000.00 with \$25,000.00 down and balance over eight to ten years. *Contact—John F. Hardesty in our San Francisco office!*

Hamilton-Lundis

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John F. Hardesty, President

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Corinthian to introduce TV columnists

BACKGROUND REPORTS WILL GO IN LOCAL NEWSCASTS

Fourteen leading newspaper and magazine columnists, analysts and commentators have been signed by Corinthian Broadcasting Corp. to prepare special television "columns" for use in news programs on the Corinthian stations.

Five of the columnists will tape special TV commentaries each week. These will deal with current major news events in terms of background and analysis and will average two and a half minutes apiece. They will be inserted in the new 30-minute early-evening local news reports initiated by the Corinthian stations back-to-back with CBS-TV's new 30-minute reports.

C. Wrede Petersmeyer, Corinthian president, hailed the plan as a breakthrough in TV journalism.

"We believe that the outstanding people we have selected for this project will bring a new dimension to television journalism," he said. "Each will prepare and present on the air by video tape original television material providing background information and analysis on the important news events of the week."

Most of the new TV "columnists" are or have been with the *New York Herald Tribune*, which like Corinthian

is owned by John Hay Whitney. But Corinthian officials said *Herald Tribune* affiliation is not mandatory and that negotiations with others are under way.

Those already signed include Roscoe Drummond, syndicated columnist; Robert J. Donovan, author of *PT-109* and now chief of the Washington bureau of the *Los Angeles Times*; Marguerite

director of programing for Corinthian. They will begin on Corinthian's five stations next Monday (Sept. 30). The programs will be offered to other stations in other markets. WOR-TV New York has already purchased the columns for use on their station starting Sept. 30 on the 12 noon and 3 p.m. newscasts.

The Corinthian stations inaugurated half-hour early-evening news reports and daily editorializing on Sept. 2.

"There is a definite place and need for responsible observing in the television medium," Mr. Petersmeyer said.



Miss Higgins Mr. Smith Mr. Donovan Mr. Kerr Miss Crist

Higgins, Stewart Alsop, Earl Mazo, Rowland Evans and Robert Novak, all national and international news reporters; sportswriter Red Smith, fashion expert Eugenia Sheppard, drama critic Walter Kerr, film critic Judith Crist, book reviewer Maurice Dobier, art critic Emily Genauer and science editor Earl Ubell.

The commentaries are produced under the supervision of Robert H. Salk,

The Corinthian TV stations are KHOU-TV Houston; KOTV(TV) Tulsa, Okla.; KXTV(TV) Sacramento, Calif.; WANE-TV Fort Wayne, Ind. and WISH-TV Indianapolis.

Film sales . . .

Columbia Post-'48's (Screen Gems): Sold to WMT-TV Cedar Rapids-Waterloo, Iowa; WTAF(TV) Marion, Ind.; WINR-TV Binghamton, N. Y.,

First ratings buoy hopes at ABC-TV

ABC-TV officials appeared well pleased with the ratings achieved as their new 1963-64 season got under way last week.

Some officials said the public "sampling" of their new offerings was even bigger than they had anticipated. They acknowledged that CBS-TV and NBC-TV had not yet unveiled the greater part of their new schedules, but claimed good or superior ratings for ABC-TV in many cases against ordinarily strong holdover competition.

Following are the Trendex 26-city overnight reports for the first four evenings last week. The parenthetical symbols indicate whether the program is new. "N" indicates a new series; "NP," new programing in an existing series; "NT," new time period; "R," rerun.

In reporting the ratings, ABC-TV noted: "The data used herein are estimates from Trendex. They are subject to limitations of sample size

and other qualifications available on request."

Sunday, Sept. 15		Rating	Share
7:30	ABC—Jaimie McPheeters (N)	12.2	29.1
	CBS—Dennis (R)	10.3	24.5
	NBC—Disney (R)	14.3	34.1
8:00	ABC—McPheeters (N)	12.8	25.3
	CBS—Sullivan (R)	15.0	29.8
	NBC—Disney (R)	17.4	34.6
8:30	ABC—Arrest & Trial (N)	18.3	35.3
	CBS—Sullivan (R)	13.4	25.8
	NBC—Grindl (N)	16.6	32.0
9:00	ABC—Arrest & Trial (N)	22.7	40.3
	CBS—McCoys (R)	12.5	22.2
	NBC—Bonanza (R)	14.1	25.0
9:30	ABC—Arrest & Trial (N)	21.2	39.6
	CBS—GE True (R)	9.1	17.1
	NBC—Bonanza (R)	18.2	34.1
10:00	ABC—100 Grand (N)	15.1	30.2
	CBS—Candid Camera (R)	20.2	40.3
	NBC—Du Pont (NP)	10.5	21.0

Monday, Sept. 16		Rating	Share
7:30	ABC—Outer Limits (N)	18.7	34.7

		Rating	Share
	CBS—To Tell the Truth (NP)	10.1	18.8
	NBC—Movies (NP)	18.7	34.7
8:00	ABC—Outer Limit (N)	21.0	37.6
	CBS—I've Got a Secret (NP)	12.0	21.4
	NBC—Movies (NP)	17.3	30.8
8:30	ABC—Wagon Train (NT-NP)	20.5	39.0
	CBS—Playhouse (NP)	8.9	16.9
	NBC—Movies (NP)	18.0	34.3
9:00	ABC—Wagon Train (NT-NP)	17.6	34.0
	CBS—Comedy Showcase (R)	14.6	28.2
	NBC—Movies (NP)	17.1	33.0
9:30	ABC—Wagon Train (NT-NP)	20.0	40.5
	CBS—Comedy Showcase (R)	16.8	34.0
	NBC—Art Linkletter (NP)	9.6	19.5
10:00	ABC—Breaking Point (N)	17.8	38.1
	CBS—Password (NP)	22.3	47.6
	NBC—News (N) (special)	2.9	6.3
10:30	ABC—Breaking Point (N)	21.2	50.6
	CBS—Stump the Stars (NP)	13.8	32.9
	NBC—Local	3.3	8.0

Tuesday, Sept. 17		Rating	Share
7:30	ABC—Combat (NP)	18.0	43.7

WMTV(TV) Madison, Wis.; WDBJ-TV Roanoke, Va.; KIVA(TV) Yuma, Ariz.; WLAC-TV Nashville, Tenn.; KXJB-TV Valley City, N. D.; WPRO-TV Providence, R. I.; KVTV(TV) Sioux City, Iowa; KCMT(TV) Alexandria, Minn.; WTWV(TV) Tupelo, Miss.; KVAL-TV, Eugene, Ore., and KRTV(TV) Great Falls, Mont. Now sold in 144 markets.

Columbia Post-'50's (Screen Gems): Sold to WTCN-TV Minneapolis-St. Paul; WNHC-TV New Haven, Conn.; WKRC-TV Cincinnati; KLZ-TV Denver; WITI-TV Milwaukee; WBEN-TV Buffalo; WLWD(TV) Dayton, Ohio; WLAC-TV Nashville; WMCT(TV) Memphis; KALB-TV Alexandria, La.; KTVO(TV) Kirksville, Mo.; WSAU-TV Wausau, Wis.; WDBJ-TV Roanoke, Va.; WJRT(TV) Flint, Mich.; KIVA(TV) Yuma, Ariz.; WHBF-TV Rock Island, Ill.; WFBG(TV) Altoona, Pa.; WREX-TV Rockford, Ill. and KRTV(TV) Great Falls, Mont. Now sold in 78 markets.

Seven Bob Hope Features (Allied Artists TV): Sold to WABC-TV New York; WBBM-TV Chicago; WTOP-TV Washington; WMTW-TV Poland Spring, Me.; WCAU-TV Philadelphia; KCTO-TV Denver; KNXT(TV) Los Angeles; WTEV(TV) Bedford, Mass.; KNTV(TV) San Jose, Calif.; KMOX-TV St. Louis, and WBRE-TV Wilkes Barre-Scranton, Pa.

The Spread of the Eagle (BBC-TV): Sold to Australian Broadcasting Commission.

Rolvaag addresses RTNDA windup

Broadcasters have both the legal and professional right to broadcast editorials on public issues and politics in the opinion of Governor Karl F. Rolvaag, Minnesota Democrat.

In an impromptu address at the closing session of the 18th annual convention of the Radio-Television News Directors Association in Minneapolis, Sept. 14, the governor went all out in paying tribute to the journalistic function of broadcasting. He said he favored stations taking positions on candidates for public office even though WTCN Minneapolis news director, Sheldon Peterson, had opposed his election last November.

Don Jamieson, president of the Canadian Association of Broadcasters, in his address to the RTNDA maintained that broadcasters in both the U.S. and Canada make a mistake in seeking parity with the press.

Because of the special status of broadcasting as the "most important" means of mass communications, he said, the quest should be for "freedom for broadcasting," which extends even beyond that accorded the press.

At its closing session Saturday, the association passed a resolution objecting "to the continuing practices of the Federal Communications Commission and the Congress in redefining codes

Program orders for 1964

Four Star Distribution Corp. reported last week that more than ever before, the company has been taking orders from stations for program series that will not begin play dates until 1964. In some cases, according to Len Firestone, vice president and general manager of Four Star Distribution, stations have bought the company's off-network series for a fall 1964 start. He attributes this buying-in-advance to a feeling on part of some stations that there will be a scarcity of suitable off-network properties next year. Among the markets and programs involved in 1964 starts are Dallas for *Dick Powell Show* and *Stagecoach West*; Orlando, Fla., for *Zane Grey Theatre*; Great Falls, Mont., for *Dick Powell*; Youngstown, Ohio, for *The Law and Mr. Jones* and Tulsa for *The Rifleman*.

of fairness; investigating the rights of free expression already guaranteed in the Constitution, confusing the practitioners of responsible broadcast journalism with rules that impede and discourage their profession, and misleads the public by questioning the rights of broadcast journalists already outlined and protected by tradition, and the Constitution."

Local public service theme of conference

Westinghouse Broadcasting Co. (Group W) announced plans last week for its fifth industrywide conference on local public service programming, Nov. 11 in Cleveland.

The three-day conference will consist of seminars, roundtable panels, addresses and screenings. It is expected to attract several hundred broadcast executives and officials from related fields. The aim of the conference has been described as an effort to enlarge the capability of the broadcasters to bring information, education and enlightenment to communities across the country. Its theme is "Communications and the Community."

Lang-Worth offers new radio production package

Lang-Worth Feature Programs Inc., Hempstead, N. Y., is offering a new commercial production package to radio stations. "Command Radio," which features custom image productions made specifically for local and regional accounts, also has a sales training course

Rating Share		Wednesday, Sept. 18		Rating Share	
CBS—Local	9.2 22.4				
NBC—Laramie (R)	5.2 15.0	7:30	ABC—Ozzie & Harriet (NT-NP)	14.9 35.7	
8:00			CBS—CBS Reports (NP)	6.4 15.4	
ABC—Combat (NP)	21.7 45.4		NBC—Virginian (NP)	11.7 28.1	
CBS—The Playhouse (R)	8.6 18.0	8:30	ABC—Price Is Right		
NBC—Laramie (R)	11.4 23.9		(new on network)	13.6 28.6	
8:30			CBS—Dobie Gillis (R)	10.6 22.3	
ABC—McHale's Navy (NT-NP)	26.2 49.0		NBC—Virginian (NP)	16.0 33.7	
CBS—Talent Scouts (NP)	10.9 20.4	9:00	ABC—Ben Casey (NT-NP)	16.2 30.9	
NBC—Empire (R)	9.6 18.0		CBS—Beverly Hillbillies (R)	18.8 36.0	
9:00			NBC—Mystery Theater (N)	10.7 20.5	
ABC—Greatest Show		9:30	ABC—Ben Casey (NT-NP)	20.4 38.2	
on Earth (N)	22.3 43.5		CBS—Dick Van Dyke (R)	15.7 29.4	
CBS—Talent Scouts (NP)	13.1 25.6		NBC—Mystery Theater (N)	10.4 19.5	
NBC—Empire (R)	9.9 19.3	10:00	ABC—Channing (N)	17.7 41.0	
9:30			CBS—Reckoning (R)	8.4 19.4	
ABC—Greatest Show			NBC—11th Hour (R)	10.2 23.6	
on Earth (N)	29.5 55.1	10:30	ABC—Channing (N)	14.4 36.6	
CBS—Picture This (NP)	9.5 17.8		CBS—Reckoning (R)	9.3 24.3	
NBC—Dick Powell (R)	10.4 19.4		NBC—11th Hour (R)	12.0 31.4	
10:00					
ABC—Fugitive (N)	21.7 48.2				
CBS—Keefe Braselle (NP)	7.7 17.2				
NBC—Dick Powell (R)	9.8 21.8				
10:30					
ABC—Fugitive (N)	22.8 54.5				
CBS—Keefe Braselle (NP)	7.8 18.7				
NBC—Chet Huntley (NP)	7.8 18.7				

Ratings for last Thursday are on page 9.

and a guarantee in local sales to cover the package cost.

The basic production line of more than 2,000 units includes 450 sound effects, 200 station productions, 180 attention getters and more than 800 commercial jingles emphasizing the 24 heaviest buyers of radio time according to a U.S. Commerce Department list of local radio advertisers.

Thirty new releases each month will be keyed to the calendar year.

Fourth Network Inc. to do sports shows

The Fourth Network Inc., Los Angeles, a newly formed program service, will televise the Frank Sinatra Golf

Tournament from Palm Springs, Calif., as its first presentation.

Headed by John R. Vrba, former vice president and manager, KTTV Productions (Los Angeles), FNI will clear "125 stations and guarantees advertisers 85% coverage of TV homes" for the Sinatra tourney Nov. 9-10. The fifth annual Palm Springs Golf Classic Feb. 1-2 also will be televised nationally by FNI.

Mr. Vrba was a member of the Television Bureau of Advertising board of directors in 1961-62, and for the past three years has headed the West Coast council of the American Television Commercial Festival.

Fourth Network Inc. is located at 2301 West Third Street, Los Angeles 57.

KDKA gets Mike

KDKA Pittsburgh was announced last week as the winner of the 4th annual Mike award of the Broadcasters' Foundation. KDKA, which started broadcasting in 1920, was cited for integrity and responsibility in programming and as "one of America's distinguished pioneer stations."

The award will be presented at the Broadcasters' Foundation banquet in New York, Feb. 10, 1964. Previous recipients: WLW Cincinnati, WGN Chicago and WSB Atlanta.

INTERNATIONAL

TV PRICE HIKE IN BRITAIN

Rentals to increase \$11 million; advertising tax to add \$20 million to government coffers

Commercial TV programers in Britain face a sharp increase in operating expenses next year when the government increases its total rentals from \$15.4 million to \$26.6 million a year.

In addition, beginning July 30, 1964,

the government levy on advertising (now a 10% tax on revenue) will be placed on a sliding scale. This new tax is expected to increase revenues from the current annual \$22 million to approximately \$42 million in the first year

of operation.

Applications from programming companies to run the individual stations must be filed with the Independent Television Authority by Nov. 18 of this year. Under Britain's commercial system for the past nine years, the government-created ITA oversees the operation of the commercial stations.

Earlier this summer, the government enacted legislation for the increased taxes when it was established that four of the present 15 programers were accounting for approximately two-thirds of the revenue. Government officials felt that the profit rate was too high.

Though transmitter rentals on the whole will be increased, it was said that in certain areas where operating costs are higher (Associated Television's London [weekends] and Midlands [weekdays]) rentals would be lowered.

BBG approves low power channel in sub-Arctic

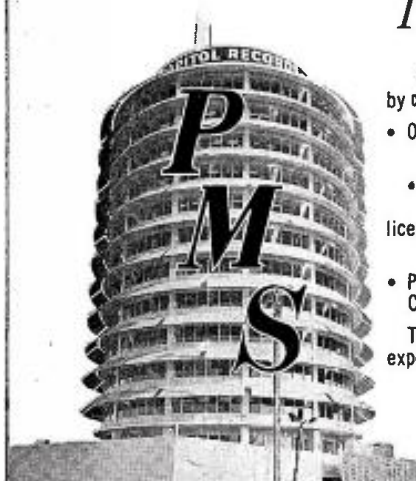
One new low power television station, a number of TV satellites, radio stations and power increases have been recommended by the Canadian Board of Broadcast Governors.

Recommendations announced on Sept. 9 included new 10 w video and 4.94 w audio TV station on channel 4 at Churchill, Man., in Canada's sub-Arctic. Station is licensed to N. J. Rondeau and will be part of the Canadian Broadcasting Corp. network.

New 5 w TV satellites are recommended at Moyie Mountain, B. C., to rebroadcast programs of CJLH-TV Lethbridge, Alt.; at Mount Thompson, B. C.; at Princeton, B. C.; at Perry's, B. C.; at Enderby, B. C., and Salmon Arm, B. C., to pick up programs of CHBC-TV Kelowna, B. C.

James A. Stewart has been recom-

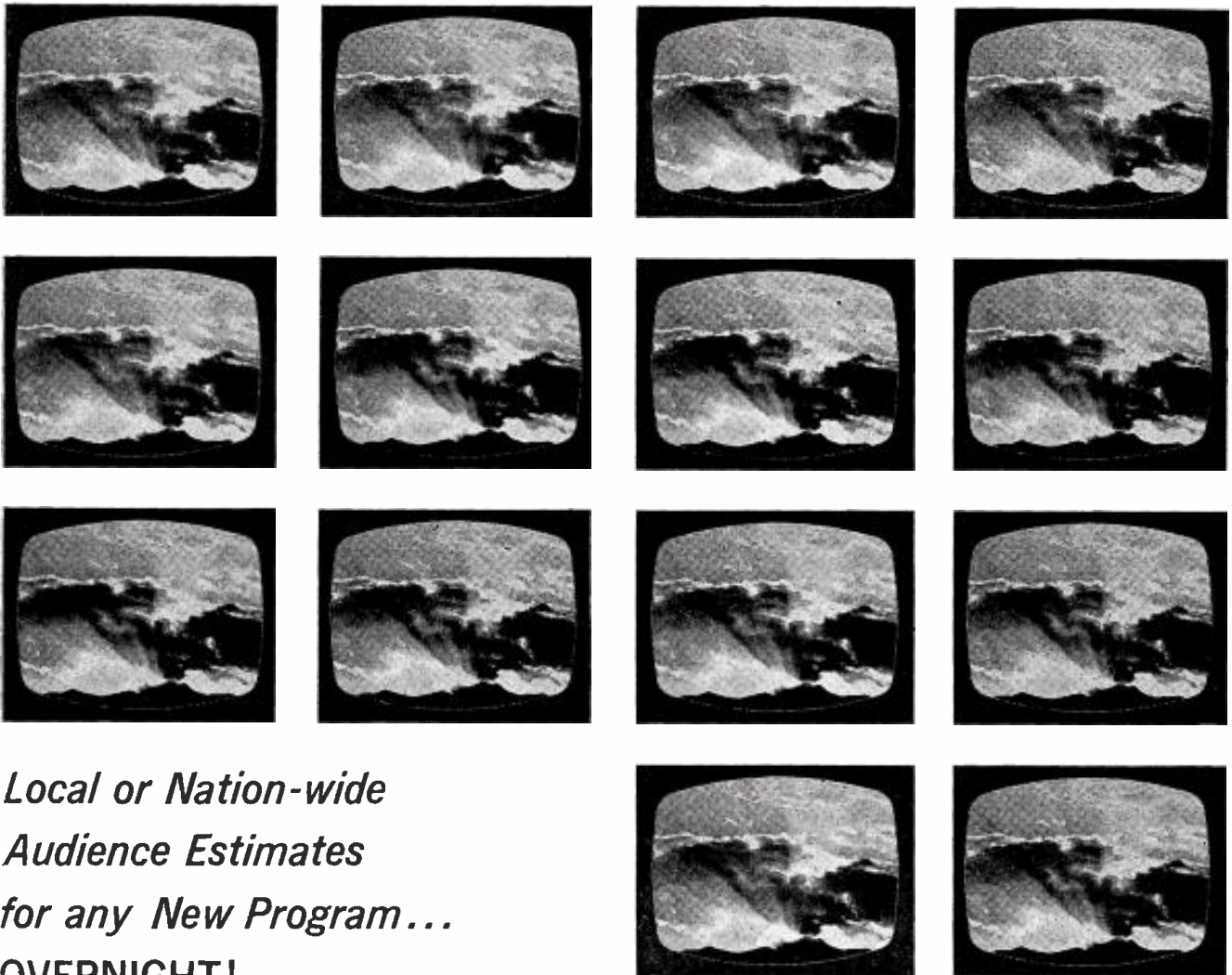
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The financial picture of Canadian pay TV

Viewers are paying an average of \$1 a week to Trans-Canada Telemeter in the Toronto-Etobicoke area for children's and adult movie entertainment, according to Bob Nelson, manager of the Toronto pay-TV operation.

The number of subscribers in the suburban area of Toronto has dropped in the past year from about 5,500 to 3,200 following the imposition last fall of a \$15 annual fee in addition to payment for individual programs. But the average from the remaining subscribers has gone up slightly, so that the overall revenue from the operation is still about the same as it was when there were 5,500 subscribers.

There are no plans for expansion, but it is expected that there will be

new subscribers added early in October when the Toronto Maple Leaf hockey team's 30 out-of-town games are telecast on Trans-Canada Telemeter. Price for a hockey game is \$1.50, and last year the majority of subscribers paid for these games.

Some recent and current movies are being shown at \$1 to \$1.50 per viewing. Included among pictures in the past few weeks have been "Hud," "Bye-Bye Birdie," "Walt Disney's Flipper," "Captain Sindbad." Charge for children's programs is 25 cents.

Trans-Canada Telemeter estimates that collections cost an average of \$1 a month per subscriber and programs about \$5 a year. This is just slightly more than the \$15 annual fee charged subscribers.

mended for a radio station license at Ottawa, on 1440 kc with 10 kw, and CFTK Terrace, B. C., for a 1 kw day and 250 w nighttime station at Kitimat, B. C. on 1230 kc.

Three 40-w relay transmitters have been recommended for the CBC at Shelburne, N. S., Riviere au Renard, Que., and Elliott Lake, Ont.

CJMS Montreal, has been approved for a power boost from 10 kw day and 5 kw nighttime on 1280 kc to 50 kw.

CKLD Thetford Mines, Que., has been granted a power boost from 250 watts on 1230 kc to 1 kw day and 250 watts nighttime.

CKBL Matane, Que., on 1250 kc, moves from 5 kw to 10 kw day and 5 kw nighttime.

CJAF Cabano, Que., moves with 250 watts from 1340 kc to 1240 kc.

CFCO Chatham, Ont., on 630 kc, has been granted a daytime boost to 10 kw, remaining with 1 kw at night.

CJQC Quebec City, has been denied programming in French as well as in English in the city where it is the only

English-language station.

CKCO-TV Kitchener, Ont., was permitted disaffiliation from CBC TV network and given permission to join the CTV Television Network.

Toronto firm plans expansion into U.S.

A desire to invest in U.S. radio broadcasting and related services was given last week as one of the factors in planned reorganization of Peruvian Oils & Minerals Ltd., Toronto.

Speaking to shareholders at the firm's annual meeting in Toronto last Thursday (Sept. 19), John J. Coyle, president and chairman of the board said Peruvian is looking toward acquisition of U.S. radio stations and development of radio and TV service companies.

In line with the U.S. broadcast properties, Mr. Coyle said a plan for establishing a U.S. company with a share-for-share exchange of stock with the Canadian firm would be announced within 30 days. He said the U.S. firm

would have a Canadian subsidiary to carry on the service of the present organization, which had net income after taxes of \$820,000 for the past year.

Mr. Coyle also is president of KVIL-AM-FM Highland Park, Tex., and Commercial Recording Corp., Dallas.

Abroad in brief...

Canadian football ■ Ford Motor Co. of Canada Ltd., Oakville, Ont., has become fourth sponsor on the Canadian Football League broadcasts on Canadian Broadcasting Corp.'s TV network, Saturday afternoons. Agency is J. Walter Thompson Ltd., Toronto. The other three sponsors are John Labatt Ltd., London, Ont. (J. Walter Thompson Ltd.), British American Oil Co. Ltd., Toronto, and Nabob Foods Ltd., Vancouver, B. C. (both James Lovick & Co. Ltd., Vancouver).

Radio festival ■ A radio commercial festival will be held Nov. 14 by the Radio and Television Executives Club of Toronto and the Radio Sales Bureau, at the Park Plaza hotel, Toronto, with workshops and awards presentation dinner. Entry deadline is Oct. 12. Cash awards of \$200 each have been donated by Rothmans of Pall Mall Ltd., Toronto.

Time spots ■ Coca-Cola Ltd., Toronto, has started time signals and 10-second commercials on some 50 Canadian radio stations. Time signals are being given on the hour and half-hour part of the day, every 15 minutes during the rest of the day. Agency is McCann-Erickson (Canada) Ltd., Toronto.

Broadcasters on RFE trip

Thirty-five businessmen, including broadcasting officials and civic leaders, will begin a nine-day tour of Radio Free Europe facilities Saturday (Sept. 28).

The tour will include stops at the RFE facilities in Munich, Germany; an inspection tour of the Iron Curtain separating West Germany from Czechoslovakia and a tour of Berlin.

Representing broadcasters will be Marlowe Froke, KDKA Pittsburgh; David Hart, Advertising Council, New York; Mrs. Lee Jeter, KFLJ Durango, Colo.; Homer Lane, KOOL-AM-TV Phoenix; Carl E. Lee, WKZO Kalamazoo, Mich.; Alan Newcombe, Jefferson Standard Broadcasting Co. [WBT-AM-FM-WBT (TV)] Charlotte, and Ben Strouse, WWDC-AM-FM Washington.

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Please write for a free copy of "Recommended Standards of Practice for Advertising and Selling Automobiles," prepared by NADA and the Association of Better Business Bureaus, Inc.



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BROADCAST ADVERTISING



Mr. Stone



Mr. Gray



Mr. Palmer

William B. Palmer, William S. Stone and Brian R. Gray, creative supervisors at BBDO, New York, elected VP's. Mr. Palmer, who joined BBDO in 1956, is supervisor on Lever Brothers' Swan, Unit-

ed Fruit, and Schaefer Beer accounts. Mr. Stone joined agency in 1954 and is creative supervisor on B. F. Goodrich and Chevron accounts. Mr. Gray joined BBDO in 1956 and has worked almost exclusively on Armstrong account, as copywriter, group head, and now creative supervisor.

Stephen Rose, VP-marketing for Maradel Products Inc., joins The J. B. Williams Co. (Geritol, Somnax, Wil-

liams Shaving Creams, Aqua Velva, etc.), New York, as VP and director of marketing services.

John L. Dryer, account executive at Young & Rubicam, Los Angeles, elected vice president.

Dr. Valentine Appel, director of advertising research at Benton and Bowles, New York, and **Richard Gershon**, associate media director, elected VP's of agency. Dr. Appel, who joined B&B in 1961, was formerly associated with Ford Motor Co. Mr. Gershon joined agency in 1957.

Joseph Marone joins Sullivan, Stauffer, Colwell & Bayles, New York, as VP and TV group head. Mr. Marone was formerly general manager, producer and director at Sutherland Productions, New York.



Mr. Mixer

David Mixter elected VP of Ted Bates & Co., New York. Mr. Mixter, account supervisor, joined agency last year. He was formerly VP and account supervisor at Benton and Bowles.

Charles F. Fleischmann, VP of Young & Rubicam, New York, appointed advertising manager of The Nestle Co., national food processor and distributor, White Plains, N. Y. Mr. Fleischmann will assist in developing advertising plans and programs for all Nestle products, reporting to H. W. Barry, director of advertising and sales promotion. Before joining Y&R in 1953, Mr. Fleischmann was advertising and sales promotion manager of Penick & Ford Ltd. for 10 years.

Melvin S. Marsh, who retired earlier this year after 35 years with Standard Oil Co. (Ohio) in various executive capacities, joins Needham, Louis & Brorby, Chicago, in advisory capacity.



Mr. Weinrott

Lester A. Weinrott joins Geyer, Morey, Ballard, Chicago, Oct. 1 as VP and member of account management group. Mr. Weinrott has been VP at North Adv., Chicago, for past year.

James A. Roberts, product manager at Colgate-Palmolive Co., joins Doherty, Clifford, Steers & Shenfield, New York, as executive on Bristol-Myers account.

Paul Louis, previously VP in charge of TV programming for Leo Burnett, Chicago, joins D'Arcy Adv., New York, as executive consultant in agency's TV department. Mr. Louis will participate

in planning, developing and coordinating of TV programs as well as seeking out new talent for clients' shows.



Mr. Maschler

Thomas F. Maschler, general manager of Perrin & Associates, Chicago advertising agency, elected executive VP. Before joining Perrin last February, Mr. Maschler was VP of Kenyon & Eckhardt, Chicago.

Kay Ostrander, formerly with Donahue & Coe and Heintz & Co., both Los Angeles, named media director of Los Angeles office of Fletcher Richards, Calkins & Holden. **Shirley Sutherland**, who attended University of Nebraska, joins FRC&H as media assistant.

Patrick K. Stewart, member of N. W. Ayer & Son's Philadelphia plans and marketing department, transfers to agency's service department in New York office.



Mr. Colvin

James Colvin appointed director of sales promotion, advertising and public relations for Field Enterprises Educational Corp., Chicago, assuming also title of public relations director upon resignation of **John W. Dianhart Jr.**, who resigned to open his own public relations firm there. Other new FECC promotions: **John I. Prikopa**, to manager of sales promotion; **John J. Callen**, to manager of advertising, and **Robert E. Dressler**, to manager of public relations.

Isabelle Stannard, formerly with Maxon Agency and Daniel & Charles as media buyer, joins Venet Adv.,

"THE SEVEN O'CLOCK HABIT"	
have gum will travel Monday 7 to 7:30 P.M. AVAILS	Ice marvin show Friday 7 to 7:30 P.M. AVAILS
the rebel Tuesday 7 to 7:30 P.M. AVAILS	sea hunt Saturday 7 to 7:30 P.M. AVAILS
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Union, N. J., as media director.

Richard C. Lewis, former TV art director with various Chicago agencies including Foote, Cone & Belding and J. Walter Thompson Co., joins Buchen Adv., that city, as radio-television producer-writer.

Martin Devine, former VP of Warwick & Legler, joins Kudner Agency, New York, as supervisor on agency's Tussey account.

John R. Cookson, formerly with product management groups of Beecham Products and Bristol-Myers Co., joins Colgate - Palmolive Co., New York, as senior product manager in toilet articles division. Mr. Cookson will be responsible for firm's line of Halo shampoos and hair sprays, as well as various men's products, including Colgate shaving creams and soaps, and after shaving lotion.



Mr. Cookson

George Allen, TV business manager of Guild, Bascom & Bonfigli, Los Angeles, appointed supervisor of collection of outstanding commercials for archives of Hollywood Museum for ultimate study by undergraduate and graduate students of advertising.

Bruce B. Westfall, formerly copy chief at Milici Adv., Honolulu, joins N. W. Ayer & Son, that city, in office service department.

THE MEDIA

Donald J. Trageser, assistant general manager of KDKA-AM-FM Pittsburgh, elected VP of CBS Radio and named general manager of WEEI-AM-FM Boston. He succeeds **Thomas Y. Gorman**, who resigned. Mr. Trageser joined Westinghouse's KDKA as account executive in 1952, was named sales manager in 1956 and assistant general manager in November 1958. Mr. Gorman, who has not announced any future plans, joined WEEI as sales manager in 1955 from New York where he had been with CBS Radio Spot Sales. He was promoted to WEEI general manager in 1956 and elected CBS Radio VP in June 1959.



Mr. Trageser

Robert K. Brown, general manager of WFAW Ft. Atkinson, Wis., appointed general manager of KDWA Hastings, Minn., new 1 kw daytimer that has proposed target date of mid-October.

Jon A. Holiday, president and general manager of WAIR-AM-FM Winston-Salem, N. C., appointed general man-

ager of Trigg-Vaughn Stations' KROD El Paso, Tex. Mr. Holiday replaces **Hal Davis**, who was named president and general manager of Trigg-Vaughn's newly acquired KHOW Denver. Trigg-Vaughn Stations are KROD-AM-TV; KHOW; KITE San Antonio; KRNO San Bernardino; KOSA-AM-TV Odessa and KVII(TV) Amarillo, both Texas.

John B. Soell resigns as VP and general manager of KTVE(TV) El Dorado, Ark. No future plans have been announced. **William F. de Tournillon**, KTVE sales manager, elected VP and station manager. **John Long**, chief engineer, appointed operations manager.

Harold W. Waddell, executive VP and general manager of WKBZ Muskegon, Mich., elected president of Greater Muskegon Chamber of Commerce.

J. Kelson Weber, account executive on client service staff of A. C. Nielsen Co.'s media research division in New York, elected VP. Mr. Weber joined Nielsen in 1950 as field representative.

James Robertson, VP for network affairs of National Educational Television and Radio Center, New York, resigns to join Community Television of Southern California, effective Nov. 1, as VP and general manager of forthcoming Los Angeles educational TV outlet. Mr. Robertson joined NETRC in January 1959 as director of station relations and was elected VP for network affairs in February 1961. Community Television of Southern California, a group which is promoting establishment of ETV to serve Los Angeles metropolitan area, is applying for UHF channel 28 and plans to acquire a VHF channel as well, with proposed target date of mid-1964.



Mr. Robertson

Orval Koch, operations manager of KFOR Lincoln, Neb., appointed administrative assistant in operation of Stuart Broadcasting Co., licensee of KFOR Lincoln, KRGI Grand Island, KODY North Platte, all Nebraska; KSAL Salina, Kan., and KMNS Sioux City and KOEL Oelwein, both Iowa.

Jack Nugent, former sales promotion manager for Minnesota Power and Light Co., joins KDAL Duluth as sales manager.

Robert Brown, press supervisor for news and public affairs in NBC press department, appointed coordinator of corporate information at NBC, New York. Mr. Brown joined NBC in 1954.

Robert F. Hurleigh, president of Mutual Broadcasting System, and **Saul J. Turell**, president of Walter Reade-Sterling Inc., join board of advisors of Bed-

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side Network of Veterans Hospital Radio and Television Guild. **Sam J. Slate**, CBS VP and general manager of WCBS-AM-FM-TV New York, appointed to Bedside Network's board of governors.

Marvin Mirvis resigns as advertising director of WEBB Baltimore. **Ralph Baron** named WEBB local sales manager.

Walter Baker appointed general manager of KCHU(TV) San Bernardino, Calif., and **Lowell Smith** named sales manager for channel 18 UHF outlet. Mr. Baker, former program director of WTVH(TV) Peoria, Ill., and WLOF-TV Orlando, Fla., will also serve as acting program director.

Tom Edwards and **Erna Fink** join Mort Bassett & Co., New York-based radio-TV station representative, as account executive and sales service director, respectively.

Bob Forward, general manager of KLAC Los Angeles, named chairman of radio-TV committee of Adult Education Advisory Council of Los Angeles City Schools.

George W. Bowe, assistant program manager of WTIC-TV Hartford, Conn., appointed director of Special Programs for Radio and Television, newly created division of WTIC-AM-FM-TV. According to Paul W. Morency, president of Travelers Broadcasting Service Corp., licensee of WTIC-AM-FM-TV, creation of new division was made necessary by increasing importance in both radio and TV of documentary programs and productions of public service nature. **Robert duFour**, WTIC-TV continuity director, replaces Mr. Bowe as assistant program manager, and **Olga Lampard** appointed director of continuity department.

Ernest A. Johnson, retired VP of Southern New England Telephone Co., elected president of Connecticut Educational Television Corp., licensee of non-



Mr. Bowe

LAB elects Bonin

Donald Bonin, VP and general manager of KANE New Iberia, elected president of Louisiana Association of Broadcasters, succeeding **Winston B. Linam**, VP and general manager of KSLA-TV Shreveport. Other officers elected: **John Vath**, WSMB New Orleans, VP for radio; **Tom Gibbens**, WAFB-TV Baton Rouge, VP for TV; and **W. E. Jones**, KSLO Opelousas, treasurer. Directors are **Bob Earle**, WIER Baton Rouge; **Roger Davison**, WJBO Baton Rouge; **B. Hillman Bailey**, KNOC Jonesboro; **Bill Carter**, KRUS Ruston; **John Chauvin**, WFTR Hammond; **Paul Goldman**, KNOE-TV Monroe; **Tom Pears**, KLFY-TV Lafayette; and **Harold Whelehan Jr.**, WDSU New Orleans.

commercial educational channel 24, WEDH(TV) Hartford. **John D. Briscoe** of Lakeville and **Francis T. Ahearn**, manager of Insurance Information Office of Connecticut, re-elected VP and treasurer, respectively. **Mrs. Ralph C. Lasbury Jr.** of East Windsor Hill elected vice president and **Betty Knox** of Hartford, secretary.

Kenneth L. Miller, formerly of KGBS Los Angeles, joins Blair Radio, that city, as account executive.

Joe Hildebrand, formerly of sales staff of WCAR Detroit, joins sales staff of WJBK, that city.

David Breyer, member of sales staff of WREX-TV Rockford, Ill., appointed sales and promotion supervisor for WTMJ-FM Milwaukee.

Danny Dever, former VP and general manager of Foremost Broadcasting Co., joins sales staff of KOL Seattle.

Al Robertson, formerly of KTVU(TV) Oakland, Calif., joins engineering staff of KCBS-AM-FM San Francisco, replac-

ing **Bob Kirmer**. **Mimi Baasen**, of WCCO Minneapolis, named KCBS record librarian, replacing **Ken Kashiwahara**.

Donald F. Fischer, promotion manager of WCKT(TV) Miami, named to similar position with KTVI(TV) St. Louis.

George H. Gallup, account executive at CBS Radio, New York, named station manager of WGAN Portland, Me., succeeding **Francis Farnum**, who resigned to join C. J. Merrill Co. as engineering representative.

J. Peter Boysen, previously program director of ABC Radio, Los Angeles, appointed program director of KAGE Winona, Minn., and program consultant to GEM Radio Stations.

Jay Price appointed program director of KNOG Nogales, Ariz. **Ruben Jimenez** joins station as air personality.

Weldon K. Smith, formerly with WQAM Miami, joins WPET Greensboro, N. C., as production chief. **William Horton**, account executive at WCMS Norfolk, Va., joins WPET sales staff.



Mr. Place

Ransom Y. Place Jr., account executive, promoted to sales service director at Peters, Griffin, Woodward, New York-based radio-TV station representative. Appointment becomes effective Oct. 1.

Warren Doremus, news director of WHEC-AM-TV Rochester, elected president of New York State AP Broadcasters Association at group's meeting at Ogdensburg, Sept. 15-16. **John Lynch**, president and general manager of WWSC Glens Falls, elected VP, and **Norris Paxton**, AP Albany bureau chief, re-elected secretary-treasurer. **Richard Hildreth**, news director of WIRY Plattsburgh, elected to board of directors, and **Arnold Albright**, radio news director of WHEN Syracuse, and **Frank Dobisky**, news director of WSLB Ogdensburg, re-elected directors.

Billy M. Davis, with KTBC Austin, Tex., since July 1961, promoted to production director. **Joe Cummins** appointed KTBC-AM-TV sports editor.

Theodora Zavin, Broadcast Music Inc., elected chairman of Educational Foundation of American Women in Radio and Television at meeting last week in New York. Other officers elected: **Mimi Hoffmeir**, NBC, New York, vice chairman; **Angela McDermott**, Heath de Rochemont Corp., Boston, secretary. **Lucile Bush**, of Johnson's Wax, Racine, Wis., was re-elected treasurer.

Frank Gifford, halfback with the New York Giants football team, signed by WCBS-TV New York as sports director-sportscaster. Mr. Gifford's respon-

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sibilities and appearances on station's evening news program will in no way interfere with his playing schedule for Giants during current pro football season. **Jerry Coleman**, former second baseman for New York Yankees, also signed by WCBS-TV as sportscaster.

Luke Choate, formerly with WPSD-TV Paducah, Ky., joins announcing staff of WFIE-TV Evansville, Ind.

Bob Dahlgren joins WJAS-AM-FM Pittsburgh as air personality.

Johnny Evans, previously with WIS Columbia, S. C., joins WBT Charlotte, N. C., as air personality.

Ira J. Goldstein, assistant general counsel for Metromedia, moves to Los Angeles headquarters of company. Radio and television, outdoor advertising, and Ice Capades legal activities will be handled by Mr. Goldstein.

Lee Gray, air personality at WABY Albany, N. Y., assumes added duties of WABY program director and production consultant for WNDR Syracuse.

EQUIPMENT & ENGINEERING



Mr. Pfister

Lawrence T. Pfister appointed audio products manager of Gates Radio Co., Quincy, Ill. Mr. Pfister formerly was radio-TV manager for Christian Crusade and at one time was with KVOO-TV Tulsa.

Randolph Bronson, executive VP, founder and director of Silicon Transistor Corp., Carle Place, N. Y., elected president and chief executive officer of company. **Arnold Malkan** resigns as board chairman.

Caywood C. Cooley Jr., VP of Jerrold Electronics Corp., Philadelphia, and manager of firm's community TV systems division, appointed to newly created staff position of product planning director.



Mr. Cooley

Lee R. Zennick replaces M. Cooley as manager of Jerrold's community systems division. Mr. Zennick previously held same post from 1959 until December of last year when he resigned for personal reasons. Mr. Cooley joined Jerrold in 1950, was elected VP in 1955 and named community systems manager this past January.

Robert G. Shortal, news and publications manager for Cities Service Oil Co., joins public affairs staff of RCA, New York.

Leo G. Sands, industrial products manager for Philco Corp., elected VP

of Dunwoodie Associates, New York advertising-PR agency, and director of company's new electronics division.

Arthur J. Kjontvedt elected VP in charge of marketing for Houston Fearless Corp., Los Angeles-based manufacturer of electronic / photographic equipment.

Donald E. Chelew, divisional controller, promoted to treasurer. Mr. Kjontvedt joined Houston Fearless at Los Angeles in 1952.



Mr. Kjontvedt

Roy J. O'Donnell appointed Denver regional manager and **O. B. Elliott** named Atlanta regional manager for Roberts Electronics Inc., Los Angeles.

PROGRAMING

Four new regional sales managers have been appointed by TV Marketeers Inc. The new staff members are **Ben Coleman**, formerly with Screen Gems, who will be eastern sales manager working out of firm's New York office; **E. L. (Spike) Colbourn**, who will operate out of Dallas as southwestern regional sales manager; **Al Godwin**, who will operate out of New Orleans, and **Bill Hooper**,

who will be sales manager for Ohio and New York State.

Will Thomas, sales manager of Bill Burrud Productions, Los Angeles, appointed western division sales manager of Allied Artists Television, New York.

Newton N. Minow, executive VP and general counsel for Encyclopaedia Britannica, Chicago, and former FCC chairman, appointed to national advisory board of George Foster Peabody Awards, which are administered annually by University of Georgia's Henry W. Grady School of Journalism. Awards recognize "distinguished achievement and outstanding public service rendered each year by radio and television." Mr. Minow was 1962 recipient of Peabody Award.

Neil B. Blaine, assistant production manager, and **Franklyn A. Decker**, data processing programmer, both with Mt. Vernon, N. Y., marketing division of The Reuben H. Donnelley Corp., appointed to management posts with Subscription Television Inc., new West Coast pay TV operation (BROADCASTING, Aug. 26 et seq.).

Rudy Bretz, former director of educational television at University of California at Los Angeles, named VP in charge of TV systems planning at National Education Sciences Corp., Ana-

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heim, Calif., newly formed consulting firm specializing in educational methods and media.

Steve Blauner signed by Screen Gems, Hollywood, as general production executive, effective Oct. 14.



Mr. Mack

Robert C. Mack, former VP and executive producer at Era Productions, joins Don Fedderson Commercial Productions, Hollywood, as producer-director. Before joining Era, Mr. Mack served for eight years with Grant Adv.'s New York and Detroit offices as national director of television and radio.

Martin Weiser appointed executive assistant to Sanford Abrahams, national director of advertising and publicity for Allied Artists Productions, Hollywood.

Peter Elgar, president of Peter Elgar Productions, joins MPO Videotronics as executive producer and director. Mr. Elgar will work for MPO, discontinuing his own business which began operating in 1951.

Edward W. Borgers, associate professor of telecommunications at University of Southern California, named winner

AWRT's D.C. meeting

Simone Poulain, broadcasting officer for Department of State, elected president of Washington chapter of American Women in Radio and Television last week at meeting at Broadcasters Club. Other officers elected for 1963-64 season: **Mary Kay Fisher**, supervisor of traffic and continuity at WMAL-TV, VP; **Phyllis Lawler**, PR director for Society of American Florists, treasurer; **Dudley Harmon**, CBS News, recording secretary; **Lorie M. Molnar**, attorney, corresponding secretary. Elected directors: **Sophie Altman**, WRC-TV; **Mary Ann Guyol**, League of Women Voters, and **Ruth Walter**, Voice of America.

of \$2,500 first prize in 1963 national tele drama contest conducted by WFIL-TV Philadelphia. More than 100 plays were submitted in contest in which Dr. Borgers submitted a one-hour, three-act comedy-drama, *The Jewelry Party*. He originally wrote, produced and directed play on KUSC (TV), closed circuit TV on USC campus, in April 1961.

NEWS

Daniel Hackel, newscaster at WEWS (TV) Cleveland for past two years, assumes added duties as news director. **Charles R. Day**, newsman at WGAR Cleveland, joins WEWS as news editor, effective Sept. 29, and will also appear on air with newscaster Tom Field on 6 p.m. *Dateline: Cleveland* news show. **Dave Buckel** joins WEWS news staff as reporter.



Mr. Hackel

Harry Moskos, state editor of Albuquerque, N.M., bureau of Associated Press, appointed bureau chief at Honolulu, succeeding **Robert Myers**, who will be assigned to another AP position later this month. Mr. Moskos joined AP at San Francisco in 1954.

Roy A. Meredith and **Allan W. Kohlwe** join news and documentary programs department of KRON-TV San Francisco as writer-producers.

ALLIED FIELDS

H. S. (Hank) Basayne, program manager of KCBS-AM-FM San Francisco, appointed associate professor in radio-TV at San Francisco State College.

John J. Henderson, of John J. Henderson Associates, New York, elected president of Catholic Apostolate of Ra-

dio, Television and Advertising. **John Martino**, of Young & Rubicam, named first VP and **Jaene Anne McGettrick**, of CBS, second VP.

INTERNATIONAL

William B. Fergusson, VP in charge of advertising for Colgate-Palmolive International, joins Grant Adv. in newly created position of senior VP in charge of marketing services. He will also direct international division of Grant's New York office. His duties with Grant will involve extensive overseas travel to provide guidance and counsel for agency's clients in Europe, Latin America, Asia and Africa. Before joining Colgate-Palmolive International in 1949, Mr. Fergusson was managing director of Masius & Fergusson Ltd., London.



Mr. Fergusson

Jerry Johnson, general sales manager of CJAY-TV Winnipeg, Man., appointed manager of CHAB-TV Moose Jaw and CHRE-TV Regina, both Saskatchewan. **George Lawlor**, CHAB sales manager, promoted to station manager.

Archie Bresse, former TV sales representative of Canadian Broadcasting Corp., Toronto, named assistant radio-TV director of Spitzer, Mills & Bates Ltd., that city.

George W. Ralph, VP and manager of broadcast division of A. C. Nielsen Co. of Canada Ltd., elected executive VP of broadcast division.

Joseph W. Grittani Jr., Toronto insurance agent, appointed by Canadian government to five-year term as part-time member of Board of Broadcast Governors. He succeeds **Edward Dunlop**, who recently resigned to enter Ontario provincial elections on September 25 as Progressive Conservative candidate for Toronto-Forest Hill riding.

Terence W. L. MacDermot, Lennoxville, Que., retired Canadian diplomat

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and university professor, appointed by Canadian government to board of directors of Canadian Broadcasting Corp. for three-year term, succeeding R. L. Dunsmore, of Montreal, former vice-chairman, who resigned.

Edwin Hamowy, executive on Shulton of Canada account at The Wesley Associates Inc., New York-based advertising and public relations firm, joins Shulton Inc., New York, as advertising manager of company's international division. Before joining Wesley in 1960, Mr. Hamowy was associated with Emil Mogul Co. and Maxwell Sackheim.



Mr. Hamowy

John McGregor appointed anchor man of BBC-TV's *Scotland at Six* nightly news magazine. He has been current affairs interviewer for Anglia Television Ltd.

Terry Johnstone appointed editor at Southern Television Ltd., London, with control of *Day by Day* magazine program and company's news division. He

has been with Southern since August 1958 when it began operations. In June 1962 Mr. Johnstone was named producer.

Shiela Kennedy appointed first regular woman announcer of ABC Television Ltd., London. She was formerly announcer for Westward Television Ltd.

DEATHS

Edwin A. Kirschner, 53, VP of Ted Bates & Co., New York, and former president of Catholic Apostolate in Radio & Television Advertising, died Sept. 11 at Brooklyn (N.Y.) Jewish Hospital.

Stanley Holiday, 49, operations manager of WDSU-TV New Orleans, died Sept. 11. Mr. Holiday joined WDSU radio in 1933 as announcer and was appointed operations manager of WDSU-TV in 1952.

John Belding Cramer, 47, sales executive with United Artists Television, New York, died Sept. 15 en route to Norwalk (Conn.) Medical Center after being stung by bee while raking lawn of his New Canaan, Conn., home. It was second time he had been stung by bee in a year. Last summer Mr. Cramer was revived by local emergency squad

and given pills by his physician to counteract any future bite.

Charles E. McVarish, 56, veteran newsman and VP of Carl Byoir & Associates, New York, died Sept. 15 of heart attack.



Mr. Sloan

F. M. Sloan, VP and general manager of Westinghouse Electric Corp.'s lamp division, died Sept. 11 in an automobile accident in West Orange, N. J. Mr. Sloan, former manager of company's radio-TV division at Metuchen, N. J., and Sunbury, Pa., joined Westinghouse organization in 1932 as engineer at KDKA Pittsburgh, later moving to KYW Philadelphia (now in Cleveland) as technical supervisor. At end of World War II Mr. Sloan was named assistant general manager of all company's radio broadcasting stations.

Edward J. Peters, 26, announcer at WNBW Newburyport, Mass., died Sept. 11 as a result of injuries received in automobile accident in Lynnfield, Mass.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Sept. 11 through Sept. 18 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

ACTIONS BY FCC

Santa Maria, Calif.—Central Coast Television. Granted VHF channel 12 (204-210 mc); ERP 62.1 kw vis., 31.05 kw aur. Ant. height above average terrain 1,941 feet, above ground 137 feet. Estimated construction cost \$355,661; first year operating cost \$325,000; revenue \$425,000. P. O. address Box 166, Santa Maria. Studio location Santa Maria; trans. location on Tepusquet Peak near Santa Maria. Geographic coordinates 34° 54' 37" N. Lat., 120° 11' 08" W. Long. Type trans. RCA TT11AH; type ant. RCA TF6AH. Legal counsel Spearman and Roberson, Washington, D. C., consulting engineer A. E. Towne Associates Inc., San Francisco. Principals: Mill Acquistapace, James A. Ranger, Burns Rick, E. J. Zuchelli (each 22.5%), and Marion A. Smith (10%). Messrs. Ranger and Zuchelli own 42% of KCOY Santa Maria, Mr. Rick owns 16% of same station, and Mr. Smith owns 33.33% of KEYM(FM) same city. Comr. Hyde dissented. Action Sept. 11.

Jacksonville, Fla.—Rust Craft Broadcasting Co. Granted CP for UHF channel 36 (602-608 mc); ERP 500 kw vis., 250 kw aur. Ant. height above average terrain 610 feet, above ground 994 feet. P. O. address Exchange Realty Building, Steubenville, Ohio. Estimated construction cost \$441,545; first year operating cost \$450,000; revenue \$400,000. Studio and trans. locations both Jacksonville. Geographic coordinates 30° 18' 47" N. Lat., 81° 38' 00" W. Long. Type trans. RCA TTU-25E, type ant. RCA TFU-27J. Legal counsel Arnold, Fortas & Porter, consulting engineer Willis C. Beecher, both Washington. Applicant is subsidiary of Rust Craft Greeting Cards Inc., in which largest interest is held by Berkman family. Rust Craft owns WBOY-AM-TV Clarksburg, W. Va., WSTV-AM-FM-TV Steubenville, Ohio, WRCB-TV Chattanooga, Tenn., WRDW-TV Augusta, Ga., WSOL Tampa, Fla., WPIT-AM-FM Pittsburgh, WWOL-AM-FM Buffalo, N. Y., and 40% of WVUE-TV New Orleans. Comr. Bartley dissented. Action Sept. 11.

***Chicago, Ill.**—Chicago Educational TV Assn. Granted CP for UHF ch. 20 (506-512 mc); ERP 431.5 kw vis., 216 kw aur.

Ant. height above average terrain 600 feet, above ground 680 feet. P. O. address c/o Duane M. Weise, director of engineering, 1761 E. Museum Drive, Chicago 37. Estimated construction cost \$364,600; first year operating cost \$85,000. Studio and trans. locations both Chicago. Geographic coordinates 41° 52' 45" N. Lat., 87° 37' 53" W. Long. Legal counsel Sidley, Austin, Burgess & Smith, Chicago. Principals are trustees, who also operate *WTTW(TV) [ch. 11] Chicago. First ETV grant as result of matching funds granted by Dept. of Health, Education and Welfare (\$270,000). Action Sept. 11.

APPLICATION

Fairfield, Ala.—Symphony Network Association Inc. UHF channel 54 (710-716 mc); ERP 18.6 kw vis., 3.724 kw aur. Ant. height above average terrain 291 feet, above ground 308 feet. P. O. address 1100 8th Avenue West, Birmingham 4. Estimated construction cost \$100,000; first year operating cost \$100,000; revenue \$148,000. Studio and trans. locations both Birmingham. Geographic coordinates 33° 30' 48" north latitude, 86° 51' 24" west longitude. Type trans. GE TT20A; type ant. GE TY 25-H. Legal counsel Smith and Pepper, Washington, D. C., engineering counsel James V.

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Melonas, Birmingham. Principals: James V. Melonas, Hugh Thomas, James E. Simpson, Dr. Hubert Harper, Claude M. Gray, Tommy Humphreys, Jerome Tanner, Rev. S. Gouvellis, Thomas W. Fletcher, Charles E. Carnez, Dr. Tobert L. Henderson and E. E. Craig Jr. Mr. Melonas is majority owner of WSFM(FM) Birmingham. Ann. Sept. 12.

**TRANSLATOR GRANTS
by FCC**

Morrill Rotary Community TV, Lyman, Henry and Morrill, Neb.—Granted CP for new VHF TV translator station on channel 7 to rebroadcast programs of KDUH-TV (ch. 4), Hay Springs. Action Sept. 18.
Colby Chamber of Commerce Inc., Colby, Kans.—Granted CP for new VHF TV translator station on channel 12 to rebroadcast programs of KHPL-TV (ch. 6), Hayes Center, Neb. Proposed operation will result in partial duplication of program service of KLOE-TV (ch. 10), Goodland, Kans., to which that station has consented. Action Sept. 11.

New AM stations

ACTIONS BY FCC

Central Alaskan Missions Inc., Glennallen, Alaska—Granted CP for new AM station to operate on 790 kc, 5 kw, U; conditions. Action Sept. 11.
Meredith Colon Johnston, Carthage, Miss.—Granted CP for new AM station to operate on 1480 kc, 500 w, D; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. By letter, denied opposing petition by William Howard Cole. Comr. Cox dissented. Action Sept. 11.
Shallotte Broadcasting Co., Shallotte, N. C.—Granted CP for new daytime AM station to operate on 1410 kc, 500 w; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. Action Sept. 11.
Collierville Broadcasting Co., Collierville, Tenn.—By order, granted application for new daytime AM station to operate on 1590 kc, 500 w; conditioned to pre-sunrise operation with daytime facilities precluded

pending final decision in Doc. 14419. Action Sept. 11.

Existing AM stations

ACTIONS BY FCC

WHFB Benton Harbor-St. Joseph, Mich.—Granted increased power on 1060 kc, D, to 5 kw from 1 kw, 1 kw (CH); condition. Action Sept. 11.
KDGO Durango, Colo.—Granted increased daytime power on 1240 kc, to 1 kw from 250 w, continued nighttime operation with 250 w; remote control permitted; conditions. Action Sept. 11.
KTBC Austin, Tex.—Granted CP to change ant.-trans. location and make changes in ant., ground systems and DA pattern; conditions. (Is licensed on 590 kc, 1 kw, 5 kw-LS, DA-N, U.) Action Sept. 11.
KWVR Enterprise, Ore.—By order, waived sec. 1.354 of rules and accepted for filing application to reduce hours of operation from unl. to SH (1340 kc, 250 w). Action Sept. 11.
WHOC Philadelphia, Miss.—Granted increased daytime power on 1490 kc, to 1 kw from 250 w, continued nighttime operation with 250 w; conditions. Action Sept. 11.

APPLICATION

KDAY Santa Monica, Calif.—Filed petition for waiver of Sec. 1.354 of rules and acceptance of amendment to CP to change hours of operation to unl. using 10 kw and 50 kw after local sunset and change from DA-D to DA-2; also to change ant. site and make changes in DA patterns. Ann. Sept. 12.

New FM stations

APPLICATIONS

Tucson, Ariz.—WGAL Television Inc. 94.9 mc, channel 235; ERP 13.14 kw. Ant. height above average terrain 3,685 feet. P. O. address 209 W. Elm St., Tucson. Estimated cost of construction \$43,918; first year operating cost \$19,000; revenue predicted to be from \$5,000 to \$10,000. Applicant is licensee of WGAL-TV Lancaster, Pa., KVOA-TV Tucson and KOAT-TV Albuquerque, N. M.; has also applied for new

FM station in Albuquerque (see below). Ann. Sept. 17.

Rome, Ga.—Coosa Valley Radio Co. 97.7 mc, channel 249A; ERP .29 kw. Ant. height above average terrain 817 feet. P. O. address c/o Charles E. Doss, Box 1546, Rome. Estimated cost of construction \$17,180; first year operating cost \$15,400; revenue \$21,900. Principals: Dean Covington and Charles E. Doss (each 38.5%), Barbara A. Austin (19.2%) and Ben P. Lucas (3.8%). All principals own same percents of WROM Rome. Ann. Sept. 17.

Oskaloosa, Iowa—Oskaloosa Broadcasting Co. 106.3 mc, channel 292, ERP 2.9 kw. Ant. height above average terrain 283 feet. P. O. address c/o Glen Stanley, Box 518 Oskaloosa. Estimated cost of construction \$15,920; first year operating cost \$8,600; revenue \$5,000. Applicant is licensee of KBOE Oskaloosa. Ann. Sept. 13.

Valparaiso, Ind.—Valparaiso Broadcasting Co. 105.5 mc, channel 288, ERP 3 kw. Ant. height above average terrain 268 feet. P. O. address 425 South Seventh St., La Grange, Ill. Estimated cost of construction \$16,083; first year operating cost \$12,000; revenue \$15,000. Applicant has also filed application for new AM station on 1500 kc in Valparaiso. Principals: William H. Wardle, Robert A. Jones and F. Patrick Nugent (each 33.33%). Ann. Sept. 13.

Albuquerque, N. M.—WGAL Television Inc. 100.3 mc, channel 262, ERP 8.9 kw. Ant. height above average terrain 4,162. P. O. address Clair R. McCollough, 8 W. King St., Lancaster, Pa. Estimated cost of construction \$44,218; first year operating cost \$19,000; revenue is predicted to range from \$5,000 to \$10,000. Applicant is licensee of WGAL-TV Lancaster, Pa., KOAT-TV Albuquerque, and KVOA-TV Tucson, Ariz. Ann. Sept. 13.

Kinston, N. C.—Farmers Broadcasting Service Inc. 95.1 mc, channel 236; ERP 26 kw. Ant. height above average terrain 142 feet. P. O. address c/o Jack P. Hankins, Box 81, Kinston. Estimated cost of construction \$20,795; first year operating cost \$6,000; revenue \$6,000. Applicant is licensee of WELS Kinston. Ann. Sept. 17.

Lumberton, N. C.—Southeastern Broadcasting Corp. 102.3 mc, channel 272A, ERP 3 kw. Ant. height above average terrain 270 feet. P. O. address c/o Albert Kann, Box 1056, Lumberton. Estimated cost of construction \$11,262; first year operating cost \$5,000; revenue \$6,000. Applicant is licensee of WAGR Lumberton and WDMS Lynchburg, Va.; also has application for new FM in Lynchburg. Ann. Sept. 13.

Midwest City, Okla.—Midwest Stereo Broadcasting Co. 104.1 mc, channel 281, ERP 25.22 kw. Ant. height above average terrain 96.8 feet. P. O. address c/o John Kennamer Jr., 6009 North Quapah, Oklahoma City. Estimated cost of construction \$18,600; first year operating cost \$15,000; revenue \$25,000. Principals: John Kennamer Jr. (50.7%), William D. Wilson (25.4%), C. W. See (20%) and others. Ann. Sept. 12.

Salem, Ore.—Chris Seely, 105.1 mc, channel 286, ERP 25 kw. Ant. height above average terrain 293 feet. P. O. address 1586 State Street, Salem. Estimated cost of construction \$27,780; first year operating cost \$13,500; revenue \$21,300. Mr. Seely is sole owner. He is president of collection and credit firm. Ann. Sept. 13.

Clarksville, Tenn.—Campbell and Sheftail. Amended application for new FM to 107.9 mc, channel 300, from 94.5 mc, channel 233; increased proposed ERP to 28.5 kw from 5.78 kw. Ant. height above average terrain 159 feet. Requested waiver of Sec. 3.207 of rules. Ann. Sept. 17.

Lynchburg, Va.—Southeastern Broadcasting Corp. 101.7 mc, channel 269, ERP 3 kw. Ant. height above average terrain 291.5 feet. P.O. address c/o Denzel M. Shaver, 801 Main Street, Lynchburg. Estimated cost of construction \$11,562; first year operating cost \$4,000; revenue \$12,000. Applicant is licensee of WDMS Lynchburg. Announced Sept. 12.

Existing FM station

APPLICATIONS

WONO(FM) Syracuse, N. Y.—CP to change frequency to 102.9 mc, channel 275, from 100.9 mc, channel 265, and increase ERP to 13.613 kw. Also increase ant. height above average terrain to 570.4 feet and install new trans. and ant., changing their location. Ann. Sept. 13.

WSFM(FM) Birmingham, Ala.—Seeks modification of CP, which authorized increase of ERP (vertical and horizontal), install new ant. and decrease height above average terrain, to change frequency to 99.5 mc, channel 258, from 93.7 mc, channel 229. Ann. Sept. 17.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 18

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,825	42	155	226
FM	1,098	26	86	211
TV	522 ¹	55	86	122

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 18

	VHF	UHF	TOTAL TV
Commercial	484	91	575
Noncommercial	51	29	80 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31

	AM	FM	TV
Licensed (all on air)	3,810	1,091	522
CP's on air (new stations)	57	33	54
CP's not on air (new stations)	148	86	83
Total authorized stations	4,015	1,210	659 ¹
Applications for new stations (not in hearing)	190	174	69
Applications for new stations (in hearing)	142	13	53
Total applications for new stations	332	187	122
Applications for major changes (not in hearing)	235	87	40
Applications for major changes (in hearing)	56	5	10
Total applications for major changes	291	92	50
Licenses deleted	0	0	0
CP's deleted	1	0	0

¹ Does not include seven licensed stations off air

² Includes three stations operating on unreserved channels

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STATION DELETED

KANT-FM Lancaster, Calif.—Desert Broadcasting Co. CP for new FM station operate on 107.9 mc, channel 300. June 18 commission denied extension of completion date. Ann. Sept. 16.

Ownership changes

ACTION BY FCC

KHHH Pampa, Tex.—Granted assignment of license from H. H. Huntley (100%), d/b as KHHH Radio, to William R. (51%) and Roy E. (49%) McDaniel, tr/as Trend Broadcasting Corp. Consideration \$95,000. W. R. McDaniel is 50% owner of KTFS Texarkana, Tex.; R. E. McDaniel, brother of W. R. is insurance agent. Action Sept. 18.

APPLICATIONS

KGHT Hollister, Calif.—Seeks assignment of license from Richard M. Godfrey and Clifford A. Trotter (both 50%), d/b as Hollister Broadcasting Inc., to Robert C. Erreca and Lloyd D. Cotta (both 50%), tr/as San Benito Broadcasters Inc. Consideration \$28,500. Messrs. Erreca and Cotta are both ranchers and businessmen. Ann. Sept. 12.

KVOR-AM-FM Colorado Springs, Colo.—Seeks assignment of licenses from Harrison M. Fuerst (57.75%), Sheldon Singer (15%), Richard S. Cole (8.5%), Richard B. Steur and Ellen G. Cole (each 7%), Robert H. Gries (3.28%) and Adele Fuerst (2%), d/b as KVOR Inc., to Eugene B. Power (73.3%), Sadye Power (20%), James W. Vinnall (4%) and June Vinnall (2.7%), tr/as Wolverine Broadcasting Corp. Consideration \$243,000 and 90% of net worth of Falcon Sports Network Inc. (\$185,000). Mr. Vinnall is public relations director of Democratic State Central Committee of Michigan; Mr. Power is president of University Microfilms, subsidiary of Xerox Corp.; Mrs. Power is clinical psychologist and former director of Microfilms; Mrs. Vinnall is housewife. Ann. Sept. 16.

WHCN Hartford, Conn.—Seeks transfer of control of licensee corporation, WHCN Inc., from Concert Network Inc. (100%), to S. Everett Wilkins and Donald P. Ryan as

court appointed co-receivers. No financial consideration involved. Also see WBCN Boston and WNCN New York application listed below. Ann. Sept. 16.

WXIV Windermere, Fla.—Seeks assignment of license from Louis E. Latham (sole owner), d/b as Orange County Broadcasting Co., to Theodore G. Bollman, Hardy V. Hayes and Ross E. Van Dellen (each 33.33%), tr/as American Homes Stations Inc. Consideration \$75,000. Mr. Bollman owns apartment building in Chicago; Mr. Hayes is present station manager of WXIV, and Mr. Van Dellen is employed by missile manufacturing company. Ann. Sept. 16.

WFDR Manchester, Ga.—Seeks acquisition of negative control of licensee corporation by Jack Whitehorn and Elmer Loftin (each 50%) through purchase of stock from B. W. Key Jr. (28.75%). Consideration \$3,600. Messrs. Whitehorn and Loftin presently own 41.2% and 30% respectively. Applicant has applied for new FM station in Manchester. Ann. Sept. 13.

WSIL-TV Harrisburg, Ill.—Seeks assignment of license from Ethel M. Turner, both individually and as executrix of estate of Oscar L. Turner (deceased), d/b as Turner-Farrar Association, to Mrs. Turner (45%), O. L. Turner and Charles O. Farrar (both 25%) and Harry R. Horning (5%), tr/as partnership under same name as former. No financial consideration involved. Turner-Farrar Association owns 10% of KPOB-TV Poplar Bluff, Mo. Ann. Sept. 12.

KPEL Lafayette, La.—Seeks acquisition of positive control of licensee corporation, Radio Lafayette Inc., by Edward L. Francis (presently 42% after transfer 74%), through sale of stock by John H. Hicks Jr. (42%). Consideration \$25,000. Approval is contingent upon grant of application for assignment of license of KFDM Beaumont, Tex. (see listing below). Ann. Sept. 12.

WBCN Boston—Seeks transfer of control of licensee corporation, WBCN Inc., from Concert Network Inc. (100%), to S. Everett Wilkins and Donald P. Ryan as court appointed co-receivers. No financial consideration involved. Also see WHCN Hartford, Conn., and WNCN New York applications. Ann. Sept. 16.

WMAB Munising, Mich.—Seeks assignment of license from Charles A. Symon and Stanley L. Sadak (each 50%), d/b as Munising-Alger Broadcasting Co., to Vernon H. Uecker (50.8%), James Poeske (38.5%), Loren B. Koesling (7.9%) and Barbara M. Johnson (4.8%), tr/as Pictured Rocks Radio Corporation. Consideration \$18,000. Messrs. Uecker and Koesling own 48.54% each of WAGN Menominee; others have no broadcast interests. Ann. Sept. 16.

WNCN New York—Seeks transfer of control of licensee corporation, WNCN Inc., from Concert Network Inc. (51%), to S. Everett Wilkins and Donald P. Ryan as court appointed co-receivers. No financial consideration involved. Also see WHCN Hartford, Conn., and WBCN Boston applications listed above. Ann. Sept. 16.

KFDM Beaumont, Tex.—Seeks assignment of license from C. B. Locke (25.18%), D. A. Cannan (20.64%), Howard H. Fry and D. A. Cannan Jr. (each 5.53%) and 21 others, d/b as Beaumont Broadcasting Corp., to John H. (Jr.) and Madelyn Hicks (each 50%), tr/as Radio Beaumont Inc. Consideration \$380,000. Mr. Hicks Jr. owns 50% of KOLE Port Arthur, and WTAW College Station, both Texas, and 42% of KPEL Lafayette, La. (see listing above). Ann. Sept. 12.

WTAW College Station, Tex.—Seeks acquisition of positive control of licensee corporation, Radio Bryan Inc., by John H. Hicks Jr. (presently 50% and after transfer 100%) through sale of stock by Edward L. Francis (50%). Consideration \$24,000. See KFDM listing above. Ann. Sept. 12.

KOLE Port Arthur, Tex.—Seeks acquisition of positive control of licensee corporation, Radio Southwest Inc., by Edward L. Francis (presently 50% and after transfer 100%), through sale of stock by John H. Hicks Jr. (50%). Consideration \$65,000. See KFDM listing above. Ann. Sept. 12.

WRON Ronceverte, W. Va.—Seeks assignment of license from Betty Ann Sanders, d/b as Blake Broadcasting Co., to Nash L. Tatum Jr., tr/as Greenbrier Broadcasting Co. Consideration \$99,000. Mr. Tatum is director of broadcast media for Richmond, Va., advertising agency. Ann. Sept. 13.

WJPG Green Bay, Wis.—Seeks transfer of control of licensee corporation, Green Bay Newspaper Co., from John B. Torinus, et al (5,766 shares of stock), to Daniel C. Beisal, et al (5,381 shares). Consideration \$576,600. Ann. Sept. 13.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiners James D. Cunningham and Forest L. McClenning issued initial decision looking toward revoking license and SCA of Carol Music Inc., for WCLM (FM) Chicago, Ill. Action Sept. 17.

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward denying application of Golden Triangle Broadcasting to change facilities of WEEP Pittsburgh, Pa., from 1080 kc, 1 kw, D, to 1070 kc, 500 w, DA-N, U, and change station location to Mt. Oliver. Action Sept. 13.

FINAL DECISION

■ Commission announced its decision in Jacksonville, Fla., channel 12 proceeding which, in substance, readopted its Aug. 31, 1956 grant of new TV station (WFGA-TV) to Florida-Georgia Television Co., and denied competing applications by City of Jacksonville and Jacksonville Broadcasting Corp. It found that Florida-Georgia Television Co. had committed no improprieties in original proceedings, disqualified Jacksonville Broadcasting Corp. on ground of having made ex parte contacts, and denied the application of City of Jacksonville on comparative grounds. It disposed of various motions and removed application of WFGA-TV for license renewal from deferred status, without prejudice to any other causes for deferral imposed by commission processes. Comrs. Cox and Loevinger not participating. Action Sept. 11.

DESIGNATED FOR HEARING

Salem Television Co., Salem Channel 3 Telecasters Inc., Salem, Ore.—Designated for consolidated hearing applications for new TV stations to operate on channel 3. Comr. Bartley concurred and issued statement. Action Sept. 18.

The Station View Realty Co., Cleveland Broadcasting Inc., Community Telecasters of Cleveland, Inc., Cleveland, Ohio.—Designated for consolidated hearing applications for new TV stations to operate on channel 19. Action Sept. 11.

OTHER ACTIONS

■ By order, commission denied application by Hayward F. Spinks for review of Review Board's May 17 decision which granted application of Greenville Broadcasting Co. for new daytime AM station (1600 kc, 500 w) in Greenville, Ky., and denied Spinks application for new station with same facilities in Hartford, Ky. Commissioner Cox not participating. Action Sept. 18.

■ By letter, commission denied petition by North Shore Broadcasting Co. (WEAW), Evanston, Ill., for reconsideration of Jan. 11 action directing it to terminate its pre-sunrise operation pursuant to Sec. 3.87(b) of rules, and dismissed as moot requests for stay. Jan 11 action was taken in response to complaint received from WPOW New York, N. Y., alleging objectionable skywave interference within its nighttime service area by reason of WEAW's pre-sunrise operation. Action Sept. 18.

■ By order, commission denied application by May Broadcasting Co. (KMTV [TV] ch. 3), Omaha, Neb., for review of Aug. 12 action which granted, with condition, application of Frontier Broadcasting Co. for modification of CP to change trans. site of KTVS [TV channel 3] Sterling, Colo., to site about 9.7 miles east/southeast of that city, and which dismissed May's opposing petition. Action Sept. 11.

■ By order, commission withdrew its notice of proposed rulemaking of Dec. 22, 1959, which would establish transmission tolerance specifications for Conelrad attention signal, and closed Doc. 13335. With abolishment of Project Conelrad and with deletion of Conelrad plans, manuals and rules, reason for adopting proposed rules no longer exists. Action Sept. 11.

WSLC Clermont, Fla.—By order, waived sect. 1.354 of rules and accepted for filing application to reduce hours of operation from unlimited to specified hours (1340 kc, 250 w). Action Sept. 11.

■ By memorandum opinion & order in proceeding on applications for new AM stations of Charles County Broadcasting Co., La Plata, Md., and Dorlen Broadcasters Inc., Waldorf, Md., commission (1) ordered that application of Dorlen Broadcasters for renewal of license for its station WSMDFM in Waldorf is automatically designated for hearing and consolidated in instant proceedings as of date renewal is filed with commission; (2) granted application for review of interlocutory ruling of Review Board

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filed by Dorlen Broadcasters to extent of enlarging issues to include determination as to whether there are adequate revenues to support AM station in Charles County, Md., as proposed by Charles County Broadcasting and Dorlen Broadcasters without loss or degradation of FM service to detriment of public interest in that county and surrounding areas and, if not, which of three proposals would best provide fair, efficient and equitable distribution of radio service; and (3) granted Charles County Broadcasters petition for extension of time to March 8 to file opposition to Dorlen's application for review. Comrs. Hyde and Bartley dissented, latter issuing statement; Comr. Cox not participating. Action Sept. 11.

By memorandum opinion & order, commission dismissed petition by Swannanoa Valley Broadcasting Co. for waiver of Sect. 1.354 of AM "freeze" rule and for temporary authority to operate an AM station on facilities which were assigned to station WBMT Black Mountain, N. C., license of which was revoked, effective Sept. 1, and returned its application for new AM station to operate on 1350 kc, 500 w, D, at Black Mountain, without prejudice to refiling at such time as AM "freeze" rule is no longer in effect. Comr. Hyde not participating. Action Sept. 18.

Routine roundup

ACTIONS BY REVIEW BOARD

By memorandum opinions & orders in proceeding on applications of Collier Electric Co. for renewal of licenses of its microwave facilities KAQ79, Fort Morgan, Colo., et al., in Docs. 14341-4, (1) granted petitions by City of Alliance, Neb., City of Sedgwick, City of Akron, Town of Holyoke, Town of Crook, Town of Fleming, and communities of Holyoke, Crook, Sedgwick, Akron and Fleming, all Colo., for leave to intervene; and (2) denied petition by Wheat Belt Public Power District to intervene due to its lack of detailed information as to its authority and jurisdiction. Action Sept. 13.

By memorandum opinion & order, denied petition by Belvedere Broadcasting Corp. (WWIN), Baltimore, Md., for reconsideration or enlargement of issues in proceeding on AM application of 1360 Broadcasting Co. (WEBB), Baltimore, Md., in Doc. 14906. Action Sept. 13.

By memorandum opinion & order in proceeding on applications for new AM stations of Eastern Broadcasting System Inc., Brookfield, Conn., Colonial Broadcasting Co. and George F. O'Brien, both New Milford, Conn., and Fairfield Broadcasting Co., Easton, Conn., (1) granted joint petition for approval of agreement whereby Colonial, O'Brien, and Fairfield applications would be dismissed, with payment by Eastern, Colonial, and O'Brien to Fairfield of \$12,000 as partial reimbursement of expenses incurred by latter in processing its application; dismissed with prejudice applications; (2) granted Eastern application for new daytime AM station to operate on 940 kc, 1 kw, in Brookfield; (3) granted applicants petition for acceptance of affidavit and (4) dismissed as moot joint petition by Eastern, Colonial and O'Brien for conditional grant. Board member Nelson not participating. Action Sept. 13.

Granted petition by Denver Area Broadcasters (KDAB), Arvada, Colo., for extension of time to Sept. 20 to file appeal from examiner's Sept. 4 adverse ruling in proceeding on its AM application. Board member Nelson not participating. Action Sept. 13.

By memorandum opinion & order, granted motion by Helix Broadcasting Co. to extent of dismissing but with prejudice its application for new AM station to operate on 1520 kc, 500 w-N, 1 kw-LS, DA-2, in La Mesa, Calif., and terminated proceeding; dismissed as moot request of Broadcast Bureau for extension of time to file exceptions. Board member Nelson not participating. Action Sept. 12.

By orders in proceeding on AM application of Pinellas Radio Co., Pinellas Park, Fla., granted motion by The Outlet Co. (WDBO), Orlando, Fla., to designate it as party respondent in lieu of Cherry Broadcasting Co.; and granted petition by Cherry Broadcasting to extent of extending time to Oct. 1 to file exceptions to initial decision. Action Sept. 12.

Granted petition by Raul Santiago Roman, Vega Baja, P. R., to extend time to Sept. 20 to file response to petition by Arcibelo Broadcasting Corp. for dismissal of Mr. Roman's AM application and revocation of orders for prehearing conference and hearing. Action Sept. 12.

By members Berkemeyer (chairman).

Pincock and Slone, adopted decision (1) granting application of The Radiocasters for new daytime AM station to operate on 910 kc, 5 kw, DA, in Marietta, Ohio, conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, and (2) denying application of Tri-City Broadcasting Co. for new daytime station to operate on 910 kc, 1 kw, in Belpre, Ohio. Feb. 26 initial decision looked toward this action. Action Sept. 10.

ACTIONS ON MOTIONS

Commission, by its Office of Opinions and Review, granted request by Broadcast Bureau to extend time to Sept. 23 to file response to motion for declaratory ruling to remove uncertainty filed by Tedesco Inc., in proceeding on its application and that of Edina Corp. for new AM stations in Bloomington and Edina, respectively, both Minnesota. Action Sept. 16.

Commission on Sept. 11 granted petition by Staunton Video Corp. to extent of extending time to Oct. 1 from Sept. 16 to file comments and to Oct. 16 from Oct. 1 for replies in TV rulemaking proceeding involving Staunton-Waynesboro, Va. Action Sept. 11.

By Chief Hearing Examiner

James D. Cunningham

Designated Examiner Charles J. Frederick to preside at hearing in proceeding on applications of The Station View Realty Co., Cleveland Broadcasting Inc., and Community Telecasters of Cleveland Inc., for new TV stations to operate on channel 19 in Cleveland, Ohio; scheduled prehearing conference for Oct. 18 and hearing for Nov. 12. Action Sept. 16.

By order, in proceeding on applications of Collier Electric Co. for renewal of licenses of its microwave facilities KAQ79 Fort Morgan, Colo., et al., in Docs. 14341-4, denied petition by city of Alliance, Neb., for field hearing. Action Sept. 10.

By Hearing Examiner Basil P. Cooper

On own motion, reopened record and scheduled further hearing conference for Sept. 27 in proceeding on application of Edward Walter Piszczek & Jerome K. Westefeld for new FM station in Des Plaines, Ill. Action Sept. 13.

Granted joint petition by 1360 Broadcasting Co. (WEBB), Baltimore, Md., and Belvedere Broadcasting Corp., to accept their proposed findings filed on Sept. 11, and to extend time from Sept. 20 to Sept. 27 to file reply findings in proceeding on 1360's AM application. Action Sept. 13.

By Hearing Examiner

James D. Cunningham

Denied petition by Carol Music Inc. to extend time from Sept. 16 to Sept. 30 to file reply findings in the matter of revocation of license and SCA for WCLM(FM) Chicago, Ill. Action Sept. 16.

By Hearing Examiner Thomas H. Donahue

By memorandum opinion & order in proceeding on AM application of James S. Rivers, Inc. (WJAZ), Albany, Ga., granted applicant's petition to the extent of reopening record and receiving into evidence its engineering Exhibit 5 and those documents which at formal hearing session were marked as its Exhibits 1 and 4, and closed record. Action Sept. 16.

Pursuant to agreements reached at Sept. 13 prehearing conference in proceeding on AM application of S & S Broadcasting Co. (WTAQ), La Grange, Ill., scheduled certain procedural dates and continued Oct. 8 hearing to Oct. 29. Action Sept. 13.

Pursuant to agreements reached at Sept. 11 prehearing conference in proceeding on AM application of Stanley Helfman, Fontana, Calif., continued Oct. 3 hearing to Nov. 14, and designated certain procedural dates. Action Sept. 11.

By Hearing Examiner Asher H. Ende

On own motion, reopened record and scheduled further hearing conference for Oct. 4 in proceeding on application of The Y T Corp. for new FM station in Palo Alto, Calif. Action Sept. 13.

Granted petition by Collier Electric Co. to continue Sept. 12 hearing to Sept. 16 in proceeding on its applications. Action Sept. 11.

By Hearing Examiner Charles J. Frederick

Pursuant to agreements reached at Sept. 10 prehearing conference in proceeding on AM application of Albert John Williams (KTYM), Inglewood, Calif., continued Oct. 3 hearing to Oct. 21 and ordered exhibits

to be exchanged by Oct. 7 and notification of witnesses by Oct. 16. Action Sept. 10.

By Hearing Examiner Walther W. Guenther

On own motion, reopened record and scheduled further hearing conference for Oct. 4 in consolidated FM proceeding on applications of Rhode Island-Connecticut Radio Corp. (WERI-FM), Westerly, R. I., and The Willie Broadcasting Co., Willimantic, Conn. Action Sept. 13.

In proceeding on AM applications of Community Broadcasting Co. (WHPB), Belton, S. C., and Cleveland County Broadcasting Co. (WADA), Shelby, N. C. in Docs. 15106-7, granted motion by Community Broadcasting to extend time from Sept. 10 to Sept. 16 for exchange of applicants' direct written evidential presentations; and to Sept. 26 from Sept. 18 for notification of witnesses, if any, desired for cross-examination and notification by counsel for Broadcast Bureau for whatever additional engineering data are deemed necessary. Action Sept. 11.

By Hearing Examiner Isadore A. Honig

On own motion, reopened record and scheduled hearing conference for Oct. 4 in proceeding on applications of The News-Sun Broadcasting Co. and Radio America for new FM stations in Waukegan and Chicago, Ill., respectively. Action Sept. 13.

On own motion, corrected transcript of hearing in proceeding on AM application of Dixie Radio Inc., Brunswick, Ga.; corrections reflect identification of Dixie Exhibit 4, map, not subsequently offered in evidence but is being retained in subject docket. Action Sept. 12.

By Hearing Examiner

Annie Neal Hunting

By order in Rochester, N. Y., TV channel 13 proceeding in Docs. 14394 et al., (1) granted petition by Genesee Valley Television Co., for leave to amend its application to show death of Morton J. Baum and resulting change in stockholders and (2) on own motion, reopened record, incorporated

Continued on page 95

MAGNIPHASE



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RADIO

Help Wanted—Management

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 programming, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

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 markets. Box H-128, BROADCASTING.

Upper midwest man 25-35 salesman-announcer combo with possibility of working up to sales manager. Good opportunity, 40,000 population town. Send references plus last 3 years salary. Reply to Box L-35, BROADCASTING.

Upper midwest, fulltime net affiliate in medium market needs experienced salesman with management potential. Good draw, good company benefits, plenty of room to grow in a progressive group operation. Box L-96, BROADCASTING.

16 year old 5 kw midwest station needs salesman or sales announcer. Excellent opportunity to earn 8 to 10 thousands dollars annually. Box L-212, BROADCASTING.

Opening for experienced radio time salesman in top-rated independent station. Market is small but opportunity "good" for right man to rise to sales manager fast. Send resume of qualifications and salary requirements. Box L-289, BROADCASTING.

Sales and audience promotion man for aggressive radio station located in large New England city. Fine opportunity for creative, alert person who knows how to plan and execute station promotions, is capable of working with sales team to develop client promotion. Must be "take-charge" type of person, experienced, and willing to work hard. Many liberal company benefits. Write in confidence to Box L-304, BROADCASTING.

Single market station, 17 employees, 2 full-time newsmen, 4 station owned news wagons, growing rapidly, needs young salesman. Will consider present part-time salesman wanting fulltime sales work. Dale Low, KNCM, Moberly, Mo. AM 3-1230.

Wanted: Good, experienced salesman, preferably married. Guarantee plus. Excellent earning potential. KSEN, Shelby, Montana.

Wanted . . . Combination salesman-engineer . . . must be good at both. Call Jim Kirk collect . . . WMOP, Ocala, Fla.

Needed—Experienced pro who can sell rate card radio, in tough, challenging competitive market for top rated indie. Interested? write: General Sales Mgr. WQXL, 3185 Mathieson Drive, Atlanta 5, Georgia.

Help Wanted—Sales (Cont'd)

WTIK, Durham. Increasing power to 5,000 approximately three weeks. Need experienced time salesman capable of becoming commercial manager. Must furnish complete resume by mail including sales history. P. O. B. 1571, Durham, N. C.

The untapped potential of this growth market is wide open for a dynamic, creative salesman ready to move up to selling sales manager. If you think you are good enough to qualify call or write Jack Sullivan at WKOW, Brockton, Mass.

Local Muzak franchiser needs experienced, dynamic salesman with the know-how to be a sales manager. Must be ambitious, aggressive and tenacious, as we are in a tough competitive market. Excellent salary, bonus and commission arrangement. Write in confidence to Al Sinder, Dayton Communications Corporation, 760 S. Main St., Dayton 2, Ohio.

Opportunities for producers in sales and management. Get details. Write: Broadcast Employment Service, 4825 10th Ave. S. Minneapolis, Minnesota. 55417.

Announcers

Classical music man for San Francisco station with solid combo operate-announce commercial experience. Smooth delivery and voice, must be sophisticated in classical music programming. References and resume only. Box K-274, BROADCASTING.

Swingin' top 40 dj, 1st phone for night shift in medium midwest market. No maintenance. Send tape, resume, photo Box L-164, BROADCASTING.

Experienced announcer for western Pennsylvania station. Join family of stations in Pittsburgh, Youngstown, and Erie. Forward tape, resume and photo. Box L-182, BROADCASTING.

Major Boston station wants experienced newsmen/announcer, with distinctive style. Submit audition tape, complete resume and salary requirements to Box L-198, BROADCASTING.

Top salary for experienced mature voice disc jockey announcer. Middle of the road eastern Pennsylvania daytime. Send tape and resume Box L-197, BROADCASTING.

Are you a young radio announcer with a mature voice, some commercial experience, and a desire to join a good medium market station? Then let's get together. We're loaded with employee benefits, the markets a good one, and the staff is broadcasting minded. Send tape, resume and salary range to Box L-234, BROADCASTING.

Announcer-copy writer wanted for Florida East Coast good music station. Would prefer male, but will consider female. Please send tape and complete details in first letter. Position available immediately. Box L-272, BROADCASTING.

Experienced play-by-play and morning man salesman wanted immediately by stable adult programmed station. Box L-300, BROADCASTING.

Morning man with 1st phone—position calls for experienced man. Adult program structure—heavy local news—mobil units—Collins cartridge. Present morning man returning to college for masters degree. Solid stable position, medium single station market, room to go up. Contact Jim Jae, Manager—KHMO Hannibal, Missouri.

Announcers—(Cont'd)

Announcer wanted: Send tape and resume. WAMD Aberdeen, Md.

Announcer-chief engineer. A good technician with mature voice call, WBUZ, Fredonia, N. Y.

Announcers, engineer - announcers, announcer-salesman for Florida, Louisiana and Georgia stations. Send air check, resume, recent photo to Les Roberson, WDLF, Panama City, Florida.

Wanted—Mature cooperative professional announcer-chief engineer combination for easy listening station. Heavy on remotes. Well equipped and financially sound. 68 miles west of Washington D. C. Opportunity for pleasant living and security. If you are a top man call: Ken Gordon, WFTR, Front Royal, Va. Melrose 5-4121 for details. Home phone Melrose 5-3342.

Immediate opening . . . announcer-engineer. Must have good voice, 1st phone, and be capable of maintenance. Call manager, WIOS, Tawas City, Mich.

Combo-man wanted. Some maintenance . . . some board work. Send tape picture and resume to Don Blough, WKAM, Goshen, Indiana.

Announcer with 1st phone for immediate and permanent position. Send tape, resume. WKXY, Sarasota, Fla.

WLPW needs an engineer-announcer with 1st class license. No maintenance required. If interested in joining staff of stable, aggressive, well equipped station playing up tempo big band music, send tape, picture, and resume to: E. D. Beydush, WLPW, Suffolk, Virginia.

Michigan 1000 watt independent needs morning combo man with 1st phone. Immediate opening. Salary open. Send complete information and tape. WOAP, Owosso, Michigan.

Experienced announcer, first phone advancement, good salary, 5 station group, 773-3513, WPTW, Riqua, Ohio. Contact Oscar Baker.

Bright format operation seeking air personality. Send tape and resume to Duke Wright, WRIG, Wausau, Wisc.

Middle road announcer with all around radio ability send tape, resume, references and salary requirements to WSTR, Box 70, Sturgis, Mich.

Announcer board experience strong on news. WVOS, Liberty, N. Y.

Announcer: Philadelphia suburban station has opening for good staffman. Quality music-news operation. Experience required. Fringe benefits. 215-696-3690.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 516-TN8-4912.

Pro's needed. We serve 600 stations. Free registration. Pick your job. Broadcast Employment Service, 4825 10th Ave. S. Minneapolis, Minn. 55417.

Technical

Chief engineer, 1 kw, 100 miles from New York. \$125. Box K-77, BROADCASTING.

Help Wanted

Technical—(Cont'd)

Immediate opening for chief engineer 1 kw fulltime AM Williamson, West Virginia. Some announcing. Present chief retiring from radio. Replies to Box 261, Williamson.

Experienced studio-transmitter Engineer for regional station. Box L-265, BROADCASTING.

Chief engineer-announcer. A good technician with mature voice call, WBUZ, Fredonia, N. Y.

Chief engineer for well equipped, financially sound, active station. Easy listening format, heavy on remote and special events. Prefer mature top engineer-announcer combination but will consider straight chief or top chief who can do some announcing. Opportunity for pleasant living and security. 68 miles west of Washington, D. C. For details call: Ken Gordon, WFTR, Front Royal, Va., Melrose 5-4121, home phone Melrose 5-3342.

Wanted . . . 1st class engineer . . . must have working knowledge of AM FM operation. . . . Contact Jim Kirk collect . . . WMOP, Ocala, Fla.

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for relay stations in Greenville, North Carolina; Marathon, Florida; Dixon and Delano, California; and Bethany, Ohio. These positions for operation and maintenance of high power transmitters and receiver stations require a minimum of five years of responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability. Present rate range is \$6344 to \$10,504 per year; promotional opportunity. Positions are in Career Civil Service, and therefore, appointments are made thru competitive examination. Must be American citizen. To apply for this nonwritten examination, please request Announcement No. 283B and application forms from your nearest U. S. Civil Service Commission Representative's Office or write to The Executive Secretary, Board of U. S. Civil Service Examiners, U. S. Information Agency, Washington 25, D. C.

Engineers needed, all broadcast categories Jobs countrywide. Write: Broadcast Employment Service, 4825 10th Ave. S., Minneapolis, Minn. 55417.

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.

Attention present director-cameramen, director announcer in medium or small TV market in Minnesota, Wisconsin, Illinois, Iowa, Missouri, Nebraska area. Operations manager opening for creative strong supervisor. Prefer on-camera announcing ability. Box L-250, BROADCASTING.

Night supervisor-director at medium sized NBC outlet. Strong news, weather, sports and commercial director and assistant to operations manager. Box L-251, BROADCASTING.

Top tune DJ with production skill and sparkle to create commercial rousers, maybe with pd experience too. Midwest. Full information and photo. Box L-254, BROADCASTING.

Wanted: Workhorse Negro newsmen, dig, write, and air local news, short dj shift. Mid-Atlantic area. Send tape, resume, min. starting salary, and when available. Box L-286, BROADCASTING.

Production—Programing, Others

Copywriter for exciting Great Lakes area station in substantial city in heart of summer/winter vacationland area. Station has large congenial staff, where copywriters position is important, respected and quite well paid. Requirements include proven ability to produce copy that sells—experience in creating production spots desirable but not essential. If you now have a top copy job in agency or large station let us hear from you, our offer may be a pleasant surprise, or if your short on experience but write the kind of words that sell, write us we may be just the step-up you need. Box L-279, BROADCASTING.

Christian station/finest working conditions at high-power FM stereo station for quality announcer/programing man w/1st phone. Outstanding opportunity for dedicated, professional individual. Airmail resume, tape, photo to Manager/KBBW, 963 State St., San Diego, California.

Experienced radio-television newsmen. Must be able to gather and write news for both radio and television. Must also be able to deliver radio newscasts. Send tape, photograph, complete resume in first reply to Meyer Broadcasting Company, Box 720, Bismarck, North Dakota.

Situations Wanted—Management

Exactly what is it you are looking for in a station manager? It is honesty, reliability, competence, stability, creativity, aggressiveness, conscientiousness, dependability, efficiency and hard work? I offer all this plus 7 years diversified experience in all phases of broadcasting. What have you to offer? Shall we get together for a personal interview at my expense? All replies will be answered and held in strict confidence. Box L-235, BROADCASTING.

Station owner: Available immediately; manager, chief engr., good production, announcer, salesman all in one. Secretary additional charge or package salary for both. Non directional station. Experienced. Box L-258, BROADCASTING.

Manager—experienced all phases small market operation—strong on sales, desire more potential—prefer midwest. will consider others. Box L-271, BROADCASTING.

Extensive background including present very successful medium market management position. Seek management with profit sharing and ownership opportunity. Box L-298, BROADCASTING.

Sales

Young, married, honest, salesman - announcer with management potential seeks position with a future. Presently employed, but have no chance for advancement. For resume, tape, and/or personal interview, please write to Box L-306, BROADCASTING.

Florida. Experienced sales manager, salesman, announcer-salesman available. Box 5092, Patrick Air Force Base, Florida.

Announcers

Top East Coast sportscaster. Experienced in all phases of sports production, play-by-play and sales. Management experience. Would like play-by-play position. Travel anywhere. Tapes, resume and picture sent upon request. Can invest. Box L-107, BROADCASTING.

Announcer pd degree in radio. Veteran. Family man. Four years experience. Desire medium or large midwest market. Traveling Nebraska to Ohio October 3-17. For personal interview write Box L-185, BROADCASTING.

Sales—Announce—Play-by-play sports—want to do all three. Currently in sales. Have four years all around experience. Prefer small to medium market. Salary requirements are reasonable but not cheap. Box L-188, BROADCASTING.

Major market chief announcer will trade sixteen years experience—staff, sports director, program director and acting manager—for smaller market, responsible position, fair salary, permanence. Box L-288, BROADCASTING.

Announcers—(Cont'd)

Announcer-newsmen for St. Louis area. First phone with dj and news experience. Will be available soon. Box L-132, BROADCASTING.

Experienced personality dj wants Los Angeles or San Francisco. Box L-230, BROADCASTING.

Family man, mature voice, 5 years experience. East coast, Salary over \$100. Box L-211 BROADCASTING.

Sportscaster/dj. Excellent play by play, all sports. First phone. College graduate. Employed. Want permanency. Box L-215, BROADCASTING.

Want a real personality? Pro comic jock. Young. Grad. Four years. Talent galore. Unlimited creativity. Large metro, please. Box L-224, BROADCASTING.

Bright lively morning personality, different approach, tasteful humor. Rated number one with number two station. Box L-255, BROADCASTING.

Satisfaction guaranteed. Engaged announcer-newscaster. Prime concern advancement opportunities. Relocate. Box L-257, BROADCASTING.

Recent announcer training studio's graduate N.Y.C. seeks part time position in any area of reasonable distance from Stamford, Connecticut. Available 5 evenings a week and anytime on the weekend. Age 27, and married. Any format. Send call letters and phone number. I will call you at my expense for personal interview. Box L-259, BROADCASTING.

Experienced announcer-dj prefers New York, New Jersey, Connecticut, Pennsylvania middle-of-the-road markets. Young, married college grad. Strong news. Box L-260, BROADCASTING.

Dependable good music DJ wants permanent job with good station. Married, will relocate, \$120.00, Box L-263, BROADCASTING.

Ambitious beginner seeks start. Third phone. Well trained in speech. Some college. Box L-264, BROADCASTING.

Announcer, director, all phases classical music, entire repertory. Also drama, arts. Thorough exp. radio, TV, stage. MA music, fine arts, 6 languages, gov't qualified in 3, all types continuity, copy, staff work. Box L-277, BROADCASTING.

Bright, cheerful ambitious, sincere. Four years experience. Excellent references. Minimum \$140.00 weekly. Box L-287, BROADCASTING.

Announcer—6 years experience—prefer northeast coast states. Married man. Box L-290, BROADCASTING.

Good music man with warm relaxed style and sharp production would like either personality or staff position with opportunity for advancement. Two years experience. Box L-291, BROADCASTING.

Top announcer wants college or univ. town. Experienced sports, news, music. Box L-302, BROADCASTING.

Texas, Arizona, New Mexico. Ten years, references. Finest background. Know formula and standard. Production. Veteran with college. Professional quality. Box L-297, BROADCASTING.

Excellent announcer, experienced, music, sports, news. Prefers Florida, available immediately. Box L-301, BROADCASTING.

Announcing school graduate. Eager and willing. Try me. Prefer small, country-music station. Roger Hay, Box 305, Grundy, Virginia.

Combo man available. First phone announcer/DJ. Limited experience. Alvin Davis, route #1, Delaware, Ohio. Phone 363-5889.

Jonathon Cue, that personality of new sound is cutting a record in town. For hire, Box 3103, Nashville, Tenn.

Situations Wanted

Announcers—(Cont'd)

Experienced, versatile announcer wishing to settle family in West Coast area, for dossier and personal interview, contact J. Dempsey, first class engineer, Statler Hilton hotel, 930 Wilshire Blvd., Los Angeles, California.

Bright experienced pd/announcer 10 years. Any format, will travel. Brad Harris, 277 Van Sicien Ave., Brooklyn 7, N. Y., HYacinth 8-5479.

Bob Costigan, disc jockey-newscaster, fully experienced, tight board. Seeks full time, East Coast. Excellent references. Tape, resume furnished. 53 Behan, Staten Island 6, N. Y.

Is your audience listening less and enjoying it less? Hire me! First phone, experience. Johnny Bowles, 4812 Imperial Terrace, Louisville, Ky., Phone 447-2779.

Announcer with limited experience prefers position with sports-minded station. Good air salesman, smooth delivery. Contact Tom Mirshak 1235 Clover Ave. Rockford, Ill.

Technical

Experienced radio-TV operating engineer. Any location considered, no announcing. Box L-143, BROADCASTING.

1st class commercial license. Technical school graduate-diploma. Electronics technician diploma, communications electronics. Desire broadcasting work, no announcing. Ambitious but lacking experience. Detroit area only. Box L-163, BROADCASTING.

Thoroughly experienced announcer-first class licensed chief engineer. Immediately. \$100, forty hours. Tapeless. Good references. Box L-282, BROADCASTING.

Experienced engineer looking for a change of climate. Twelve years AM, six FM, no TV experience but willing to try. Radar endorsement on license. Box L-293, BROADCASTING.

Chief engineer or technical management position desired. First phone. Seventeen years experience all phases broadcast engineering. Presently in management position overseas. Married and seek permanent location. Box L-295, BROADCASTING.

Young, 1st phone with four months experience as radio engineer desires permanent position as radio or TV engineer. Ralph Munday 1210 S. Cheyenne, Tulsa, Okla.

Engineer, first class nine years, presently employed, experienced, audio proofs maintenance, AM, FM and TV. Phone 717 AT 60464.

First phone, technical/transmitter duties, midwest, good honest worker. Career. Prefer Missouri. G. Hedworth, P.O.B. 7487, Kansas City 16, Mo.

Production—Programing, Others

I can produce and air a highly controversial talk show, and a short women's show for your station. Box L-268, BROADCASTING.

Honorably discharged WWII veteran, fifteen years commercial experience desires to relocate with progressive smooth music 1000 watt radio or radio-TV combo midwest central. Possess platform of voice and dialect combinations adaptable to commercial production. Run tight board. Top references. Box L-281, BROADCASTING.

Authoritative, experienced newsman looking for larger market opportunity. Top delivery and copy, skilled handling of panel or interview programing. Chance at TV experience appreciated. Box L-307, BROADCASTING.

Production, Programing & Others

Continued

13 years radio, TV announcing, directing experience. Wish to utilize experience as program director or news director. Box L-266, BROADCASTING.

Newsman—conscientious, 2 years experience, degree. Now midwest. Go anywhere, medium to large, for solid opportunity. Box L-278, BROADCASTING.

Seasoned newscaster. 100% rewrite. Authoritative voice. Experienced major eastern stations. Box L-280, BROADCASTING.

Attention Texas! (Special attention: Houston or Dallas)—Want to relocate, permanently, in major Texas market. Over 7 years experience in all phases of AM-FM-TV from top 40, to good music. For the past several years, have specialized in radio news. Excellent voice and delivery, authoritative, but will blend to nearly any format. Top gathering, writing, plus editing abilities and background. Have extensive experience in three of the nation's "top 10" markets, including top station in Los Angeles. Presently employed, respected, 50,000 watt, major market news bureau. Some college, several awards. Must have \$165 weekly to move. Box L-296, BROADCASTING.

News director/editor/caster. Strong on writing. Proven gather ability. 37. Married. Available due to policy change. East. 15 years experience. Box L-313, BROADCASTING.

Experienced and capable. Have worked top format radio. Good production. Wish to relocate. Midwest or east preferred. Rod Blodgett, 304 E. Van Buren St., Rapid City, South Dakota.

Creative and original idea man wants to join progressive outfit to do programing or promotion work. Experience in promotion programing, air-personality work in major market. Stephen Stone, 5387 Highgrove Rd., Pittsburgh 36, Penna.

Available: Program-promotion-production-director/personality. Excellent 17 years radio-TV-pr-writing background. 35, married. Ted Strader, 2 Troy Place, Schenectady, N. Y. Phone 518-372-7516.

TELEVISION

Help Wanted—Management

Television sales manager midwest network affiliate experience, able direct local sales staff. First class job for first class man. Boozers, floaters, loafers don't reply. Congenial staff, fine living conditions for aggressive man who will settle down, raise family, join church, work hard and make money. Starts \$10,000 plus. Box L-253, BROADCASTING.

Help Wanted—Sales

Leading Rocky Mountain station representative needs aggressive and proven account executive. Good salary and commission arrangement. Growing market and increasing number of stations provide excellent opportunity. Send resume and income requirements. Box L-283, BROADCASTING.

Wanted—TV sales: Sales service man between 22-28 with sales and/or traffic radio or TV experience. This large southern market offers opportunity for growth within TV sales dept. Write or wire: WAI-TV, Atlanta, Ga.

Technical

Experienced TV studio engineer needed. Must be familiar with maintenance of RCA studio, microwave and vtr. Primarily maintenance work. Box L-152, BROADCASTING.

Seven years technical experience television broadcasting. Good background all phases. First phone. Desire suitable position with reputable company. Box L-177, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Television engineers—We have several positions for experienced and inexperienced engineers who can learn quickly, for expanding North Carolina educational television. Possibility of continuing education. Box L-210, BROADCASTING.

Experienced transmitter operator—Central Texas max. power educational VHF, new installation, RCA TT50 transmitter. Contact Bob L'Roy, KLRN-TV, Star Route 2, New Braunfels, Texas.

Chief engineer for VHF operations—programing lots of live shows. WLTV, Bowling Green, Kentucky.

Production—Programing, Others

Combination floorman-cameraman with directing ability for medium market, midwest station. College or ETV experience acceptable. Send photo and resume. Box L-273, BROADCASTING.

Experienced commercial director for production director position. Emphasis on creative production. Contact: Al Evans, KCRG-TV, Cedar Rapids, Iowa.

Situations Wanted—Management

Responsible, fully qualified, successful and employed broadcast executive seeks position as general manager or sales manager with opportunity for earned investment. New stations considered. Box L-171, BROADCASTING.

Can you use 15 continuous years of diversified experience in TV administration, sales, programing, production, NAB code affairs, film buying, contract negotiations and overall VHF operations? Due to merge, I am available soon for TV station manager, sales manager, or operations manager position with aggressive VHF outlet. Prefer west, southwest, midwest area. Married, degrees and exceptional references. Resume upon request. Box L-276, BROADCASTING.

Operations/production manager—medium to major market. My highly successful experience as announcer, director and production manager will guarantee your station a polished, tight, professional on-air appearance. Presently producer-director in major midwest metropolitan market. Shirt sleeve worker with degree, family and ambition. For immediate resume Box L-284, BROADCASTING.

Moving to San Francisco area. Former owner, 39, with 15 years commercial radio-TV experience (last 7 as manager). B.S. in speech. Also, graduate of NAB Harvard management seminar. Married, children. Seeks position offering great challenge and reward. Available immediately. Box L-299, BROADCASTING.

First phone experienced board seeking start as combo man on West Coast. Married, veteran, college. Box L-148, BROADCASTING.

Major network newsman seeking metropolitan station. Solid newscasting, coverage and scripting background. This radio personality has TV experience also in nation's top market. He's growing in industry. You need be only sincere and aiming for top, steady audience too. Present employer will reference details and resume ready for your prompt, sincere inquiry. Box L-309, BROADCASTING.

Mature married newscaster announcer dj. Authoritative newscaster, announcer, adaptable for dj. No prima donna or floater. Experienced selling sound, tight board. Box L-310, BROADCASTING.

Swinging dj, personality plus. Big selling sound with tight board. Experienced, adaptable, authoritative newscast. Family man, looking to settle, not a floater, East coast preferred. Box L-311, BROADCASTING.

Selling air personality, experienced dj, tight board, crisp authoritative news. Very personable. Will settle. Box L-312, BROADCASTING.

Situations Wanted—Technical

Engineering manager, 14 years TV, now available for valid reasons. Proven record technically, and with people. Resume available. Box L-226, BROADCASTING.

Chief Engineer 17 years planning, construction and operations experience. Best industry references. Technical excellence of present operation may be inspected. Valid reason for seeking change. Box L-262, BROADCASTING.

Alert, capable, assistant chief desires position with progressive station. Have 9 years technical TV experience. Will consider all areas of U. S. Box L-294, BROADCASTING.

Operations supervisor, 13 years network, local, television experience, planning, construction, maintenance, operations, direction, desires responsible position, preferably Florida. Presently employed. Excellent references. Box L-261, BROADCASTING.

Production—Programing, Others

Which ad gets the job? Mine offers 15 years experience in TV and radio, including news writing reporting, interviewing, TV film editing, in top major market. Consider all offers, Box L-187, BROADCASTING.

Cameramen-editor-director with strong production background desires position with organization producing documentary films. Resume, samples upon request. Box L-267, BROADCASTING.

Need a young ambitious producer-director? While studying for masters in television, I started off as a studio-man for a local station. Six months later, the boss rested on weekends while I kept the shop in order. Best references include former employer. Box L-285, BROADCASTING.

Network experience: Sports director, play-by-play a speciality. Can handle 16mm camera. Desire more challenging market. Excellent references. Box L-228, BROADCASTING.

Production management - direction - promotion-continuity. Six years TV experience as producer-director, time salesman, production manager, and continuity head. Valuable experience as manager of house agency billing \$180,000 annually. Am applying for challenge. Box L-292, BROADCASTING.

Stified in present situation, producer-director, production-operations manager seeks responsible position worth \$9,600. Resume and references on request. Family man, 33, with degree. Ten years diversified, employer-satisfied experience. Box L-305, BROADCASTING.

Thirteen years television experience in top southern market. One year as radio writer prior to TV. Film, video tape and live operation. Presently employed. Have worked on many accounts for national advertising agencies. Married, 2 children. I'm tops and have credits to prove it. If you want experience, creativity and results write Box L-308, BROADCASTING.

WANTED TO BUY

Equipment

Needed urgently—tower at least 150', audio console, microphones & allied equipment for new AM station in eastern U. S. Let us know what you have to sell. Box K-249, BROADCASTING.

For Sale

Equipment

For sale: RCA Kinerecorder TM5A, Maurer VD optical recorder, Boddie 5 kw rear screen projector. Frank Powell, purchasing agent, Auburn University, Auburn, Alabama.

For Sale

Equipment—(Cont'd)

Xmission Line; Teflon insulated, 1 1/4" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Westefn Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Rear Screen projectors. Used #7000 3 1/4 x 4" R.S.P., 70 slide capacity, 1/4 sec. fast slide changer, remote control. Taken in trade on new Dual Head R.S.P. Full one year warranty. Limited quantity. Telescript Csp, Inc.; 155 W. 72th St. New York 23, N. Y.

Prompting equipment. Used one, two and three prompter packages. Full one year warranty. Limited quantity. Telescript CSP, Inc.; 155 W. 72th St. New York 23, N. Y.

3 kw federal 192a FM transmitter. Good shape, spare tubes, Available thirty days. installing 5 kw. Make offer. WSON, Henderson, Kentucky.

Two (2) Stancel-Hoffman mintape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Western Electric 407A-4 high efficiency 50 kw transmitter rapid change 5 to 50 excellent condition, complete with dual water cooling, all AC regulators, meets all regulations, immediate delivery. Will accept first reasonable offer to Box L-247, BROADCASTING.

One 30 kw 230 volt 3-phase power plant in excellent condition, used very little, Contact radio station WKEU, Griffin, Ga.

Remote control—best offer, all or part: One Schaefer system, one RF amplifier—feeds, monitors, audio out, carrier alarm (adjustable set 690). One Gates MO-2890 monitor extender. KEVT, Tucson, Arizona.

Complete RCA TTU1B transmitter, 1 kw, presently operating on channel 17. Box L-269, BROADCASTING.

Almost new tape-a-thon. Model 702-10 with AG. P.O. Box 860 Pittsburgh 30, Penna.

For Sale: RCA BTA-IL (1 kilowatt) AM transmitter. Used only as auxiliary transmitter at 5 kilowatt station on 1320 kc. Has Schaefer remote control complete. You pick up. \$1800. Contact Norman N. Sartain, radio station KXYZ, Houston 2, Texas.

GPL 16mm Kinescope recording unit complete. Good condition. Contact Al Powley, WMAL-TV, Washington, D. C. Kellogg 7-1100.

Gates SA-39B limiter—excellent condition—used one year—\$250.00—WFLM-FM stereo, 301 East Las Olas Boulevard, Fort Lauderdale, Florida.

One only—Collins 808 A-1 remote turntable/console in new condition. Only \$750. Box L-314, BROADCASTING.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications. 2221, Steiner St., San Francisco.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue \$2.50. Show-Biz Comedy Service (Dept. BJ) 85 Parkway Court, Brooklyn 35, New York.

Religious/patriotic broadcasters . . . your message presented to over 300,000 coverage . . . 1,000 watts, low frequency . . . 15 minutes \$5.00. Box L-176, BROADCASTING.

Attention program directors and dj's—These, controversial comments in the actual voices of top Washington and New York public figures. Perfect for controversy—listener response programing. Little cost—big rewards—peak listener reaction. Box L-275, BROADCASTING.

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.

1st ticket class . . . 6 week course, resident or correspondence, Denver, Colorado, a fun place to live and study. Write for bulletin from Signal Broadcasting, 431 W. Colfax, Denver. Also offering 6 1/2 month announcing-station operations course. Free placement service. Signal Broadcasting, Denver.

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.

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure. 259 Geary St. Starting date for next class November 4, 1963.

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., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting October 9 and January 8. 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. For the man who must get his 1st phone in a hurry, the Los Angeles Division of Grantham schools now offers the proven Grantham course in an accelerated schedule. Next classes begin November 11 and January 13. For free brochure write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif.

Instructions—(Cont'd)

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.

Pittsburgh. FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

RADIO

Help Wanted—Sales

AREA MANAGERS

Highly respected firm in industry has openings for two (2) top men to travel and manage West Coast and Southwest territories. Top rated line, well accepted by Radio and Television Stations requires successful Radio or T.V. management or sales management experience. Primary consideration to residents of areas. NO ceilings on earnings—All expenses paid—Home weekends. Send resume and all particulars with photograph first letter to:

Box L-192, BROADCASTING

Production—Programing, Others

ATTENTION PROGRAM DIRECTORS

Broadest group in major markets offers opportunity for Radio and TV Program Directors. Send complete background resume, including examples of work. Should be willing to relocate as needed. Must have proven record of success. Salary open. All replies will be held in confidence.

Box L-194, BROADCASTING

Opportunities For Newsmen

TV and Radio news directors, news writers, newscasters and reporters sought by broadcast group operating stations in major markets. Should be willing to relocate. Send full information, including evidences of proved success. Salary open. Replies held in confidence.

Box L-317, BROADCASTING

Situations Wanted

Announcers

Major Market Personality

Desires Program Director Position
Currently employed very large market. Married, college, cleanest record in the business. All I want is a job with a challenge and a future.

Box L-315, BROADCASTING

Production—Programing, Others

"Attention: Los Angeles Area . . . Broadcast-Advertising Executive. 19-year background all phases of station, agency and sponsor operations, network and local levels. With Radio-TV stations in every capacity from air personality to top echelon program executive . . . thorough knowledge every technical facet plus production techniques. Headed own program package firm. Also with private industry as Sales Promotion-Public Relations-Broadcast Director. Rich ad agency experience. Creative, imaginative, practical, budget conscious. Develop, supervise, follow thru all projects from inception. Desire permanent relocation with station, agency, packager as Producer-Writer-Director, Program Consultant, Account Exec . . . to head up or associate with top-flight growing management team. Outstanding references.

Box L-256, BROADCASTING

TELEVISION

Situations Wanted

Production—Programing, Others

NEWS & PUBLIC AFFAIRS

director 15 years broadcasting, 12 years CBS-TV affiliate top ten market. Awards galore—news & public service. Extensive foreign travel. On air talent, plus administrative ability & experience. Highest recommendations present employer.

BOX L-244, BROADCASTING

TV Travel Show Host

Hour-long TV travel shows are the coming thing. Good adult audiences where running. TV news veteran—lecturer & traveler with know-how & contacts to set-up show—act as host.

Box L-243, BROADCASTING

For Sale

Equipment

Moving To

HIGHER HOGBACK MOUNTAIN

Have for sale—350 foot Blaw Knox N. 28 Tower. Available in November. Contact: WSPA-TV, Spartanburg, S. C.

Miscellaneous

WORLD NEWS SCOPE—exciting new half-hour of international news commentary is produced each week in New York and is now ready for full program schedules. Write for free audition tape—Program Service Company, 510 Madison Ave., New York 22.

WANTED TO BUY

Stations

WANT MEDIUM SMALL A. M. STATION IN UPPER MIDWEST. EXPERIENCED, RELIABLE INDIVIDUALS DESIRE PUBLIC SERVICE INVESTMENT. DETAILS FIRST LETTER PLEASE. CONFIDENTIAL.

Box L-274, BROADCASTING

For Sale—Stations

FOR SALE

Texas Daytime Kilowatt operation in metropolitan area. Facilities second to none. Operation profitable under original ownership past 16 years. Offer of sale no distress or emergency matter. Price is realistic with cost, billing and protected growth. Only parties capable of paying full price or securing loan need apply. No brokers will be considered. Owners health and foreign interests dictate sale. Address Box L-188, BROADCASTING.

IN THE SOUTH

Fulltime station. Present Annual Billings approximately \$170,000.00. Price \$200,000.00 cash or \$225,000.00 on terms.

Box L-184, BROADCASTING

PART OWNERSHIP

Exclusive AM—Full Time

Will sell one-third of my two-thirds corporate interest to financially qualified, radio-experienced buyer. 15,000 county-seat, central states. Minimum requirement \$25,000. I will carry balance.

Box L-316, 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.

For Sale—Stations

Continued

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

GUNZENDORFER

ARIZONA FULLTOWER \$25,000 down.
Price \$89,500.

PACIFIC NORTHWEST DAYTIMER \$18,500 down. Price \$122,500.

WILT GUNZENDORFER AND ASSOCIATES

864 So. Robertson Blvd.
Los Angeles, Calif. 90035

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

Fla.	single	daytime	\$ 50M	terms
S. E.	single	fulltime	85M	cash
N. E.	single	fulltime	140M	29%
Ill.	small	daytime	85M	29%
Ala.	medium	fulltime	110M	cash
S. E.	metro	daytime	125M	50%
Pa.	metro	daytime	155M	25M
M. W.	major	fulltime	675M	125M

And others.

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

STATIONS FOR SALE

CALIFORNIA. Daytime station. Growing market of close to 200,000. Priced at \$78,500. \$25,000 down.

MIDWEST. Fulltime. Exclusive. Volume exceeds \$70,000. Priced at \$90,000. Terms.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

To reach everyone in BROADCASTING and its allied fields.

You Can't Top A

CLASSIFIED AD



Continued from page 89

into record facts stated in amendment, and again closed record. Action Sept. 11.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Broadcast Bureau to extend time from Sept. 13 to Sept. 30 to file proposed findings and conclusions in proceeding on applications of WIDU Broadcasting Inc., and AL-OR Broadcasting Co. for new AM stations in Asheboro and Mebane, respectively, both north Carolina. Action Sept. 16.

■ Reopened record and scheduled hearing conference for Sept. 26 in proceeding on FM application of Ruth M. Crawford, Executrix of Estate of Percy B. Crawford (WYCA), Hammond, Ind. Action Sept. 13.

■ In Miami TV channel 10 proceeding in Docs. 14775-8, granted petition by Miami Television Corp. for leave to amend its application to show substitution of company which is to lease equipment to applicant in event of grant. Action Sept. 10.

By Hearing Examiner David I. Kraushaar

■ Formalized by order certain procedural dates reached at Sept. 13 prehearing conference in proceeding on application of Raul Santiago Roman for new AM station in Vega Baja, P. R., and continued Oct. 3 hearing to Oct. 28. Action Sept. 13.

By Hearing Examiner Herbert Sharfman

■ Granted request by Broadcast Bureau to further extend time from Sept. 16 to Oct. 7 to file initial proposed findings and from Oct. 7 to Oct. 28 for replies in proceeding on AM application of North Atlanta Broadcasting Co., North Atlanta, Ga. Action Sept. 13.

By Hearing Examiner Elizabeth C. Smith

■ On own motion, reopened record and scheduled further hearing conference for Sept. 17 in proceeding on AM application of WAEB Broadcasters Inc. (WAEB), Allentown, Pa. Action Sept. 13.

■ On own motion, reopened record and scheduled further hearing conference for Oct. 9 in proceeding on application of Skyline Broadcasters Inc., for new AM station in Klamath Falls, Ore. Action Sept. 13.

BROADCAST ACTIONS
by Broadcast Bureau

Action of Sept. 17

WBLK-FM DePew, N. Y.—Granted mod. of CP to change trans. and studio locations, type trans., ERP to 50 kw, and ant. height to 390 ft., and make changes in ant. system.

Actions of Sept. 16

WETU Wetumpka, Ala.—Granted CP to change ant.-trans. and studio location, make changes in ant. system (increase height), and make changes in ground system; condition.

WKZI Casey, Ill.—Granted mod. of CP to change studio and ant.-trans. locations, make changes in ant. system (increase height), and change type trans.; remote control permitted.

KAML Kenedy-Karnes City, Tex.—Granted request and cancelled license covering auxiliary trans.

KOAM Pittsburg, Kans.—Granted request and cancelled authorization for auxiliary trans.

KUNO Corpus Christi, Tex.—Granted request and cancelled CP for auxiliary trans.

KUNO Corpus Christi, Tex.—Granted extension of completion date to Oct. 17.

Tahoe Translator Co., Bijou, Calif.—Granted CP for new UHF TV translator station, on channel 71, to translate programs of KOLO-TV (ch. 8), Reno, Nev.

Actions of Sept. 13

■ Granted renewal of licenses for following stations:

WICO Salisbury, Md.; WBMD Baltimore, Md.; WBOC Salisbury, Md.; WCEF Parkersburg, W. Va.; WCST Berkeley Springs, W. Va.; WELD Fisher, W. Va.; WAGE Leesburg, Va.; WAYB Waynesboro, Va.; WBLU Salem, Va.; WBOB Galax, Va.; WBRG Lynchburg, Va.; WBTM Danville, Va.; WBUC Buckingham, W. Va.; WDNE Elkins, W. Va.

WCEM Cambridge, Md.; WCMS Norfolk, Va.; WCVA Culpeper, Va.; WCHV Charlottesville, Va.; WDBJ Roanoke, Va.; WDVA Danville, Va.; WFLS-AM-FM, Fredericksburg, Va.; WFVA Fredericksburg, Va.; WHLF-AM-FM South Boston, Va.; WINC Winchester, Va.; WITH-AM-FM Baltimore, Md.; WSIG Mount Jackson, Va.

WFLS Fredericksburg, Va.—Granted request to continue existing pre-sunrise operation with non-DA and reduced power of 500 w between hours of 4 a.m. and local

sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Actions of Sept. 12

WTTM Trenton, N. J.—Granted renewal of license for AM station.

WWPB(FM) Miami, Fla.—Granted CP to increase ERP to 31 kw, install new trans., and specify ant. height as 285 ft.; condition.

WGMS-FM Washington, D. C.—Granted CP to install new trans., change type ant., specify ERP as 20 kw, and make changes in ant. system; condition.

KTAL-FM Texarkana, Tex.—Shreveport, La.—Granted CP to install new auxiliary trans. at main trans. site.

WVIP-FM Mount Kisco, N. Y.—Granted mod. of CP to install new trans. and ant.; remote control permitted.

St. Croix Broadcasting Co., Calais and Princeton, Me.—Granted CPs for new UHF TV translator stations, on channels 72, 74, 76 and 80 to translate programs of WLBZ-TV (ch. 2), and WABI-TV (ch. 5), both Bangor, Me.

■ Following stations were granted extensions of completion dates as shown: WVLP-FM Mount Kisco, N. Y., to Oct. 31; WVIC (FM) East Lansing, Mich., to Nov. 15.

Actions of Sept. 11

KXQR(FM), Elbert H. Dean and Richard E. Newman, Fresno, Calif.—Granted assignment of license and SCA to Broadcast Industries Inc.

WKWK Wheeling, W. Va.—Granted license covering use of old main trans. as auxiliary-daytime and alternate main nighttime trans. at main trans. site.

WEMP-FM Milwaukee, Wis.—Granted CP to increase ERP to 34 kw.

*KOCV(FM) Odessa, Tex.—Granted mod. of CP to decrease ERP to 5 kw and install new ant.

Action of Sept. 10

Parker Television Translators, Parker, Ariz.—Granted CP for new UHF TV translator station, on channel 76, to translate programs of KTAR-TV (ch. 12), Mesa, Ariz.

Actions of Sept. 9

WHSL Wilmington, N. C.—Remote control permitted.

■ Granted change in remote control authority for following stations: KTSM El Paso, Texas; WLNH (main trans), Laconia, N. H.; KVEN-FM Ventura, Calif.; condition.

Rulemaking

PETITION DISMISSED

■ Petition by Symphony Network Association Inc. requesting assignment of UHF channel 72 to Birmingham, Ala.

Fine and license renewal

■ Commission is notifying Melvyn E. Lucas and George W. Kristoff, d/b as Interstate Broadcasting Co., that they face forfeiture of \$2,500 for series of unauthorized assignments of license and transfers of control of KATT-FM Woodland, Calif. Licensee has 30 days to reply. By separate action, commission (1) renewed license of KATT and (2) granted Interstate's application to cover unauthorized transfer to KATT Broadcasting Corp. (Kay K., Shuny and Sherry L. Sagara). Action Sept. 18.

License denial

■ By decision, commission adopted Dec. 4, 1962 initial decision and denied application of W. D. Frink, tr/as Jefferson Radio Co., for license to cover CP for WIXI on 1480 kc, 5 kw, D, in Irondale, Ala., which had been designated for hearing on issues relating to misrepresentations, unauthorized transfers of control, and violations of commission's rules regarding the filing of contracts, reports, and agreements. Ordered applicant to cease operation on Dec. 11, 1963. Commissioner Cox not participating. Action Sept. 11.

License revocation

PROCEEDING TERMINATED

■ By memorandum opinion & order, commission (1) granted petition by Pape Television Co., for reconsideration of March 6 order to show cause why the licenses of WALA-AM-TV (ch. 10) Mobile, Ala., should not be revoked; (2) vacated show cause order and (3) terminated proceeding. Action Sept. 11.

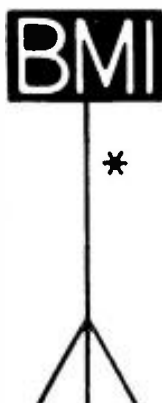


...there were 268 syndicated
TV film series which used*

BMI

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

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



BROADCAST MUSIC, INC.

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

OUR RESPECTS to Sherman John McQueen

Broadcasting—his vocation and avocation

"I'm a lucky man," Sherman J. McQueen, vice president and director of West Coast broadcast activities for Foote, Cone & Belding, said last week. "Ever since I can remember I've wanted to be in broadcasting and I'm extremely fortunate that for most of my life I've been able to make a living in it."

Jack McQueen isn't kidding when he says "most of my life." He was 16 and a junior in high school when he got his first job in radio—as a junior staff announcer at KPAS (now KRLA) Pasadena, Calif. "Ernie Ford—the 'Tennessee' came later—was a regular announcer there. The difference between regular and junior was \$10 a week; he got \$30, I got \$20—not much, but better than the 25 cents an hour I'd earned working in a clothing store the year before."

Jack edited the school paper at Monrovia High School (Monrovia is the Los Angeles suburb where Sherman John McQueen uttered his first cry without benefit of microphone on May 29, 1926). He also played tennis and basketball. "I was 6 foot 2 inches and weighed 145, too tall and thin for football and, as someone remarked, just right for radio as I could hide behind a mike. Today I'm 6 foot 5 inches and 225 pounds, still too tall for football but my days for hiding behind microphones are gone forever."

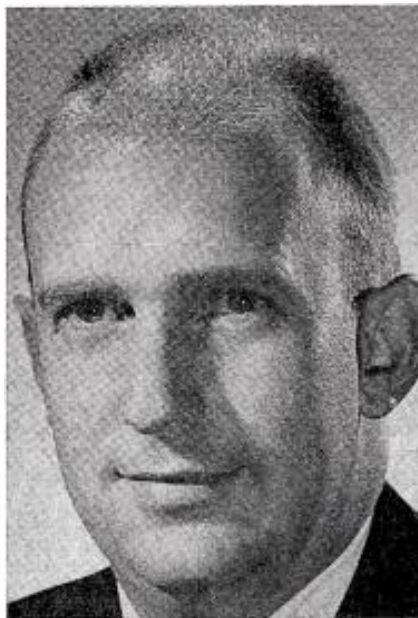
Wartime Radio ■ He graduated from high school in February 1944, and got in one semester at Occidental University before the draft caught him. Six months later he was headed for the Orient when, at shipside in San Francisco, he was taken out of line and sent to Hollywood, where he spent the remainder of World War II as an announcer for the Armed Forces Radio Service. "I was really lucky to be in radio then. Of the original outfit that sailed without me, only 25 came back."

Mustered out as chief announcer and master sergeant in September 1946, Jack called the Hollywood office of the American Federation of Radio Artists and was told that he and 5,000 others were looking for announcing jobs in Hollywood and would he please go somewhere else. In his case, "somewhere else" was Spokane. "A friend, in Monrovia on vacation, told me KREM was looking for a sports announcer. I sent up a couple of paper tapes and they hired me. Then I found out I was chiefly to do play-by-play for the Spokane Indians. I had no baseball experience, but Hal Berger of KMPC Los Angeles took me to the ball park with him every day for a week and showed me what to do. Again, I was lucky."

At KREM, Jack broadcast baseball, basketball, boxing, wrestling (his first night on the job a 300-pound wrestler got tossed out of the ring into his lap, knocking him out of his seat but not off the air) and every other sport in the book. "It was a very competitive market and we were determined to make KREM stand out as *the* sports station."

The Business End ■ From Spokane, Jack jumped to WIND, then Gary, Ind., but he soon got homesick, and it was back to Southern California and Occidental, plus an announcer's job at KWKW Pasadena. By the time he graduated Jack had come to realize that he didn't have whatever it is that makes a great announcer great, so he decided to get into the administrative end of broadcasting. The first step was a job in the station relations department of Mutual-Don Lee. The second three years later (1954), took him to CBS Radio as Hollywood manager of business affairs. The third was into the advertising agency field as radio-TV director of the Los Angeles branch of D'Arcy Advertising Co. where "I learned about media and got my first TV experience." In 1960, Jack joined Foote, Cone & Belding as radio-TV director of the Los Angeles and San Francisco offices and was made a vice president in 1961.

Three Jobs In One ■ His responsibility is threefold: First is to oversee production of the radio-TV commercials for Purex, Sunkist, River Brand Rice, Seaboard Finance and Forest Fire Service (Smokey the Bear), all FC&B Los Angeles accounts, plus Calo, Dole, Sea and Ski and Nalley's, out of San Fran-



Mr. McQueen

cisco. Next is program service, which means keeping tabs on the West Coast originations of 32 nighttime network TV shows a week, from minute buys to full sponsorship, plus specials and about 15 daytime shows like *Queen for a Day*—handling talent relations, seeing that the commercials get in properly and supervising program content.

Finally, there is broadcast account service, which involves Jack and his staff in the problems of virtually every other department of the agency. "Our function is to add show business judgment. With media people, we consider whether this show is right for this client and other things the numbers books won't tell you. On the program side, we have to know the show and the kind of viewer it is apt to attract and we must also know the stars, directors, writers and the other creative people and how to handle them."

Science And Show Biz ■ "Our operation is a mixture of science and show business. Cost-per-thousand is important to our clients; we need good research and smart buying. But we also need professional judgment on what is going to make people watch and, more than that, what kind of people these watchers are going to be and are they the kind that are going to buy the products we are offering them. There is no magic formula that will work for everyone. Each answer has to be tailored to fit the particular needs of the advertiser. It might be exclusive sponsorship of a TV special, or saturation radio, or a media mix of broadcast and print. It's our responsibility to get the best answer possible, considering the budget, the competition, the time of year and several dozen other variables."

In 1957 Jack married Irene Anderson, a Southern California girl. With their two-year-old daughter, Amy Lynn, the McQueens live in San Marino, swank Los Angeles suburb, in what the real estate ads would call "a hilltop retreat, shaded by majestic pines."

Hobbies? "I'm a moderately good gardner and a terrible golfer," Jack says, "but primarily my hobby is the broadcasting business. If you're in it it's got to be your hobby because it doesn't leave enough time for any other." He is president of the San Gabriel Valley Broadcasting Co., which is waiting for FCC approval of a license transfer of an FM station in West Covina, but he declines to class this as a hobby. "My reasons are purely mercenary," he declares. "I think the day is coming when FM will beat AM at the numbers."

How to hypo a career

YOU have to hand it to Robert E. L. Richardson for figuring out a new way for civil servants to make private capital out of their government experiences.

Mr. Richardson, as reported in this publication last week, has been hired to advise the Gordon McLendon radio station group on how to use ratings without running into legal trouble. The twist here, of course, is that Mr. Richardson was in a good measure responsible for stirring up the legal troubles that users of ratings are apt to encounter. He was associate counsel of the House subcommittee that investigated the ratings services and pressured the FCC and Federal Trade Commission into holding broadcasters responsible for the ratings that they use.

It is commonplace for attorneys and other specialists to leave government service and go into private practices before the agencies where their experience was acquired. The practice is not likely to diminish as long as a big government continues to get mixed up in almost everything that private business does.

But Mr. Richardson's variation on the theme is of special interest. No legal problem existed in the ratings business until he and his colleagues created one. This kind of career planning could do considerable mischief if it were allowed to spread.

Let punishment fit the crime

WHATEVER the reason, we were gratified to see the FCC cancel its revocation case against WALA-AM-TV Mobile. It was the first time since the New Frontier took over nearly three years ago that it has shown leniency in such a proceeding.

It may have been that the FCC had compassion for the incapacitated owner, W. A. Pape, who could not supervise the stations' operations. Or it may have been that the FCC felt it was on tenuous legal grounds. Or it may have been that, at long last, the FCC majority realized that the snuffing out of station licenses does injury not only to the owners and the station employes, but also deprives the public of the services of the stations.

The FCC, under the Kennedy administration, has been rough with broadcast licensees. A half dozen stations have been ordered deleted and fines and short-term licenses have been invoked against 40-odd licensees.

The WALA case involved serious charges of misconduct against Mr. Pape's nephew, Wadsworth Pape. The allegations were that money had been demanded from an architectural firm if it wanted to avoid editorial attack and that attempts had been made to coerce local candidates into using WALA-TV exclusively for political broadcasts.

The FCC terminated the proceedings after the young Pape and another unidentified employe had been dismissed, and in consideration of the elder Pape's inability to have exercised effective control for several years because of a stroke.

There are a number of other revocation or renewal cases pending before the FCC involving "first offenders." The FCC three years ago sought and received from Congress the authority to fine or issue short-term licenses in lieu of revocation proceedings, where the circumstances warranted. In one such pending case, in which a fine might have been imposed, involving kwk St. Louis, the station missed falling under the forfeiture provision by less than one month.

In the kwk case, the wktd Kingtree, S. C. "smut" case, and the KRLA Los Angeles, phony contest case, there is no doubt that the stations were guilty of infractions or improprieties. There is no question that station owners were

derelict. But in each instance they were first offenses.

There were no "willful or repeated" violations in the contest cases. The Kingtree case raises also basic questions of what constitutes obscenity and has been appealed to the courts.

As in the WALA case, we hope the FCC will have second thoughts on first offenders and conclude that the public will best be served through sanctions short of the death sentence.

Show biz?

THOSE who label broadcasting an entertainment medium just haven't been tuning in lately.

Certainly entertainment is, and always will be, the backbone of broadcasting. It is the backbone also of the majority of our newspapers and consumer publications. Comic strips, short stories, food sections, advice to the lovelorn, real estate sections, crossword puzzles, astrology, and other "time-copy," constitute variations of entertainment since they are not hard news.

The seriousness with which broadcasters are pursuing professionalism in journalism is evident. The networks alone are spending some \$70 million this year for production of news, documentary and public service programming. This is exclusive of the amount being spent by radio and television stations to maintain news staffs, news wires, mobile units and to produce their own news programs and documentaries—a figure hard to come by.

The extent to which professionalism has penetrated broadcast journalism was manifested at the 18th annual convention of the Radio-Television News Directors Association in Minneapolis Sept. 11-14. For four full working days some 250 news directors of stations met to accelerate the pace of broadcast journalism. Each delegate headed a news department responsible to management. A few years ago most news directors reported to program directors because news was regarded as part of the "entertainment" format.

Happily that day is gone. A few years ago the highest rank held by a news chief of a major network was vice president. Today two networks are headed by professional journalists—Robert Kintner, president of NBC, and Robert Hurleigh, president of Mutual. And two networks (CBS and ABC) have separate news divisions headed by a president, while NBC's news head is an executive vice president.

We were impressed with the caliber and dedication of the men heading the news departments of stations and networks. They realize RTNDA has some distance to go before it achieves the prestige and stature of the American Society of Newspaper Editors. But they're on their way.



Drawn for BROADCASTING by Bill Davey

IN RADIO'S WONDERFUL WORLD



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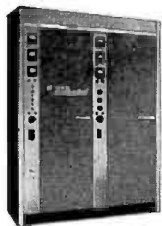
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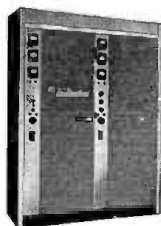
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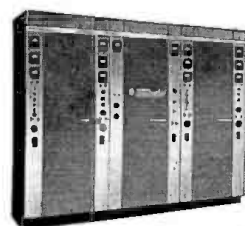
1 Kw



5 Kw



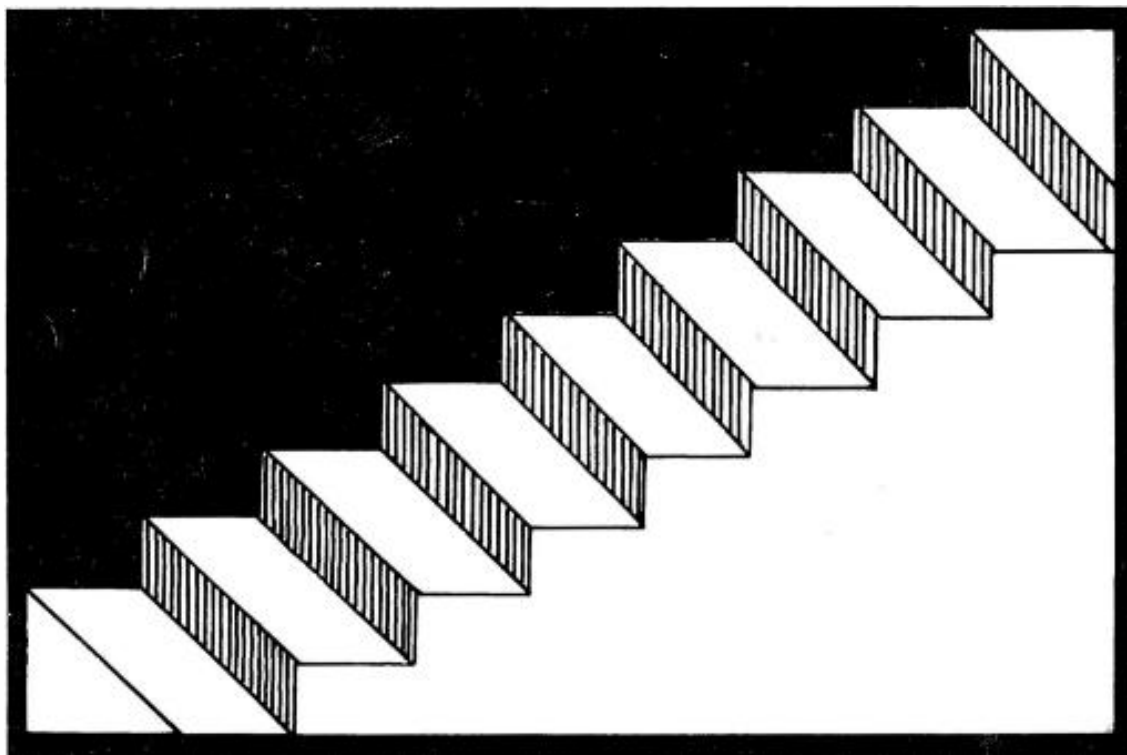
10 Kw



20 Kw

Steps going up — or down?

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