



BROADCASTING

THE

SION AND RADIO

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NEWSPAPER

5/2763
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OCTOBER 7, 1963

Network radio looking toward \$50 million sales in black-ink '63 33

Spot TV billings per family reach new high of \$10.99 for 1962 52

Collins leaves TV code board 'confused', unsure of its direction 68

ARF tells how far it will go in audience measurement analysis 46

COMPLETE INDEX PAGE 7



Keep close to your customers with Spot Radio

Selling detergents? She may be busy sorting the laundry, using the washing machine, folding the clothes—but she's never too busy to get your message on Radio. Use Spot Radio on these outstanding stations and make your brand the one she buys.

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

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

- | | | | |
|------------|-----------------------|------------|--------------------------|
| KOB | Albuquerque | WTAR ... | Norfolk-Newport News |
| WSB | Atlanta | KFAB | Omaha |
| WGR | Buffalo | KPOJ | Portland |
| WGN | Chicago | WRNL | Richmond |
| WLW | Cincinnati | WROC | Rochester |
| WDOK | Cleveland | KCRA | Sacramento |
| WFAA | Dallas-Ft. Worth | KALL | Salt Lake City |
| KBTR | Denver | WOAI | San Antonio |
| KDAL | Duluth-Superior | KFMB | San Diego |
| KPRC | Houston | KYA | San Francisco |
| WDAF | Kansas City | KMA | Shenandoah |
| KARK | Little Rock | WGTO | Tampa-Lakeland-Orlando |
| WINZ | Miami | KVOO | Tulsa |
| KSTP | Minneapolis-St. Paul | | |
| | Intermountain Network | | Radio New York Worldwide |

GREATER *

**Wheeling-Steubenville
Ohio Valley Market**

*** GREATER**
because WTRF-TV's
NEW TALLER TOWER
has replaced our
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Note these
impressive **NEW**
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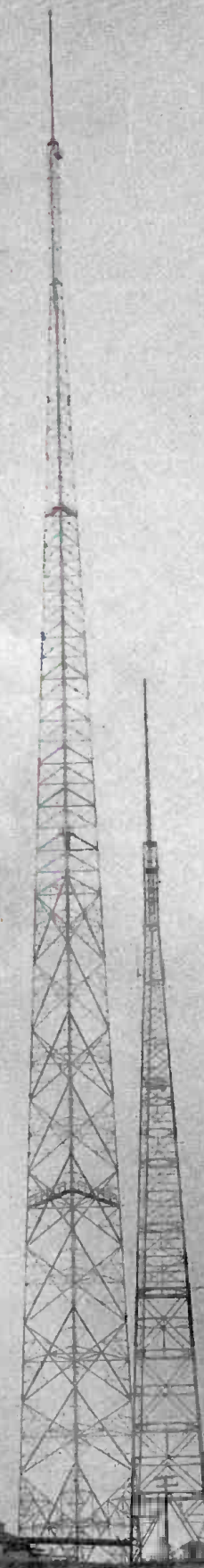
**529,300
TV HOMES**

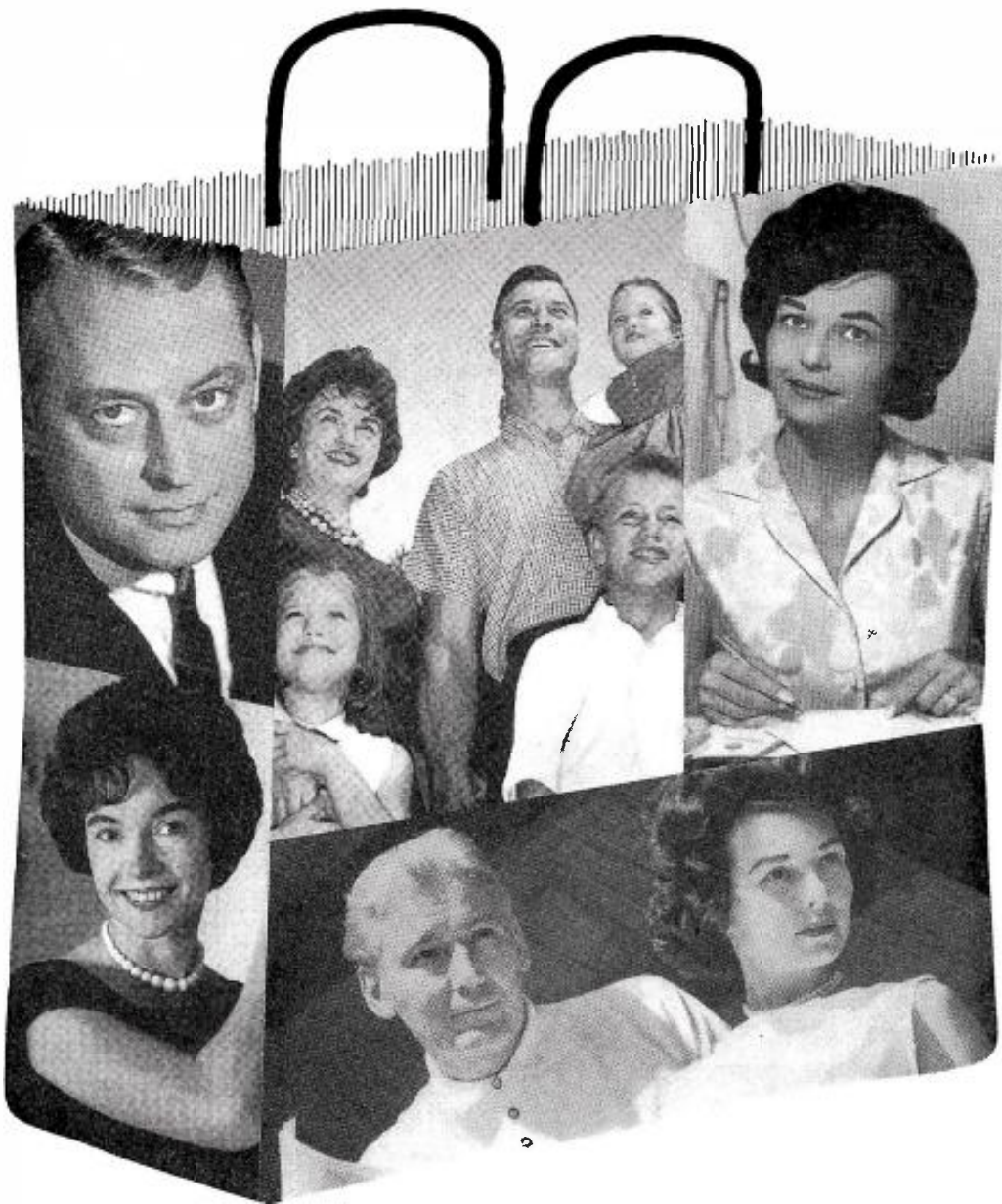
**\$5,369,000,000
TOTAL SALES**

It all adds up
to profitable
results for
advertisers.
For WTRF-TV
availabilities,
call VP Bob
Ferguson or SM
Cy Ackermann,
Area Code 304,
232-7777.
National Rep.,
George P.
Hollingsbery Co.



Equipped for network color
WHEELING, WEST VIRGINIA





WCBM RADIO LISTENERS...YOUR KIND OF PEOPLE!

Adults . . . the family people who keep the cash registers ringing . . . your kind of people . . . prefer WCBM programming! They have the needs . . . and the money to satisfy their needs . . . for food, drugs, clothing, home, transportation . . . the myriad of items and services that go into everyday living!

Adults prefer WCBM adult-level programming . . . the pleasing personalities . . . the

listenable music . . . CBS features . . . the 32 news programs per week with Baltimore's largest radio staff of legmen covering local and regional news plus national and world-wide news . . . all presented in an intelligent, informative manner.

Reach the adults . . . your kind of people . . . with WCBM, the station that specializes in adult radio in Baltimore.

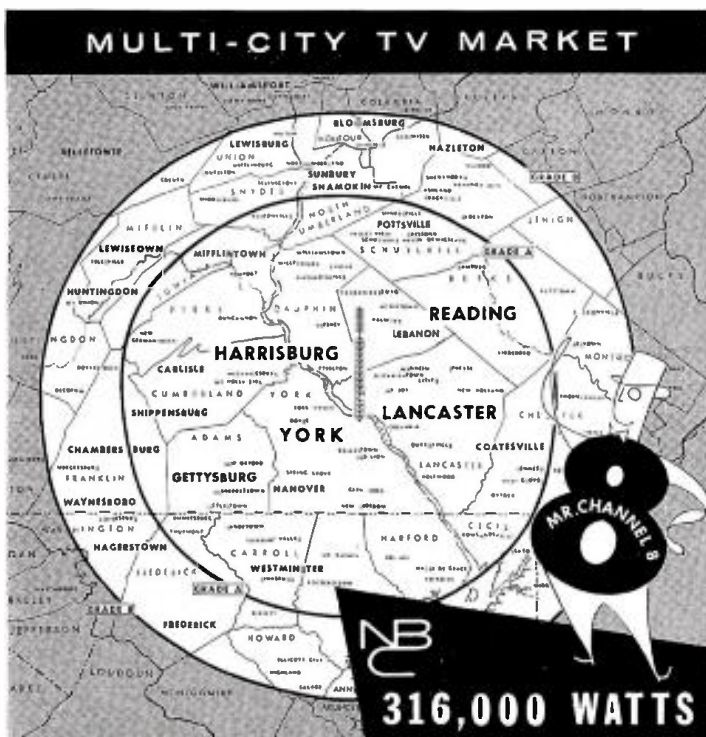
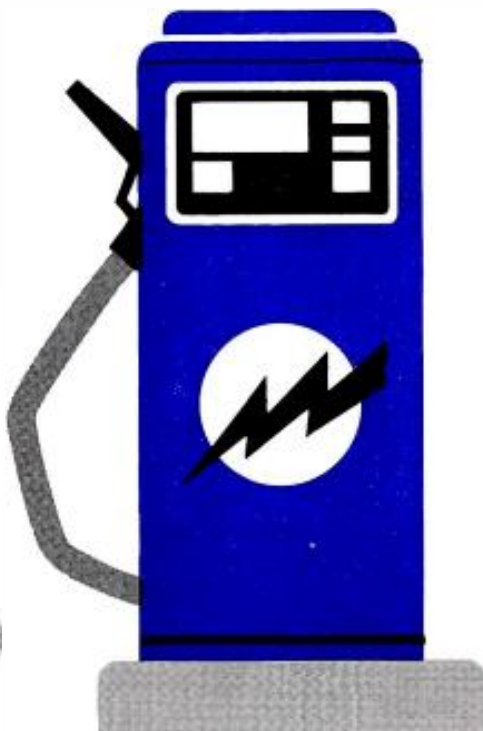


National Sales Representative
Metro Radio Sales
 A SERVICE OF METROPOLITAN BROADCASTING

A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland

Auto and filling station sales

\$968,029,000



The WGAL-TV market is on the move. Prime prospects for your product are its nearly three million people. Your advertising reaches them effectively and profitably on WGAL-TV. This is because—in its area—Channel 8 is more effective than any other station and has more viewers than all other stations combined.*

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

Market figure: SRDS 1/63

WGAL-TV

Channel 8 Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

Time, gentlemen

Code authority of National Association of Broadcasters wasted no time in carrying out mandate of TV code board (see page 68) to move against repeated violators of commercial time standards. Within same week nine TV stations were told they were not complying with code and asked to resign "without prejudice" or alter questioned practices immediately. Three of stations written by authority are in same market.

Another blacklist?

Film producers (both in motion pictures and TV) are worried over possible resurgence of inquiry into purported Communist infiltration of their fields, harking back to dark days of backlisting of McCarthy era. Senate Internal Security Subcommittee, headed by Senator James Eastland (D-Miss.), is pondering resolution adopted at American Legion's convention last month citing purported hiring of known Communists in creative jobs, largely in Hollywood. Senator Karl Mundt (R-S.D.) member of original investigating committee, has urged Eastland committee to open new inquiry.

Although attack is directed against, motion pictures and especially those produced abroad, television production is inevitably drawn into area because talent, writing and other resources are drawn from same creative pools that movies draw from.

Murrow's future

Will Edward R. Murrow return to directorship of United States Information Agency after his recuperation from throat surgery that was to be performed last weekend? Before his hospitalization, it's known he consulted with his old network, CBS, presumably about return to fold. Until he joined government in February 1961, he was network's top news personality and at one time headed its news and public affairs operation as vice president.

Italian balm

It's cold comfort to ABC-TV officials now, but testimony of new television star, Joe Valachi, about Cosa Nostra's collection of Italian hoods and his own killing of another prisoner almost beneath eyes of federal prison guards confirms validity of network's position in arguments over its *Untouchables* program of 1960-61 season. James V. Bennett, director of Federal Bureau of Prisons, threatened to oppose license renewals of stations carrying *Untouchables* because program had episode that made federal

CLOSED CIRCUIT[®]

guards look bad. Couple of months later Liggett & Myers withdrew as sponsor of show after Anthony (Tough Tony) Anastasia, boss of Brooklyn longshoremen, threatened to let L&M products rot on docks.

Anastasia threat was made because Untouchables featured dramatizations of Italian gangsters in Chicago Prohibition era. General boycott of L&M products was threatened by Federation of Italian-American Democratic Organizations of New York whose principal spokesman in Washington was Representative Alfred E. Santangelo (D-N.Y.) who was defeated for reelection in 1962. For ABC-TV irony in situation is now compounded by Valachi testimony about gangland killing of Albert Anastasia, brother of Tough Tony and, until his murder in New York hotel barbershop, key figure in Cosa Nostra.

Not all's fair

FCC Chairman William Henry finally has agreed with Douglas Anello, general counsel of National Association of Broadcasters, that there are new problems for broadcasters as result of FCC's July 26 statement on fairness doctrine. As climax to two rounds of correspondence (BROADCASTING, Sept. 30, 23) chairman has suggested meeting with NAB representatives to discuss clarification of statement. FCC maintains it merely clarified past policy while NAB contends July document places new and unwarranted responsibilities on licensees. NAB has unofficially decided to meet with commission to seek clarification though there have been no formal talks as yet.

Washington call

Top lawyers for Broadcast Music Inc. met last week with William H. Orrick Jr., antitrust chief of Department of Justice, in wake of reports that Justice is considering action against BMI (BROADCASTING, Sept. 30). After meeting, nobody would talk. Reports are that Justice is studying complaints by American Society of Composers, Authors and Publishers and by House Antitrust Subcommittee that ASCAP—BMI's principal rival in music licensing is under tighter antitrust control than BMI.

Representing BMI at last week's meeting were Sydney M. Kaye, BMI board chairman and general counsel; Samuel I. Rosenman, of Rosenman, Colin, Kaye, Petschek & Freund, BMI's New York law firm, and John Hooker, young Nashville attorney who

with his brother, Henry, has been retained by BMI. Hooker brothers were active Kennedy supporters in 1960.

Paramount package

Bullish market for post-1948 feature pictures is illustrated by this development: One major distributor recently offered \$30 million for TV rights to library of 200-odd Paramount features, but motion picture company declined to consider proposal. Best bet is that Paramount, sole holdout of post-48 features among major studios, will distribute package itself, probably next year.

Channel jumping

Apparently stimulated by FCC move to duplicate 13 of remaining 25 I-A clear channels in U. S. is substantial increase in number of stations south of border which have squatted on channels—some causing considerable nighttime interference. Latest government reports reveal that, since 1948, number of stations in Caribbean area on 25 I-A channels has increased from eight to 67 (as of March 1, 1963); in Central America from 40 to 119, and in South America from 86 to 260. Of total, 16 are using power of 50 kw or more. Analysis also shows that as against maximum AM power of 50 kw permitted in U. S., there are 86 stations outside U. S. operating in broadcast band using power in excess of 150 kw.

FCC has ordered but has not yet implemented plan to duplicate 13 I-A clears. Present status: Number of clear channel stations have appealed FCC duplication order to courts. Commission staff, meanwhile, is processing 15 applications received for II-A stations on eight of channels involved, but action on them is not imminent.

Nearly on ice

New addition to "game-of-the-week" TV sports packages may soon be *Major League Hockey* if present discussions between Walter Schwimmer Inc. and several professional hockey clubs reach dotted line. Teams principally involved include Chicago Blackhawks and Montreal Canadiens.

Throwing the net

As part of overall effort to increase spot radio billings, series of presentations are being prepared by CBS Radio Spot Sales for delivery before trade associations of industries that use spot radio rarely or sparingly. First such presentation was reported to have been made before gathering of hardbook publishers.



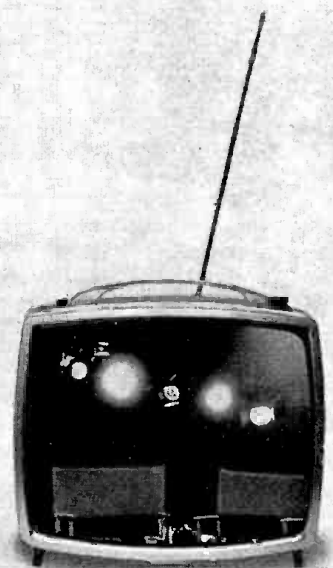
THE UNTOUCHABLES



SAM BENEDICT



SUGARFOOT



UNDER DISCUSSION



THE ROARING 20'S



MOVIE GREATS



JOAN SUTHERLAND SPECIAL



THE NEW BREED



8 out of 10 Washington TV homes* will see your spots on shows like these in a 4 week period when you buy our major coverage plan.



Metropolitan Broadcasting Television
A Division of Metromedia, Inc.
Represented by Metro TV Sales

*NSI, Jan. '63 (Special Analysis)

WEEK IN BRIEF

Network radio business this year seen climbing, with all four networks presumably in black ink operation. Tightened management and revised formats expected to bring sales to \$50 million, up 25%. See . . .

NETWORK RADIO SALES . . . 33

CBS radio affiliates hear "happy days are here again" music at meeting. They're told they are going to receive more compensation from network, that network is 80% sold out and that everything looks bright. See . . .

AFFILIATES BASK IN GLOW . . . 34

ARF sets out the part it will play in ratings studies. Will not become too involved, but will be available for help and may do independent research on methodology techniques and their impact on viewing. See . . .

WHAT ARF WANTS TO DO . . . 46

FCC flooded with oppositions to proposals to impose commercial time limits on broadcasters. Major groups maintain it not only would be illegal but would spell doom of free broadcasting. See . . .

MORE OPPOSE LIMITS . . . 56

Spot TV users spend from \$15.21 to \$3.53 per TV family according to analysis by TvAR. National average is \$10.99 per family, up from previous high of \$10.03 in 1960. In top 20 markets, average is \$11.03. See . . .

SPOT TV PER FAMILY . . . 52

TV code board members bemused by Collins' strong pitch for action without concrete proposals. Leave town in confused state as to what NAB president's policy is. Action against violators is ordered, See . . .

TV CODE BOARD UNSURE . . . 68

Commission staff understood urging renewal of Pacific Foundation's FM stations. Report said to suggest short term renewals for three stations and for initial license in fourth, with obscenity issue washed out. See . . .

PACIFICA DECISION NEAR . . . 66

Three TV stations and one radio station make up \$12.5 million in station sales this week, one of the heaviest in months. Changing hands are KOVR(TV), KTVE(TV), KTVO(TV) and WWRL. See . . .

SOLD: 3 TV AND 1 RADIO . . . 74

First casualty of new TV season is ABC's 100 Grand. First quiz show to come back after scandals of 1959 fails to register in network stakes. Network considering alternatives for spot. See . . .

'100 GRAND DEAD' . . . 80

Sale of color TV sets seen surpassing present \$1 billion a year black and white rate by 1965. RCA's Saxon says current sales will hit \$450 million and reach \$750 million next year. See . . .

COLOR \$1 BILLION IN '65 . . . 88

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS Inc. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook Number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

WHAT IS THE MEASURE OF A BROADCASTING STATION?



How does a golf pro measure a putt?

How does an advertising pro measure a station?

- One measure of a broadcasting station—the events of signal local importance it brings to the air.
- One such—Hartford's \$40,000.00 **Insurance City Open** broadcast live by WTIC Television and Radio 1959, 1960, 1961, 1962, 1963.
- TV Anchor Man 1959, 1960, 1961, 1962, 1963—Claude Harmon, 1948 Masters winner.
- Staff—eight WTIC and WTIC-TV reporters—forty-eight technicians and production personnel.
- Equipment—six cameras—fourteen microphones—five walkie-talkies—one mile of television cable.
- Network radio—Fed to NBC's Monitor.
- Sponsors—The Connecticut Bank & Trust Company, The Hartford Insurance Group, 1961, 1962, 1963 and, very likely, 1964.

WTIC  **TV3/AM/FM**

Broadcast House, 3 Constitution Plaza, Hartford, Connecticut 06115

WTIC-TV is represented by Harrington*, Righter* and Parsons*, Incorporated

WTIC AM-FM is represented by the Henry I. Christal† Company

*Handicaps—15, 18 and 5, respectively.

†Guernsey and Morgan breeder.

GAME CALLED ON ACCOUNT OF EUROPE

'Not enough time' for FCC decision on drop-in arguments

FCC decision on controversial drop-in case has been postponed until Chairman E. William Henry returns from Europe. Chairman, who was to leave Saturday (Oct. 5), for trip to Geneva and London, is due back Oct. 23.

Commission attempted to reach decision on case involving seven short-spaced VHF drop-ins following all-day oral argument Friday (Oct. 4).

But after commissioners had discussed matter privately for 45 minutes, chairman emerged from meeting room to tell reporters there was "not enough time" to reach decision. He said further consideration of case would be delayed until his return from Europe.

At issue are petitions that commission reconsider its order rejecting short-spaced drop-ins proposed for seven markets that now have two VHF stations.

Commissioner Lee Loevinger now remains swing vote in issue. He replaced former Chairman Newton N. Minow, who had voted with majority.

There was no indication Friday night that any of other six commissioners had changed their minds on issue.

Failure of commission to reach decision came as surprise, in view of expressed desire of commissioners, including Commissioner Loevinger, to settle question before Chairman Henry's departure.

One question settled was that Commissioner Kenneth A. Cox will continue to participate in proceeding. Association of Maximum Service Telecasters had filed motion requesting that Commissioner Cox withdraw in view of his previous connection with case as chief of Broadcast Bureau. AMST opposes drop-ins, Commissioner Cox favors them.

At start of oral argument, Chairman Henry announced that commission concluded that Commissioner Cox was not disqualified and "may participate."

Hearing came as climax to drawn-out proceeding which had origin in 1961 proposed rulemaking to put drop-ins in Johnstown, Pa. (ch. 8); Baton Rouge (ch. 11); Dayton, Ohio (ch. 11); Jacksonville, Fla. (ch. 10); Birmingham, Ala. (ch. 3); Knoxville, Tenn. (ch. 8), and Charlotte, N. C. (ch. 6).

At oral argument, both sides—involving 19 counsel representing 23 parties—used arguments advanced many times previously in proceeding.

Opponents of drop-ins said they

would block UHF development and cause extensive interference with existing VHF stations. They also said FCC reversal of its position would lead to demands for additional exceptions to rules to permit unending series of drop-ins.

Proponents maintained that drop-ins are needed to meet immediate need of service and wouldn't hurt UHF nationwide. They also said UHF could not meet needs in seven markets since they couldn't compete with existing VHF stations.

Major voices in proceeding were those of ABC, favoring drop-ins, and AMST. Network said it needs affiliations with stations on proposed drop-ins if it is to become truly competitive with CBS and NBC. AMST said ABC is already competitive.

Jack Parr to buy Mt. Washington TV

Acquisition by Jack Paar, NBC personality, of ch. 8 WMTW-TV Poland Spring Me., and its affiliate WMTW-FM, for nearly \$4 million was under negotiation last week with prospect that contract would be signed in New York this week.

John W. Guider, president and general manager and former Washington communications attorney, was in New York for negotiations with Mr. Paar and his attorneys. It is understood no changes in personnel or management would be made, with Mr. Guider continuing as president and general manager and presumably acquiring stock interest in new corporation to be headed by Mr. Paar.

Mr. Paar's proposal was one of three received for Mt. Washington facility, others having been from Eastern multiple owner and West Coast independent. It will be Mr. Paar's first venture in business. Transaction would be subject to customary FCC approval.

WMTW-TV began operation under present ownership in 1954 and is ABC-TV primary affiliate. In addition to Mr. Guider, who owns approximately 22½% of stock, other principals, each with equivalent ownership, are former Maine Governor Horace A. Hildreth and Peter Anderson.

Mr. Paar several months ago had considered acquisition of West Palm Beach TV station. In acquiring Mt. Washington facilities, he will follow

Loevinger top banana

Boys will be boys (FCC division):

When FCC commissioners were at Colorado Springs during recent cross country tour of military installations, they saw Air Force Academy's gymnasium with climbing ropes hanging from rafters. Commissioner Lee Loevinger, alumnus of Robert F. Kennedy's physical fitness program (he was assistant attorney general in charge of antitrust division), shed his jacket and went up, hand over hand, in jiffy. Other commissioners, more settled physically among agile New Frontiersmen, expressed admiration—but it took Republican Commissioner Robert E. Lee to deliver accolade: a tray of bananas to Mr. Loevinger when commission returned to Washington.

pattern established by Bob Hope, also NBC star, who owns 42½% of KOA-AM-FM-TV Denver. WMTW-TV board authorized Mr. Guider to negotiate for station sale after unsolicited offers had been received.

Sales rumor scotched by Goodwill's Patt

John F. Patt, president of Goodwill Stations, denied Friday (Oct. 4) reports that Goodwill radio-TV properties were being sold to Capital Cities Broadcasting Co.

Capital Cities' offer—\$30 per share for 692,000 shares (more than \$20 million)—was turned down last July by Goodwill board, Mr. Patt said, for several reasons: (1) There's no disposition to sell (on contrary, Goodwill is seeking to expand both in broadcasting and community antenna systems). (2) Capital Cities already has four VHF's and addition of Goodwill's two V's would put buyer over multiple ownership limit (no more than five VHF's to single company). (3) Three-year rule would have applied since Goodwill bought WSAZ-AM-TV Charleston, W. Va., only two years ago.

In addition to Charleston stations, Goodwill owns WJR-AM-FM Detroit and WJRT-TV Flint-Lansing-Saginaw-Bay City, Mich.

Capital Cities stations are WROW-AM-

WEEK'S HEADLINERS



Mr. Schachte

Henry Schachte, former executive VP, director and member of executive committee, Lever Brothers, joins J. Walter Thompson Co. as member of management group and executive chairman of review boards. In 1962 Mr. Schachte

moved to Unilever Ltd., London, as member of company's marketing division. He is past chairman of Association of National Advertisers and Advertising Research Foundation and former director of Advertising Council. He joined Lever Brothers in 1955 as advertising VP.

Richard J. Raburn Jr., elected VP and controller, and **Rocco M. Lagin-**

estra, VP of financial planning and budgets at NBC-TV. They report to Aaron Rubin, executive VP (financial division). Mr. Raburn joined NBC in 1951 and became controller in 1960. Mr. Laginestra joined network last May as director, financial planning and budgets.



Mr. Smith

Raymond M. Smith, sales manager for National Advertising Company since 1960, named general sales manager of MBS—effective today (Oct. 7). Mr. Smith joined NAC, subsidiary of Minnesota Mining and Manufacturing Co.,

in 1949 as assistant director of operations. Mutual also is subsidiary of 3M.

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

FM and WTEN(TV) Albany-Schenectady-Troy, WKBW-AM-TV Buffalo, both New York; WCDC(TV) Adams, Mass.; WTVD(TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I., WPAT-AM-FM Paterson, N. J.

Radio astronomy gets ch. 37 for 10 years

FCC announced Friday (Oct. 4) that channel 37 will be reserved for sole use of radio astronomy for 10 years. However, 19 stations now on channel will not be affected, agency said.

Original rulemaking would have given five-year reservation but research groups complained that they needed more time (BROADCASTING, May 6). Broadcasters have not opposed reservation.

Commission said it will seek reservation of channel 37 in Mexico and Canada, and at international conference at Geneva this month.

Four applicants for channel 37 at Paterson, N.J. are: Spanish International TV Co.; Progress Broadcasting Corp.; Bartell Broadcasters Inc., and Trans-Tel Corp. Mel-Eau Broadcasting Corp. is seeking channel in Melbourne, Fla.

ABC, CBS, NBC share Thursday night trendex

ABC-TV took ratings lead Thursday (Oct. 3) up to 9 p.m. when its *Jimmy Dean Show* rested low on totem pole and *Perry Mason* (CBS-TV) and *Dr. Kildare* (NBC-TV) took over.

Trendex reports for Oct. 3 (covering

21 to 26 cities) are overnights and released by ABC-TV. As of Oct. 3 all new offerings of networks had seen their first appearances for season (for Trendex ratings before Thursday, see page 82).

Time	Network	Program	Rating	Share
7:30	ABC	Flintstones	15.4	36.8
	CBS	Password	13.8	33.0
	NBC	Cosa Nostra special	7.4	17.7
8:00	ABC	Donna Reed	24.2	47.2
	CBS	Rawhide	13.3	25.9
	NBC	Cosa Nostra	9.1	17.7
8:30	ABC	Three Sons	19.7	37.2
	CBS	Rawhide	13.9	26.2
	NBC	Dr. Kildare	13.3	25.2
9:00	ABC	Jimmy Dean	10.2	18.4
	CBS	Perry Mason	19.2	34.6
	NBC	Dr. Kildare	20.8	37.5
9:30	ABC	Jimmy Dean	8.2	14.2
	CBS	Perry Mason	24.5	42.5
	NBC	Hazel	19.7	34.2
10:00	ABC	Caesar	6.8	14.3
	CBS	Nurses	16.4	34.3
	NBC	Perry Como	20.9	43.8
10:30	ABC	Local	5.6	11.6
	CBS	Nurses	17.8	37.0
	NBC	Perry Como	20.9	43.6

Science fiction pilot set

NBC-TV is to announce today (Oct. 7) that it will produce, through NBC Productions, Hollywood, new pilot, *I.S.D.*, as proposed one-hour science fiction series. Production will begin week of Oct. 21 on concept created by Robert Barbash. Show will be filmed at Paramount Studios.

RAB rating 'deadline' panned by McGannon

Radio Advertising Bureau's "deadline" for action by National Association of Broadcasters on RAB's radio audience methodology study plans (see page 72) drew sharp response Friday (Oct. 4) from Donald H. McGannon of Westinghouse Broadcasting, chairman of NAB research committee and NAB Rating Council.

Mr. McGannon said he'd been informed RAB President Edmund Bunker had put "some form of strict deadline on the NAB and its research committee." He continued: "If Mr. Bunker wants to go forward, God speed him. If on the other hand he wants the cooperation of NAB and also its financial support, he will have to wait until such time as those of our members who are skilled in this field of statistical research can reach the conclusion that this is a sound plan and one that, when completed, will be likely to form the basis of a measurement service that broadcasters, agencies and advertisers can economically sustain."

Earlier, Mr. Bunker had asked LeRoy Collins, NAB president, to be ready with answer by Thursday Oct. 10, when meeting of RAB-NAB liaison committee is scheduled. RAB wants NAB to chip in \$75,000 toward \$200,000 study RAB plans.

Collins gets sympathetic ear of radio code board

Radio code board of National Association of Broadcasters proved Friday (Oct. 4) to be sympathetic audience for broad goals put forth by NAB President LeRoy Collins. Agreement with Governor Collins's proposal by radio board was in direct contrast to views of TV code board members earlier in week (see page 68).

Radio board, under Chairman Cliff Gill of KEZY Anaheim, Calif., "agreed in principle with the general goals" for code of NAB president. Time standards subcommittee of board will meet Dec. 6 to consider definite proposals on amending controversial commercial provisions and report to next full board meeting Jan. 9, 1964.

Board praised retiring Code Authority Director Robert Swezey for his "highly competent and valuable service" the past two years and unanimously urged Governor Collins to name another practical broadcaster as new director.

Monitoring of radio code subscribers is at all time high with 46% of 1,800 members checked during past six months. During same period, 20 stations resigned from code for noncompliance with time standards or product acceptance rules.



Walter Reade / Sterling, Inc. presents
a new concept in television programming

NEW because it extends to television the astonishing success that mature film entertainment has been achieving in the nation's theatres.

NEW because every Cinema 70 feature has been measured, proven and selected by the yardstick of *top box office performance* and international critical acclaim.

NEW because Cinema 70 is a *consistent* package of current film classics, undiluted by the inferior feature which, unsuccessful in theatrical release, often has been hastily sold to television.

cinema 70 means award winning quality

If one were trying to draw comparisons between Cinema 70 and other feature packages offered to television, a striking point would be the tremendous critical acclaim granted virtually every feature in the Cinema 70 group. It can be said without exaggeration that many of the Cinema 70 features are among the most highly praised films ever made, anywhere, at any time. Here are just a few of these—and something about their reputations.



Laurence Harvey, Simone Signoret—
"Room at the Top"



Horst Buchholz
Hayley Mills—"Tiger Bay"



Sir Laurence Olivier—
"The Entertainer"



"Ballad of a Soldier"

cinema 70

means great stars
great directors
great stories

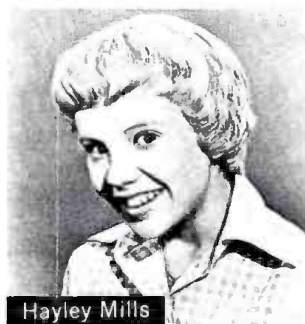
Choose a director of extraordinary genius. For stars, give him the world's most accomplished actors and actresses. Let him work from great scripts prepared by outstanding literary talent.



Anna Magnani



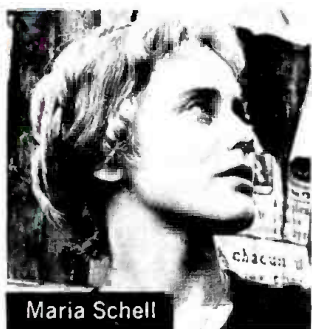
Fernandel



Hayley Mills



Laurence Harvey



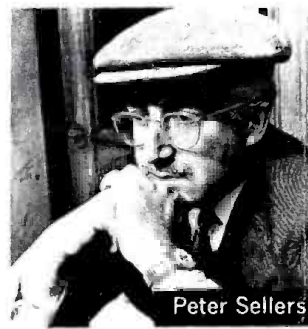
Maria Schell



Alastair Sim



Julie Harris



Peter Sellers



Peter Ustinov



Such great directorial and literary talent as:
J. Lee Thompson • Jack Clayton • Sidney Lumet
• Rene Clement • Roberto Rossellini • Jean
Renoir • Federico Fellini • Vittorio de Sica •
Robert Bresson • Preston Sturges • Tony Rich-
ardson • Arthur Miller • James Thurber • John
Osborne.

ci

"Best Actress" & "Best Screenplay"
"Best Picture of the Year"

Award: "Best Foreign Picture"
"Best Picture of the Year"
Cannes, Berlin, Tokyo Film Festivals

Including "Best Foreign Picture"
Award: "Best Foreign Film of the Year"
Cannes Film Festival

VERE"

Award: "Best Screenplay"
—Venice & San Francisco Festivals

Award: "Best Actor"
"drama!"—N. Y. Times
"superb!"—N. Y. Herald Tribune

ND SUNDAY MORNING"

Awards, including "Best Picture"
National Film Festival Awards

ER"

Cannes Film Festival
San Francisco Film Festival

"... a masterpiece!"—N. Y. Herald Tribune
"Movingly acted . . . masterfully directed . . .
giving sweat to stone foreheads!"—Time Magazine

Awards: "Best Film"
San Francisco and Edinburgh Festivals

Award: "Best Film of the Year"
Award: "Best Direction"

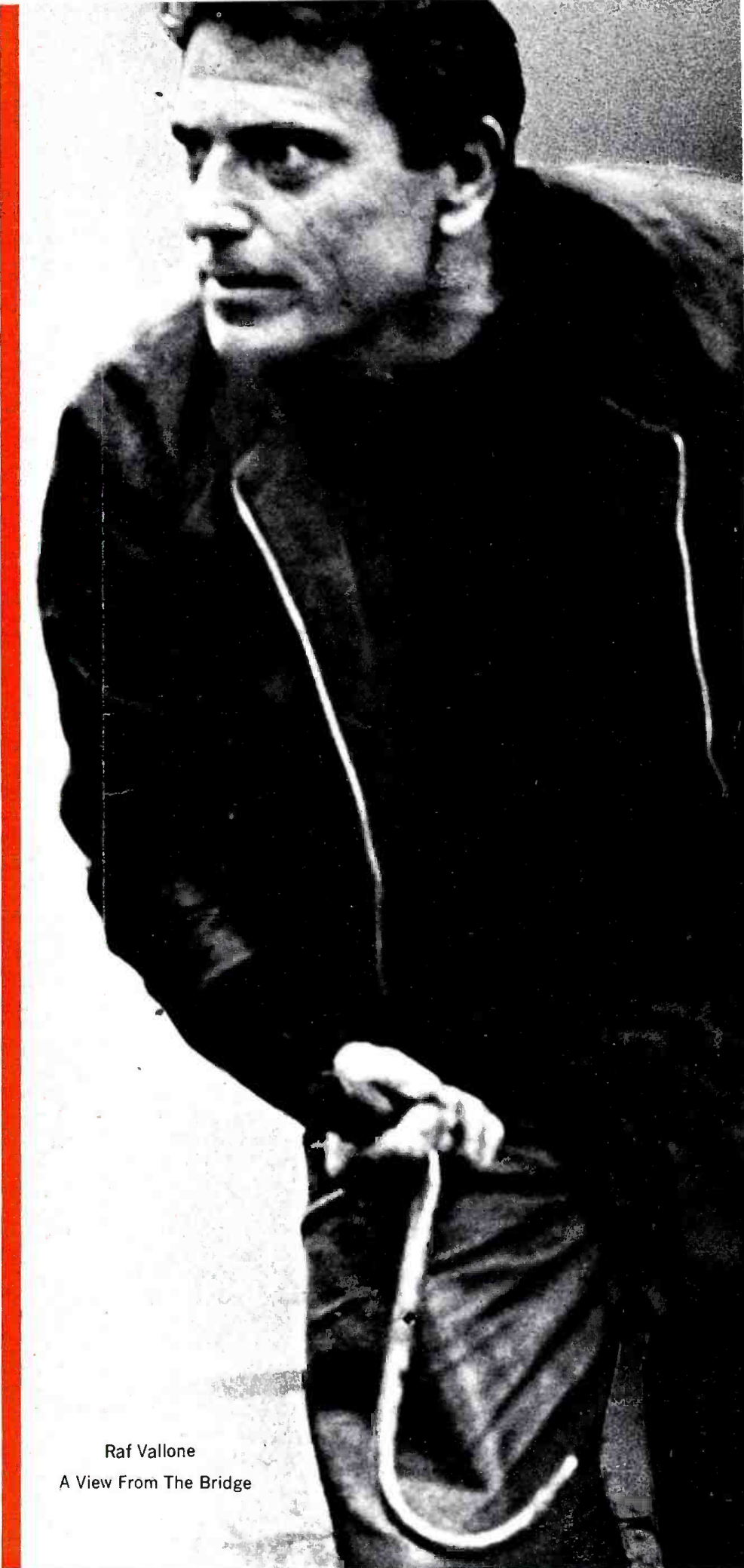
AI"

Award: "Best Film"
—N. Y. Film Critics
"... exciting!"—N. Y. News

Award: "Best Actor"
"Big things ever put
in Review"

BRIDGE"

"Best picture!"—N. Y. Post
"... a superb shocker of
the year!"—N. Y. News



Raf Vallone
A View From The Bridge



"ROOM AT THE TOP"

Two Academy Awards: ' British Academy Award:

"GERVAISE"

New York Film Critics A British Academy Award: First Prize Winner—Veni

"GATE OF HELL"

Two Academy Awards, i New York Film Critics A Grand Prize Winner—Ca

"GENERAL DELLA RO

"Best Picture of the Year Academy Award Nomina

"THE MARK"

Academy Award nomina "Poignantly, meaningful "Generates dramatic po

"SATURDAY NIGHT A

Three British Academy : Four Argentine Internati

"BALLAD OF A SOLDI

Double Prize Winner—C Grand Prize—San Franc

"TIGER BAY"

"Superior suspense film "Superb!"—N. Y. Times enough suspense to brir

"PATHER PANCHALI"

Grand Prize—Cannes Fil Best Film—Stratford, Sa

"A MAN ESCAPED"

French Film Academy A Cannes Film Festival Aw

"THE SEVEN SAMURA

Winner—Venice Film Fe "One of the Year's Best" "Four Stars . . . Terrific

"THE ENTERTAINER"

Academy Award Nomina "One of the most excitir on celluloid!"—Saturday "A Masterpiece!"—Time

"A VIEW FROM THE E

"This is a great motion "Four Stars . . . Electrify stunning voltage!"—N. '



nema 70
includes

A VIEW FROM THE BRIDGE "This is a great motion picture!"—N. Y. Post
THE ENTERTAINER "One of the most exciting things ever put on celluloid!"—Saturday Review

GATE OF HELL Winner of two Academy Awards

BALLAD OF A SOLDIER "One of the great ones!"—N. Y. Post

THE SEVEN SAMURAI "****Four Stars! Terrifically exciting!"—N. Y. News

PATHER PANCHALI "A major work of art!"—Time

GENERAL DELLA ROVERE "One of the year's best films!"—N. Y. Times

IT HAPPENED IN BROAD DAYLIGHT "A first-rate thriller!"—The New Yorker

TIGER BAY "A masterpiece!"—N. Y. Herald Tribune

GERVAISE "A truly great picture!"—N. Y. Post

SATURDAY NIGHT & SUNDAY MORNING "Brilliant, absolutely staggering!"—N. Y. Times

THE MARK "A fine picture, I salute it!"—The New Yorker

THE AWAKENING "****Four Stars!"—N. Y. News

MAKE MINE MINK "A jolly good show indeed!"—Time

THE MAN UPSTAIRS "A suspenseful, thrilling film!"—N. Y. News

BATTLE OF THE SEXES "A maximum of wit!"—N. Y. Times

THE APARAJITO "A great work of art!"—N. Y. Post

ESPRESSO BONGO "Best movie of the year!"—N. Y. Mirror

THE WORLD OF APU "A great film, a classic in our time!"—N. Y. Herald Tribune

SCHOOL FOR SCOUNDRELS "One of the funniest of all!"—Saturday Review

A MAN ESCAPED "Wonderful thriller, perhaps the film of the decade!"—Manchester Guardian

THE FRENCH THEY ARE A FUNNY RACE "Best news of the year!"—Saturday Review

THE LAST TEN DAYS "Gripping, astonishing, well worth seeing!"—Cue Magazine

SCOTT OF THE ANTARCTIC A Royal Command Performance Film

ROOM AT THE TOP "Superb drama!"—Newsweek; Winner of two Academy Awards



Walter Reade/Sterling, Inc

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DATEBOOK

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

*Indicates first or revised listing

OCTOBER

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—Radio Advertising Bureau management conference at the Town House motor hotel, Omaha.

Oct. 7-9—Annual fall meeting of the Kentucky 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—Broadcast Advertising Club of Chicago luncheon, 12 noon. Speaker is Donald H. McGannon, Westinghouse Broadcasting Co. president-chairman. Sheraton-Chicago.

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—Hollywood Press Club, dinner meeting at the Beverly Wilshire hotel, Beverly Hills, Calif. Paul Adorian, general director of Associated-Rediffusion Ltd., London, will make the main address.

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—Annual fall meeting of UPI Broadcasters of Michigan. Ann Arbor.

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.

Oct. 13-18—Second Advanced Advertising

BROADCASTING, October 7, 1963

P.S.

WOR-TV, New York, showed
"VIEW FROM THE BRIDGE"
as the preceding ad insert
went to press. Results...

"It topped the
6 station market
during prime time!"

"20.2 Nielsen...
28.9% audience share!"



* WOR-TV	20.2	WPIX	10.0
WNBC-TV	13.7	WABC-TV	8.4
WCBS-TV	13.0	WNEW-TV	3.9

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Our salesmen visit our stations.

Station Reps



BOB DORE
ASSOCIATES

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CHICAGO LOS ANGELES SAN FRANCISCO



WHY SALES CLIMB ALONG THE SKYLINE

You're picking a "one-buy" TV market of over 1/4 million homes with General Merchandise sales as big as the 36th metropolitan area.



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KOOK Billings / KFBG Great Falls / KXLF Butte
KID Idaho Falls / KMVT Twin Falls

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. 13-18—Society of Motion Picture and Television Engineers' 94th conference. Hotel Somerset, Boston.

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—Start of NAB fall conferences. See full list, page 20.

Oct. 14-15—Radio Advertising Bureau management conference at The Executive Inn, Detroit.

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

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—Pulse "Man of the Year" luncheon, honoring John Kluge, president of Metromedia. Plaza hotel, New York.

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 teen-age music discussed by Richard Costing.

Oct. 22-23—Midwest Educational Broadcast Music Directors conference, Indiana University, Bloomington.

Oct. 23—Second radio programming seminar under auspices of Mark Century Corp., New

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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Street, N.W., Washington, D. C. ZIP code
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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter* in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

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educational television:



help for busy teachers hope for crowded classrooms

Today, education in America faces a severe challenge. An accelerating world requires new and broader curriculums. An expanding population begs for more teachers, more classrooms.

Many communities have turned to Educational Television as an imaginative way to expand course subjects, to bring more effective teaching techniques into the classrooms without sacrificing personalized instruction.

Because of our long experience in the research and development of telephone, television, and defense communications networks, it was natural that the Bell System was called on to develop facilities for one of the first ETV networks in the country, in Hagerstown, Maryland.

We have since helped pioneer the first state-wide, closed circuit Educational Television system, in South Carolina.

In doing this, we have developed a transmission service that provides several channels of instruction. It is low in cost and makes use of the service and maintenance facilities of local Bell Telephone Companies in communities of any size.

Helping communities like yours find the answer to better learning through Educational Television is just one more way of putting Bell System research and skills to work serving you and your family.



BELL TELEPHONE SYSTEM

Owned by more than two million Americans

York. Panel members include John Thayer, WHK Cleveland; Joe Somerset, Capital Cities Broadcasting Co.; Frank Gay, D'Arcy Advertising; Robert Eastman, Robert Eastman Co., and Mitch Leigh, Music Makers Inc. Cottage Room, Hampshire House, New York.

Oct. 24—Fourth Armed Forces Television Conference, sponsored by U. S. Air Force, Lowry Air Force Base, Denver. 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. 26—Fall meeting of West Virginia AP Broadcast News Directors. Clarksburg, W. Va.

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;" Warde Ogden, partner in Price Waterhouse & Co., New York, "Broadcasting Accounting — New

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.

Theory and Practices," and FCC Commissioner Robert E. Lee.

Oct. 28-31—Public hearing on S-1666, freedom of information bill, Senate Subcommittee on Administrative Practice and Procedure, room 2228, New House office building, Washington, 10 a.m. each day.

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, Washing-

ton. 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.

NOVEMBER

Nov. 1-2—Oregon Association of Broadcasters convention, Hilton hotel, Portland. Featured speaker will be FCC Commissioner Lee Loevinger.

Nov. 1-2—WSM's Grand Ole Opry 38th anniversary celebration, Nashville.

Nov. 4-5—Central Canadian Broadcasters Association management and engineering convention, Royal York hotel, Toronto.

Nov. 6-7—American Association of Advertising Agencies (AAAA) eastern annual meeting, Waldorf-Astoria, New York.

Nov. 6-9—National convention of Sigma Delta Chi, professional journalistic society, Golden Triangle Motel, Norfolk, Va. Key-note speaker will be Barry Bingham, editor and publisher of the *Louisville Courier-Journal & Times*. Other speakers include Dr. Glenn Seaborg, chairman of the Atomic Energy Commission; Turner Catledge, managing editor of the *New York Times*; Blair Clark, vice president and general manager of CBS News; Palmer Hoyt, publisher of the *Denver Post*; Walter Cronkite, CBS news correspondent; Gardner Cowles, publisher of the *Des Moines Register & Tribune* and *Look Magazine*; and Charles Ferguson, senior editor of *Reader's Digest*.

Nov. 7-8—College Majors Conference, series of seminars for college seniors majoring in broadcasting and advertising, sponsored by International Radio and Television Society, Hotel Roosevelt, New York.

THE FBI STORY

JAMES STEWART

VERA MILES

MURRAY HAMILTON

One of the big ones from
WARNER BROS.

ONE

The latest and greatest selection of feature motion pictures for first-run television

LARRY PENNELL



Nov. 7-9—Annual fall meeting of the Washington State Association of Broadcasters, Ridpath hotel, Spokane.

Nov. 8-10—California Exposition of American Progress (acknowledging the Negro consumer) 12 noon to 10 p.m., Long Beach Sports Arena, Long Beach, Calif.

Nov. 10-12—ACRTF Convention, Quebec City, Canada.

Nov. 10-13—Annual meeting of the Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 16—Annual meeting of UPI Broadcasters of Pennsylvania, Governor's Room, Penn-Harris hotel, Harrisburg.

Nov. 16—Second annual Wyoming Associated Press Broadcast News Clinic, Gladstone hotel, Casper, Wyo.

Nov. 17-20—National Association of Educational Broadcasters national convention, Hotel Schroeder, Milwaukee, Wis. Banquet speaker is FCC Chairman E. William Henry.

Nov. 17-20—Broadcasters Promotion Association annual convention, Jack Tar hotel, San Francisco. Joseph P. Constantino, KTVU(TV) Oakland-San Francisco, is convention general chairman.

Nov. 19-21—Television Bureau of Advertising holds its annual membership meeting, Sheraton-Blackstone hotel, Chicago.

Nov. 20—American Association of Advertising Agencies (AAAA) east-central region meeting, Statler Hilton, Cleveland.

Nov. 22—National Academy of Television Arts and Sciences, New York chapter, holds "Close-Up" dinner and show lampooning comedian Jackie Gleason, Hilton hotel, New York.

Nov. 22-23—Combined meeting of Wisconsin Associated Press newspaper and broadcasting members, Milwaukee.

*Nov. 29-Dec. 1—Annual convention of the National Association of Radio and TV Farm Directors, Chicago.

DECEMBER

Dec. 3-5—Winter conference of Electronic Industries Association, Statler-Hilton hotel, Los Angeles.

Dec. 5-6—Fourteenth conference of the Professional Technical Group on Vehicular Communications, Adolphus hotel, Dallas.

Dec. 6—Association of National Advertisers' workshop on planning and evaluation, The Plaza, New York.

JANUARY 1964

Jan. 8—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

Jan. 21-23—National Religious Broadcasters convention, Mayflower hotel, Washington.

Jan. 21-23—Nineteenth annual Georgia Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens.

Jan. 24-26—Mid-winter convention of the Advertising Association of the West, Bakersfield, Calif.

Jan. 24-26—American Women in Radio and Television board of directors meeting, Hilton hotel, New York.

FEBRUARY

*Feb. 3-5—Second annual Electronic Marketing Conference of the Electronic Sales-Marketing Association (ESMA), Barbizon Plaza hotel, New York.

Feb. 5—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. Na-

tional Association of Broadcasters President LeRoy Collins is speaker.

Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

Feb. 8-16—International TV and Equipment Market, Lyons, France.

*Feb. 25—International Broadcasting Awards banquet, 8 p.m., Hollywood Palladium. Presentation of trophies for best commercials on radio and television in any part of the world in 1962.

Feb. 26-28—Ninth Scintillation and Semiconductor Counter Symposium, under the sponsorship of the Institute of Electrical and Electronics Engineers, the Atomic Energy Commission, and the National Bureau of Standards, Hotel Shoreham, Washington. Program committee chairman is W. A. Higinbotham, Brookhaven National Laboratory, Upton, L. I., N. Y. The deadline for abstracts is Dec. 1.

MARCH

March 23-26—International convention of the Institute of Electrical and Electronics Engineers, New York Hilton hotel and New York Coliseum, New York.

APRIL

April 5-8—Annual convention of the National Association of Broadcasters, Conrad Hilton hotel, Chicago.

April 13—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. Robert Moses, president of New York World's Fair 1964-1965 Corp., is speaker.

April 30-May 3—Thirteenth annual convention of the American Women in Radio and Television, Mayo hotel, Tulsa, Okla.



EXCITING



WPIX

**is the
one-station
network**

This year there's a different look ... a different feeling—an exciting new sight and sound of "network" on New York's Prestige Independent.

Seven nights of every week, viewers will see the kind of shows on WPIX/11 that they might expect only from a network. Caliber shows. Unusual shows. Powerful shows. Programming that provides advertisers with impressive support for their important messages.

If your "work-horse" is the 60-second commercial, put it to work where every exciting minute counts—in Prime Time Programming with the Network Look—on WPIX/11, the One Station Network.

WPIX TV/11
THE ONE STATION NETWORK
NEW YORK

*Left to Right:
Sebastian Cabot, "Checkmate" / Dick Powell,
"The Dick Powell Theatre" / Troy Donahue, "Hawaiian
Eye" / Boris Karloff, "Thriller" / Steve Allen, "The
Steve Allen Show" / David Susskind, "Open End" /
Leopold Stokowski, "Great Music" / Paul Burke,
"Naked City".*



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Peters, Griffin, Woodward, Inc.

DON'T
OVERLOOK
THE CENTER...



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VIRGINIA'S NO. 1
TV MARKET *

Financial, transportation, medical, retail and service center for prosperous, growing Western Virginia - that's Roanoke - Best buy in Virginia's No. 1 market - that's WSLs-TV (Roanoke's Pioneer TV Station)

* TELEVISION MAGAZINE

WSLS-TV  ROANOKE, VIRGINIA

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

 **THE KATZ AGENCY, INC.**
National Representatives

OPEN MIKE [®]

'Hogwash'

EDITOR: This is an open letter to your MONDAY MEMO guest, Craig Moodie of Armstrong Cork Co. (BROADCASTING, Sept. 16).

In my estimation, this is hogwash.

Doesn't Mr. Moodie realize that most of his dealers carry a large variety of lines other than his Armstrong line? Doesn't he realize that most of these other manufacturers are also spending money on a national level? How can a dealer pick up the tab 100% for each ad he carries to follow up at a local level? As for the local station getting a group of dealers to split a co-op ad campaign locally, these men are competitors. Why get together to boost the other fellow's business?

If the local follow-up is as important as Mr. Moodie feels it is—and I agree with him that his national advertising dollar is being largely wasted without that local follow-up—then let Mr. Moodie's company do one of two things: increase its ad budget to allow local dealers some co-op money to add to their own on a local level, or sponsor a Danny Kaye only two-thirds of the time so dealers (can be given) some help.—*Cy Newman, president, HD Productions, Bon Air, Va.*

Subscriptions for Congress

EDITOR: The Missouri Broadcasters' Association appreciates the coverage given our delegation's trip to Washington (BROADCASTING, Sept. 16). Since your magazine is by far the industry leader... we are wondering how many of the Missouri congressmen and senators subscribe to it. We want to purchase subscriptions for all those who do not take BROADCASTING.—*Don C. Dailey, president, Missouri Broadcasters' Association.*

The last word?


EDITOR: I regret that I was not explicit enough in my letter (BROADCASTING, Sept. 16) so as to obviate the necessity of the letter from Mr. Rosenblatt (BROADCASTING, Sept. 23).

To clarify my position, I was referring specifically to the material from Sears. And I was also referring in general to the proliferation of "news releases," "public service announcements" and "new product information" which radio stations get from commercial enterprises.

This commercial material, regardless of source, should not be broadcast unless it is paid for. We carry enough legitimate public service without using the commercial material for free.—*Robert T. McVay, owner, KRSA Salinas, Calif.*

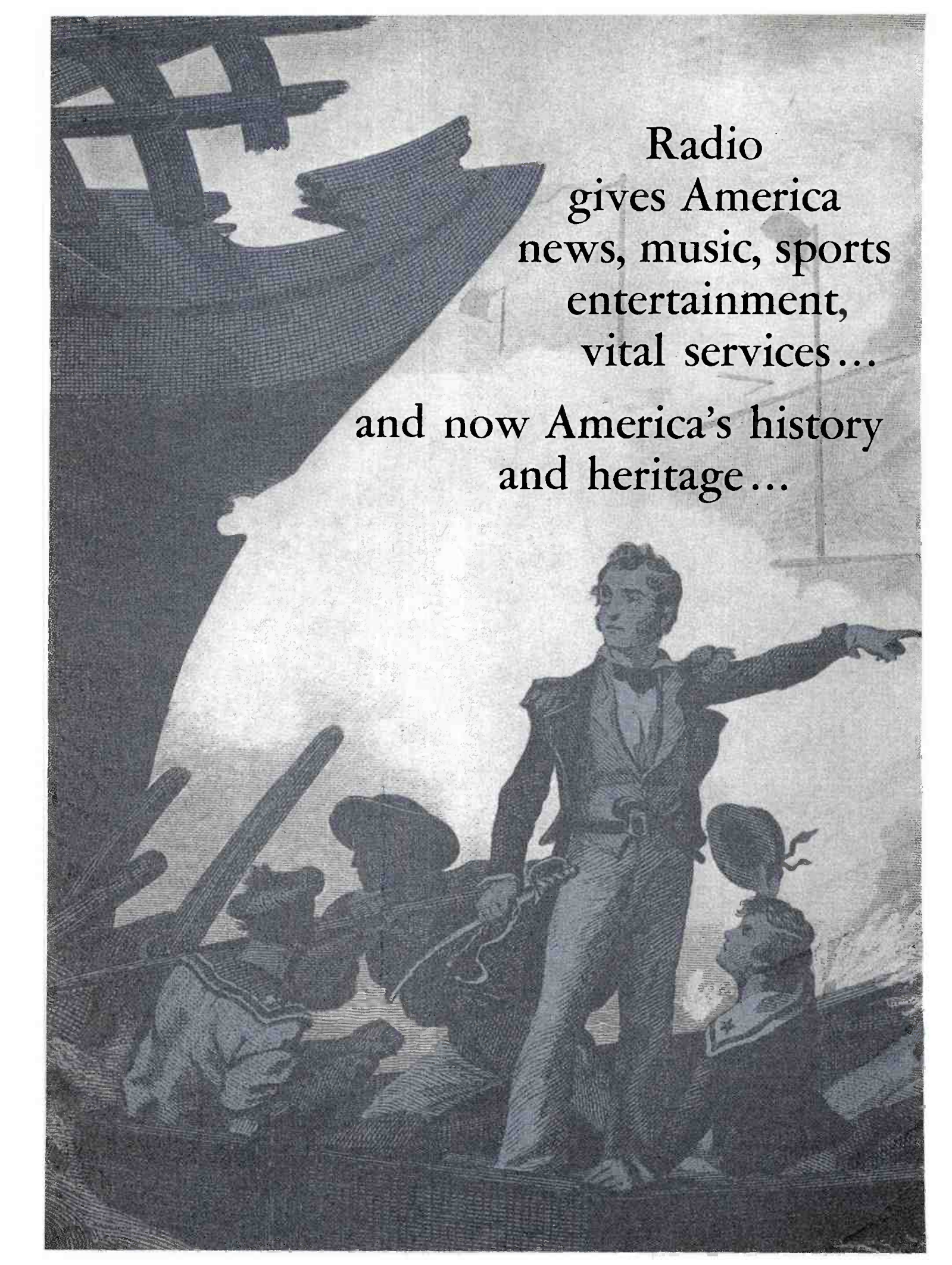


**Here are enough
copies for all
your products...**

Just fill them in and mail to Blair. Tell us who you want to reach, their age, education, etc. Our Bull's Eye Marketing Service will dig into National Survey #1 and come up with an audience tailor-made to your needs. Find out how well America's most influential group of radio stations, the Blair Group Plan, can work for you.  **THE BLAIR GROUP PLAN**

P. S. If your pen point isn't sharp enough, drop us a line. We'll send you as many big versions as you need.

Contact the nearest Blair office: New York—717 Fifth Avenue, New York 22, New York; Chicago—645 North Michigan Avenue, Chicago 11, Illinois; Atlanta—1375 Peachtree St., N.E., Atlanta 9, Georgia; Boston—118 Newbury Street, Boston 16, Massachusetts; Dallas—3028 Southland Center, Dallas 1, Texas; Detroit—Eleven Boulevard W. Building, 2990 West Grand Boulevard, Detroit 2, Michigan; Los Angeles—3460 Wilshire Blvd., Los Angeles, California; Philadelphia—1617 Pennsylvania Blvd., Philadelphia 3, Pennsylvania; St. Louis—630 Paul Brown Bldg., St. Louis 1, Missouri; San Francisco—155 Sansome St., San Francisco 4, Calif.



Radio
gives America
news, music, sports
entertainment,
vital services...

and now America's history
and heritage...

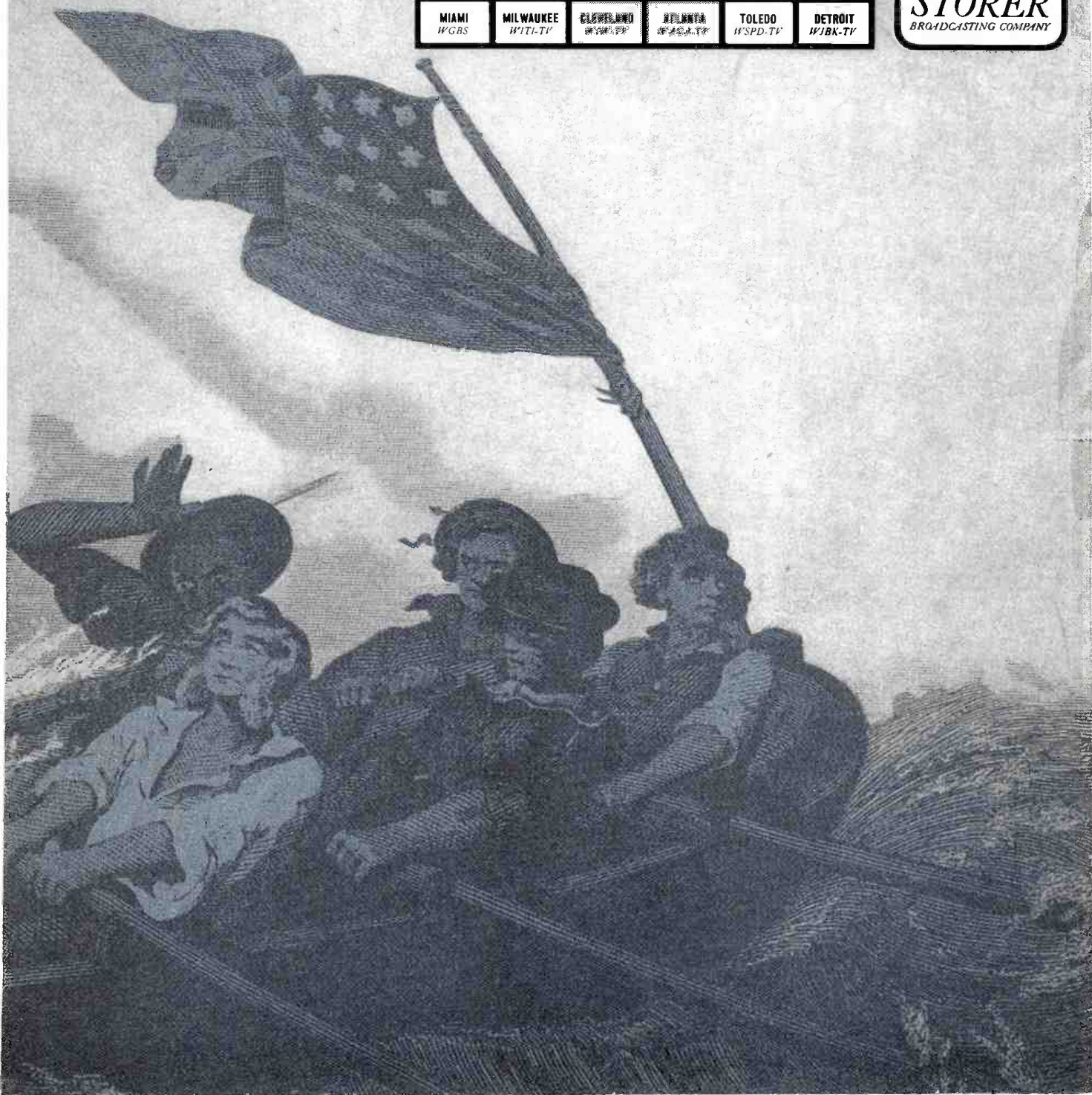
■ Americans want to know about their country's history. So the Storer Broadcasting Company has produced **American History V**, a stimulating, authoritative radio series that traces our nation's chronicle from Plymouth Rock to foreign aid in 65 fascinating five-minute programs. Dr. Russell Caldwell, Associate Professor of History, University of Southern California, is writer/narrator for **American History V**. It's available now for your station.

■ Your station also can feature series four of **Voices of Freedom**—15 new and inspiring one-minute messages on American ideals voiced by outstanding personalities and public figures. More than 500 stations have carried the first three series of these capsule talks, produced by Storer in cooperation with the **Freedom's Foundation** at Valley Forge.

■ Give freedom a share of your day's programming. For the 65-segment **American History V**, send \$30.00 to cover mailing, tapes and dubbing. Write KGBS-Radio, 338 S. Western Avenue, Los Angeles 5, California.

For series four of **Voices of Freedom** send a \$2.00 deposit to WIBG-Radio, Suburban Station Building, 1617 Pennsylvania Blvd., Philadelphia 3, Pennsylvania.

LOS ANGELES KGBS	PHILADELPHIA WIRG	CLEVELAND WJW	NEW YORK WJN	TOLEDO WSPD	DETROIT WJIK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WVUE-TV	PHILADELPHIA WIP-TV	TOLEDO WSPD-TV	DETROIT WJIK-TV



A program of general appeal for specialized audience

Since the Southern California plumbing industry promotion fund came into being on July 1, 1960, the Plumbing Industry Progress and Education fund (PIPE) campaigns have made effective use of broadcast communications media and one first-of-its-kind program has been created in the process.

The selected agency determined that the initial phase objectives were: (a) establishment of a recognition symbol; (b) educating the public to the advantages of calling in a PIPE contractor, plumber or pipefitter for needed work. The agency staff created the now-familiar PIPE trademark emblem, to identify participating members as craftsmen of higher skills for performing quality work. The emblem was translated into journeymen's badges, decals for contractor vehicles, stationery and jobsite displays.

TV to Start ■ Television, obviously, was the outstanding vehicle for establishing visual recognition of the PIPE trademark and promoting a coupling of the symbol with extra-quality craftsmanship in the public mind. Four television commercials were created in this first phase. The number one spot was devoted entirely to the emblem. The second put across the demanding training program for journeymen plumbers qualified to wear the PIPE badge. A third commercial showed specific examples of work performed by PIPE plumbers and pipefitters—from million-dollar research piping assemblies in missile plants to a simple leaky faucet repair. The fourth explained the formation of PIPE as a cooperative effort to improve quality standards in plumbing and by indirection established confidence in the PIPE craftsmen. The initial PIPE campaign used news programs on five Southern California television stations on a five-times weekly basis.

Then Radio ■ When the PIPE emblem was "fixed" via the television programs in the first year, it was determined that the campaign could be supplemented by wide use of radio. Three radio spots were produced to sell home modernization jobs and industrial-commercial maintenance plans for the industry. These second-year radio spots expanded the PIPE "reach" and multiplied the effectiveness of the program. Throughout the first three years, television news programs were the foundation of the campaign, although billboards were keyed in to underline special themes.

A bright and breezy singing commercial, created experimentally for the PIPE radio programs, proved so effective

that a new animated commercial was developed for television to exploit this singing spot. In this period, the commercials moved into "item" selling of specific appliance fixtures and services—water heaters, garbage disposers, bathroom remodeling and the like. The nine counties of Southern California within the PIPE jurisdiction were blanketed by the purchase of time on five TV stations.

Internal Selling Job ■ One of the age-old problems in the whole construction industry has been lack of standardized job specifications, which results in contract misunderstandings and losses estimated in the millions over the United States. As part of its industry promotion program, the PIPE technical division undertook the pioneering task of developing standard specifications for plumbing, heating, cooling and industrial process piping.

It was obvious that one of the client's main needs at this point was gaining acceptance of these standard specifications by other segments of the industry. The agency developed an all-out campaign of reaching the key elements in the building industry through personal contact by field representatives. Trade advertising was also used extensively.

Radio, Again ■ But the need for a more effective job in creating industry acceptance of the standard specifications remained. The agency came up with the idea of a construction news program on radio, in such a format as to have general interest, but containing real "meat" news of bids, contract awards and similar information for the construction industry. No such program had ever been attempted, so far as could be determined, and the agency almost immediately ran into the "it can't be done" problem. But the idea

survived.

In Southern California, *Daily Construction Reports*, is a prime source of news for construction people. The agency entered into a contract with its publishers for exclusive broadcast rights to highlight portions of the voluminous building report. (The paper receives a daily plug on the program.) One of the agency writers checks in at the paper while the reporters are preparing next day's edition. From their carbons, he prepares the nightly broadcast, relayed by teletype to the stations. To increase local impact in specific areas, the agency created localized weekly construction news programs, broadcast on Saturday mornings in 11 cities outside the Los Angeles metropolitan area.

Although based entirely on the day's building reports and aimed primarily at architects, contractors and executives in the trade, the program stresses the importance of the multi-million dollar construction industry to the general economy. Reports over the nine counties indicate it is having its hoped-for effect, in reaching the construction industry groups with PIPE's "intramural" messages such as standard specifications. The goodwill generated by the institutional character of the program among the general public is an unexpected public relations dividend.

A New Broadcast Theory ■ PIPE is extending its use of media in view of the record of effectiveness to date. The radio programing has lately been augmented by spot announcements on 40 radio stations, a campaign that began in midsummer. That radio-television is invaluable in a program like PIPE is not news at this late date, but that a program of general appeal can be designed for a specific audience may open up some possibilities for future brainstorming.



Gordon Gelfond, vice president of David Olen Advertising, Los Angeles, has been with the agency since April 1959. He has worked continuously on the PIPE account since its inception and has been responsible for most of the media buying. Prior to joining David Olen Advertising, he was with Nelson Advertising Agency and Gordon Gelfond Advertising, all of Los Angeles. Mr. Gelfond was graduated from UCLA in 1951. He is married and has two sons.



It Takes RPM To Move The Goods!

Ratings ...

Programming ...

Merchandising ...



... the three-way push that moves
the goods over WELI's RPM Radio!
Depend on BIG-Buy WELI to
deliver the rich, New Haven-centered
market!

National Sales: H-R Representatives,
Inc.; Boston: Eckels & Co.

WELI 5000
WATTS / THE SOUND OF NEW HAVEN / 960 K.C.





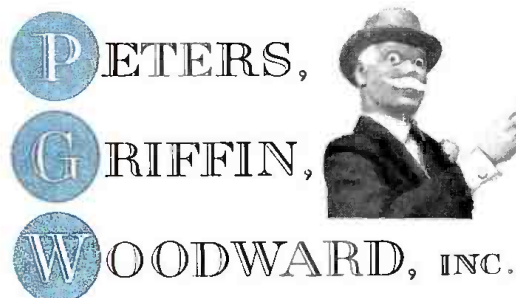
A PICTURE OF GOOD SELLING

Oil moves the finished products and raw materials that salesmen sell, and when trains, trucks, planes, ships and factories call for fuel—and more fuel—THAT is a sign of good business... a sign of good selling.

Good selling has never been so important to so many Americans as it is today...but America has never had a salesman quite like television...spot television.

The television stations represented by Peters, Griffin, Woodward are welcomed regularly into MILLIONS of American homes where they spend more than 5 hours each day entertaining, informing and selling...selling by demonstrating and displaying the goods and services that keep our economy rolling.

In SPOT TELEVISION the advertiser can specify the number, the timing and the type of his television salescalls in EVERY market...and THAT is good selling!



Pioneer Station Representatives Since 1932

NEW YORK / CHICAGO / DETROIT / PHILADELPHIA
ATLANTA / MINNEAPOLIS / DALLAS-FORT WORTH
ST. LOUIS / LOS ANGELES / SAN FRANCISCO



REPRESENTS THESE TELEVISION STATIONS:

EAST-SOUTHEAST

WAST	Albany-Schenectady-Troy	ABC
WWJ-TV	Detroit	NBC
WZZM-TV	Grand Rapids-Kalamazoo-Muskegon	ABC
WPIX	New York	IND
WSTW-TV	Steubenville-Wheeling	CBS-ABC
WNYS-TV	Syracuse	ABC
.....		
WCSC-TV	Charleston, S.C.	CBS
WIS-TV	Columbia, S.C.	NBC
WLOS-TV	Greenville, Asheville, Spartanburg	ABC
WFGA-TV	Jacksonville	NBC
WTVJ	Miami	CBS
WSFA-TV	Montgomery	NBC-ABC
WSIX-TV	Nashville	ABC
WDBJ-TV	Roanoke	CBS
WSJS-TV	Winston-Salem - Greensboro	NBC

MIDWEST-SOUTHWEST

WCIA-TV	Champaign-Urbana	CBS
WOC-TV	Davenport-Rock Island	NBC
WHO-TV	Des Moines	NBC
WDSM-TV	Duluth-Superior	NBC
WDAY-TV	Fargo	NBC
WISC-TV	Madison, Wisc.	CBS
WCCO-TV	Minneapolis-St. Paul	CBS
WMBD-TV	Peoria	CBS
KPLR-TV	St. Louis	IND
.....		
KFDM-TV	Beaumont	CBS
KRIS-TV	Corpus Christi	NBC
WBAP-TV	Fort Worth-Dallas	NBC
KENS-TV	San Antonio	CBS

MOUNTAIN AND WEST

KVOS-TV	Bellingham (Vancouver-Victoria)	CBS
KBOI-TV	Boise	CBS
KBTW	Denver	ABC
KGMB-TV	Honolulu	CBS
KMAU-KHBC-TV	Hawaii	
KTLA	Los Angeles	IND
KSL-TV	Salt Lake City	CBS
KRON-TV	San Francisco	NBC
KIRO-TV	Seattle-Tacoma	CBS



CG can get you rolling in Indiana. If you want it to drive your auto sales faster, give a honk to ATS.

IN TV: WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne
RADIO: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne
NEWSPAPERS: *The Elkhart Truth* (Eve.); *The Mishawaka Times* (Morn.)



John F. Dille, Jr., *President*



NETWORK RADIO SALES: \$50 MILLION

- Experts agree totals of four will be near that mark this year
- Three networks expect profit, fourth near break-even point
- Are spot sales suffering? Salesmen argue the question

Network radio, which less than a decade ago was held together more by fear than by hope, appeared last week to have a firm grip on what then seemed completely out of reach—not only survival, but profitability.

A canvass of the four national radio networks showed that gradually accelerating sales over the past three years, combined with complete overhauls of their respective operations, have brought them to the point where three expect to show a distinct profit this year.

The fourth, ABC Radio, reported business gains to match or exceed those of its rivals, and some sources—non-ABC—speculated that red ink, to the extent that it still exists, may stem as much from the caprices of bookkeeping as from strict operating imbalances.

Sales \$50 Million ■ The consensus of authorities was that total radio network time sales this year may reach \$50 million—not a lot when compared to the \$134 million in sunlit 1948 and only a fraction of network television's \$520.2 million last year, but still 25% above network radio's estimate for 1962.

Individually, some experts thought the total would fall short of \$50 million, while others thought it would ex-

ceed that mark. The comparable figures for 1962 have not yet been made public by FCC, but they are expected by most observers to total about \$40 million. BROADCASTING estimated last February that they would come to \$39.4 million, or almost 10% higher than the FCC figure for 1961 (BROADCASTING, Feb. 18).

The four networks' estimates of their respective sales gains, 1963 over 1962, average about 30%.

ABC Radio officials say their sales in the first half of this year were up 24% from the same period a year ago and for the full year will run about 32% ahead. CBS Radio authorities say their first half was up 37% and that sales going into the final quarter are 47% ahead of the full year 1962. Mutual puts its current position 27% above this time a year ago and says the year ought to be up by 20 to 30%. NBC Radio says its first-half business was up 10%, its third quarter up 17% and its full year should exceed 1962 by about 15%.

Is Spot Suffering? ■ There are, as there always have been, complaints by spot radio salesmen that network's gains were acquired at the expense of spot radio. "We just can't compete with the

cheap prices the networks offer," is a common protest by spot salesmen. "We're trying to sell time while the networks give it away" is another.

The number of spot accounts that have defected to network—wholly or partly—is long and tends to get longer, they assert. DuPont antifreeze and Fisher Body are two cited as having switched completely from spot to network.

The complaint is not unanimous among spot salesmen, however. At least some report—but ask that their names not be used—that dollar defections have not figured significantly in network radio's recent climb.

The networks, of course, deny that they're sharpshooting spot accounts. The standard answer of William K. McDaniel, executive vice president in charge of NBC Radio, for instance, is that the spot salesmen's complaints are out of date. "If all four networks were completely sold out at card rates," he asserts, "this would amount to less than 5% of all the dollars that are spent in radio."

Business Booming ■ Wherever network radio's business comes from, nobody denies that it's been coming fast and heavy, at least by late-1950 stand-



Mr. Pauley



Mr. Hayes



Mr. Hurleigh



Mr. McDaniel

Heads of the four radio networks agreed on the improvement in business last week and attributed it to the inherent value of the medium. ABC Radio President Robert Pauley pointed out that there's "been a swing-back to the recognition of radio's

values." Arthur Hull Hayes, CBS Radio president, said the same thing in different language—"we're back in vogue again." Mutual President Robert Hurleigh pointed out to a group of agency executives that radio is the only medium that can reach an audi-

ence in motion. William K. McDaniel, executive vice president in charge of NBC Radio, told spot radio critics that if all four networks were completely sold out at card rates it "would amount to less than 5% of all the dollars that are spent in radio."

Affiliates bask in good-business glow

CBS RADIO 80-90% SOLD OUT; PAYMENTS WILL DOUBLE ESTIMATE

In an atmosphere reminiscent of pre-television network radio conventions, the CBS Radio affiliates held their annual meeting last week and got glowing reports on the immediate past, the present and the future of their network and of their prospects as affiliates.

It was without doubt the happiest of the 10 annual conventions held thus far by the CBS Radio Affiliates Association. It was also the biggest turnout of CBS radio affiliates in history—296 representatives of 133 of the 222 affiliated stations.

▪ Arthur Hull Hayes, president of the CBS Radio division, got the meeting off on a pleasing note by advising the affiliates that, thanks to a strong sales surge, their total payments from the network this year will be more than double what was estimated when the new payment plan was announced a year ago.

▪ The stations were told that network time has been 80% sold out since March, on the average, and that in some weeks it has been more than 90% sold out. Officials said privately that sales—with three months to go—are 47% higher than total sales in 1962. The network, which has verged on black ink for the last couple of years, will definitely operate at a profit for 1963 (see page 33).

▪ A new sales presentation, aimed at “dispelling outmoded concepts of radio as an advertising medium,” was unveiled and appeared to generate unusually warm enthusiasm among the affiliates.

▪ The affiliates were given an economic analysis to warm the cockles of any advertising salesman's heart: that a \$2 billion, or 15%, increase in advertising expenditures may be needed in 1964-65 to push living standards up to where they ought to be, and that the 1963 advertising level of \$13 billion may need to reach \$29 billion a year by 1974.

The convention, held Tuesday and Wednesday in New York, also was told by CBS President Frank Stanton that broadcasters must use—but not abuse—the right to editorialize (see

page 84), and heard CBS News President Richard S. Salant attack “checkbook journalism,” or what he called the growing practice of buying exclusive rights to hard-news stories (page 84).

“Today we look back on a year of unprecedented success and ahead to a future that seems very rosy,” Mr. Hayes said in his keynote report. He attributed the gains in large measure to years of experimentation in the development of “a network product that does what network radio can do better than any other medium—move information to the public with unbeatable speed and accuracy and provide intimate, warm personality entertainment for the housewife in the morning hours.”

He said radio has been and still is underpriced, and that despite the CBS Radio network's recently announced general rate increase (BROADCASTING, Sept. 9), “none of us are receiving a commensurate rate of return for what we offer.”

Mr. Hayes cautioned, however, that although the recent increase won't be the last, “as we raise our rates we must give full value, continually experiment with our programs, be open for new ideas.” Stations, too, must continue to improve their local programming in order to continue expanding radio's values and its audiences, he asserted.

Sales Surge ▪ In his address, according to reports from the closed meeting, Mr. Hayes also stressed the continuing surge of network sales by noting that payments to the affiliates in the second half of this year will be 137% higher than originally estimated for this period.

He anticipated questions about the effect that CBS Radio's increased lineup of affiliates might have on individual station payments. The network currently has 222 affiliates, as against 204 a year ago and 213 in 1960. Mr. Hayes assured the affiliates that the longer lineup would not impinge on payments, which are based on “CSUs” — commercial sponsor units—sold and carried.

He also anticipated another ques-

tion that reportedly was discussed further by affiliates in their private session, when no network officials were present: whether overcommercialization is involved in the use of three commercials on 10-minute newscasts. Mr. Hayes reportedly told the affiliates that, in the opinion of authorities, the commercial pattern does not exceed code limits.

One network proposal that officials had hoped to bring to a decision by convention time was a suggestion that the affiliates clear an additional 95 minutes a week for network sale. The proposal, reportedly developed in cooperation with several affiliates, was submitted in a letter a few weeks ago.

Not Enough Answers ▪ But, Mr. Hayes reported, according to participants in the meeting, that only half of the affiliates had replied, and that although almost 80% of these approved the plan and less than 5% specifically opposed it, the network did not propose to act without more complete returns. He urged the stations to submit their answers, one way or the other.

The plan would increase some five-minute newscasts to 10 minutes, add another 10 minutes of news Monday through Friday, add a review of the week's news on Saturday and reclassify the Alexander Kendrick news report as network time. The appeal to affiliates is that, if sold, the extra network time would increase their network compensation.

The general economic analysis, coupled with an admonition to “stop underestimating your sales potentials,” was presented by Arno H. Johnson, vice president and senior economist of J. Walter Thompson Co., New York.

New Money ▪ To utilize the increased productivity and growth of the labor force, Mr. Johnson said, “over \$220 billion must be added to personal consumption in the United States in the next decade (from \$370 billion in 1963 to over \$590 billion by 1974, a 60% increase), and some \$55 billion must be added to private investment for new plant and equip-

ards. Even the most ardent critics of network commercial practices concede the resurgence has developed into one of broadcasting's biggest comeback stories.

The current pace of business looks

doubly remarkable against the background of the middle and late 1950's. With TV's soaring rise, network radio business was sliding so fast, and had already slid so far, that there was open speculation over whether any network

would survive.

They still don't like to admit it, but it was widely believed that if one network would take the initiative and close down, at least some of the others would quickly—and gladly—follow suit, but

ment, construction and industrial goods.

This means that selling and advertising will be forced to play an increasingly important role."

What the challenge amounts to, he said, is adding in the next 10 years "the equivalent of 35% more than the entire growth in consumption in the 320 years from the landing of the Mayflower at Plymouth in 1620 to the best prewar year of 1940." The consumer, he said, is "the real key to economic growth," and selling and advertising are "the educational and catalytic force to



E. K. Hartenbower (l), retiring chairman of the board of the CBS Radio Affiliates Association and Dr. Frank Stanton, CBS president, heard reports that network sales to date are 47% higher than total sales were in 1962. Dr. Stanton told stations they should "use but not abuse" their right to editorialize.

change latent needs into insistent desires."

Mr. Johnson said the immediate problem is not lack of purchasing power but "lack of confidence and lack of insistent demand."

SRO Presentation ■ CBS Radio's new presentation, "SRO-1964," got a warm reception from the affiliates although officials made clear it is not in finished form. The "SRO" is an acronym for Standard Ritual Opposition—a group of "illusions" that the presentation answers.

These illusions include the arguments that "television has replaced radio," that "only teen-agers listen to radio," that "only old people listen to radio," that "network radio's on the rocks," that radio is "too complicated to buy," and that "you gotta have pictures to sell my product."

The presentation, combining 16 mm film and a wide-screen film strip and with narration by CBS newsman Walter Cronkite, will be shown to advertisers and agencies in major markets including New York, Chicago, Los Angeles, San Francisco and Detroit. First showing is scheduled Oct. 16 in Detroit.

In another convention report W. Thomas Dawson, vice president for information services, said network promotion included 18 different ads in 84 insertions in *Time*, *Look* and the MacFadden woman's group during 1963 and that the network will continue the campaign during the year ahead.

Thomas K. Fisher, vice president and general counsel of CBS Inc., reported on Washington attitudes toward broadcasting questions, and George J. Arkedis, CBS Radio vice president for network sales, summarized 1963 sales results and introduced the "SRO-1964" presentation.

The affiliates wound up the convention by adopting a series of resolutions hailing CBS Radio and its executives for "expanding leadership" in programing and for "success in spearheading the economic resurgence of network radio"; commending CBS News; thanking and supporting Dr. Stanton's "tireless efforts to advance freedom of editorial expression by broadcasters," and expressing appreciation to E. K. (Joe) Hartenbower, KCMO Kansas City, Mo., for his work as retiring chairman of the affiliates association.

that all were afraid to take the first step lest the FCC react adversely toward their companion television properties. Nobody wanted to be instrumental in closing down a medium that offered the only hope for reaching all Ameri-

cans quickly in a national emergency.

Authoritative reports said the officials of one network did decide to close down, but were dissuaded by an urgent telephone call from Washington representatives pleading that the step might

be fatal to the company's television hopes. At another radio network, officials now acknowledge that at one point in 1956 "practically the only business we had in the house was a cancellation notice."

1955-58 Low Ebb ■ The worst years were those from about 1955 to 1957 or 1958. In 1955 NBC officials acknowledged a \$2 million loss on their radio network operations, and in 1956—now described as NBC Radio's worst year—its billings sank to \$12,250,000 and losses rose to \$3.4 million. Mutual officials point out that they had announced losses of \$1 million or more per year for 10 years.

No network claimed to have regained profitability on an annual basis until 1960. A second made it a two-network club in 1962, and not until this year has a majority claimed to have turned the corner on a calendar-year basis.

Faced with the need to make the best of a bad situation, the networks stripped for action and cast about for formats that would fit into "the new radio." What they were looking for was a service that would appeal to affiliates—many of whom were becoming disenchanted with affiliation in their discovery of the audience appeals of local music and news—and which would at least pay its own way.

Nobody found the answer on the first try. The process took longer for some than for others, but they all reached their present formats by trial and error.

The institution of paying affiliates to carry network programs, once an important figure in station revenues, was abandoned by two networks, Mutual and CBS Radio, in favor of a system of furnishing "free" programs to stations as the quid pro quo for the stations carrying network commercial programs. CBS Radio returned to a money compensation system a year ago, but Mutual continues with its "swap" system, which it insists makes the most sense.

Various Formats ■ In programing, the networks arrived at different formats, but all have this characteristic: an emphasis on news and other programing having "immediacy." Some still furnish almost continuous programing—mostly music—that affiliates are free to use or not use, but the essential network feed amounts to only a fraction of the 70 or 75 hours that used to be sent out over the network lines each week. In this basic programing the primary emphasis is on "service that only a network can provide—service that stations can't perform for themselves."

Behind the obviously growing advertiser acceptance of this "new" brand of network radio are several important factors, in the opinion of the men who oversee it. What they all add up to, as CBS Radio President Arthur Hull Hayes said at an uncommonly enthusiastic con-

NETWORK RADIO SALES: \$50 MILLION continued

vention of affiliates last week (see page 34), is that "we're back in vogue again." Or, as ABC Radio president Robert Pauley describes it, "there's been a swing-back to the recognition of radio's values."

Among the factors cited most often as contributing to the swing-back are the fact that audiences obviously go for the "new" brand of programming; the continually mounting sale of radio sets; the increasing mobility of the radio audience (which when in motion, as Mutual president Robert Hurleigh told approximately 100 agency representatives in a series of sales-presentation breakfasts last week, can be reached by practically no medium except radio); increased recognition of the magnitude of the out-of-home audience; some advertiser concern over TV prices and, probably most important of all, radio's repeated demonstration that it can get good sales results at low costs.

Here, network by network, is a summary of their respective comebacks—and how far they've come:

ABC RADIO

President Robert Pauley says this year's sales will exceed 1962's by 32%, calls 1963 business unexcelled in the last eight years and probably longer. "Our records up to 1955 are all in storage," he explains.

These gains, he says, could have been greater. In the current year, he told a regional meeting of affiliates a few weeks ago, ABC Radio has rejected

more than \$3 million in business because it didn't consider the programming proposed by the advertisers to be "top-flight."

Much of network radio's gains he attributes to Sindlinger & Co.'s efforts to measure the full scope of the radio audience. Mr. Pauley himself figured prominently in these efforts, retaining the Sindlinger organization to make radio audience measurements after protesting bitterly that A. C. Nielsen Co. was "shortchanging" radio by measuring only part of the audience.

He also feels that documentation, by ABC and some of the other networks, of a number of major radio sales successes contributed importantly in re-awakening advertiser interest.

Like most of the other networks, ABC Radio undertook a number of changes before settling on its current program format.

Considered Quitting ■ At one point, in 1958, officials verged on a decision to close down in the face of losses running at a rate of about \$4 million a year. They also considered briefly the possibility of cutting back to a press type syndicated news service.

Instead, they stripped back to *Breakfast Club*—then and now an institution on ABC—news and commercial religious programs, of which ABC then had several.

There were other changes, including a short-lived experiment in all-live entertainment programming, before the current pattern emerged. More than three years ago ABC Radio concluded that a

Mars returns to radio

Mars Inc. is going back into radio for the first time since it sponsored *Dr. IQ* (on NBC) back in the 1930's and early '40's. Using Stan Freberg minutes and 30s' the candy company will be on NBC Radio, CBS Radio and Mutual as well as 60 independents for a total of 600 stations. Commercials will start Oct. 6. Needham, Louis & Brorby is the agency.

network cannot survive on news alone, decided also to feed music programming only on a sustaining basis, settled on a policy of concentrating on programs that (1) have "immediacy" and (2) are beyond the reach of local-station production.

It introduced *Flair*, which affiliates could use either in segments or as a whole program, but subsequently decided that these were losing "immediacy" and also that the comedy portions were competing with comedy records—the Vaughan Meader, Shelley Berman, Bob Newhart and similar records—that stations could acquire locally.

Switch Format ■ Accordingly ABC Radio switched its emphasis to features based on news of the day, 3½ minute *Flair Reports* programs that it feeds at the rate of six a day. In these and in its newscasts—which it retained, of course, along with *Breakfast Club*—a special effort is made to incorporate the voices of the newsmakers.

The network also carries running accounts of major news events, as in the case of the Joseph Valachi testimony in the Senate investigation of syndicated crime, and also provides "fill" programming for affiliates who want to use it.

Mr. Pauley anticipates a trend to program sponsorships, thinks radio drama is in for "a great resurgence," points out that ABC Radio is in the process of initiating a dramatic series that will be offered on a co-op basis this fall.

CBS RADIO

Arthur Hull Hayes, CBS Radio president, reports CBS Radio has already put 47% more billings on the books this year than it did in all of 1962, says there's no possible way it could fail to make "a solid profit" for 1963 (for more details, see CBS Radio affiliates convention story, page 34).

His network stresses news and informational programming, but with a block of name-star entertainment shows for housewives in the mornings. Mr. Hayes traces the evolution of the current pattern to late 1960, when the network decided to cut back and then lop off the soap operas that for years

FROM SOAP OPERAS TO SYMPHONIES

Fels buying Philadelphia Orchestra concerts on FM

Once upon a time, the main contribution of soap companies to American culture was their sponsorship of radio soap operas.

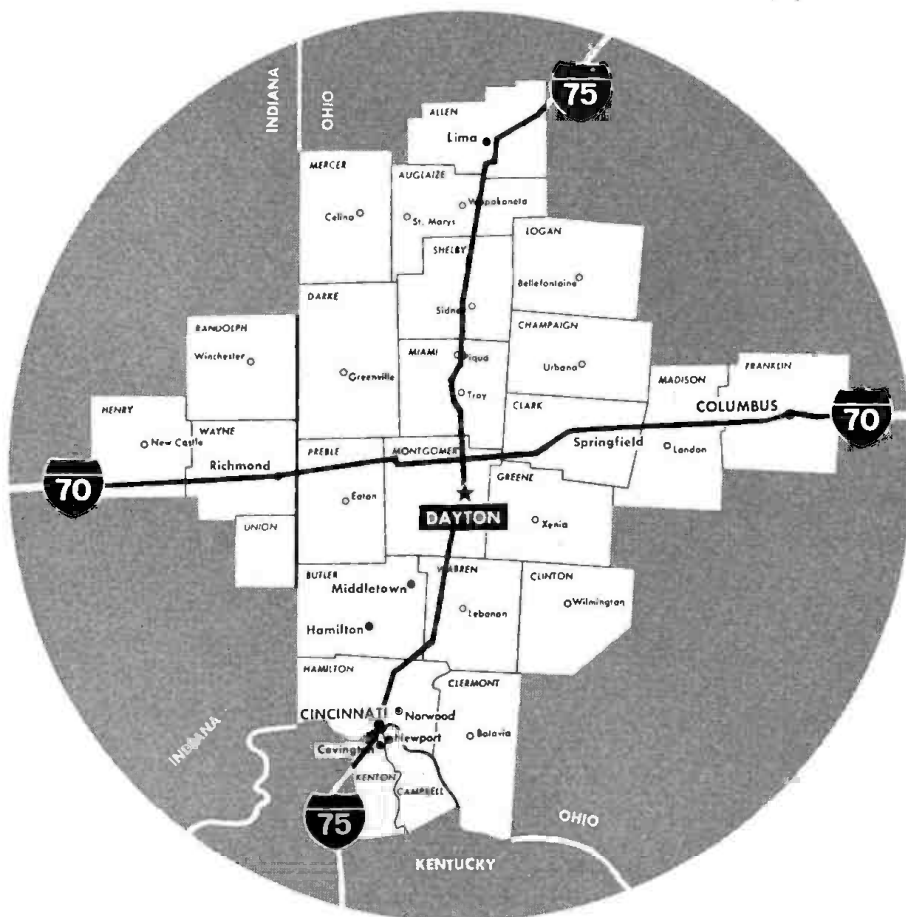
This past weekend, Fels & Co., soap and detergent maker, began sponsorship of broadcasts by the Philadelphia Orchestra on 22 radio stations. The tape network for the symphonic broadcasts is made up of three AM-FM stations and 19 FM-only operations. Half of them (11) will present the broadcasts in stereo-multiplex.

The last of the weekly-concert length symphony broadcasts on the radio networks ended this past spring when CBS Radio terminated its 33-year-old series of New York Philharmonic broadcasts. Sunday (Oct. 6), the Philharmonic started live broadcasts on its own network of 55 stations (BROADCASTING, Sept. 16).

The Fels program is being packaged by the S. E. Zubrow Co., Philadelphia

(the Fels agency), and is available for sale to stations not purchased by Fels. The 39-week series will present 28 concerts conducted by Eugene Ormandy, music director of the Philadelphia Orchestra. The remaining 11 weeks will have guest conductors. The programs will be recorded in Philadelphia's Academy of Music during the orchestra's Friday afternoon series. If Mr. Ormandy is not satisfied with the orchestra's performance, the Saturday concert will be recorded. Each concert will be broadcast two weeks after recording.

A Zubrow spokesman said last week that recent surveys show there are about 15 million FM homes, most of which are above average in income and of large family size. Surveys, he continued, also show that FM commercials are more easily remembered than those in other media. It was these facts that led Fels to attempt to sell its products through the FM broadcasts, he added.



...the tenth largest consumer market in America

Small in size, massive in potential... that's the area within seventy miles of routes 70 and 75 in Ohio. In it are seven metro areas... three and one-half million people... tenth largest consumer market in America!

People can spend up to seven billion dollars here every year. And a huge segment of this market is within the powerful signals of WHIO-TV, AM, FM.

Let George P. Hollingbery give you facts and figures on the fabulous potential in Megacity 70-75... and how much of it WHIO-TV, AM, and FM can deliver.

WHIO-TV • CBS • CHANNEL 7

WHIO

WHIO-AM-FM • DAYTON, OHIO

Associated with WSB, WSB-TV, Atlanta, Georgia, WSOC, WSOC-TV, Charlotte, North Carolina and WIOD-AM-FM, Miami, Florida

NETWORK RADIO SALES: \$50 MILLION continued

were network radio's daytime mainstay.

The format has been modified annually, now includes Arthur Godfrey, Art Linkletter, Garry Moore and Durward Kirby on weekday morning, 10-minute newscasts on the hour on weekdays, 63 *Dimension* news features a week, daily and weekend sportscasts and a number of regularly scheduled public affairs programs.

Product Diversification ■ CBS Radio detects no new trend to or from program sponsorships, does see a trend already afoot toward "wider and wider product diversification in our medium."

As a result of the program consolidation into about 25 hours a week of commercial time, plus about 25 weekly hours of sustaining programming, mostly public affairs, Mr. Hayes feels it has been possible to "consolidate our sales efforts around programing that network radio can do better than any other medium—fast, accurate news and timely information."

He notes that CBS Radio also has consistently developed major sales presentations and traveled them "to every major market from New York to San Francisco," and in addition has been "the only network, to our knowledge, to back up our programing with a million dollars of advertising a year, aimed not only at the listener but at the trade."

MBS

Mutual first detected business comeback signs in late 1959, saw them materialize into an upturn in 1960, according to President Robert F. Hurleigh. He says the network came close to turning a profit in 1961, "definitely" showed a profit in 1962 and ought to do even better this year.

Right now, he says, Mutual's sales are running 27% ahead of the comparable period of 1962, and billings for 1963 ought to be at least 20 to 30% higher than 1962's—20 to 25% higher if the current pace should slacken a little, but 27 to 30% higher if they maintain or accelerate momentum.

Like the other networks, Mutual tried to overcome the post-TV decline in a number of ways. One Mutual plan was a form of "guaranteed circulation" offered by the network in 1956.

But the principal instrument of recovery, in President Hurleigh's opinion, emerged from the decision to strip Mutual's network programing to news, sports, public affairs and special events.

This decision, reached after a year's planning, went into effect in June 1957 and involved the most far-reaching network changes inaugurated up to that time. The old concept of option time was replaced by one in which the stations agreed to clear a certain amount

of network news programs in return for network-supplied music that they could use or sell as they wished.

Mutual Plan ■ It was—and is—a "swap time" or "barter" arrangement. The network makes its money by selling its five-minute newscasts (17 a day, on the half-hour) and the 25-minute daily *World Today* wrapups. The stations clear these programs in return for 55 minutes of free programing, mostly music, out of every hour from 6 a.m. to midnight, plus an hour a day of sports, stock market, farm and other news that can be recorded and inserted in local newscasts.

President Hurleigh feels that this operation was the first to apprehend and adjust to the changing radio patterns of the 1950's.

Mr. Hurleigh says that Mutual—which put new, higher rates into effect on July 1—currently has about 75 to

Sexy spots on the phone

A new kind of advertising, commercials by telephone, was introduced in Los Angeles last week when Paramount Pictures, distributor of the theatrical movie, "A New Kind of Love," took large space on the newspaper movie pages to invite readers to call Hollywood 9-7396 to hear commercials which the city's radio stations had refused to broadcast. "We think they may be influenced by the fact that these spots amusingly discuss (horrors!) S-E-X," the copy stated. KABC, KNX and KGBS were offered but rejected the radio spots for the picture.

80% of its commercial positions sold, which means that few premium positions are going begging.

He credits the rejuvenated network radio situation to a variety of factors including a noticeably more enthusiastic attitude on the part of a number of agencies; a concern over the costs of television in the case of some advertisers; and growing awareness—through repeated demonstration—that radio can sell if it's given the chance.

No Picture Needed ■ Mr. Hurleigh feels agencies and advertisers are increasingly aware that "you don't need a picture to get the picture" of the sales points of most products. A new product or a new model of an old product might benefit from being pictured, he reasons, but otherwise words or a jingle can do just as well—and much less expensively.

Mr. Hurleigh can't see Mutual changing its mode of operation basically, but he does think it possible that in a few years networks will be doing just more programing than now—though he

doesn't know what form that programing may take. He does not, however, think it's apt to be drama.

NBC RADIO

William K. McDaniel, executive vice president in charge of the radio network, reports that an estimated 15% gain in sales this year will give NBC Radio its fourth straight year in the black—and its best year for as far back as the available records go, 1951.

The continuing comeback, he said, traces primarily to "pioneering in the development of a service which furnishes stations programs they could not attempt locally." Essentially, on NBC that is news, *Monitor*, sports and special news events. Returning to the affiliates much time that used to be programed by the network has also played a part, he feels, by giving the stations ample time to establish "a unique local sound."

Another factor, he feels, has been increased television costs which caused many multi-brand advertisers—as well as small advertisers who didn't feel they could afford TV—to turn to radio for additional (or full) support of each brand.

He points out that NBC Radio increased its rates in April 1961, says it may raise them again next year. "Network radio," he says, "is still the most underpriced medium."

May Expand ■ He also discloses that NBC Radio is considering expanding its lineup of affiliates. It now has 191 affiliates and is seriously studying approximately 30 additional markets with an eye to adding outlets there.

NBC Radio's current program format evolved out of changes that started in the mid-1960's and included the weekend *Monitor* (and for a time a daily counterpart called *Weekday*, which subsequently was replaced by two hours of name-band programing called *Bandstand* until this, too, was dropped); the introduction of the five-minute news on the hour series in 1957 and a "hot line" system enabling the network to break into affiliates' local programing for major news reports.

A substantial part of NBC Radio's sales resurgence is attributed by Mr. McDaniel to aggressive promotion of frequency of advertising via hourly news, *Emphasis* and *Monitor*, plus "intensive research to show radio's ability to round out a media schedule—particularly its ability to complement TV."

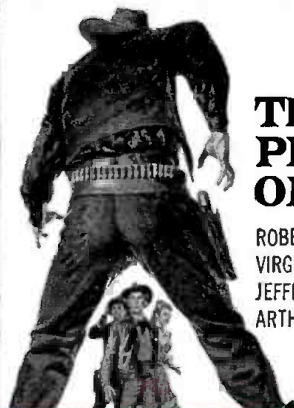
Because NBC Radio has cut its commercial time by more than half—from about 72 hours a week before 1960 to about 28 weekly hours since then—Mr. McDaniel says it's difficult to compare current business with that of NBC Radio's "worst" year of 1956. But on an hour-for-hour basis he estimates it's about 350% higher now.

Volume 7 "Films of the 50's" from Seven Arts



Will Success Spoil Rock Hunter?

JAYNE MANSFIELD
TONY RANDALL
BETSY DRAKE
JOAN BLONDELL



The PROUD ONES

ROBERT RYAN
VIRGINIA MAYO
JEFFREY HUNTER
ARTHUR O'CONNELL

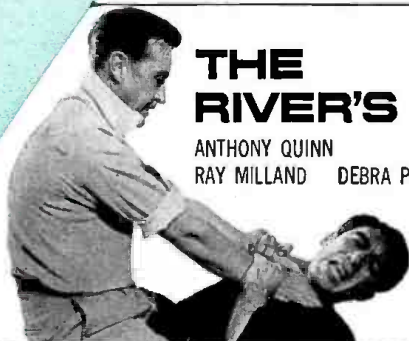
Mr. Belvedere Rings the Bell

CLIFTON WEBB ZERO MOSTEL HUGH MARLOWE
JOANNE DRU



DESK SET

SPENCER TRACY KATHARINE HEPBURN
GIG YOUNG DINA MERRILL JOAN BLONDELL



THE RIVER'S EDGE

ANTHONY QUINN
RAY MILLAND DEBRA PAGET

Fifty outstanding motion pictures selected to entertain and build your audience. Exciting movies from Seven Arts' new offering of "Films of the 50's" . . . Volume 7.

Contact your nearest Seven Arts' salesman at the offices listed below for a complete listing of the 50 films contained in Volume 7.



EVA MARIE SAINT
ANTHONY FRANCIOSA
DON MURRAY
LLOYD NOLAN

A HATEFUL OF RAIN

OH, MEN! OH, WOMEN!

TONY RANDALL GINGER ROGERS DAVID NIVEN
DAN DAILEY BARBARA RUSH



**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
Distributed outside United States and Canada Cable: Seven/lon London

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



COMMERCIAL PREVIEW: Princess Dial on the desert

Last week's heat wave in Los Angeles was just a pleasant, cool memory to executives of Armour & Co., Foote, Cone & Belding (both Chicago) and Filmfair Inc. (Hollywood), who went on location to shoot parts of a Princess Dial soap

commercial. The "safari" traveled onto the Mojave Desert where temperatures ranged up to 118 degrees. Two truckloads of equipment (left) were hauled 170 miles from Los Angeles to the shadeless desert for shooting that emphasized the drying

forces of sun, wind and heat. And, since no breeze was stirring a fan was played on model Pat White for part of the sequence (right).

The commercial will be used later this month on 11 daytime shows on ABC-TV in Armour's schedule.

Loevinger undecided on commercial rules

REGIONAL RAB MEETINGS HEAR AGENCY SPEAKERS, TOO

FCC Commissioner Lee Loevinger at the RAB management conference in Palo Alto Oct. 3 indicated to broadcasters that he hasn't yet made up his mind on the proposed rulemaking on commercial time limitations and said that published reports to the effect he's lined up with Chairman E. William Henry in favor of the proposed rulemaking were incorrect. He also said it was his opinion that any eventual rule adoption would at the very least differ from NAB code provisions and might be "substantially different."

Commissioner Loevinger said that he had a background in survey work, having obtained a degree in the field before he turned to law, and that long before revelations were made before the Harris subcommittee he had been "outraged over the years by the kind of nonsense being peddled by Nielsen." He said: "Nielsen comes in and gives a very pious defense in which he quotes recognized principles of research. The trouble is that the principles have nothing to do with the type of activity which this company happens to be engaged in. It's like a bank robber quoting the Ten

Commandments."

New 'Magic' Needed ■ Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco agency, told the conference that radio must find new "magic" if it is going to continue to be influential as an advertising force. He said radio should hire the "best research brains" to determine:

1. What elements of entertainment, communication and persuasion radio possesses that are unique to that medium.

2. How best these magic powers can be used.

"What a wonderful position radio would occupy if it had such information about itself," he said. Such a psychoanalysis of radio would not be too difficult, he felt.

At the RAB meeting in Chicago last week the story of how Wade Advertising, Chicago, decided to become a radio sponsor itself was told by the agency's president, Hal H. Thurber. Wade sponsors an evening market news summary each weekday on WBBM Chicago called *Business Day*.

Mr. Thurber said that the agency in

the past few years has increased its billings from about \$11.5 million to a present total of \$28.5 million. He told the RAB group that "most of that increase has come through the growth of our clients, and most of that growth has been due to the electronic media, television and radio."

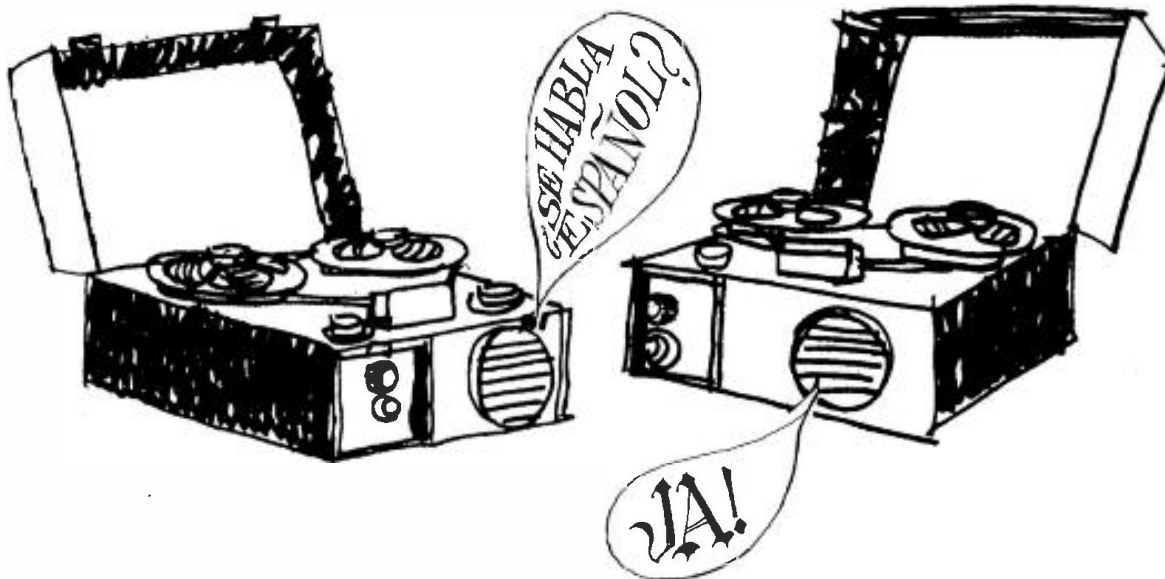
Wade spends more than half of its billings in broadcast, he noted.

Sold on Broadcast ■ "So we started out practicing what we preached by deciding that there might be a way for us to publicize ourselves on the air," he recalled. Thus, last year Wade sponsored a weekly program on WGN-TV Chicago, *Mid-America Marketing on the March*, and this fall chose its radio series. The TV show featured as guests the top executives of a broad range of midwest companies. There are no commercials other than sponsor identification.

Mr. Thurber said that Wade's experience with the "soft sell" approach has paid off: the agency recently won Falstaff Brewing Corp.'s Pacific division account.

Don't underrate soft sell, Mr. Thurber told the RAB meeting. "Making friends is the first step in making a sale," he said, "and you don't make friends by shouting at people."

Also appearing before the RAB



puzzle:

Do We Speak Your Language?

Tucked away in a remote corner of Washington, inaccessible to everything except WMAL-TV's signal* and the CIA, is a language school for Peace Corps candidates. In this polyglot ivory tower, pandemonium reigns. Though each student knows two foreign languages, in the fine old tradition of government classification none has been assigned to a country whose language he speaks. Nor do any two speak the same two languages. The languages: French, Spanish, German, Dutch, Arabic, Turkish. We'll call each man by the name of the language he's studying.

Mr. Spanish speaks Dutch and German. One of his colleagues speaks Dutch and Arabic. Mr. French and Mr. Dutch speak Arabic, German, Turkish and Spanish between them. Both the men studying the languages spoken by Mr. Dutch speak French. What were the two foreign languages spoken by the man studying Turkish?

Talk turkey to us. Reward follows.

**WMAL-TV reaches Washington's remotest corners with balanced programming calculated to reach buyers for your clients' products. Fourteen great new ABC-TV shows, more than 28 hours of new local programming each week, spark our happy new TV viewing year: Acclaimed by young and old, firm and infirm, critic and clique alike. Inquiries invited by Harrington, Righter & Parsons, Inc.*

*Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.
Address answers to: Puzzle #85, WMAL-TV, Washington 8, D. C.*

wmal-tv abc

Evening Star Broadcasting Company
WASHINGTON, D. C.

*Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.
Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVB-TV and WSVB, Harrisonburg, Va.*

Unanimous!
Pulse and
Hooper agree

KAY-C
BEAUMONT

No. 1
morning
&
afternoon

Pulse MAY 1963
 BEAUMONT, PORT ARTHUR (JEFFERSON & ORANGE COUNTIES)
 Monday thru Friday

STATION	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
KAY-C	26	30	32
STA. "D"	7	7	12
STA. "C"	8	10	-
STA. "D"	22	19	36
STA. "E"	5	7	6
STA. "F"	25	21	9

Hooper JUNE-JULY 1963
 BEAUMONT

STATION	7 AM - 12 Noon	12 Noon - 6 PM
KAY-C	35.6	45.3
STA. "B"	6.7	4.8
STA. "C"	18.2	13.1
STA. "D"	0.8	2.0
STA. "E"	1.7	2.3
STA. "F"	30.8	27.0

KAY-C

(Casey) Radio Center

P. O. Box 870 • Beaumont, Texas

Affiliated with K-NUZ and K-QUE, Houston

In Beaumont call Ed Dittert, TE 3-9421
 In Houston call Dave Morris, K-NUZ,
 JA 3-2581

Nationally call Katz

Sold in combination with K-NUZ, Houston!
 Ask to see Pulse Audience Composition

Chicago meeting was Robert E. L. Richardson, who resigned last month as associate counsel to the house subcommittee on investigations. Mr. Richardson's talk on how stations may use ratings safely without getting into trouble was patterned on his earlier presentation in the RAB meeting in Dallas (BROADCASTING, Sept. 23). A copy is being sent RAB members.

Westinghouse expands its ABC-TV daytime schedule

The portable appliance division of Westinghouse Electric Corp. will expand its participating sponsorship of ABC-TV daytime programs this fall because of the success it has experienced this past spring and summer. W. H. Knoerr, advertising manager of the division, reported last week.

Two ABC-TV daytime shows, *The Price Is Right* and *Trailmaster* are being added to *Queen For a Day*, *The Tennessee Ernie Ford Show* and *Who Do You Trust*. Mr. Knoerr said a highlight of the new campaign will be commercials spotlighting the national introduction of the Westinghouse cordless electric toothbrush. The agency for the division is Grey Advertising, New York.

K&E to study use of code vs. noncode stations

Kenyon & Eckhardt is conducting a study to determine if it is economically feasible for its clients to restrict their spot radio-TV campaigns to stations that subscribe to the NAB code or have "equivalent" standards.

Starting last week, K&E began a

study of the cost and efficiency of specific spot schedules if placed only on code or equivalent stations. Each of these analyses will cover such media considerations as cost, coverage, reach and frequency. When completed, each study will be sent to the client in question for its evaluation.

Stephens Dietz, executive vice president of K&E, said the study is being undertaken because the agency believes in supporting self-regulation as the best alternative to government regulation in the area of "commercial excesses." He indicated that if K&E analyses show that code or equivalent stations can deliver messages on an economic basis, the agency will recommend their usage to the client. Spot schedules for at least six important clients will be studied by Nov. 15, he said.

This basic policy shift, Mr. Dietz said, could become effective this fall and winter for some clients if the move proves to be practicable.

Pacific Gas buys 'Battle Line'

A regional sale on the first-run *Battle Line* actuality series has been made by Official Films to Pacific Gas & Electric Co., San Francisco, for seven California markets, Seymour Reed, Official president announced last week. The agency for the sponsor is BBDO, San Francisco.

The markets covered in the Pacific Gas purchase are San Francisco, Bakersfield, Chico-Redding, Eureka, Fresno, Salinas, and San Luis Obispo-Santa Barbara, and raises the number of markets in which *Battle Line* has been sold to 100, according to Mr. Reed.

Music goes round and wines pour out

Two wine makers are resorting to musical successes of yesteryears in their sales messages this fall.

CVA Co. (Cresta Blanca and Roma wines), Chicago, through Clinton E. Frank, that city, will launch a multimillion dollar saturation campaign this fall including radio, TV and newspaper supplements. TV spot buying will be in 25 major markets.

Featured in the air campaign will be the "C-R-E-S-T-A (pause) B-L-A-N-C-A" jingle, written by Morton Gould more than 20 years ago. Nelson Riddle provided the revised orchestration that will highlight the advertising program, scheduled to continue through spring.

The familiar tune, "That's Amore," is back on radio with a new set of lyrics in a two-state, 12-city saturation campaign for Paisano wine that

started in September and will run through next June. E. & J. Gallo Winery purchased the commercial rights to the song from Paramount Music for a 10-year period and an undisclosed sum of money. The Gallo agency, Carson/Roberts, Los Angeles, handled the negotiations for the tune and bought the time on stations in Los Angeles, San Francisco, Fresno, Sacramento and Stockton in California, and in New York, Syracuse, Buffalo, Rochester and the Albany-Schenectady-Troy market, all New York. A number of stations are being used in each market, with 165 of the musical spots on the air each week in Los Angeles alone.

Warner Toub, C/R account supervisor, negotiated the deal. Larry Orenstein, C/R creative supervisor, wrote the new lyrics. Bob Emmeneger produced the spot.

Live and Lively!

For 8 years we've been Local, Live and Lively. When you buy this television station you buy a slice of the lives of people in Central Iowa. We hit 'em where they live! Take a look at our Monday through Friday Log of live telecasts—

6:40 to 6:45 **Pastor's Study**
Ministers discuss daily life and religion informally.

7:15 to 8:00 **Bill Riley's Breakfast Club**
Over 71,500 family members now!

9:30 to 10:00 **Keep Trim**
Probably the only Physical Fitness Program conducted by a Football Coach and his wife.

12:00 to 12:05 **Don Soliday News**
A major TV Newscast with plenty of pictures, videotape and local film. Includes weather and markets.

12:05 to 12:15 **On Camera with Russ VanDyke**
Our News Director gets the man-on-the street's opinion of current news events.

12:15 to 12:30 **Don Soliday Show**
Such features as handicraft instruction, helpful information from the Credit Bureau and Better Business Bureau . . . in-depth interviews with local people in the news.

1:00 to 1:30 **Mary Jane Chinn Show**
Almost half of the program daily devoted to a fashion show. Also, sewing, cooking and gardening hints by authorities. Book reviews and a weekly report from the State Women's Clubs.

3:45 to 3:50 **Walt Reno plays "O Gee"**
A new game that our viewers can play at home.

3:55 to 4:55 **Variety Theater**
A Cub Scout, Brownie, or Blue Bird group are Bill Riley's guests every weekday. Films such as "Cartoon Classics" and "Mickey Mouse Club."

4:55 to 5:00 **TV News with Dick Eaton**
Tells of upcoming and tonight's TV programs of special cultural, civic and educational interest. Of regular programs and guest stars, too.

6:00 to 6:10 **Paul Rhoades News**
Local and regional News by our veteran Managing News Editor.

6:10 to 6:20 **Don Soliday News**
Our own interpretation of what is important on the world and national scene . . . completely written and produced for the Central Iowa Viewer.

6:20 to 6:30 **Bud Sobel Sports**
Late scores, sports news, and features with emphasis on the local schools and athletes.

10:00 to 10:20 **Russ VanDyke News**
The highest-rated local newscast in a multiple-station market. Russ Van Dyke, our News and Public Affairs Director, has been with KRNT for over 20 years.

10:20 to 10:30 **Ron Shoop Sports**
Our Sports Director features interviews with both local and national athletes, coaches, and sports figures. Of course, the latest scores and sports news, too.

ALSO LIVE:

Sundays 10:30 a.m. Central Iowa Church of the Air
Ministers, Choir Directors, Organists and entire church choirs from all over our area present this service.

Sundays 5:30 p.m. Iowa State Fair Talent Search
Talented teenagers from all over the state in competition for \$2,000 put up by the State of Iowa. Over 52 shows in local communities are conducted in conjunction with this program.

Tuesdays 6:30 p.m. People's Press Conference
The most outstanding community service program in Central Iowa. Viewers phone in their questions to leaders and authorities on vital city, county and state issues.

Fridays 10:30 p.m. Mary Jane Chinn
Primarily an entertaining interview show with interesting guests, local, regional and national. They come from all fields—Politics, Medicine, Show Business, Government, the Fine Arts.

Saturdays 5:00 p.m. Talent Sprouts
Talented youngsters from 2 to 12 are given the opportunity to perform.

This schedule isn't the new Channel 8 Look for Fall. 80% of these programs have been on for over 5 years. Many since KRNT-TV went on the air in 1955.

Our program philosophy has been "Local, Live and Lively" from the beginning. Not only because we thought it serves our community best . . . it also SELLS for our clients best.

Live and Local KRNT Television with its survey-proved "most accurate news" and "most believable personalities" creates enthusiasm for products. It generates buying excitement. That's why KRNT-TV continues to do around 80% of the local business year after year after year.

Buy this Local, Live, and Lively station. You'll get action fast.

KRNT-TV

Channel 8 in Des Moines

An Operation of Cowles Magazines and Broadcasting, Inc.

Represented by The Katz Agency

'Magilla Gorilla and Friends' to sell Ideal Toys

The Ideal Toy Corp., which will invest \$30 million over the next five years to sponsor four animated series in more than 150 TV markets (BROADCASTING, Aug. 26), has chosen a new Hanna-Barbera program, *Magilla Gorilla and Friends*, to start its campaign in January.

Abe Kent, Ideal vice president in charge of advertising, promotion and merchandising, explained last week that more than a dozen stations in key markets already have been signed by the agency, Grey Advertising, and said in some areas—New York and Los Angeles, for example—Ideal has the choice of several outlets to carry the program and advertising. With major markets cleared, Mr. Kent observed other areas will be lined up between now

and January.

The *Magilla* program will be in three segments that total 30 minutes with commercials. One segment, spotlights "Magilla," a lovable gorilla; another features "Mushmouse and Punkin' Puss," a cat and a mouse feuding in a hillbilly setting, and "Ricochet Rabbit and Droop-A-Long Coyote," casting a rabbit and a coyote in the roles of a fast, tricky sheriff and his slow, bumbling deputy, respectively.

The fourth program in the Ideal line-up is one that is still in the developmental stage. It will be a half-hour cartoon series highlighting an "exploitable" character and will begin on stations in August 1964.

Mr. Kent said Grey has been concentrating on obtaining early evening

time slots (from 5-6:30 p.m.) to reach both the children and the adult audience.

Ideal selected the January start of its campaign, bypassing the Christmas 1963 activity, because it considers the toy industry to be moving into a "year-round" business approach, according to Mr. Kent. The investment of \$30 million by Ideal over the next five years, he stressed, means the company is directing its entire consumer advertising budget into TV. Ideal will supplement its cartoon purchases with spot TV and perhaps network buys during the pre-Christmas season.

The purchase of the four series provides Ideal with the opportunity of merchandising the cartoon personalities involved.



Ricochet Rabbit



Magilla Gorilla



Droop-A-Long Coyote

Automotive Radio Group opens new offices

Automotive Radio Group Inc., Detroit, formed originally to offer a "package network" of stations to advertisers in the auto products field, has opened offices in other cities and will offer its station packages to advertisers in all categories, it was announced last week by ARG President Edwin R. Peterson Jr. ARG's station list now totals about 600, he said, including outlets in most major markets and in all 50 states.

Mr. Peterson announced that John T. Hartigan, formerly media supervisor of Compton Advertising, Chicago, has joined ARG as partner and executive vice president, managing the firm's new Chicago office at 230 North Michigan Avenue (phone 372-0038).

ARG also has named J. A. Forsyth

vice president of West Coast operations, with headquarters in San Francisco's Russ Building (phone Yukon 1-6038). Mr. Forsyth heads his own business investment firm there and has named an associate, Tom Lynch, to manage ARG's new Los Angeles office at 3600 Wilshire Boulevard (phone 383-0757). Mr. Peterson said ARG's New York office will be opened about Jan. 1.

Business briefly . . .

The Plymouth Valiant Dealers of the West, through N. W. Ayer & Son, Los Angeles, is sponsoring three five-minute weekday broadcasts and two five-minute shows on the weekend, covering the 1963 Sahara Invitational Golf Tournament direct from Las Vegas Oct. 14-20, on a special 18-station CBS sports network.

Shell Oil Co., New York, last week

bought half sponsorship of *A Man Called Mays* that was scheduled for NBC-TV, 10-11 p.m. yesterday (Sunday). Agency was Ogilvy, Benson & Mather, New York. United Vintners' Inc. (Italian Swiss Colony) through Honig-Cooper and Harrington, that city, had purchased a minute in the show, with the remaining two minutes available to stations on a co-op basis.

American Safety Razor Co., subsidiary of Philip Morris, has begun the biggest television campaign in its history promoting Personna and Pal Stainless steel blades. Through Dec. 31, the razor company has schedules in CBS-TV shows, *Jackie Gleason*, *Red Skelton*, *Perry Mason*, *Route 66*, *Alfred Hitchcock*, *Rawhide*, *East Side-West Side*, *Evening News* and *NFL Football* in addition to spot buys in 32 major markets. Agency is Benton & Bowles.

Fresno is the nation's #1 agricultural county

and **BEELINE RADIO KMJ** is the way
to reach this prime California market

Pine Flat Dam is only one of the vast water sources that contributes to the agricultural fertility of the inland valley. Here many people live and work — people you want to reach because of their buying power. The way to do it? Beeline Radio KMJ. And KMJ is only one of four Beeline stations — the key to California's rich inland valley and Western Nevada.

McCLATCHY BROADCASTING COMPANY

delivers more for the money in inland California and Western Nevada

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE



What ARF wants to do about ratings

ON AGENDA: VALIDATION OF OTHERS' WORK PLUS ORIGINAL RESEARCH

The Advertising Research Foundation last week clarified the extent to which it intends to get involved in analysis of the audience measurements. But reaction to the statement by research firm directors indicated a wide divergence of opinion as to just where and how far ARF should go.

Dr. Lyndon O. Brown, ARF chairman who delivered the policy statement at the foundation's ninth annual conference, noted that "ARF does not intend to inject itself in areas which are primarily the responsibilities of broadcasters." He presented three general fields where the foundation hopes to move in audience research analysis.

The first would be in continued availability of ARF facilities for analysis of established measurement techniques of independent services to be offered at the request and expense of the individual service.

Next, the foundation will "concentrate a large part of its activities . . . in methodological studies designed to improve techniques and advance the standards of audience measurement." According to ARF, this would involve a series of limited projects each designed to resolve a specific methodological problem. Dr. Brown indicated that resources for these studies would have to come from advertiser, agency and media sources.

ARF also intends to originate experimental research projects of its own. Considering the current problems in

broadcast audience measurements, the foundation proposes to research such areas as effect on viewing habits of meter installation or diary keeping, difference in viewing habits between homes which have meters or diaries and those which refuse them, specific differences between viewing by individuals and set tuning, and accuracy of the recall method in telephone and personal interview.

ARF is currently discussing with the Radio Advertising Bureau the latter's projected \$200,000 radio rating methodology study and is involved in an American Research Bureau rating study.

Varied Response ■ Initial reaction to the statement by research companies themselves fell far short of unanimous approval of its particulars. Five research firms presented their views on the ARF policy in a panel discussion immediately after Dr. Brown's statement.

A. C. Nielsen Jr., president of A. C. Nielsen Co., referring to ARF's proposed methodological research projects, urged cooperation in such work between ARF and the National Association of Broadcasters' Ratings Council. He expressed concern at the possibility of having to choose between the projects of NAB and ARF and warned against duplicated effort of the two groups.

Mr. Nielsen said the four specific questions of broadcast research methods suggested in the ARF statement for

ARF-initiated studies had already been answered by special studies made in the past at considerable expense. He suggested that before ARF embark on specific studies it should poll its membership to determine questions of greatest concern.

W. R. Simmons, president of the research firm bearing his name, said that his company would willingly change its research technique if it were proven faulty by a definitive study. Simmons now uses a 24-hour aided recall method.

The Simmons company already has a close association with ARF. It subjected its media studies to ARF review this year and has requested the same service for its TV and magazine studies in 1964, including observation of field work.

ARB Backing ■ James W. Seiler, director of the American Research Bureau, indicated full cooperation by his firm with the ARF proposals which he termed "excellent." However, he had suggestions of his own as to where ARF might best begin to direct its efforts.

The advertising community, Mr. Seiler said, has never yet defined what it wants measured. "There's no definition of what a TV viewer is," he asserted. The first ARF consideration, he said, might be to clarify what is being measured. Outlining a first-things-first policy, Mr. Seiler suggested an ARF publication on how ratings can and ought to be used.

Alfred Politz, president of Alfred



Dr. Lyndon O. Brown, chairman of the Advertising Research Foundation, delivers an ARF policy statement on the foundation's future involvement in the area of audience measurement research to over 1,000 advertiser, agency and media executives and a panel of five directors of major research firms. The panelists (l-r): W. R. Simmons, president, W. R. Simmons and Associates Research; Al-

fred Politz, president, Alfred Politz Research; Phillip W. Wenig, president, SRDS Data; A. C. Nielsen Jr., president, A. C. Nielsen, and James W. Seiler, director, American Research Bureau.

The ARF message and its evaluation by the research firm heads were part of the Ninth Annual ARF Conference held last Tuesday in New York.

Politz Research, warned against "ARF's possible role in advising the advertising fraternity as to what kind of information they should have." He said "the further it steers away from such advice, the more it will contribute to the progress of media research." He advised the ARF to confine itself to investigations of "whether organizations do what they say, and say what they do."

ARF's function would best be a policing organization, Mr. Politz stated, checking the work of interviewers in the field and reviewing the actual questionnaires before the research company sees them.

SRDS Data Inc.'s opinion of the ARF statement as expressed by president Phillip W. Wenig was one of "minor disappointment." Mr. Wenig said the foundation was falling short of its potential and that areas selected for study are "of a lower order" than they should be.

He stated that research in the area must be conducted with a view to computerized use of media data. He revealed that a forthcoming all-media SRDS Data project would be submitted to ARF for analysis.

Relation of computers to the audience research problem was also discussed by Stanley D. Canter, vice president and research director of Ogilvy, Benson & Mather, at a later session of the ARF conference.

Mr. Canter suggested that agencies pool their funds to gain full benefits that he feels computers promise in media selection. He added that he intends to discuss with ARF its possible role in such a project. He said his agency is "ready to contribute both money and talent to such a common endeavor."

The Pulse Inc., a major audience research firm, was not invited to participate on the ARF panel. Dr. Sydney Roslow, Pulse director, told BROADCASTING last week that he could not yet comment on the foundation's policy statement.

NAB View ■ Queried later, Donald H. McGannon of Westinghouse Broadcasting, chairman of the NAB research committee and of the NAB Ratings Council, said ARF's statement did not seem to indicate a policy greatly different from what he had thought ARF's policy already was, but that it appeared now to be on a somewhat higher level than before.

He said that he and his NAB groups—which have docketed broadcast audience research methodology as one of their basic concerns—welcomed ARF into this area. The more complete the partnership at work on this problem, he said, the more complete the solution is apt to be.

TWO SUPPORT RATINGS IN 'RANGES'

Washington investigator, TvB, join in urging change

Charles P. Howze Jr., chief counsel of the House Subcommittee on Investigations, and the Television Bureau of Advertising last week joined those who are urging the reporting of broadcast ratings in ranges rather than in precise figures.

Speaking before the Advertising Research Foundation conference in New York, Mr. Howze said that radio-TV time is bought on the basis of ratings that are "imbued with a degree of precision that not even the rating companies in their more candid moments claim for them."

The chief counsel of the subcommittee which conducted a two-year investigation of ratings, joined other government officials who earlier had warned the industry that it must cure ratings

abuses. He reminded his ARF audience of the possibility of government control of the rating business and said that legislation in the field is being discussed. He placed part of the blame for alleged misuse of rating data on "laziness—an unwillingness to bother with statistical complexities and to evaluate the numbers in the context of other pertinent facts."

On reporting in ranges, Mr. Howze said it might be a good idea for researchers to change the format of rating reports "to dramatize the fact of statistical variance. There are quite a few sophisticated users of ratings who understand the fallibility of absolute numbers, but I fear they are hopelessly outnumbered by those who do not." He expressed amazement that broadcasters and advertisers have accepted audience measurement figures without criticism for so long.

Mr. Howze warned the broadcasting and advertising industries that it is time to discard practices of the past and adopt needed reform which, he said, will not be as painful as first appears.

TvB on Ranges ■ In coming out for reporting, TvB's president, Norman E. Cash, suggested that the difficulty presented by the complexity of figures which such range statistics would represent to media decision makers was outweighed by the sounder decisions they would afford.

Mr. Cash qualified the TvB position, noting that "our people say such 'ranges or error' could be just as misleading as the small differences to which they would be applied. But," he said, "this in no way reduces our need for such figures or our willingness to work with them once applicable ones can be determined."

TvB, along with the Radio Advertising Bureau and ARF, had previously been cited by Ruth Jones, of J. Walter Thompson, and head of the Broadcast Media Committee of the American Association of Advertising Agencies, as proponents of the range concept (CLOSED CIRCUIT, Sept. 23).

Vote Against Ranges ■ James Seiler, director of American Research Bureau, took an opposite view on range reporting. Mr. Seiler said the principal objection is that inexperienced users would take range reports to imply that the true figure could just as easily be at any point within the reported range, rather than the median figure, presently published as a rating.

Statistical laws specify that in a majority of cases results would cluster around the center, with a rapid dropping-off toward the extremes, he said. There also is a technical problem in

Showdown for ARF?

If there was doubt last week as to where the Advertising Research Foundation would find financial support for its ambitious plans in the field of audience research, a concrete suggestion was available from at least one quarter.

Barton A. Cummings, chairman and chief executive officer, Compton Advertising, suggested that ARF be given the responsibility of judging the validity of data offered by the major independent research firms and that the cost be borne by ARF members—not by the research firms.

He proposed that every ARF member donate an amount for this purpose prorated on its membership category.

Mr. Cummings offered this solution in a luncheon address at the ARF's annual conference (story, page 46) in which he described the current state of audience measurement research as having drifted "into the calcification of techniques whose value is dubious to us in many cases and which has certainly proved exploitable by people in high places."

"If the challenge is not met," he said, "the advertising community will have to face this question: Does the ARF serve any useful purpose?"

Mr. Cummings said he hoped to see the ARF develop as "the watchdog of the research industry."

range reporting, Mr. Seiler said, in that no audience measurement service has a pure probability sample.

"In our opinion, were ranges to be used there would be a great tendency

for many sellers of time to use only the high point of the range and buyers the low point as a demonstration of where the audience might be," Mr. Seiler concluded.

Richardson, Sparger back in news

BOTH ARE NOW WORKING IN MARKET RESEARCH

Two Oklahomans, who as investigators for a House subcommittee, turned the broadcast research business upside down last spring, talked about their new jobs in private enterprise last week. Each is related to market research.

Both denied suggestions that their work represents any conflict of interest, especially since they are no longer connected with the government.

Robert E. L. Richardson, former associate counsel for the House Special Subcommittee on Investigations, told the Radio Advertising Bureau's management conference in Chicago that his main interest is to prepare to run for Congress in Oklahoma. If he had been interested in concentrating on a career as a broadcast consultant, he said he would have opened an office in New York or Washington, not in Weatherford, Okla.

Presently a consultant for the McLendon stations, Mr. Richardson spoke at RAB meetings last month and urged broadcasters to check out research before using it in sales and promotion (BROADCASTING, Sept. 23, 16).

Rex Sparger, like Mr. Richardson, a former member of the Oklahoma legislature and a co-investigator during their 18-month examination of the research field for the subcommittee (BROADCASTING, Feb. 18, et seq.), is now employed as West Coast representative of the Albert E. Sindlinger Co. of Philadelphia, it was learned last week.

Mr. Sparger told BROADCASTING that his work for Sindlinger will be exclusively in the sales field, primarily in research for the motion picture industry. He also will solicit clients for a planned local radio research service by Sindlinger, a major market research firm that has expanded in the broadcast field since the spring hearing.

Albert E. Sindlinger, president, was a principal witness in the rating hearing and won approval from its members and staff for his professional standards and for information about the A. C. Nielsen Co., largest in the field and a major competitor of Mr. Sindlinger's for several decades.

In his appearance before the RAB meeting in Chicago, Mr. Richardson defended his proposal that broadcasters check research before using it. He said that those who call the idea "impractical" because it might require research companies to hire additional employes,

should know that at least two firms (American Research Bureau and C. E. Hooper) permit such inspections of their work.

His critics, Mr. Richardson said, "ought to be more concerned about the stations and the weight that has been rested upon them by the FCC and the Federal Trade Commission." Both agencies have told broadcasters that they will be held responsible for research reports they use, regardless of disclaimers of responsibility for accuracy (BROADCASTING, June 17, et seq.).

Replies to Editorial — Mr. Richardson called attention at the RAB meeting to "a trade paper editorial" that first criticized him for seeking clients from among broadcasters and secondly for creating a problem in the ratings business. (The editorial appeared in BROADCASTING Sept. 23.) His plans are to run for Congress, Mr. Richardson explained, his ambition for several years. This is why he opened a law office in Weatherford after leaving the subcommittee last month, he said. "My time is limited and I am not seeking more clients," he added.

Mr. Sparger, now living in Hollywood, pointed out last week that the subcommittee hearing did not involve



Rex Sparger (l), West Coast sales representative for Albert E. Sindlinger Co., market research firm, and Robert E. L. Richardson, research consultant to the McLendon stations, are shown consulting with each other prior to a congressional hearing session last spring. Both were employed then as investigators for the House Special Subcommittee on Investigations, the unit that blew the whistle on some problems in the broadcast research and ratings field.

NBC-TV sells daytime

NBC-TV announced sales to advertisers in its daytime schedule which the network said represented nearly \$7 million in time billings over a six-week period. Major purchases included Sterling Drug Inc., which through Dancer-Sample, renewed four programs; General Mills Inc., through Needham, Louis & Broby, buying into nine shows, and General Foods Corp., handled by Young & Rubicam expanding its schedule by placing orders in four daytime shows. NBC-TV said two daytime color shows, *Missing Links* and *Merv Griffin's Word for Word*, attracted 35 advertisers before their respective Sept. 9 and 30 starts. The latter show is near a sold-out position.

California except for San Diego; therefore he felt no conflict of interest between his new job and his work for the subcommittee. He notified Representative Oren Harris (D-Ark.), chairman of the subcommittee and its parent, the House Commerce Committee, that he was leaving the staff because of poor health (CLOSED CIRCUIT, April 8).

Agency appointments...

■ The American Home Products Corp. has appointed Cunningham & Walsh of New York for Aero Shave, an account formerly handled by Tatham-Laird Inc., Chicago. C&W reports that approximately all of the estimated \$1 million in yearly billings on the account will go into TV. Last year, an estimated \$944,500 of Aero Shave billing went into TV (gross time billings).

■ Waring Products Co., New York, has appointed The Zakin Co., that city, as agency for the Waring Blendor and other electrical appliances and for Waring's commercial products division. Waring is a division of Dynamics Corporation of America.

■ Claussen Bakeries Inc., Augusta, Ga., has appointed Cargill, Wilson and Acree Inc., Richmond, Va., to handle its advertising account. Claussen is owned by Fuqua Industries, which owns WJBF-TV Augusta. The new account will be serviced by CW&A's Charlotte, N. C., office.

■ Falstaff Brewing Corp. has appointed Wade Advertising, Los Angeles, to handle all advertising for the brewery's Pacific division, made up of California, Nevada and Hawaii. Dancer-Fitzgerald-




TV PRODUCTION FACILITIES

1. Four studio TK-60 black & white cameras; three remote cameras in mobile unit.
2. Two studios (65' x 75' and 45' x 45').
3. Eighteen-foot turntable in large studio.
4. Panorama and pedestal camera dollies.
5. Rear screen projection.
6. Special effects amplifiers, dual system.
7. Two full-color RCA TR-22 video tape recorders.
8. Full-color projection facilities.
9. One 3-V color projection camera; two monochrome film cameras; two synchronized 35 mm slide projectors; four 16 mm film projectors.
10. Cartridge RCA audio tape facilities.

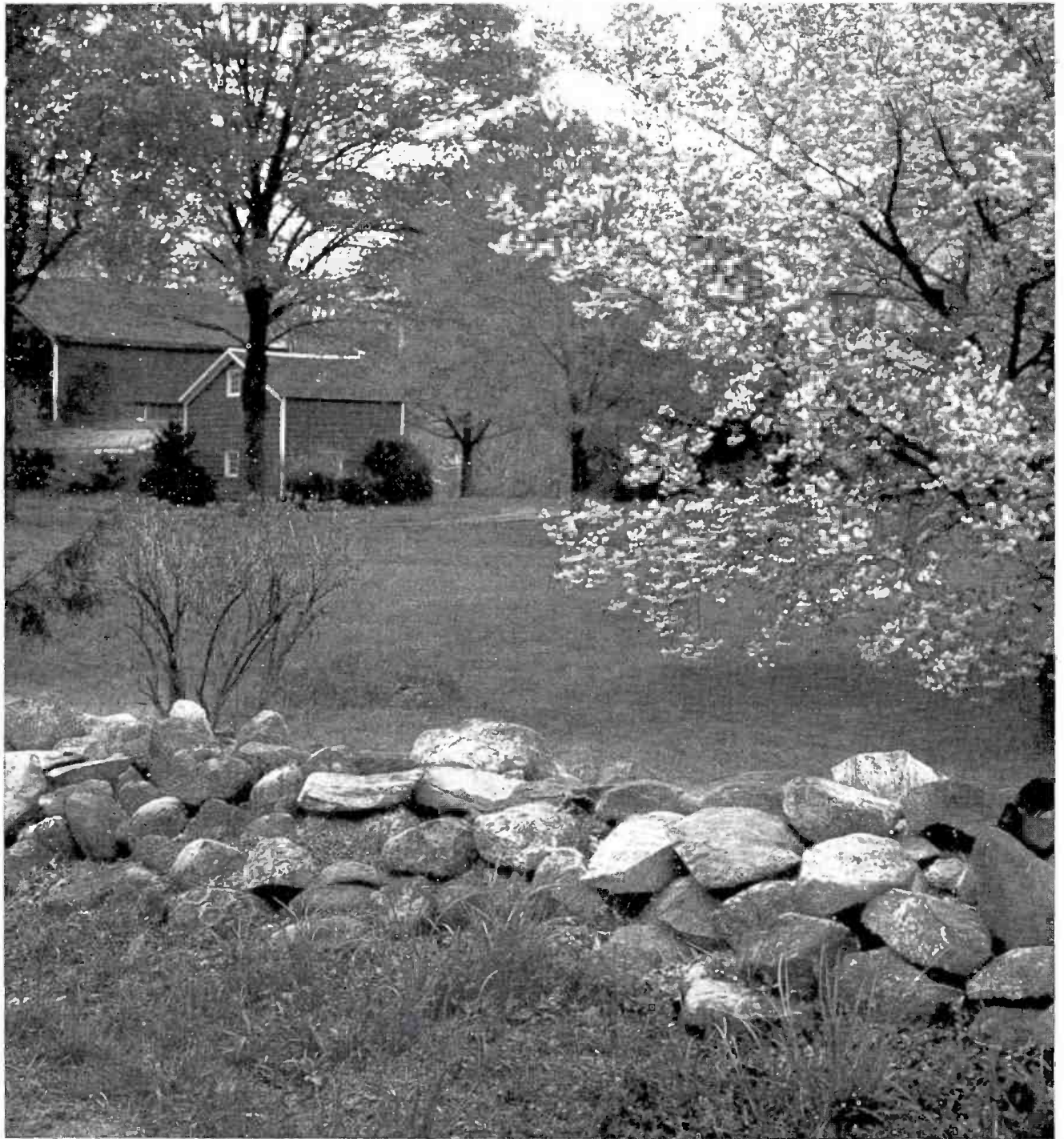
BROADCAST CENTRE
to the QUAD-CITY Market

The WOC Stations climax 42 years of radio and 14 years of television service in the public interest —

and in the service of their advertisers.

WOC AM-FM-TV  **DAVENPORT, IOWA**

Represented Nationally by Peters, Griffin, Woodward, Inc.



Wall, American style

We have our walls, too. But the big difference is the *purpose*. And our kind of purpose keeps such walls standing, keeps Americans rallying to defend and strengthen our country. The Payroll Savings Plan for U. S. Savings Bonds is a good example of how Americans rally to a good cause. When you install a Plan in your company, you harness the power of your pay-

roll in strengthening our country. You help encourage thrift that increases reserve buying power and individual independence. Keep our kind of wall standing forever. For help in installing and promoting a Payroll Savings Plan for U. S. Savings Bonds, call your State Savings Bonds Director. Or write Treasury Department, U.S. Savings Bonds Division, Washington 25, D.C.

Keep Freedom in Your Future . . . **U. S. SAVINGS BONDS**



Sample, New York, will continue as national agency on the account, serving the other 27 states of the firm's 30-state marketing area. The remainder of 1963 will be a "period of transition," George Holtmann, Falstaff advertising director, said, when Wade will prepare "a bold and innovational approach to an advertising campaign for the Pacific division," which will be started in 1964.

▪ Hilton Credit Corp. has named McCann-Erickson, Los Angeles, to handle advertising for Carte Blanche, whose budget is \$750,000, including both media and direct mail advertising. Russ Jones will be account director.

▪ General Foods Inc., Puerto Rican Cement Company and Farmacias Moscoso Inc. have appointed Young and Rubicam, Puerto Rico, as agency.

▪ Sicks Rainier Brewing Co., Seattle, has appointed Doyle Dane Bernbach Inc., Los Angeles, to handle advertising of Rainier ale in addition to Rainier beer for which DDB has been the agency since 1961.

Rep appointments . . .

▪ KTVW(TV) Seattle-Tacoma, Wash.; KCTO(TV) Denver: Roger O'Connor Inc., New York, named national representative.

▪ WTMC Ocala, Fla.; WGGG Gainesville, Fla.; WDDT Greenville, Miss.; WDMS Lynchburg, Va.; WAGR Lumberton, N. C.; WBAG Burlington, N. C., and WEMD Easton, Md.: Hal Walton & Co. Inc., New York, as national representative.

▪ KREM-AM-TV Spokane, Wash.: John Blair companies named exclusive national representatives.

ABC-TV showing interest in Thanksgiving special

A one-hour TV special for children, *The Cowboy and The Tiger*, is now fully sold to advertisers. Helitzer, Waring & Wayne, New York, the agency which commissioned the musical program is negotiating for a time period on Nov. 28 on ABC-TV.

The initial plan was to telecast the program on that day (Thanksgiving) and repeat it on Sunday, Dec. 8. As conceived, the program was to be in 25 markets on a spot basis but ABC-TV reportedly has shown its interest.

The new advertiser to sign is American Doll & Toy Co., which along with Transogram Co. and the Irwin Corp. are all clients of Helitzer, Waring & Wayne. Two other advertisers on the show are Nestle's, through McCann-Erickson, and Miles Labs, through Wade Advertising.



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, H. Y. • 100 KW

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

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

SPOT TV BILLINGS PER FAMILY

TvAR analysis shows national average reaching new high of \$10.99 per family; markets range from \$15.21 to \$3.53

Advertisers' spot television billings in 1962 varied, market by market, from a high of \$15.21 per TV family to a low of \$3.53, or an increase in a year's time of about \$1.50 and 50 cents, respectively.

These extremes, and comparisons, are available in Television Advertising Representatives' fourth annual analysis of "Spot Television Expenditures Per Family," which is being released today (Oct. 7). The figures were derived by applying TELEVISION magazine's estimates of TV homes against the FCC's spot TV dollar figures, market by market. FCC placed total spot billings, for time only, in 1962 at \$539 million (BROADCASTING, Sept. 23).

The national average shot up from \$9.65 per TV family in 1961 and \$10.03 in 1960 to a new high in 1962 of \$10.99.

The \$15.21 per family high point was reached in two markets—in Chicago (also the heaviest per-family spending

market in 1961) and in Buffalo-Niagara Falls (second heaviest average in 1961). At the other end of the scale: the combined market of Evansville, Ind., and Henderson, Ky., averaged \$3.53 per family.

Second highest per-family average—\$14.07—was in the combined market of Houston-Galveston.

In announcing the new TvAR study, Robert Hoffman, the rep's marketing and research vice president, who supervised the study, noted that for the most part per-family outlays varied with the size of the market, and that in the top 20 TV markets, the expenditures on spot averaged \$11.03 per family as compared to \$8.92 in markets below No. 20 and on down to No. 40. Below No. 40 the average was \$5.73.

Variations exist among markets even in the top 10 where the range went from the \$15.21 average in Chicago to \$9.84 in Boston. From the viewpoint of TV homes, Mr. Hoffman, noted a

difference in spot TV per-family billing in two markets comparable in size in the count of TV homes. For example: \$8.13 in Cincinnati compared to \$11.43 in Baltimore.

Mr. Hoffman, in analyzing the report, also emphasized that his company made no comparisons between the 1961 and 1960 per-family figures for individual markets because changes in TELEVISION's market definitions made them unmeaningful.

The TvAR calculations cover markets for which FCC figures are available: those with three or more reporting stations. They exclude Detroit because FCC figures do not include billings for CKLW-TV Windsor-Detroit. Also, the Buffalo-Niagara figure does not include Canadian viewers. For combination markets with varying set counts, TvAR has made separate computations which are presented in an appendix following the regular list.

The list and the appendix:

Market (1)	Spot TV billings Source: FCC report	Television families July 1962(2)	Spot TV billings per TV family	Market (1)	Spot TV billings Source: FCC report	Television families July 1962(2)	Spot TV billings per TV family
New York	\$63,523,000	5,370,000	\$11.83	Denver	4,294,000	355,000	12 10
Los Angeles	36,164,000	2,902,000	12.46	Oklahoma City-Enid	3,421,000	344,000	9.94
Chicago	34,200,000	2,248,000	15.21	San Antonio, Tex.	2,438,000	336,000	7.26
Philadelphia	22,533,000	2,036,000	11.07	Rochester, N. Y.	2,742,000	325,000	8.44
Boston	17,541,000	1,783,000	9.84	Tulsa, Okla.	2,359,000	322,000	7.33
Detroit	(a)	(a)	(a)	Omaha	3,059,000	319,000	9.59
San Francisco	14,009,000	1,352,000	10.36	Norfolk-Portsmouth			
Cleveland	13,829,000	1,272,000	10.87	Newport News-Hampton, Va.	2,134,000	310,000	6.88
Pittsburgh	12,910,000	1,236,000	10.44	Cedar Rapids-Waterloo, Iowa	1,399,000	304,000	4.60
Washington	9,231,000	862,000	10.71	Orlando-Daytona Beach, Fla.	1,325,000	298,000	4.45
St. Louis	9,391,000	807,000	11.64	Shreveport, La., Texarkana	1,593,000	294,000	5.42
Dallas-Fort Worth	7,323,000	744,000	9.84	Scranton-Wilkes Barre, Pa.	1,433,000	292,000	4.91
Minneapolis-St. Paul	6,487,000	738,000	8.79	Richmond-Petersburg, Va.	1,417,000	287,000	4.94
Cincinnati	5,989,000	737,000	8.13	Wichita-Hutchinson, Kan.	1,919,000	279,000	6.88
Baltimore	8,414,000	736,000	11.43	Spokane	2,042,000	259,000	7.88
Milwaukee	7,019,000	632,000	11.11	Salt Lake City-Ogden-Provo	1,652,000	254,000	6.50
Kansas City, Mo.	6,536,000	598,000	10.93	Madison, Tenn.	1,190,000	246,000	4.84
Seattle-Tacoma	6,173,000	582,000	10.61	Knoxville, Tenn.	1,321,000	244,000	5.41
Miami	6,719,000	581,000	11.56	Little Rock, Ark.	1,081,000	236,000	4.58
Atlanta	4,900,000	576,000	8.51	Phoenix, Ariz.	2,252,000	234,000	9.62
Buffalo-Niagara Falls	8,698,000	572,000	15.21	Columbia, S. C.	928,000	224,000	4.14
Grand Rapids-Kalamazoo, Mich.	4,382,000	547,000	8.01	Evansville, Ind.-Henderson, Ky.	763,000	216,000	3.53
Houston-Galveston	6,979,000	496,000	14.07	Chattanooga	895,000	206,000	4.34
Memphis	3,323,000	493,000	6.74	Fresno, Calif.	1,822,000	190,000	9.59
Columbus, Ohio	5,722,000	475,000	12.05	Youngstown, Ohio	1,077,000	172,000	6.26
Portland, Ore.	4,743,000	469,000	10.11	Peoria, Ill.	1,122,000	168,000	6.68
Syracuse	4,429,000	461,000	9.61	Fort Wayne, Ind.	1,143,000	168,000	6.80
Sacramento-Stockton, Calif.	4,383,000	455,000	9.63	Beaumont-Port Arthur, Tex.	928,000	162,000	5.73
Asheville, N. C., Greenville, Spartanburg, S. C.	1,586,000	440,000	3.60	Albuquerque, N. M.	670,000	156,000	4.29
Nashville	2,220,000	437,000	5.08	South Bend-Elkhart	836,000	141,000	5.93
Tampa-St. Petersburg, Fla.	3,909,000	433,000	9.03	Charleston, S. C.	515,000	141,000	3.65
New Orleans	3,927,000	423,000	9.28	Bakersfield, Calif.	744,000	139,000	5.35
Albany-Schenectady-Troy	4,172,000	422,000	9.89	Honolulu	963,000	138,000	6.98
Louisville	3,999,000	413,000	9.68	Amarillo, Tex.	627,000	119,000	5.27
				Tucson, Ariz.	526,000	103,000	5.11
				El Paso, Tex.	682,000	103,000	6.62
				Colorado Springs-Pueblo	531,000	95,000	5.59
				Las Vegas-Henderson, Nev.	279,000	47,000	5.94

(a) Data for Detroit have been excluded inasmuch as the FCC total for that market does not include billings for station CKLW-TV. Excluding CKLW-TV, billings per family came to \$8.17 in 1962.

(1) Excludes TV areas where FCC billing figures represent a combination of 2 or more markets with varying set counts. (Overall figures for these areas are appended.)

(2) Source: Television Magazine, July 1962.

As noted, the data shown in this report *exclude* those television areas where the FCC billing figures represent a

Broadcasters produce the spots, Lufthansa produces smiles

Last November Lufthansa German Airlines started a test campaign using 11 FM stations in Los Angeles. The goal was to secure leads—and only qualified leads—for a European tour priced at \$1,029 per passenger. The stations broadcast three one-minute spots a day, using copy supplied by Lufthansa (there was no agency involved). At end of three months they had delivered only 64 leads.

The FM stations were even less satisfied than Lufthansa with this meager showing. They took their problem to the promotion committee of the FM Broadcasting Association of Southern California, which went to work on it, coming up with six new spots, 50-second transcriptions, plus 10-second live tags.

These new spots glittered with glamour, where the old ones had been stodgily factual. "Did you ever dream it would be possible to fly to Europe and back via intercontinental

jet, visit nine countries and 35 different cities, enjoy excellent hotel accommodations and motor tour through the Old World for little more than \$1,000?" one transcribed commercial began. It continued with phrases like "lucky guests of the FM Listeners' Friendship Tours" and "superb service and choice continental cuisine" and "charming little out-of-the-way places that the average tourist never visits."

The live tag asked the listener to "write or phone today for a complimentary dinner at one of Rome's most luxurious restaurants plus your choice of a bottle of Chanel No. 5 or a complete styling from an internationally famous French hair dresser."

The first week the new copy was used, Lufthansa got 125 leads and before the campaign ended the airline had received a total of 910 qualified leads, all requesting complete literature on the tour. In March,

everyone who had written the FM stations for literature about the tour was invited to an evening meeting to see a fashion show of travel clothes, two 20-minute films of European scenes and a sales presentation on the tour. The FM stations received 1,373 additional requests for tickets for that affair, filling the grand ballroom of the Statler-Hilton with qualified prospects for the European air tour.

From Bj. Hamrick, FMBASC president, comes the final commercial: "Anyone knowing the difficulty of getting any sizable number of Los Angelenos out to an evening meeting downtown—let alone to a meeting where it was obvious they would get a sales talk—let alone persons who could afford a \$1,000 European tour—knows what an astounding demonstration this was of the power FM has to reach and activate upper-middle income prospects."

combination of two or more markets with varying counts (e.g., Hartford-New Haven-New Britain-Waterbury).

Since these "combinations" frequently include markets of varying size, the billings per TV family would not necessarily

	Spot TV billings	TV families July 1962	Spot TV billings per family
Hartford-New Haven-New Britain-Waterbury	\$7,927,000	709,000	\$11.18
Indianapolis-Bloomington	6,598,000	680,000	9.70
Johnstown-Altoona, Pa.	2,302,000	574,000	4.01
Lancaster-Harrisburg-York-Lebanon, Pa.	2,946,000	561,000	5.25
Charleston-Huntington-Oak Hill, W. Va.-Ashland, Ky.	2,107,000	425,000	4.96
Flint-Saginaw-Bay City, Mich.	2,072,000	388,000	5.34
Poland Spring-Portland, Me.	1,753,000	327,000	5.36

apply equally throughout each of these FCC-designated areas. For purposes of completeness, these areas are shown below with the spot television billings per family computed on the basis of the largest TV market in each group.

	Spot TV billings	TV families July 1962	Spot TV billings per family
Champaign-Springfield-Decatur-Urbana-Danville, Ill.	1,858,000	324,000	5.73
Roanoke-Lynchburg, Va.	1,225,000	320,000	3.83
Green Bay-Marinette, Wis.	1,331,000	308,000	4.32
Ames-Des Moines	2,473,000	284,000	8.71
Mobile, Ala.-Pensacola, Fla.	1,367,000	270,000	5.06
Paducah-Cape Girardeau, Mo.-Harrisburg, Ill.	1,008,000	238,000	4.24
Lincoln-Hastings-Kearney, Neb.	886,000	206,000	4.30
Austin-Rochester, Minn.-Mason City, Iowa	602,000	180,000	3.34

RADIO MARKING TIME WITHOUT IMAGE

Maneloveg says major status will come with 'profile'

What is radio's image as an advertising medium today? Its image is no image at all. Both question and abrupt answer were presented in New York last week by Herb Maneloveg, vice president and media director, BBDO, at a CBS Radio Spot Sales clinic.

Mr. Maneloveg challenged the radio industry to provide media planners with a "national radio profile." When this is done, he said, radio will return as a major medium. If it's not done, radio will slip from the plateau where he feels it is now marking time.

Radio people are directing the information in their sales pitch to media buyers rather than media planners, a serious mistake, he said and added that

BBDO is "guessing" at radio's value as an ad medium. He called the radio data which BBDO feeds to its computer for media selection "contrived." He said:

"We don't perhaps, give radio a very good exposure score. We estimate that about 60% of radio's audience is actually aware of a commercial message."

Mr. Maneloveg outlined information his agency considers essential to an adequate radio study:

- Coverage of all major markets.
- Estimation of metropolitan and nonmetropolitan audience by station.
- Estimation of total audience.
- Coverage of all time periods showing homes and listeners per quarter hour and demographic data including

breakdowns by sex, income, age.

▪ Record of in-home and out-of-home audience.

If stations will support such a national study Mr. Maneloveg said, BBDO will help to underwrite it. In the past, he noted, such studies have been neglected because of a combination of agency and station apathy, mainly to the cost of such a venture. He added that BBDO had supported Pulse last year in a Pulse LQR survey that yielded some demographic data but that other agencies had shied away from such research support (BBDO reportedly contributed about \$2,000 to the Pulse study mentioned by Mr. Maneloveg).

He referred to radio measurement of one research firm as "a quick telephone popularity count," and added that although Pulse does give some demographic breaks, this is not enough on

Sponsors buy 'Powell'

A poll conducted by Four Star Distribution Corp. shows that the *Dick Powell Theater* is fully sponsored in 75% of the markets carrying the series. Len Firestone, vice president and general manager, reported last week that he considers this sales achievement "a record" in the syndication field. The series is sold in 38 markets.

The poll resulted in 29 replies, Mr. Firestone said, and 19 stations report the show is sold out while five stations noted that it is partially sponsored and "moving towards SRO status."

which to base a sound media decision.

What About Programing? ■ Maury Webster, vice president and general manager of CBS Radio Spot Sales, took a different approach in discussing the key to radio's future at the clinic. That key, he averred is programing. He said that although radio will continue to be an entertainment medium, its great potential is as a medium of information and service. The proper editorial climate, he said, "is not only good for the

listener, it's valuable to the advertiser."

John F. Shima, media group head at Kenyon & Eckhardt, who also addressed the clinic, expanded on the point saying: "There is little knowledge at advertising agencies of how to use programing values, little awareness of programing in radio at all."

He attributed this situation to four factors: buying ratings is too easy; the problem of understanding programing policies of 3,000 stations; lack of understanding on the part of agency people of how to use programing information and the too facile classification of stations into categories such as "rock-er," "good music," or "formula."

The answer to these problems, Mr. Shima suggested, is to educate agency people to the importance of programing by such methods as station profile tapes, relation of programing to the demographic characteristics of the market and emphasis on the difference in listener attention level which specific programing produces.

Court rules 'truth' is a relative term

The eye of a television camera may be as deceiving as the human eye. What it sees may appear distorted and "reality" may need to be fabricated. However, material substitution should not

be a tool for deceptive advertising.

This was the message contained in a decision handed down last week by the United States Court of Appeals, New Orleans, ordering the Federal Trade Commission to reframe its cease and desist order against Carter Products Inc., manufacturer of Rise shaving lather.

The FTC order was issued in May 1962, and ordered Carter to cease ad practices that disparaged competing products through the use of deceptive TV commercials. The commercials showed Rise as the lather "that stays moist and creamy" while showing, in action, a competing product that did not remain moist.

The competing cream was not really lather but "ultra-wet 60L," a foaming agent, and 90% water.

Judges John M. Wisdom, Walter P. Gewin and Orin L. Phillips presided over Carter's appeal, with Judge Wisdom writing the decision.

Judge Wisdom granted that technical shortcomings often require that substitutes be used for the real things in TV commercials. He noted, "On television truth is a relative term. Assuming that collisions between truth and salesmanship are avoidable, i.e., that mock-ups are not illegal per se, the basic problem this case presents is: what standard should the FTC and the courts work out for television commercials so that advertisers will appear to be telling the truth, consistently with Section 5 of the Federal Trade Commission Act prohibiting unfair advertising practices."

Tough Scrape ■ Judge Wisdom wrote that the findings of the Colgate-Palmolive "sandpaper" case apply to the Carter case. In the "sandpaper" case C-P used a mock-up of sandpaper to demonstrate the soaking action of shaving cream. The FTC called the commercial deceptive, to which the court agreed but set aside the FTC's order on the grounds that the commission's criteria in arriving at its decision were unacceptable. The FTC decided that although one would not purchase shaving lather to barber sandpaper, the promotion was nevertheless deceptive.

Carter's Rise demonstrations also were considered "false and misleading" by the court. Judge Wisdom said, "Although we uphold the commission on the merits, we have difficulty with the order."

Following the precedent set in the C-P "sandpaper" case the FTC was ordered to modify the cease and desist order issued to Carter. The court suggested the commission delete the word "genuine" and accept mock-ups that "compensate fairly for the technical limitations of television," however prohibit simulations that distort "the actual qualities" or products depicted.

WAVE RADIO AND TV
ARE
IN VARIABLY
EFFECTIVE
LOUISVILLE
BOTH NBC
BOTH REPRESENTED BY THE KATZ AGENCY
(Antique type from the Robinson-Pforzheimer Collection.)

RCA
BC-7

Closest to Custom in a Production Console!ette!



RCA Transistorized Console for Dual-Channel AM/TV and FM Stereo

Take a good look at this smart new model. Here's that "custom" appearance to satisfy the proudest management; "custom" quality and flexibility to please the most discriminating engineers... all in a production-model!

CUSTOM STYLING—Striking new lines in blue and silver bring a color accent to control rooms. Color-coded operating controls are engineered to avoid errors. Only 39" long, it is compact and self-contained... to satisfy new or existing arrangements.

CUSTOM QUALITY—The BC-7A is fully transistorized for long-term reliability. All amplifiers have input and output transformers... precise impedance matching for both program and monitoring circuits. You get quality stereo monitoring (10 watts out-

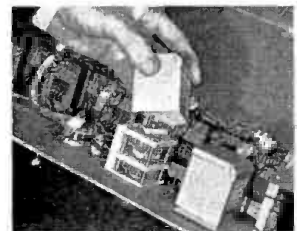
put), quality gain controls, quality leaf-type key switches on all program circuits.

CUSTOM FLEXIBILITY—You have interchangeable plug-in modules... preamplifiers, isolation/balancing units, program amplifiers, monitoring amplifiers, cue amplifier and power supply—all in one self-contained unit. You get three-mode operation... selector switch to instantaneously convert from dual channel, parallel or stereo operation.

We can't name them all here, but we believe you will agree that this is the kind of customized styling, quality, and flexibility you want. Let your Broadcast Representative show you all the features that make this console your best buy. Or write RCA, Broadcast and Television Equipment, Bldg. 15-5, Camden, N. J.



Plug-in flexibility... preamplifiers for low-level sources... isolation/balancing units for high level sources.



High quality mixers... ganged step-type attenuators when in stereo... individual step-type when in dual channel use.



THE MOST TRUSTED NAME IN ELECTRONICS

More opposition to commercial limits

FCC PROPOSAL CALLED ILLEGAL AND AGAINST PUBLIC INTEREST

Everyone agreed last week—any government regulation of commercial time standards for broadcasters would not only be illegal but contrary to the best interest of the public.

The FCC last Monday (Sept. 30) received more than 100 filings opposing its proposed rulemaking to adopt the commercial time standards of the National Association of Broadcasters' radio and television codes. Leading the deadline rush of comments were the three major networks, the NAB, several multiple owners and state broadcasters associations.

The NAB, as did many other commenters, predicted the eventual end of broadcasting as a free enterprise if the commission moves into commercial time regulation. This destruction of broadcasting freedom would not be in the public interest, the association said.

The NAB said for the commission to limit commercial time "would be the assertion of power never expressly conferred or even intended through inference by the Congress." The association recited legislative history to support its view. It said that when Congress created the FCC in 1934 to replace the Federal Radio Commission the legislators were aware of the problems concerning advertising in broadcasting, but "the fact that it declined to legislate in

this area . . . can mean only that the Congress did not intend for the commission to determine by regulation advertising policies of stations."

The association further noted that in 1955 and 1957 bills were introduced in Congress that would have provided the commission with authority to regulate commercial policies, but that in both instances no regulation was approved. ABC and CBS joined the opinion that the commission lacks legal power to promulgate such regulation.

In Truth A Preventive ■ The NAB pointed out that although Representative Walter Rogers (D-Tex.) has introduced a bill aimed at prohibiting the commission from adopting commercial policy regulations, this should not be interpreted, as some might, as meaning the commission presently does have the authority because if it didn't there would be no need for a preventive measure to be taken. This is not the case, the NAB said. "As we view it, Congressman Rogers's bill is a counter measure designed to resolve the matter of jurisdiction through legislative means rather than through lengthy and expensive court proceedings."

The association concluded that Congress in the past and recently has shown that it intends the responsibility to be placed on "the broadcasting licensee to

select and control the advertising material which is broadcast."

NBC also told the commission that responsibility should be placed on the licensee. Rather than "promulgating a 'commission formula'" for commercial standards the commission should rely on the self-regulation of the licensee. The network said the commission's licensing procedure should emphasize self-regulation and self-development. Each licensee should, in applications for new stations and renewal applications, inform the commission "of his own conception of his public interest duties with regard to advertising material and what he does to fulfill that conception," NBC said. NBC felt this approach would take into account the varied situations that exist from community to community. Self-regulation is the answer.

Westinghouse Broadcasting Co. also suggested the commission adopt a policy similar to that described by NBC, as an efficient means for making public interest determinations.

Unlike Common Carrier ■ A much used argument against the proposed rules is that they constitute a common carrier or public utility concept of regulation. This view is based on the belief that regulating commercial time standards is in effect regulating the income of

Henry's pen pals no match for Minow's

FCC Chairman E. William Henry's "overcommercialization" speech before the International Radio & Television Society in New York two weeks ago appears to have attracted far more interest within the broadcasting industry than outside it.

The chairman's office as of Thursday (Oct. 3) had received 125 pieces of mail—all but four of them expressing approval of the speech declaring that the commission should spell out what it means by overcommercialization.

But if reaction to former Chairman Newton N. Minow's "vast wasteland" speech is any criterion, the response to Chairman Henry's address is less than overwhelming.

Within a week of the speech in which the former chairman, in an address before the National Association of Broadcasters in May 1961, caustically criticized TV program-

ing, 2,500 letters, cards and telegrams were received (BROADCASTING, May 22, 1961).

According to a breakdown made by Chairman Henry's office of the mail he received, some 80 correspondents complained about the frequency of commercials. The length and taste of commercials, as well as their volume or loudness also was criticized.

Howell Speaks ■ One of those opposing the chairman's address was Rex G. Howell, a 36-year broadcasting veteran and a member of the NAB radio board. Mr. Howell apparently stung by Mr. Henry's sweeping criticism of broadcasters' commercial practices, said all licensees shouldn't be condemned for the faults of a few.

He said that during the time of the nationwide TV quiz show scandal which was sparked "by less than

a dozen culpable employees," there were cases of bankers embezzling funds, of lawyers being disbarred and of physicians being charged with malpractice.

But, he asked, "Did you read any headlines of blanket indictment against these professions? Was there any movement to require government enforcement of the Canons of Judicial Ethics or the Hippocratic Oath?"

Mr. Howell welcomed Chairman Henry's proposal for a government-industry conference on commercial time standards. He said many of broadcasting's problems, "particularly the economic ones," are not fully understood by the FCC or Congress.

Mr. Howell is president of KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KGLN Glenwood Springs, all Colorado.

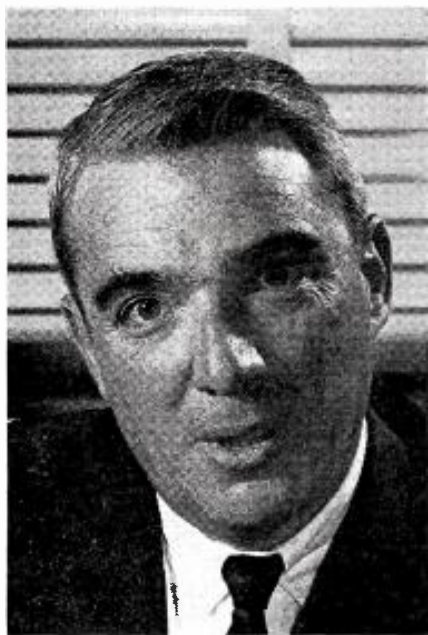
OINK!

Buying a pig in a poke is no way to live high on the hog.

In some parts of the country, you can buy the two biggest tv markets in sight, and you've got most of the tv homes in the bag. □ Do the same thing in North Carolina, and you may be buying a pig in a poke. Down here, the two largest markets overlap like crazy. This makes it tough to tell what kind of coverage you've really bought. □ The logical way to cover North Carolina with tv is by combining Charlotte with Raleigh. □ The Raleigh-Charlotte combination gives you unduplicated coverage of more people than any other two-station buy. And coverage of the counties that rack up 88% of all retail sales. □ Who to buy in Raleigh? We'd say WRAL-TV. But don't take our word for it. □ Call up that guy from H-R. He'll show you plenty of proof that WRAL-TV really brings home the bacon for advertisers.

WRAL-TV, RALEIGH-DURHAM, N. C.

WWDC^{radio} salutes Washington's finest



This young, hard-hitting executive is Sy Seleznow, dynamic Merchandising Vice President for the Washington Division of the Grand Union Company. He is responsible for many "firsts" in the brilliant direction of his division's merchandising. The current "Total Value" campaign created by Seleznow has produced quite a stir in supermarket circles. Better still, it is ringing the cash registers in 34 Grand Union supermarkets locally. This "sound of music" would not be possible without the role played by WWDC—"the station that keeps people in mind." Alvin Epstein, Inc. has been the agency for radio and TV for 12 years.

Represented nationally
by John Blair & Company



WWDC RADIO WASHINGTON D. C.

a licensee, such as the rates charged by public utilities are controlled. CBS pointed out that this public utility concept is definitely prohibited by the Communications Act which states that broadcasters are not to be considered common carriers.

The West Virginia Broadcasters Association called the proposed rules "raw and unabashed public utility regulation" of the industry.

The NAB said the power to control commercial time is "the power to destroy. . . . We submit that as the First Amendment prohibits the exercise of such power over newspapers, it prohibits the exercise over broadcasters."

ABC told the commission that advertising is covered by the First Amendment just as editorial content is protected from censorship. ABC quoted the Supreme Court decision in *Grossjean v. American Press Co.* in 1936. This case decided that a 2% license tax levied in Louisiana on newspapers having a circulation greater than 20,000—for the privilege of ". . . selling, or making any charge for, advertising or advertisements"—violated the First Amendment. The decision said by restraining revenue, circulation could also be directly restricted. Storer Broadcasting Co. and others joined this opinion.

"If the commission today, no less than the legislature of Louisiana, can restrict the amount of advertising carried by broadcasting stations to a given figure, it can tomorrow prescribe a lower figure," ABC said.

Head Counting No Account ■ CBS told the commission that many of the licensees that do not now subscribe to the NAB codes would be among those exempted from the proposed rules if they are adopted. CBS pointed out that the proposed exemption of stations that can show they would not be able to economically survive under the rules has a current bearing on the number of code subscribers. However, the network said, the number of code subscribers has shown a steady increase over the years. CBS noted that in January 1959, 60% of television stations subscribed and 15% of radio stations; today 70% of the former and 38% of the latter are subscribers. CBS predicts the number of subscribers will continue to grow.

Westinghouse told the commission that although the code subscription figures are what they are it found that 98.7% of all TV homes are within the coverage area of stations subscribing to the NAB code. (Westinghouse includes all counties in which TV station subscribers have 50% or better circulation [excluding Hawaii and Alaska].) The group owner also found 97% of the population within the 272 metropolitan areas of the U. S. served by radio stations subscribing to the code. (The company's figures don't include stations in

Governor opposes FCC

Tennessee's Democratic Governor Frank G. Clement has reiterated his opposition to government control of commercial time standards.

Speaking before the Tennessee Association of Broadcasters annual meeting, held Sept. 24 in Memphis, Governor Clement said, "I would like to say here that I feel a responsibility to use the influence of my office to reciprocate in helping you wherever we can."

The governor said that it is improper for the government to intrude where the public has traditionally made the decisions. He closed his talk by saying, "I am opposed to the arbitrary limitation by a Washington bureau of your advertising, your news coverage, the amount of music you can carry, or any other manifestation of the free enterprise system, and I will continue to be opposed to it."

nonmetropolitan areas or nonmetropolitan coverage of metropolitan stations.)

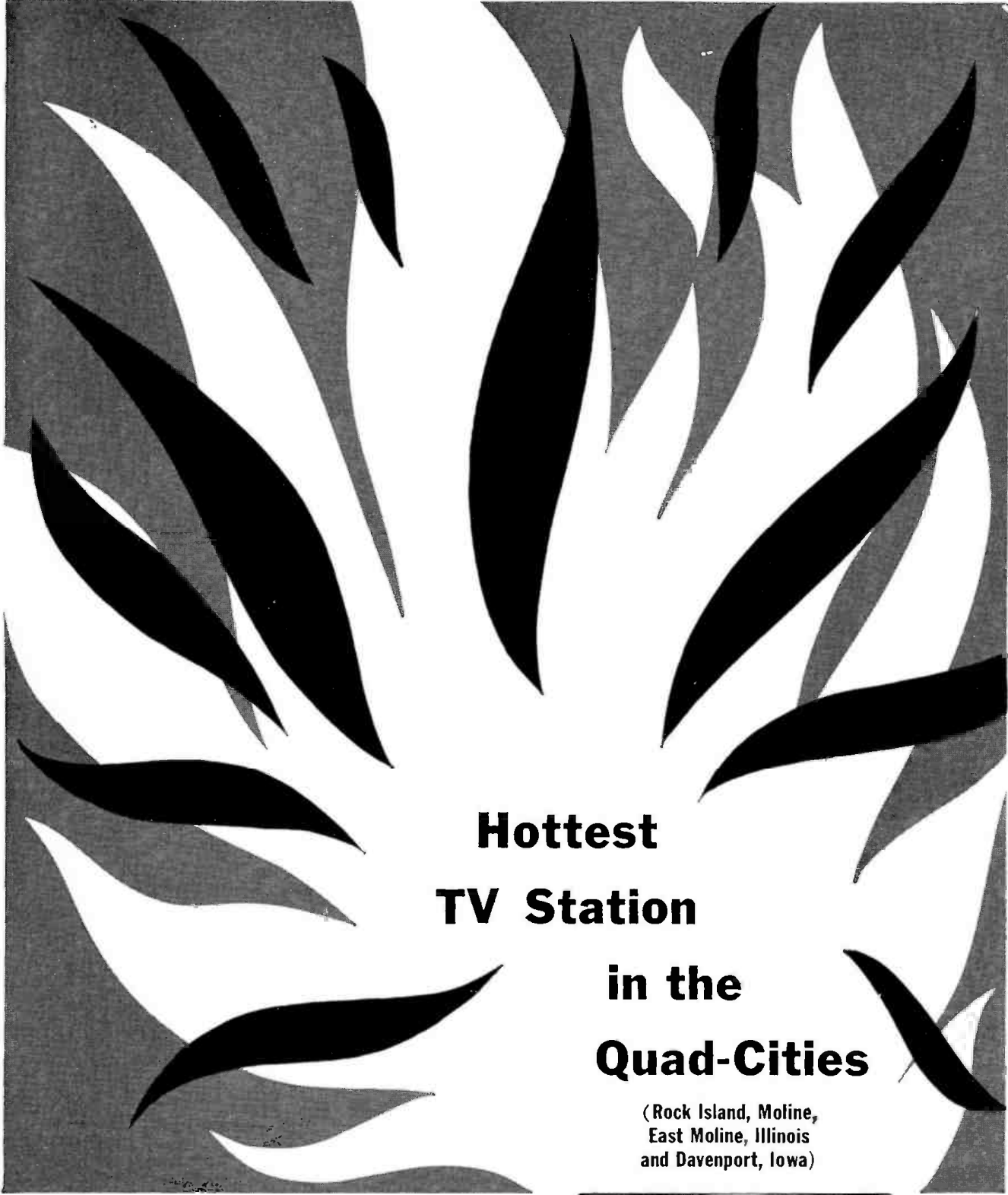
Westinghouse said the public therefore is in a position to tune in code or noncode stations.

CBS pointed out that FCC Chairman E. William Henry, when speaking to the International Radio and Television Society on Sept. 24 (*BROADCASTING*, Sept. 30), said in reference to the 2,500 complaints the commission had received about commercials, that only 35% (875) were concerned with the length and frequency of commercials. CBS said that no doubt many of the 875 that complained would be against any commercials whatsoever.

ABC questioned whether Mr. Henry could consider 2,500 total complaints out of "some 125,000,000 literate listeners" an adequate sampling "and (without knowing more about their individual pet peeves and personal axes) whether they represent a fair cross-section of the listening or viewing public."

Cohn & Marks, a Washington communications law firm, told the commission that there is no suggestion that if the codes become rules complaints will cease. "Quite the contrary," the firm said, "members of the public frequently complain of 'overcommercialization' when the codes are being adhered to." CBS agreed that government regulation could not change the public's view of advertising.

Viewers View ■ Dow, Lohnes and Albertson, representing a group of 28 licensees, claimed that there is no wide-

A large, stylized graphic of flames in black and white, filling the upper two-thirds of the page. The flames are composed of various shapes, some solid black and some white with black outlines, creating a sense of movement and heat.

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.



spread evidence that the public is irritated by present commercial policies. In support of its point the firm quoted figures from a survey of 2,427 that appeared in Gary A. Steiner's book *The People Look at Television* (BROADCASTING, Feb. 18). The survey quoted 75% of those interviewed as feeling commercials were a fair price for the entertainment they received; 58% termed them helpful and informational; 43% claimed them to be more entertaining than the programs, and 36% called them a welcome break.

The law firm concluded from the survey that the public thinks of commercials as being useful and as paying for the entertainment they receive.

Wilner & Bergson, another law firm, told the commission that the rules would place broadcasters at a competitive disadvantage with other media and jeopardize the industry's economic future. The firm said the rules would force advertising costs to rise, possibly helping individual stations, but the overall result would be to drive advertisers to other media. Many other commenters joined this view.

CBS pointed out that Commissioner Lee Loevinger has described broadcasters as being restrained in the amount of broadcast time they use for commercials. Commissioner Loevinger noted

Henry leaves for Geneva and London

FCC Chairman E. William Henry was scheduled to depart by air Saturday (Oct. 5) for the international radio conference on space allocations in Geneva. The conference begins today (Oct. 7) and runs to Nov. 8.

Chairman Henry, will serve as senior advisor to the U. S. delegation.

He will return by way of London, where he will spend two days conferring with officials of the BBC and the Independent Television Authority, which oversees commercial TV operations in Britain. He is scheduled to depart for home Oct. 23.

Commissioner Rosel Hyde will serve as acting FCC chairman in his absence.

A last-minute shuffle in the lineup of the U. S. delegation to the Geneva conference saw Kurt Borhardt, communications specialist on the staff of the House Commerce Committee, added to the U. S. team. He will attend the full conference. His bosses, Representatives Oren Harris (D-Ark.) and Abner W. Sibal (R-Conn.), are expected to attend part of the sessions.

The U. S. delegation is headed by Joseph H. McConnell, president of Reynolds Metals Co. and former RCA and NBC executive. Vice Chairmen are T. A. M. Craven, former FCC commissioner, and Jacob D. Beam, State Department foreign service officer.

that newspapers use approximately 50% of their space for advertising to gain about two-thirds of their income while broadcasters spend 25% of their broadcast time for commercials to earn all of their income.

NBC described the public as a built-in safety "fuse" that inhibits the over-commercialization of a station. The network said each licensee should de-

side for himself the extent he will commercialize. NBC said adoption of the NAB codes would be detrimental to self-regulation—the codes by their very nature are voluntary undertakings, it said. NBC also said it was unaware of any definitive study of what the public response to noncode stations is.

Metromedia Inc. warned the commission not to set itself up as "a national arbiter of taste."

ABC told the commission that advertising is itself a service to the public. "Advertising is the life-blood of the mass production and free enterprise system." Although viewers may occasionally complain, ABC added, it should also be noted that taxpayers usually complain when taxes fall due.

Looking back over the many comments that have been filed with the commission over the past several weeks, dealing with commercial regulation, there has been only one voice supporting adoption. This comment came from the National Association for Better Radio and Television. NAFBRAT charged that broadcasters have ignored the codes they subscribe to (BROADCASTING, Sept. 23).

AB-PT defendant in suit

Paul D. Newey, former chief investigator for the Office of State's Attorney in Chicago, has filed a defamation suit for nearly \$4.7 million in superior court there against American Broadcasting-Paramount Theaters Inc., operator of WKBK(TV) Chicago, and an attorney, Kevin Gillogly. Mr. Newey charges injury from a statement attributed to Mr. Gillogly during a news interview on WKBK in which Mr. Gillogly discussed Mr. Newey's appearance before a local grand jury that was investigating the financial affairs of a former state's attorney.

4

SIOUX CITY'S KTIV REACHES HOMES IN

Iowa, Nebraska, South Dakota and Minnesota!

KTIV (Channel 4) covers more than just Sioux City, Iowa. SRDS July '63 study shows that KTIV's market includes over 207,000 TV homes (TV Factbook '63—251,100 homes) in a 4-state area! And the 1962 spendable income in this market has grown to 1¼ billion dollars.

You not only reach, but *score* in this rich market with KTIV! ARB's March '63 study reveals that 11 of Sioux City's top 15 shows are on KTIV. This viewership, plus KTIV's proven sales ability, makes KTIV the 1st choice station for your Siouxland schedule!

KTIV
CHANNEL 4
Sioux City, Iowa

National Representative:
George P. Hollingbery

Regional Representatives:
Harry S. Hyett Co.,
Minneapolis
Soderlund Co., Omaha
Eugene F. Gray Co.,
Kansas City, Mo.



Sell them dietary products? Fat chance!

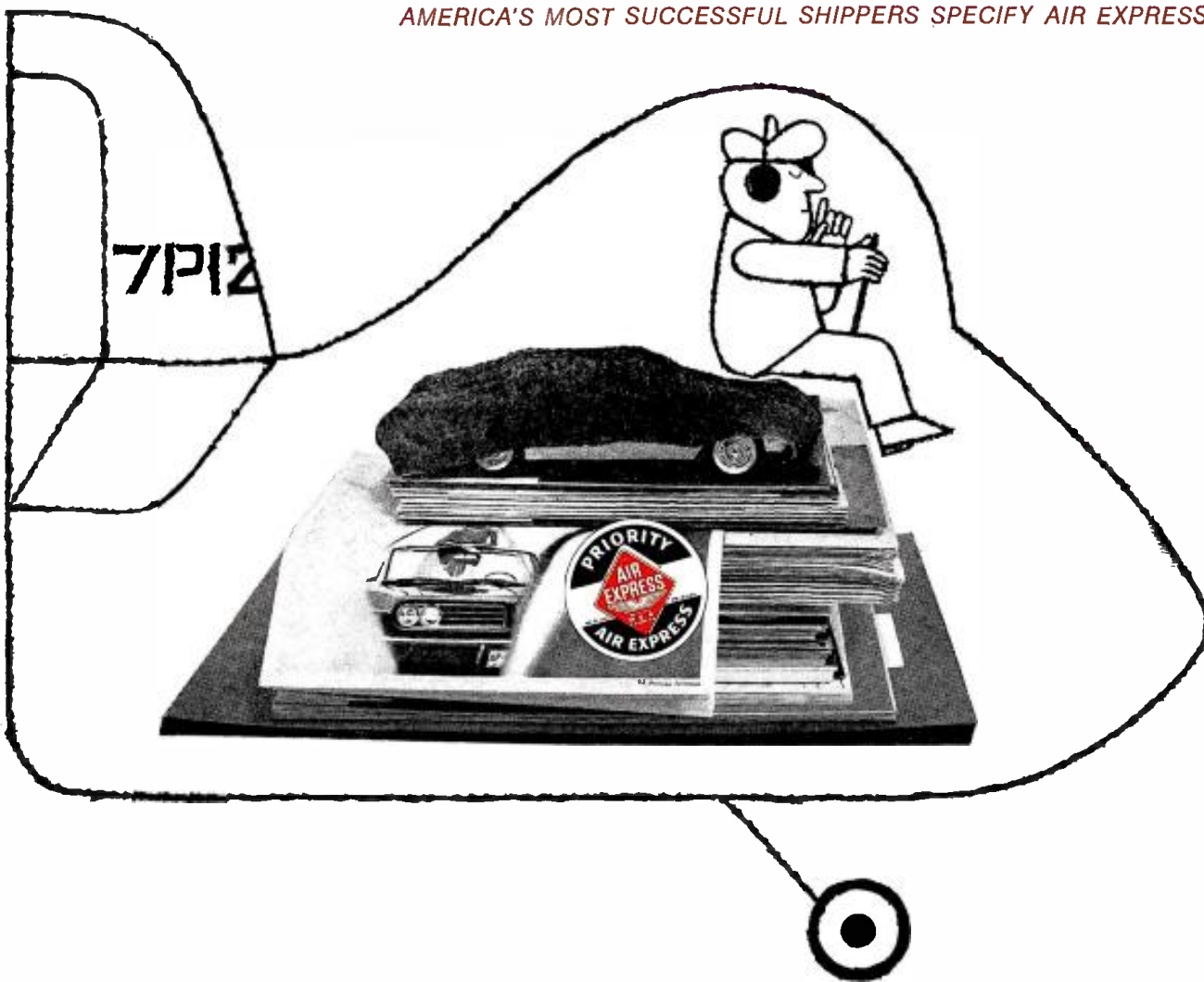
When it comes to selling dietaries, the teen market offers pretty slim pickin's. Overweight is more an adult problem. And if you want to reach adults in Indianapolis, WFBM is your station. For we are openly partial to grownups in our music and other

programming. Take our disc jockeys, for instance. They lean heavily—if you'll pardon the pun—to the great show tunes and popular classics of today and yesterday. It's *their* way of swinging your ad dollars *our* way...and Indianapolis sales dollars *your* way!

Put your advertising where the money is!

WFBM RADIO **TIME LIFE**
1260 INDIANAPOLIS **BROADCAST**
THE 21TH METRO MARKET • REPRESENTED BY THE KATZ AGENCY

AMERICA'S MOST SUCCESSFUL SHIPPERS SPECIFY AIR EXPRESS



**“Air Express helped us
keep the Tempest
Wide-Track Secret!”**

— MacManus, John and Adams, Advertising Agency, Bloomfield Hills, Michigan.

AIR EXPRESS DIVISION OF



Air Express gives fast, simultaneous delivery of highly secret promotion materials to 3,500 Pontiac dealers!

MacManus, John and Adams Advertising Agency has the problem of releasing new car news across the country, simultaneously . . . and at the last possible moment to insure secrecy. Air Express allows them to do both.

The agency gives Air Express the addresses of their suppliers. R E A Express trucks pick up the promotion materials, rush them to nearby airports, and put them on the first outbound flights. (Air Express has official priority on all 38 scheduled airlines.) At destination airports, R E A trucks speed them to the dealers. In most cases, the entire operation is done overnight!

You may not have a Big Secret to keep, but are you sure you don't need Air Express' speed, dependability and economy?



BROADCASTING, October 7, 1963

House unit readies action on FCC's budget

MINOW TESTIMONY AT MARCH HEARING RELEASED

The House Independent Offices Appropriation Subcommittee is to meet in closed session today (Oct. 7) to consider the FCC's \$16.5 million budget request for fiscal 1964. The request reflected an increase of \$1.5 million over the 1963 budget.

The subcommittee held a one-day hearing with FCC witnesses back in March, and that, too, was behind closed doors, as are all House appropriation sessions.

The record of the March session was made public Sunday (Oct. 6), and an examination of the transcript shows the commission had a considerably easier time behind the House's closed doors than it did later in June in open session with the Senate's counterpart subcommittee (BROADCASTING, June 24). The Senate unit may call the FCC back but is waiting for final House action.

There were other differences than simply open and closed hearings. The Senate session marked the first congressional hearing at which Chairman E. William Henry was the commission's spokesman. And, having been the man in charge at the FCC's controversial local programming hearing held in Omaha, Chairman Henry had to face the wrath of a Nebraska senator of the opposite political party who lives in Omaha—Senator Roman L. Hruska (R-Neb.).

Teamed up with his colleague, Senator Gordon Allott (R-Colo.), Senator Hruska ripped into Chairman Henry with sharp criticism of the programming hearing. And Senator Allott added fire of his own for the commission's pro-

posal to adopt commercial time standards similar to those in the commercial code of the National Association of Broadcasters. Senator Allott later filed formal comments with the FCC (BROADCASTING, Sept. 30).

Sotto Session ■ The House session was handled for the FCC by then-Chairman Newton N. Minow. And, according to the printed record, the day seemed to have passed mildly for the commission, although there were some mysterious off-the-record discussions on some hot or hypothetical issues: possible ex parte contact among commissioners and elected federal officials, the history of broadcast ratings, program duplication by AM and FM stations and FCC engineering inspections.

(Off-the-record discussions that are held in open hearings may be reported by news media, but when they are conducted behind closed doors, only the participants may know of them because they are not recorded by official reporters of the committees.)

Milder in March ■ All in all, March in the House was milder than June in the Senate for the FCC.

The House subcommittee met on March 11, about the time that the House Commerce Committee was unveiling its investigation into broadcast ratings. Mr. Minow assured the appropriations unit that while some proposals for regulating ratings had been discussed, "We have made no such proposals." Later FCC testimony on ratings was consistent with this statement (BROADCASTING, March 11, et seq.).

In a discussion of AM station earn-

McKinney to Harris: 'Fairness' isn't

A broadcaster from Representative Oren Harris's (D-Ark.) home town has advised the congressman that the FCC's holdings in fairness cases could result in broadcasters "informing ourselves right out of business."

Commenting on a recent decision on two Alabama radio stations (BROADCASTING, Sept. 23), W. N. McKinney, general manager of KELD El Dorado, Ark., wrote that according to the FCC's interpretation, "a broadcaster would spend over 50% of his air time letting all the crackpots express themselves. This, Oren, is not in the public interest."

Only last month Representative Harris, chairman of the House Commerce Committee, took the commission to task in a major speech before the Arkansas Broadcasters As-

sociation (BROADCASTING, Sept. 9). Using texts of his letters to the FCC and to a mythical broadcaster friend, Representative Harris said that the FCC's July 26 public notice on fairness "gives to the public interest standard of the Communications Act an interpretation which is contrary to the basic pattern of the act."

In the case of the two Alabama stations the FCC held that licensees are obligated to keep the public informed, and if this means giving free time to answer commercial broadcasts, then this may be necessary. However, the commission left the door open for a review of a licensee's overall performance in fulfilling his obligation to serve the public interest and provide discussion of controversial issues.

Florida conservatives to monitor radio-TV stations

An organization to insure presentation of the conservative view in controversial matters has notified Florida broadcasters that it will monitor all state TV and radio stations.

The Organization for the Protection of Conservative Opinion in Broadcasting Inc., said it plans to "analyze the news, editorial opinions, any and all commentary, and the views of individuals and organizations broadcast on all mass media communication."

Formation of state organizations with that name was proposed on Sept. 16 by Dan Smoot, of Dallas, a conservative radio and television commentator, in his weekly newsletter *The Dan Smoot Report*.

The Florida unit was chartered on Sept. 26, and its legal counsel, Ellis Rubin, said "we plan to set up similar groups in other states." Mr. Smoot is the group's consulting adviser, said Mr. Rubin.

In its letter the conservative group said the organization would answer any personal-attack broadcast involving any individual or organization espousing a conservative point of view.

In his newsletter, Mr. Smoot commented, "Every time a 'liberal' broadcast is made on a local station, touching on any subject of interest to the local Organization . . . the organization could demand free and equal time to answer. Individuals who cannot form an organization . . . can, and, should act as individuals."

Eugene Dodson, vice president and manager, WTVT(TV) Tampa-St. Petersburg, and president of the Florida Association of Broadcasters, said he had received the group's letter but noted "Each broadcaster has the responsibility to obtain a spokesman for the opposite point of view in controversial cases. No one has the right to become the spokesman for the other group on his own."

Mr. Smoot's newsletter offered "any responsible conservative" "my television film, free of charge, for rebuttal purpose" if the person gets equal time to answer a liberal broadcast "and then feels that he lacks time or facilities to prepare a proper presentation of his own views."

He said every issue of his *Report* since 1957 had been summarized for TV and radio broadcasts and the transcribed broadcasts which have been preserved "cover a wide range of subjects which liberals discuss in ways offensive to conservatives."

Mr. Smoot also suggested that the state organizations "could request transcripts of all proposed broadcasts . . . in accordance with" the FCC's July 26 statement on fairness.

Mr. Smoot said his weekly 15-minute show is on 41 TV stations—and sponsored on 33 West Coast stations by Dr. Ross Pet Food Co.—and is sponsored on 71 radio stations in 20 states.

ings, the subcommittee showed concern that 40% of the stations showed losses in 1962. Commissioner Frederick W. Ford said the commission's revised accounting form would be used in fiscal 1964 and would provide "a little more accurate picture as to who is losing money in fact and not paying it out to themselves in salaries."

When the questioning turned to the AM freeze, Representative Joe E. Evins (D-Tenn.) asked whether anyone could influence the commission into moving up a "frozen" application. Neither the President nor a member of Congress could influence a commissioner to do that, Chairman Minow said.

Representative Albert Thomas (D-Tex.), subcommittee chairman, abruptly cut off his pursuit of information about why the commission usually meets just once a week when he was told that much of the commissioner's time is spent in testifying before congressional committees. "We had 52 hearings" in the 87th Congress through September 1962 (about 21 months), said Max D. Paglin, FCC general counsel.

Government opposes KRLA in Supreme Court

The government last week told the U. S. Supreme Court that Donald Cooke received a fair hearing in FCC license renewal proceedings for KRLA Pasadena, Calif., and that there is no need to review the case.

The solicitor general, acting for the

FCC, filed his opposition brief to the petition for writ of certiorari filed by KRLA last August. KRLA is asking the Supreme Court to reverse the July decision of a federal court of appeals upholding the FCC's action in denying license renewal (BROADCASTING, July

15).

The FCC denied the renewal on the grounds that Mr. Cooke had not lived up to program proposals made when he bought the station in 1959, that KRLA had falsified program logs, and that it had engaged in fraudulent contests.

Senate okays Section 315 suspension

RESOLUTION VARIES A BIT FROM HOUSE VERSION

The Senate last week okayed a resolution to suspend Section 315 of the Communications Act for next year's presidential and vice presidential campaigns.

When HJ Res 247 was passed in about 90 seconds last Wednesday (Oct. 2), no voices were raised in opposition. But, Senator Norris Cotton (R-N.H.), ranking Republican on the Senate Commerce Committee, pointed out that "there is a substantial body of evidence to indicate that Vice President Nixon may have lost the 1960 election" as a result of the joint TV appearances in that election. Nonetheless, Senator Cotton said, he supported the 1964 suspension because the 1960 broadcasts made "a tremendous contribution to the general understanding of the issues and to the general welfare of our entire system of government."

The House, which passed its own version with minor differences in June, may be asked to approve the Senate legislation as is. But that decision de-

pends partly on a determination to be made by the House Commerce Committee, probably this week.

Virtually assured of final passage and the signature of President Kennedy, who recommended the suspension (BROADCASTING, Feb. 25), HJ Res 247 would set up the same ground rules for political broadcasting in 1964 that allowed broadcasters to present the 1960 Great Debates.

The House and Senate commerce committees rejected legislative proposals that would have broadened the suspension or killed Section 315 altogether (BROADCASTING, Sept. 16, June 24).

The differences in the House and Senate versions involve the length of the suspension and reporting requirements. The Senate approved a 60-day suspension ending Nov. 3, 1964, the day before the election. The House, which okayed its bill before the Democrats had decided to hold their national convention late in August, passed a 75-day suspension.



GROUP W MEANS SPECIALS FOR CHILDREN...

"Romeos & Juliets"

Would you know four versions of "Romeo and Juliet"? Children do. Children in Boston, Baltimore, Cleveland, Pittsburgh, and San Francisco. They've just seen a new Group W Special. "Romeos and Juliets." A bit of Shakespeare, some Gounod, deux pas from an original ballet, and music from "West Side Story." Four variations in one hour-long show.

"Romeos and Juliets" is the kind of entertainment that does more than entertain. It awakens a child's mind. Introduces him

to art and literature on his own terms. Over the past two years, Group W has been producing children's specials—thirteen in all. Programs of fun like "Magic, Magic, Magic" with Magician Milbourne Christopher, Julie Harris and Zero Mostel. Puppetry with Bill and Cora Baird and their marionettes.

Children present a special challenge to a broadcaster. A challenge to stimulate their curiosity; open doors to new worlds. Group W uses its creative, management and

financial resources to make television for young people something very special through programs like "Romeos and Juliets."



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 NEW YORK WINS
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 PITTSBURGH KDKA · KDKA-TV
 CLEVELAND KYW · KYW-TV
 FORT WAYNE WOWO
 CHICAGO WIND
 SAN FRANCISCO KPX

WESTINGHOUSE BROADCASTING COMPANY

RATINGS WE'VE
GOT! LET'S
TALK ABOUT
WOMEN!



Ratings we have aplenty. Like KELO-LAND TV's huge ARB—67% METRO SHARE.* And more homes reached in the total Sioux Falls-96 County area than on all other tv stations combined. But it's the women in those homes we're proud of. Stout women, 36-year-old women, motherly types, a mother of quints, newly marrieds, romantic singles, Lawrence Welk fans, Candid Camera fans, afternoon tv watchers—women of all sizes, shapes and shopping tastes. KELO-LAND TV delivers more darlings than you can round up on all other channels in this market all pitching together. Want an introduction (several hundred thousand of 'em)? Tell H-R that Joe Floyd sent you.

*ARB Sioux Falls TV Audience estimate. Feb.-March '63. 9 a.m. to midnight, 7 days a week.

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CBS • ABC

KELO-TV • KDLO-TV • KPLO-TV
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Evans Nord, Executive Vice-Pres. & Gen. Mgr.
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In Minneapolis by Wayne Evans

General Offices: Sioux Falls, S. D.

PACIFICA DECISION MAY BE NEAR

Commission gets staff report on outstanding applications

The Pacifica Foundation case, which has been sidetracked in the recesses of the FCC for four years, appeared last week to be finally moving into a position where the commission could take action on it.

A staff report on Pacifica, licensee of four listener-supported FM stations whose cultural and sometimes unconventional programming has occasionally shocked listeners, has been submitted to the commission.

It's understood that the report, if approved, would lead to qualified grants of four outstanding Pacifica applications—three for renewal of licenses and one for a license to cover a construction permit.

Two sets of issues are involved. One concerns obscenities. The other, growing out of a Senate Internal Security Subcommittee hearing last winter, involves possible Communist infiltration of Pacifica's stations (BROADCASTING, Jan. 14, et seq.).

The commission staff, reportedly, recommends "washing out" the complaints about obscenity. But it would make any grant to Pacifica "without prejudice" to any further action the commission might take regarding the Communist infiltration question.

Action Not Imminent ■ There was no indication last week how soon the commission would act on the Pacifica license applications. The report itself technically does not present them to the commission for a decision on whether to approve them to the commission or set them for hearing. Commission approval would be expected to swiftly follow acceptance of the staff recommendations. But some officials predicted that the commission would want all questions concerning Pacifica answered before deciding on the case.

But the report is believed to be the first one on Pacifica to be submitted to the commission since the case originated in 1959 after complaints were received about the programming of some of the foundation's stations.

Pacifica's applications for renewal of KPFA(FM) Berkeley and for a license to cover a construction permit for KPFA(FM) Los Angeles, both California, have been pending since 1959. Its applications for renewal of WBAI(FM) New York and KPFB(FM) Berkeley, have been on deferred status since 1960 and 1962, respectively.

The commission staff is said to have recommended wiping out the obscenity complaints after consulting with the Justice Department. That department is said to feel there are no grounds for ac-

tion since the complaints involve language in poetry and other works of recognized literary merit that were read on the air.

The commission staff is also said to have noted that the material which gave rise to complaints was carried late at night and was not broadcast repeatedly.

Senate Inquiry ■ Although the Pacifica case has been hanging fire for four years, it didn't attract any attention until the Senate Internal Security Subcommittee hearing last winter. Senator Thomas J. Dodd (D-Conn.), who presided at the closed-door sessions, said the hearing was to determine whether Communists had infiltrated the Pacifica stations.

Pacifica officials acknowledged that Communist party members had appeared as commentators on their stations. But, they said, representatives of right wing groups, including the John Birch Society, had also broadcast on the stations.

One Pacifica spokesman told the subcommittee that the foundation believes the public should have "access to the full spectrum" of political ideas.

The subcommittee two months ago made public the testimony taken during the hearing (BROADCASTING, July 29). But it has neither issued any report, nor made any recommendations. This puts the commission in the position of resolving a delicate issue raised by a Senate subcommittee.

Senator Kenneth B. Keating (R-N.Y.) is the only member of the subcommittee to have commented on the hearing publicly. Shortly after the testimony was published, he said it wasn't the subcommittee's function "to judge or condemn any individual, but it is useful that certain facts were brought

Surgery for Murrow

Edward R. Murrow, director of the U. S. Information Agency, was scheduled to undergo major surgery Saturday (Oct. 5) at the Washington Hospital Center to free a blocked bronchial tube.

The former CBS vice president and CBS News correspondent noticed speech difficulty during engagements in Philadelphia a week earlier. Mr. Murrow contracted pneumonia during a Middle East inspection tour almost exactly a year ago. He was hospitalized then for several weeks.

to light so that the directors of the Pacifica Foundation and the public can approach the problem fully informed" (BROADCASTING, Aug. 5).

At the time of the hearing, Trevor Thomas, acting president of Pacifica, said FCC officials told him that the inquiry had "some bearing" on the commission's delay in acting on the license applications. Actually, however, the hearing jarred the FCC into action on the case. Until then, one commission official frankly admitted, "we were spinning our wheels."

Denver pay-TV gets third extension

Denver's pay TV test station KCTO (TV), channel 2, last week was granted a one-month temporary extension of its deadline for commencing trials. The commission said the extension runs from Oct. 3.

KCTO asked for a six-month extension because Macfadden Teleglobe Denver Corp., which is arranging programming has had difficulty obtaining film. The lack of scheduled programs has kept MTD from getting more than 500 hundred subscribers, the company said. The commission requires that prospective subscribers be provided with a list of programs the pay TV system will carry.

MTD originally asked KCTO to request a nine-month extension.

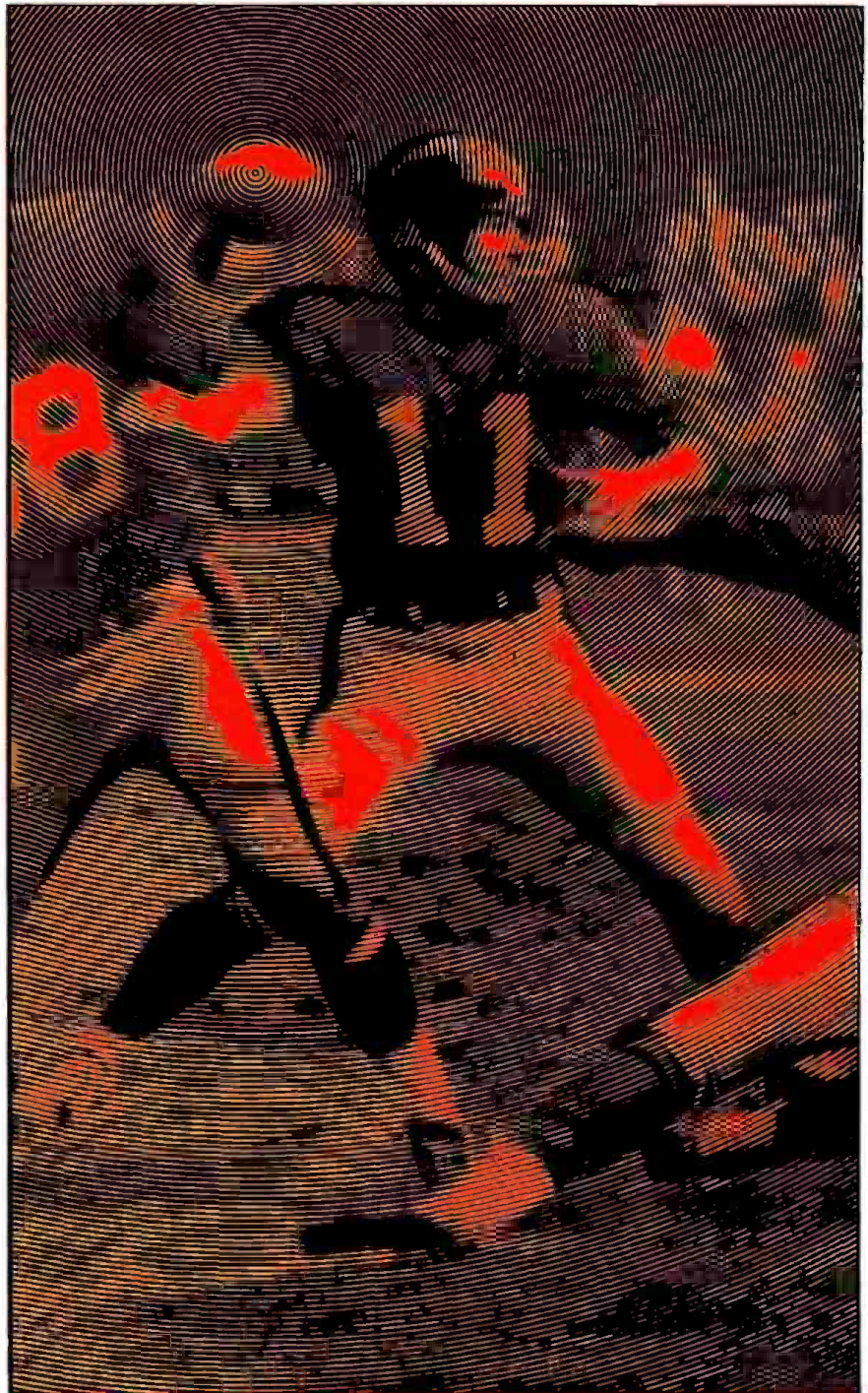
The commission said the temporary extension was granted pending receipt of addition information from KCTO. This is the third extension that has been granted.

Vaseline agrees to FTC consent order

Chesebrough-Pond's Inc., New York, agreed last week to abide by an order of the Federal Trade Commission prohibiting it from making "misleading claims" for Vaseline petroleum jelly in radio, TV and other advertising. Vaseline's consent to abide by the order does not constitute an admission that misleading claims were made in the past.

The FTC complaint had challenged various Vaseline advertising claims and maintained that the Chesebrough-Pond's product will not afford substantial protection against infection or form a protective barrier for the skin; is of no benefit in the treatment of open wounds or burns except to the extent of temporarily relieving pain.

Under the order, Vaseline will not be permitted to claim that it is a substitute for a first aid kit or that it will soothe and soften the skin better than similar products.



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TV code board still unsure of its path

SESSION WITH COLLINS LEAVES MEMBERS 'CONFUSED, DISAPPOINTED'

There was no meeting of the minds in Washington last week on the future directions and policies of the television code of the National Association of Broadcasters.

NAB President LeRoy Collins was expected to clarify policies as he appeared before a Monday (Sept. 30) meeting of the TV code board, but the nine members left town "confused" and "disappointed."

In a 30-minute prepared talk, Governor Collins stressed that the code should be a "dynamic" instrument to serve as the "champion of the public interest"—with benefits for and to the industry playing a secondary role. The NAB president was not specific in his thinking of the direction the codes should take in the years to come and, according to code board members, shed no further light on the subject during 90 minutes of questions by the code board.

This led to much criticism of the governor's position by a majority of those present—most of whom felt the NAB president should have given the code board concrete proposals. "I was utterly confused on the governor's position," one said. "We don't know what the president's policy is," he said. "You have seen his statement. Do you?"

Another member expressed "keen disappointment" that the governor did not come in with a program for the board to consider. He and others noted the "complete lack of liaison" between the governor and the board as well as the NAB president and the code authority staff. The board agreed that there must be improved and continuing liaison with the NAB president and plans to invite Governor Collins to sit in on all future meetings of the TV code board.

Governor Collins maintained that it was not incumbent upon him to be more specific at this time. "My area of concern is not with specifics," he said two days after the meeting. The code board meeting was not the time or place for details, he said, in stressing that it would be up to the new code director to work out the specifics of future code activities.

"I would have been impinging upon his domain had I made concrete suggestions," Governor Collins maintained. "My discussion [with the board] was limited to broad-gauge thinking."

Robert D. Swezey has resigned as code authority director effective Oct. 15, although he has agreed to remain on a

part-time basis until a new man is selected.

Violators Beware ■ In other business, the TV code board ordered the staff to move "immediately for definitive action" against 17 TV code subscriber stations who have been "repeated violators" of the commercial time standard provisions of the code during prime viewing hours. A "substantial number" of other stations were placed under "close scrutiny" by the code authority.

A code official said the first 17 stations will either have to comply with the code, resign, or have their membership revoked. Monitoring has disclosed that these stations either regularly program more than 17.2% commercial time during prime hours or violate code rules on multiple spots, or both. Their violations come under the June amendment to the time standards limiting commercial time during three daily prime hours to 17.2%. In addition, the code provides that a station break shall consist of not more than two spots (commercial or public service), plus identification, with the break not to exceed 70 seconds during prime time.

The second group of stations also is being checked for commercial violations, although there has been no indication that the infractions have been "repeated." Some have not as yet re-

plied to inquiries by the code authority. In other instances, additional monitoring will be undertaken.

Both Mr. Swezey and William D. Pabst, TV code chairman from KTVU (TV) Oakland-San Francisco, stressed that very little trouble is expected in securing compliance from most of the stations, particularly those in the latter group. Mr. Swezey pointed out that the NAB's monitoring program is much improved, with all subscribers checked at least twice a year.

Mr. Pabst said that the staff has been instructed to make a detailed study of the experiences of subscribers in the application of the controversial time standard, with particular emphasis on the effect of the June change. Areas of difficulties in station interpretations will be pinpointed, he said. The chairman said that he contemplated the appointment of a code board subcommittee to make recommendations on the time standards and all approaches to TV advertising prior to the January code meeting.

Together Or Not ■ In his presentation to the code board, Governor Collins said that "we should know at least if our broad-gauge thinking is together, and if it is not, strive in good faith to close the gaps. . . . I deeply hope that we can be assured of a unity of purpose within your board as we face the future. . . . I trust you will agree that to get a superior code job done, your assignment calls for objectivity and courageous effort, recognizing that on rare occasions such may be in conflict with the viewpoints . . ." of broadcasters.

If the industry had now the kind of codes it is capable of making, "no FCC chairman would dare speak as [E. William] Henry did in New York last week," Governor Collins said (BROADCASTING, Sept. 30). "The call to action is not merely the rumble of distant thunder portending greater government intervention. It is the roar of clear, present duty calling us all to better effort."

The NAB president noted that very highly respected broadcasters have characterized the codes as something to be "feared and resisted. The most widely read and most generously supported of our trade journals continually demeans the code and, I expect, receives warm praise and few complaints for doing so," he said.

Desired Course ■ In his prepared statement, Governor Collins said that

Swezey praised by board

Robert D. Swezey, retiring director of the National Association of Broadcasters radio and TV codes, received the "gratitude and appreciation" of the TV Code Board in a formal resolution adopted at the board's meeting last week. Mr. Swezey was praised for the "energetic and constructive directions he has given to the office which he has held."

Signed to a \$40,000-a-year contract for two years in 1961, Mr. Swezey announced his plans not to seek renewal several weeks ago (BROADCASTING, Aug. 19). He has agreed to remain in the job until a new director is selected. The original contract expires Oct. 15, after which date his salary will be cut in half since he does not expect to devote full time to the job.

the code must move down a new course based on acceptance of the proposition that the prime purpose of the code is to serve the best interests of the public. This means, he said, that the broadcasters' private interests should be incidental and subordinate to service to the public.

"When an issue arises under the code, the first question to be resolved should be where does the public interest lie?" he said. This already is the present, clearly established policy of the NAB in administering the code, he said, "and it is a stronger allegiance to this concept that I say is the first need ahead."

To operate the code as the public's champion, the NAB must have more courage, more imagination and more idealism, Governor Collins said. "The code must be administered as a positive, affirmative, constructive force to improve television's service. . . . This means that the code should not wait for trouble, but should look for all signs of it and promptly get in motion preventive procedures. It should not be satis-

to taste," he told the code board members. "Mr. Henry and the FCC are worrying about commercials. So are advertising agencies. So are congressmen. So are the people. So are some broadcasters — but not enough. We know there are serious troubles in this field, but we have not done enough about getting the facts and developing solutions."

The code must strive for qualitative commercial standards, Governor Collins stressed. "We have spoken of their virtue," he said, "but we have done little if anything to prove out any workable pattern of practical application. I am not sure we can, but we must at least try."

The NAB president said that his concern was not alone with "fires that need putting out. I am even more concerned with the fires we should kindle. . . . These are the fires of excitement and pride in the greatness of this industry."

No Czar, But ■ The new code authority director will have "vast powers to develop and initiate concepts far more

procedure.

Some of those at the Monday meeting questioned whether the governor's presentation was overly critical of Mr. Swezey and his administration. Not so, said the NAB president. "All of us will miss Bob Swezey, of course," he said. "At a very important time, and under many handicaps, he has rendered a highly competent and valuable service. He and I, in the candor that should go with mutual respect, agree that we do not view future code needs precisely eye-to-eye. . . ."

Later, Governor Collins said that it is impossible to make recommendations on how better to do things in the future without implying that something has been lacking in the past. "My statement was given in that spirit and not to demean Mr. Swezey," he said.

In speaking to the board, the NAB president said that a re-evaluation of code directions is needed and "made all the more necessary" by Mr. Swezey's resignation. "Up to this time I have made no overt effort to get a new direc-



Bob Swezey (l), outgoing director of the NAB codes, and Roger W. Clipp, vice president-general manager of the Triangle Stations, engrossed in a serious discussion on the TV code.



Robert W. Ferguson (l), executive vice president-general manager of WTRF-TV Wheeling, W. Va., has the undivided attention of NAB President LeRoy Collins at last week's TV Code Board meeting.

fied to help the broadcaster 'get by,' but should challenge him and aid him to do his best."

The NAB president said that his program would necessitate a "far greater effort in research," conferences, workshops and meetings in which talent and the public would be invited along with broadcasters. "It would mean a public relations effort to project the code as not only something in which the public has an interest, but in which it also has a working stake," Governor Collins said.

Code efforts have been "grossly inadequate" in many areas of TV advertising where there are "serious troubles," he said. These relate, aside from the time standards, "to interruptions, to poor quality, to clutter, to believability,

dynamic than the cautious trails of the past," Governor Collins said. The director's actions will be subject to review, he said, but "if he feels that code amendments are necessary, he will also need your [code board's] understanding and cooperation." In answer to questions by code board members, Governor Collins said that he did not envisage the new director as a "czar."

In an interview Wednesday, he said the code by-laws give the director broad powers which have not been used in the past. The director is charged with setting the policy and making code interpretations, he said, while the code board recommends to the TV board and rules on appeals of the director's decisions. Governor Collins said that he was recommending no change in this

tor, primarily because I will want to represent to any prospective appointee the nature of the job that will be expected of him and also appraise his qualifications in this light," he said. "And, if possible, some common accord on our needs should be reached between your board and the TV board and me, first."

The NAB president has the authority to pick a new director, subject to the approval of the combined NAB radio and TV boards. The code boards have no jurisdiction in the matter.

Wrong Directions ■ The NAB president discussed — and rejected — two other possible courses of future action for the codes. One, he said, would be to abandon the code as a structural self-regulatory force and substitute a

GOING ON 27!



Swimsuit styling by Catalina

More top-name shows are now on Ch. 27—to make WKOW-TV's new local film lineup the biggest and brightest in Madison market history!

Every-week favorites like HENNESSEY, starring Jackie Cooper . . . BIOGRAPHY with Mike Wallace . . . TRAILS WEST, brand new to the Madison market.

And right across the board, Monday thru Friday, GROUCHO MARX . . . ART LINKLETTER'S PEOPLE ARE FUNNY . . . ADVENTURES IN PARADISE . . . THE REBEL . . . THE RIFLEMAN, with Chuck Connors.

And an exciting new format for WKOW-TV's legions of late evening viewers. THE NEW BREED . . . 87TH PRECINCT . . . and the star-studded DICK POWELL THEATRE.

For participations in these strong local shows — and adjacencies to ABC-TV's exciting new network lineup—now's the time to switch your pitch to WKOW-TV. Why don't you get going on 27?



Madison, Wis.

TONY MOE, Vice-Pres. & Gen. Mgr.

Ben Hovel, Gen. Sales Mgr.

Larry Bentson, Pres.

Joe Floyd, Vice-Pres.

represented by Adam Young

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broadcaster "Hippocratic Oath." Secondly, he said, the code could continue on its present course of the minimum self-regulation necessary as a defense against the pressures of the public and the government.

The latter, he said, is almost wholly defensive—"or to provide a very good-looking suit to dress up in for public appearances." This is all that many broadcasters want, Governor Collins pointed out. "We must face this squarely: Many in our ranks, including some very good broadcasters, sincerely feel that the best code is the one that looks like the most but actually is the least; one that will provide the least possible impingement upon their rights to do whatever they please without hindrance from any source outside their own individual organization."

Broadcasters must make their codes the "champion of the public interest," Governor Collins said later. The "mantle" of protector of the public must be taken away from the government and placed with the broadcasters, who know how to meet the requirements of their audiences better than anyone, he said. The public, he stressed, does not know or understand the dedication of most stations to serve and the codes should be used as a means of giving assurances both as to intentions and actual performances.

The NAB president planned to make essentially the same appeal last Friday to the radio code board.

No Agreement ■ Mr. Pabst said the TV code board had neither approved nor rejected the president's statement. He said little was known about what Governor Collins has in mind and that the board had hoped for a more well-defined plan for the future. "If you did not expect more, you were not disappointed," he said.

Mr. Pabst said the board has not rejected any of the three code approaches presented by the president and is open to all other suggestions. A clear plan will have to wait for the January meeting, at which time he expressed the hope that a new director will be on the job. "Our next meeting will be a real working session," he promised.

Notably missing from any detailed discussions at the TV code meeting was (1) the FCC's rulemaking to set a limit on commercial time with comments due last week (see page 56) and (2) Governor Collins' plans for a December meeting to discuss the problems of TV advertising. On the latter, Mr. Pabst said he did not feel this necessarily comes under the subjects with which the TV code board is concerned.

The board last week heard a presentation by Gerald Corwin of Showbiz Inc., producer of a proposed TV program *Your Daily Horoscope*. Mr. Corwin is seeking code approval for the

show on astrology and his attorney said that he had received permission from the code authority to submit additional information.

All members of the TV code board were present at last Monday's meeting, as well as code authority executives from the Washington, New York and Hollywood offices. Board members, in addition to Mr. Pabst, are Roger W. Clipp, Triangle Stations; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Ernest Lee Jahncke, NBC-TV; Douglas L. Manship, WBRZ-TV Baton Rouge, La.; Joseph H. Ream, CBS-TV; Lawrence H. Rogers II, Taft Broadcasting Co.; Alfred R. Schneider, ABC-TV; and George B. Storer, Storer Broadcasting Co.

Defective towers will be replaced

The discovery of defects in a batch of steel used in three television towers has delayed the air dates of two of the stations and created the need for replacement of a third tower already in use.

The stations are WGHP-TV High Point, N. C., and KEND-TV Fargo, N. D., both under construction, and WIBW-TV Topeka, Kan., which shifted to a new tower Aug. 30.

The steel was supplied by Bethlehem Steel Co. for fabrication and erection by Kline Iron & Steel Co., Columbia, S. C. A Kline workman discovered "internal deviations" in the steel when the Fargo tower, destined to be 2,063 feet high, was at the half-way point of assembly of its sections on the ground.

Kline conducted tests on the High Point tower, which was nearing completion, and on the Topeka tower, which was already in use, and found the same imperfections. All three towers had been fabricated from the same Bethlehem production lot.

Kline and Bethlehem have agreed to make good. The replacement tower at WGHP-TV High Point has been topped out, and the channel 8 station expects to be on the air by Nov. 15. Its original target date was Oct. 15. As of last week the tower of KEND-TV Fargo was one-fourth of the way, up and the station hopes to be in business on channel 11 in December.

For WIBW-TV Topeka, Kline will construct another tower alongside the 1,249-foot structure from which the station has been operating since Aug. 30. The duplication of towers will avoid interruption in the station's service.

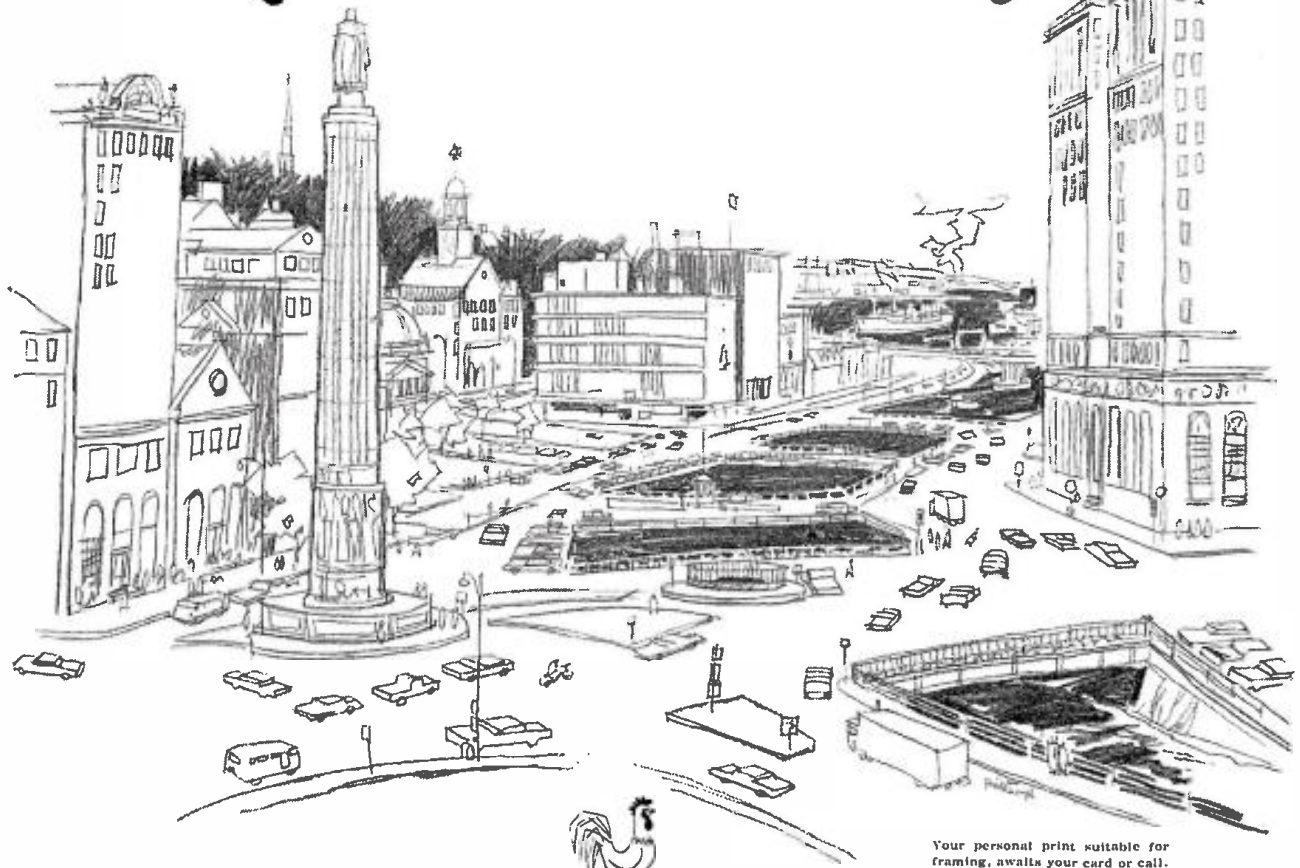
Thad M. Sandstrom, general manager of WIBW-TV, said Kline, in acting promptly "to correct fully the problems arising through no fault of their own," had confirmed "the confidence we expressed in this firm's integrity when we originally placed the order for our tower."

Widest Bridge in the World?

"Fella even packed his secretary off to the library. Couldn't believe it. Providence, he said . . . never! Widest bridge in the world? Names like Moshassuck and Woonasquatucket flowing beneath it?"

Big job for the Providence folks of 1710. The Crawford Street bridge . . . 1147 feet wide . . . widest in the world . . . a part of us . . . Providence."

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AN OUTLET CO. STATION **NBC** — Edward Petry & Co. Inc.

Ratings problems concern Missouri meeting

BROADCASTERS TOLD TO EMPHASIZE BASICS

The continuing dispute over broadcast ratings and growing regulation of radio and television by the federal government held much of the attention of the Missouri Broadcasters Association at its annual fall meeting Thursday and Friday in Jefferson City. Emphasis was placed upon the need for greater vigilance by the individual broadcaster in dealing with both problems.

Robert E. L. Richardson, former counsel to the House Subcommittee on Regulatory Agencies, said that the subcommittee when it resumes hearings on the ratings problem will call chairmen of the boards of radio-TV sponsors and present them with the findings of the investigation. He said the advertisers will be asked to consider whether using such ratings as have been available has been a good way to decide what programs and periods to buy.

Programs Dropped — Making a detailed critical review of virtually all of the rating services on the grounds that they are "inaccurate" and use "too small a sample," Mr. Richardson made a point of how ratings have caused the sudden demise of new programs already this fall. He singled out the cancellation of *100 Grand* after only three weeks on the air (see page 80), and noted that the rating samples were based on the 1940 census. (During the congressional hearing, the subcommittee charged that the A. C. Nielsen Co.'s

survey sample was still based mainly on a design built on census data from 1940 [BROADCASTING, March 25].)

Broadcasters have sacrificed accuracy, Mr. Richardson said, and have used ratings principally as a selling tool. He warned that station licensees probably will be held responsible for authenticating the accuracy of future ratings, particularly at license renewal time.

Selling Basics — John F. Hurlbut, president and general manager of WVMC Mount Carmel, Ill., pointed out that broadcasters have been so preoccupied with ratings that they have neglected to sell the basics of the broadcast media. He said the overuse of the cost-per-thousand comparison technique in competition with other media has been a disservice to radio and TV.

Pointing out that small-market radio stations have prospered without access to ratings figures, Mr. Hurlbut invited the RAB to establish an on-the-job training plan for big-market radio salesmen and key RAB personnel in the smaller markets where radio has to be sold on its merits.

Don E. Pailey, president KGBX Springfield, MBA president, said "it is clear that state associations working with the NAB must continually be ready to defend and preserve our right to do business. There are many in the present administration in Washington that do not believe broadcasting should have the freedom it now has."

Rights Threatened — Mr. Dailey said that these government administrators "seek to make us a public utility even though we have the greatest broadcasting system in the world built through freedom of enterprise and private ownership." He also warned that broadcasters' right to editorialize "is slowly being regulated to death."

John L. McClay, operations vice president of Taft Broadcasting Co., observed that the formal pleadings in response to the FCC and other regulatory proceedings are not always completely adequate to present the most clear picture of industry feeling. "The individual broadcaster," he said, "or the small group of broadcasters can step into the debate faster with a greater variety of argument and with a persuasive effect that will greatly reinforce [our] case."

Mr. McClay proposed that every state broadcasters' association form a committee for the specific purpose of considering and preparing replies to the public proposals of individual FCC commissioners. He said that such proposals should be studied very carefully on their merits. The committee can then submit practical reasons for rejection if necessary.

During Thursday's meeting, the MBA members pointed out that part of their problem in Washington is the lack of knowledge about the broadcasting industry to be found among many congressmen and senators on Capitol Hill. To help meet this problem they voted to purchase subscriptions to BROADCASTING Magazine for each member of the Missouri delegation in Congress.

RAB waiting for NAB to pledge its troth—and cash

A decision is near in the six-month courtship of the National Association of Broadcasters by the Radio Advertising Bureau seeking a marriage of efforts and dollars for a study of radio research methodology.

RAB President Edmund Bunker said last week that he has asked NAB President LeRoy Collins to say "yes" or "no" by Thursday (Oct. 10) when a meeting is scheduled in Washington of the RAB-NAB liaison committee. Governor Collins agreed that the RAB has been kept waiting at the altar long enough and is due an answer, but another NAB official said it will not be forthcoming this week.

A special subcommittee of the NAB research committee has been named to study the latest RAB proposal and recommend a course of action. The subcommittee, headed by the NAB vice president for research, Melvin Goldberg, has been

given until Oct. 15 to report to the full committee, headed by Donald McGannon of Westinghouse Broadcasting Co.

The NAB position is that the methodology study is not on the agenda for Thursday's meeting, but RAB's Bunker said "you can bet that it's our No. 1 item." NAB officials point out that its representatives at the meeting will not be empowered to consider the RAB merger, with this function invested in the research committee alone.

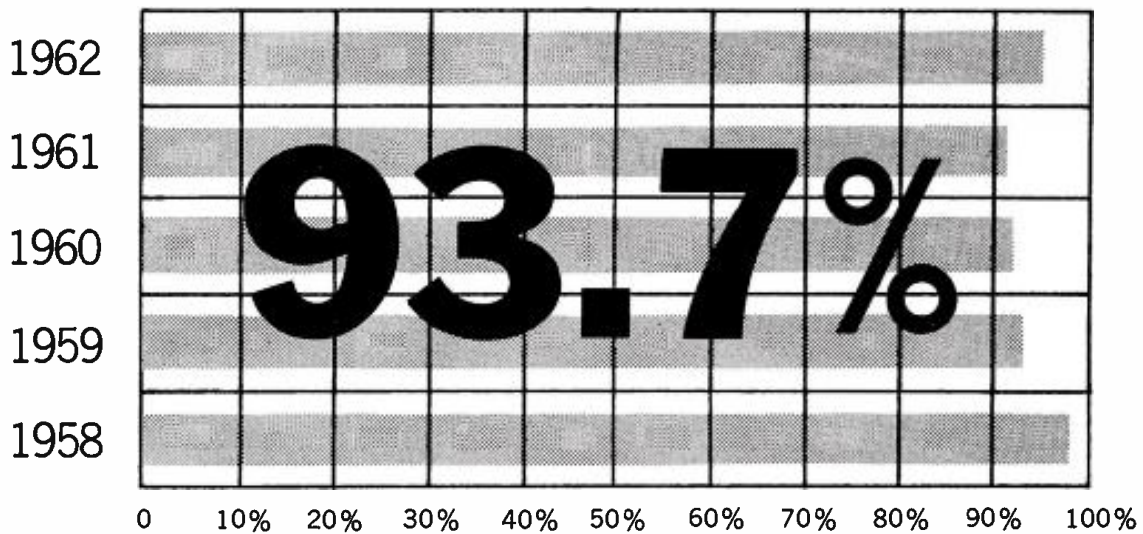
Mr. Bunker said that RAB is being criticized by its members for delaying the start of the study—first announced at the NAB convention last April—for so long. At that time, the radio bureau asked NAB to participate and to contribute \$75,000 of the proposed \$200,000 cost.

RAB, Mr. Bunker said, is prepared to start on its own Friday if it gets a turndown or no answer from

the NAB the previous day. "As of Oct. 11 we are going," he said.

Mr. Goldberg, it was learned, has written members of the NAB research committee that he will recommend a joint NAB-RAB study if he is placed in complete charge. Mr. Goldberg reportedly wants it understood at the start that if the NAB participates and contributes financially that he will outrank Al Watson, who has been retained by RAB for the study.

Members of the RAB-NAB liaison committee, formed to delve into mutual areas of interest, include Messrs. Collins and Bunker, John Box Jr., WIL St. Louis; Richard Chapin, KFOR Lincoln, Neb.; Arthur Hull Hayes, CBS Radio; Robert Hurlbut, Mutual; Ben Strouse, WWD-AM-FM Washington (NAB radio board chairman), and Vic Diehm, WAZL Hazleton, Pa. (RAB board chairman).



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SOLD: 3 TV AND 1 RADIO STATION

Total prices for properties reach \$12.5 million

Sales of broadcast stations announced last week totaled almost \$12.5 million in purchase price money and involved three television and one radio station.

The TV stations:

- **KOVR(TV)** Stockton-Sacramento, Calif., sold by Metromedia Inc. to McClatchy Newspapers for \$7,650,000.

- **KTVE(TV)** El Dorado, Ark.—Monroe, La., sold by Veterans Broadcasting Co. and others to J. B. Fuqua for \$1.5 million.

- **KTVO(TV)** Kirksville, Mo. (Ottumwa, Iowa), sold by James J. Conroy and associate to the *Appleton* (Wis.) *Post-Crescent* for \$1,255,000.

The radio station:

- **WWRL** New York, sold by William H. Reuman and group to Egmont Sonderling and associates for \$2 million.

The group sales is one of the heaviest in recent months.

Negotiations for the KOVR sale, long rumored on the block for the right buyer and at the right price, were conducted by John L. Kluge, Metromedia president, and Eleanor McClatchy, president of the newspaper-broadcast group bearing her name.

In announcing the successful conclusion of the negotiations, Mr. Kluge said: "I feel that the McClatchy organization, because of its long experience in broadcasting and a history of public service in California is particularly well equipped to continue superior television in Stockton and Sacramento."

Metromedia bought the ABC-affiliated channel 13 outlet in 1960 from the Gannett Co., Rochester, N. Y.-based newspaper-broadcast group, for \$3.5 million including obligations. Gannett bought the station from Television Diablo Inc. in 1958 for \$1.48 million.

McClatchy stations are KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KBEE-AM-FM Modesto, all California, and KOH Reno, Nev.

The group also owns and publishes the *Sacramento Bee*, *Fresno Bee* and *Modesto Bee*.

Metromedia now owns WNEW-AM-FM-TV New York, WTTG(TV) Washington, WHK-AM-FM Cleveland, WIP-AM-FM Philadelphia, WTVH(TV) Peoria, WTVH(TV) Decatur (both Illinois), KMBC-AM-FM-TV Kansas City, Mo. and KLAC-AM-FM and KTTV(TV) Los Angeles. Pending FCC approval is Metromedia's purchase of WCBM-AM-FM Baltimore.

Fuqua Buy — The El Dorado, Ark., station, was bought by J. B. Fuqua owner of WJBF-TV Augusta, Ga., for \$650,000 and assumption of \$850,000 in liabilities. Mr. Fuqua is in the insurance business, is Democratic state

chairman, a state senator and recently acquired a string of bakeries.

Veterans Broadcasting, headed by Ervin F. Lyke, owns WROC-AM-FM-TV Rochester, N. Y. Mr. Lyke is understood to be negotiating for another TV station in the East. Associated with Veterans in the ownership of the NBC-affiliated channel 10 Arkansas outlet is William H. Simon.

Handling the sale was Robert Wasdon, Tampa, Fla.

The sale of the Kirksville-Ottumwa channel 3 station to the Appleton newspaper was by Mr. Conroy and his brother-in-law, Raymond E. Russell. The Appleton newspaper owns WEAU-TV in Eau Claire, Wis., which it bought last year for \$2.1 million from Morgan Murphy. It recently bought WAXX Chipewewa Falls, Wis. Mr. Conroy will remain as a consultant.

The station, which began operating in 1956, is licensed to Kirksville, but its principal office is in Ottumwa: it has studios there and in Lancaster, Mo.

Fifth Sonderling Unit — The 37-year-old WWRL, which is located in Woodside, Long Island, was sold by Mr. Reuman to Mr. Sonderling and his associates, Richard Goodman and Mason A. Loundy. Mr. Reuman is retaining the station's FM adjunct, WRFM(FM).

The Sonderling group owns WOPAM-AM-FM Oak Park, Ill.; KFOX-AM-FM Long Beach, Calif.; WDLA Memphis, and KDIA Oakland, Calif.

WWRL (fulltime on 1600 kc with 5 kw) will continue to orient its programs primarily for the Negro audience, the announcement said, similar to the operation of the Sonderling group's Memphis and Oakland stations. On week-ends, however, it was said, WWRL will carry foreign-language programs for the major ethnic groups in the New York area. The Long Beach stations specialize in country and western music, while the Oak Park stations specialize in foreign language and Negro programs.

The broker on the WWRL sale was Arthur Hogan of the Albert Zugsmith Communication Corp.

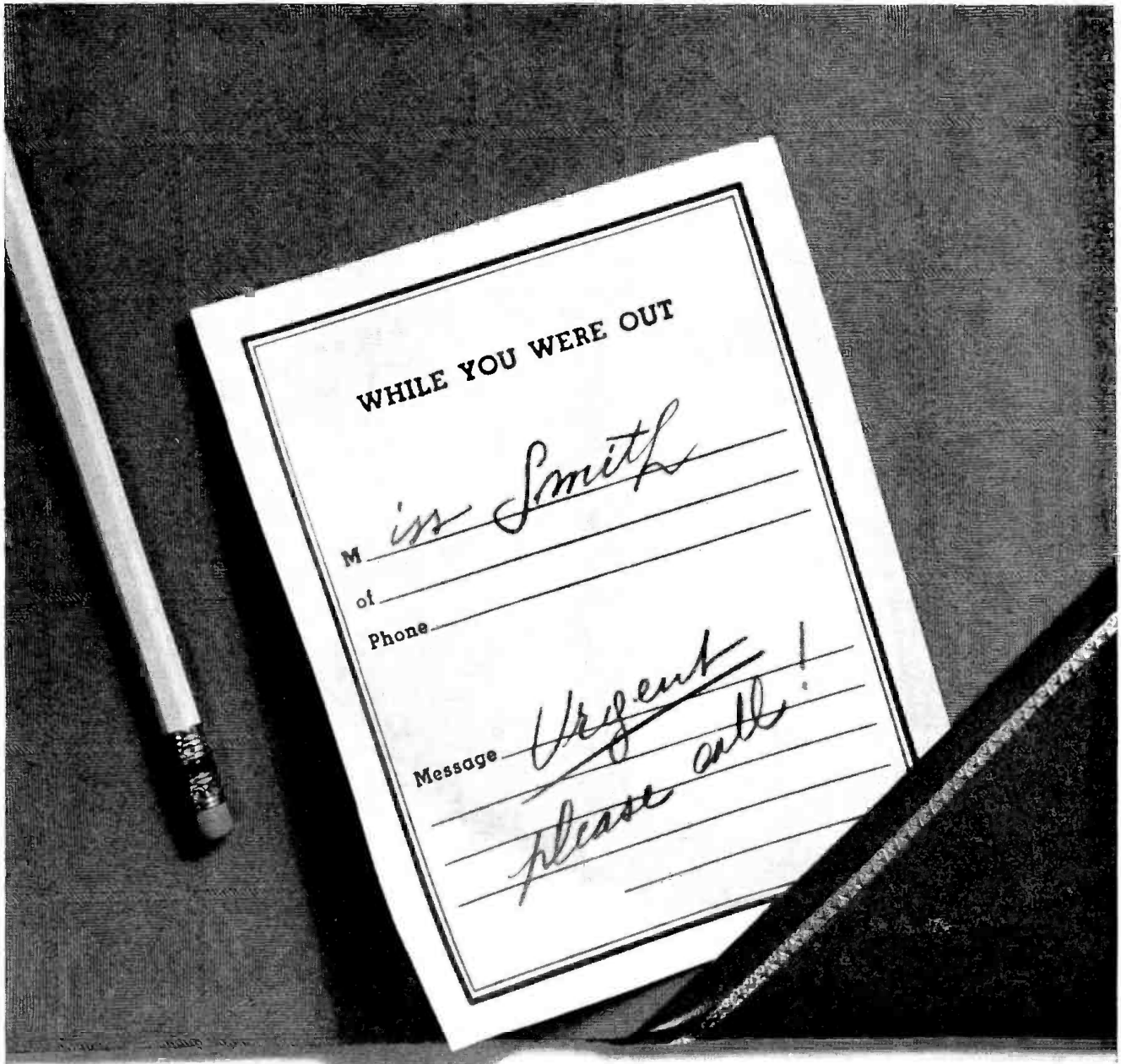
5

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Johnson & Johnson

GOVERNMENT SPECTER SITS ON HIGH

NAB unveiling 1963 edition of road show in Hartford

Government regulation and more government regulation will be a prominent if uninvited guest next week as the National Association of Broadcasters begins its annual series of eight fall conferences Oct. 14 in Hartford, Conn.

More than 200 New England broadcasters will gather in Hartford's Hilton hotel with the threat of federal intervention into their daily activities more prominent than ever before. And, as never before, the NAB will call on individual broadcasters as participants in the planned programs and will seek comments from the floor.

NAB President LeRoy Collins will make an informal address at each conference and will answer questions of NAB members. He also will hold news conferences in each of the cities to be visited by the NAB road show. Following the 1½-day conference in Hartford, the NAB will set up shop in Minneapolis' Leamington Hotel Thursday-Friday (Oct. 17-18).

Lee Fondren, KLZ Denver, will address an opening day luncheon at Hartford on "Advertising, 1980." Mr. Fondren is a past president of the Advertising Association of the West and is

current vice chairman of the Advertising Federation of America.

Carl Haverlin, president of Broadcast Music Inc., will be the featured speaker in Minneapolis. Each of the eight conferences will follow the same format, but with different broadcast panelists in each city.

Carlton Brown, WTUL Waterville, Maine, and member of the NAB radio board, will preside at the Hartford conference as host director. From Minneapolis, NAB stops are scheduled in Pittsburgh (Oct. 21-22), Miami (Oct. 24-25), Nashville (Nov. 14-15), Fort Worth (Nov. 18-19), Denver (Nov. 21-22) and San Francisco (Nov. 25-26). The Hartford program follows:

Oct. 14, 9:30 a.m.—Welcome, Mr. Brown. President's Report, Governor Collins. The Congress Speaks, specially filmed reports to broadcasters by members of Congress prominent in radio-TV matters. "Mending Fences—Building Bridges: Government and Community Leader Relations." Vincent Wasilewski, NAB presiding. Discussion leaders, John Couric and Paul Comstock, NAB and Roy Danish, president, TV Information Office; panelists—Joseph K. Close, WKNE Keene, N. H.; John Crohan, WCOP Boston; Mike Cuneen, WDLA Walton, N. Y.; Joseph Sinclair, WJAR-AM-TV Providence, R. I.; Mr. Brown; W. C. Swartley, WBZ-TV Boston, and Joseph P. Dougherty, WPRO-TV Providence.

Lunch, Mr. Fondren, speaker.
Radio Session, 2:30 p.m., Jack Lee, WPRO

Providence, presiding. "New Techniques in Buying and Selling Radio Time," panelists—Robert Palmer, Cunningham & Walsh; John P. Blair, John Blair Co.; Frank A. Balch, WJOY Burlington, Vt.; Walter A. Schwartz, WABC New York.

"Music Matters," John Meagher, NAB, moderator. Report by Robert T. Mason, WMRN Marion, Ohio, and chairman of the All-Industry Music Licensing Committee; panelists—Richard Gersh, Colpix Records, New York; Howard L. Green, WOND Pleasantville, N. J.; Daniel Kops, WAVZ New Haven, Conn.; Fred Ruegg, CBS Radio, New York.

"Management Decisions at KNAB Radio," Jim Hulbert, NAB, moderator; panelists—Israel Cohen, WCAP Lowell, Mass.; Theodore Jones, WCRB Boston; Robert Peebles, WROM Albany, N. Y.; Herbert C. Rice, WILI Willimantic, Conn.

"Radio Bull Session," Mr. Meagher, moderator; Nathan Hallenstein, FCC, guest participant.

Television Session, 2:30 p.m.—Bill Carlisle, NAB, presiding. "A Major Problem at WCOM-TV," Mr. Hulbert, moderator; panelists—Joseph Dougherty, WPRO-TV Providence; Eugene Wilkin, WGAN-TV Portland, Me.; Robert Bray, WHNB-TV New Britain-Hartford; Walter Dickson, WABI-TV Bangor, Me.

"Public Service in Prime Time," Mr. Carlisle, moderator; panelists—Leonard Patricelli, WTIC-TV Hartford; Ken MacDonald, WBZ-TV Boston; Daniel Gorman, WKTV (TV) Utica, N. Y.; Joseph Fogarty, WPRO-TV Providence.

Joint Session, Oct. 15, 9:30 a.m. Jack Lee, WPRO-AM-TV Providence, presiding. "Research and Ratings," Donald McGannon, Westinghouse Broadcasting Co. and chairman of the NAB Research Committee. "Controversy on Your Station and How to Deal with It," Howard Bell, NAB, moderator; panelists—John W. Guider, WMTW-TV Poland Spring, Me.; Sam Slate, WCBS New York; Sydney E. Byrnes, WSOR Windsor Conn.

"Conference Roundtable," Governor Collins and NAB staff answering questions from the floor.

Adjournment and on to Minneapolis.

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 96).

▪ KOVR(TV) Stockton - Sacramento, Calif.: Sold by Metromedia Inc. to McClatchy Newspapers for \$7,650,000 (see story, page 74).

▪ WWRL New York: Sold by William H. Reuman to Egmont Sonderling and associates for \$2 million (see story, page 74).

▪ KTVE(TV) El Dorado, Ark. (Monroe, La.): Sold by Veterans Broadcasting Co. and others to J. B. Fuqua (WJBF-TV Augusta, Ga.) for total of \$1.5 million (see story, page 74).

▪ KTVO(TV) Kirksville, Mo. (Ottumwa, Iowa): Sold by James J. Conroy and associates to Appleton (Wis.) Post-Crescent for \$1,255,000 (see story, page 74).

▪ WRFB Tallahassee, Fla.: Sold by Emerson Browne to Don Price for \$120,000. Mr. Price has been a broadcast executive in Florida and Georgia for many years. Mr. Brown retains WCLB Camilla, Ga. WRFB is a daytimer on 1410 kc with 5 kw. Broker: Blackburn & Co.

▪ WTSB Brattleboro, Vt.: Sold by Theo-

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Class IV with excellent real estate and physical facilities. Ideal for owner-operator. \$50,000 down will handle on easy payout.

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dore Feinstein to Robert Price and group for \$80,000. Mr. Price is a New York attorney. Other Feinstein stations are WLYN Lynn and WNBZ Newburyport, both Massachusetts, and WOTW Nashua, N. H. WTSA is fulltime on 1450 kc with 1 kw daytime and 250 w nighttime. Broker: Chapman Co.

▪ WLVN Nashville, Tenn.: 10% interest sold by Second Thursday Corp. to Alfred Greenfield for \$20,000. Mr. Greenfield, who was named vice president in charge of operations and station manager, was formerly sales manager of WHHM Memphis, Tenn. Station, principally owned by S. J. Simon, operates on 1560 kc with 10 kw daytime only.

CBS Radio adds five

CBS Radio has added five stations to its network lineup. Joining are WRUM Rumford, Me. (790 kc, 1 kw), Sept. 29; WAOV Vincennes, Ind. (1450 kc, 1 kw-D, 250 w-N) which discontinues Mutual affiliation; KBMW Breckenridge, Minn. (1450 kc, 1 kw-D, 250 w-N) Oct. 27; WMOG Brunswick, Ga. (1490 kw, 250 w), Dec. 1 and WAYX Waycross, Ga. (1230 kc, 1 kw-D), Dec. 1. Both WMOG and WAYX will discontinue ABC Radio.

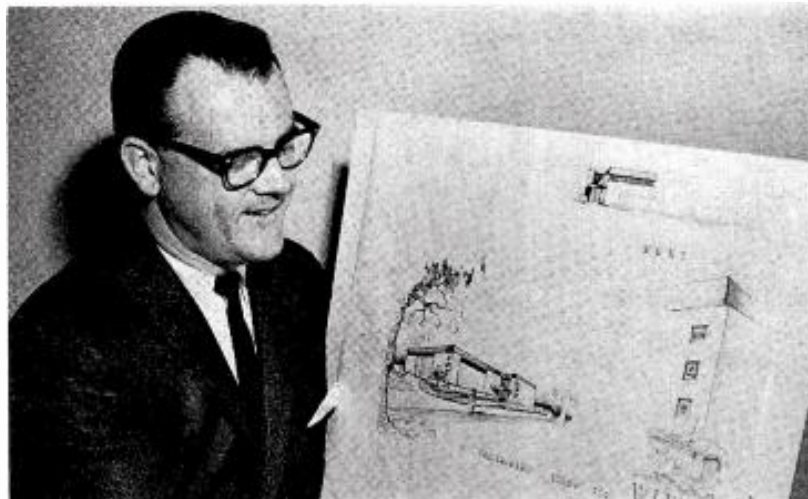
Media reports...

WCAG starts ▪ WCAG West Chester, Pa., a 250 w daytimer on 1520 kc, was to begin operation Oct. 4. President of the new station is Edgar Shelton, former ABC vice president in Washington. Ed DeGray, former president of ABC Radio, is vice president.

ATAS workshops ▪ The Chicago chapter of the National Academy of Television Arts & Sciences tomorrow (Tuesday) begins a series of professional television workshops in cooperation with Roosevelt University there. Eleven evening sessions are open to both industry members and public and include talks by local station and agency executives.

Fifth annual ▪ Broadcast Music Inc. and the American Association for State and Local History are co-sponsors, for the fifth year, of a nationwide historical competition. Prizes of \$500 each will be given to the radio and TV stations that produce the two best programs dealing with state or local history during 1963. Similar grants will be made to state and local agencies involved in the production of winning broadcasts. Announcement of winning programs will be made in the spring of 1964.

Advisory committee formed ▪ The Colorado Broadcasters Association has established an advisory committee to consult with the radio-TV department of the University of Colorado on broad-



WLWC(TV) getting a new look

Walter E. Bartlett, vice president and general manager of WLWC(TV) Columbus, Ohio, displays architect's drawing of station as it will look following a \$1 million construction-expansion program. Scheduled for

completion by September 1964, the station's facilities will be more than doubled—from 14,500 square feet to 35,000 square feet—and a full line of color equipment added. Construction is to start by year end.

cast curriculum development and educational radio-TV programs. Chairman of the committee is Russel Shaffer, owner and general manager of KBOL Boul-

der, Colo. Other committee members are Dr. Richard H. Bell and James Dryden, of the university's radio-TV department.

WHAT IS YOUR STATION WORTH?

Over the years the firm of Hamilton-Landis and Associates, Inc. have formerly appraised many millions of dollars worth of broadcast properties.

These appraisals have been made for various reasons. Some were for the purpose of a station obtaining a bank loan. Others for insurance reasons. And many because the owners wanted to establish sale prices.

We will be happy to provide you with a realistic evaluation of your holdings documented in an attractively bound report.

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H&B, RKO GENERAL FORM CATV FIRM

Will operate over 50 systems with 100,000 subscribers

A new, major entity in the community television field was in the making last week.

Involved are RKO General and H&B American Corp., both already substantial CATV owners.

After a stock transaction is consummated—and this must wait FCC approval for one element of it—H&B American will own and operate over 50 CATV systems, serving 100,000 subscribers, with RKO General owning about 56% of H&B through its wholly-owned subsidiary, Video Independent Theaters Inc., Oklahoma City.

The transaction, announced last Thursday, proposes to turn over to H&B the RKO General CATV subsidiary, Vumore Inc., and a microwave relay subsidiary, Mesa Microwave Inc. In return, RKO General, which already owns 576,000 shares (20%) of H&B plus debentures totaling \$500,000, will receive 1,550,000 shares of H&B.

row up to \$2 million from RKO General at 6% interest for expansion and modernization. In addition to its present 24 CATV systems with 70,000 customers, H&B is building four, and holds franchises for three more.

Eleven States ■ H&B systems are in California, Alabama, Arizona, Colorado, Idaho, Iowa, Maine, Montana, New Jersey, New Mexico, Washington and New Brunswick, Canada.

H&B also owns two microwave relay systems, H&B Microwave and H&B Communications Corp.

The company grossed \$4.45 million in the fiscal year ended July 1, and earned \$1.4 million before depreciation, David Bright, chairman and president, said. It has a tax credit of \$3 million from previous years' losses, he said.

Last Thursday, following announcement of the RKO General-H&B American deal H&B American closed with a gain of 1.8 on the American



Mr. O'Neil



Mr. Bright

H&B's capitalization will be increased from its present 4 million shares to 5 million shares of common voting stock, with both remaining at 10 cents a share par value. Vumore Inc. will be liquidated.

Vote in December ■ H&B stockholders will vote on the deal at a stockholders meeting in December.

Details of the transaction were submitted to the FCC last week. FCC approval is necessary for the transfer of Mesa Microwave, a common carrier relay which serves Vumore cable systems in Arizona.

As part of the deal H&B can bor-

row up to \$2 million from RKO General at 6% interest for expansion and modernization. In addition to its present 24 CATV systems with 70,000 customers, H&B is building four, and holds franchises for three more.

Stock Exchange, closing at 3¼.
RKO General's Vumore operates 27 cable systems with 30,000 subscribers primarily in the Southwest. Vumore is a subsidiary of Video Independent Theatres Inc., Oklahoma City based chain of movie houses in the Southwest, which RKO General purchased in 1961 for over \$4.5 million from the estate of the late Henry Griffin.

Vumore and Mesa Microwave, Mr. Bright said, had sales of \$2.2 million and net operating profit before depreciation and taxes of \$1.16 million for the fiscal year ended July 31.

Honorary alumnus

A helping hand from a commercial broadcaster has enabled the San Fernando Valley State College in Northridge, Calif., to have its own educational FM station, KEDC-FM. Saul R. Levine, owner of KBCA(FM) Los Angeles, learned that the educational institution had long wanted a station of its own, but was unable to get the necessary money from the state, so he donated a transmitter and antenna to the college and, in his professional status as an attorney, drew up the application papers filed with the FCC for the new station.

NAB 'Future' committee to hold 3d meeting

Pay television, community antenna TV and the FCC's UHF policy will be the major items of discussion Wednesday (Oct. 9) when the Future of TV in America Committee of the National Association of Broadcasters meets in Washington. The broad goal of the committee is to recommend to the NAB board new policies to be followed in all three of these areas.

This will be the third meeting of the committee, under Chairman Dwight Martin of WAFB-TV Baton Rouge, La., since it was formed last February. At its last session in June, the committee heard a detailed staff report on pay TV and directed the gathering of further material on the problem for consideration at this week's meeting.

The committee is considering if NAB should change its opposition to pay TV over the air, or if it should be expanded to include wired systems. Discussions have been held on whether the NAB should retain an outside consultant for a major study of pay TV or whether a staff position should be created for this purpose.

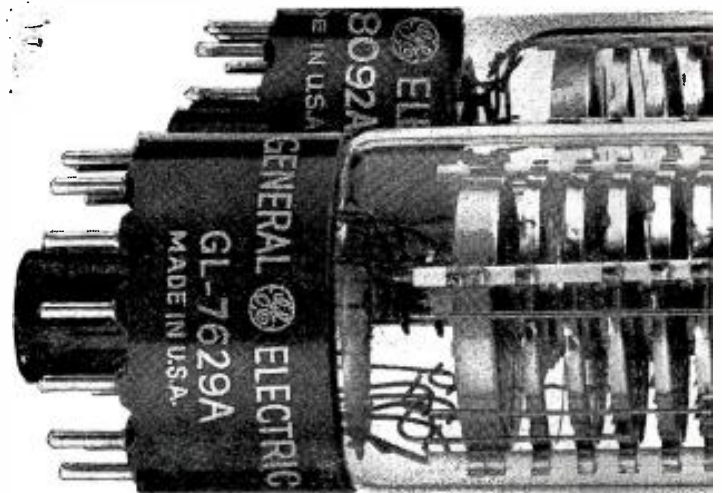
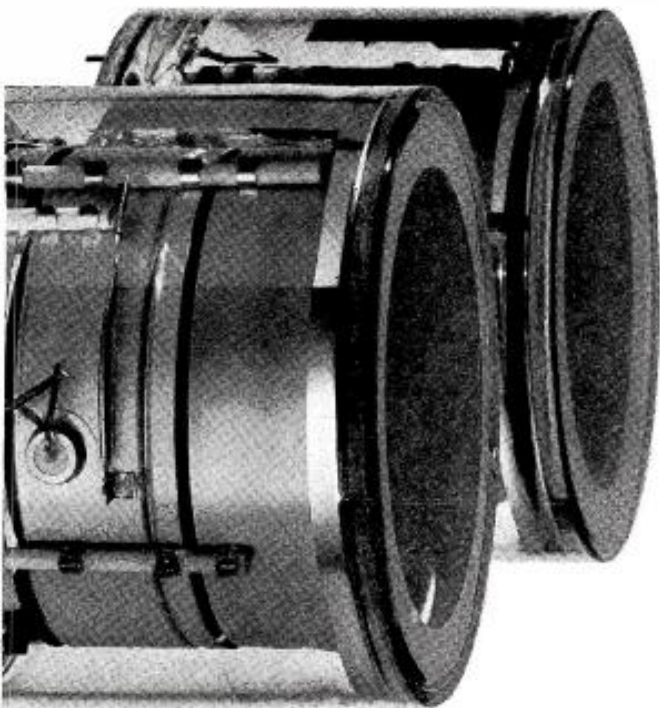
Two broadcast groups buy Coca-Cola franchises

Coca-Cola bottling franchises have been acquired by two broadcasting groups.

Wometco Enterprises, Miami, Fla., has announced an agreement to buy the Coca-Cola Bottling Works of Nashville, Tenn., in a multi-million transaction. The bottling company operates plants in Nashville, Lebanon and Springfield, Tenn., owns 50% interest in companies operating similar bottling works in Dickson and Columbia, Tenn., and has a royalty interest in a plant in



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signal-to-noise ratios,
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GENERAL  ELECTRIC



Commercial broadcaster pledges aid to ETV

Midcontinent Broadcasting Co. has pledged equipment and other support to South Dakota State College, Brookings, in the school's efforts to apply for and operate channel 8 in that city.

Midcontinent, licensee of KELO-AM-TV Sioux Falls, KDLO-TV Florence and KPLO-TV Reliance, all South Dakota, will donate \$107,000 in TV equipment, including a 700-foot tower and antenna and two im-

age orthicon cameras. The company also has offered to provide legal and engineering services. Midcontinent said its aid will enable the college to be eligible for Health Education and Welfare matching ETV funds.

Joe Floyd (l), president of Midcontinent, presents Dr. H. M. Briggs, president of the college, with the list of the donated equipment. Mr. Floyd is a member of the school's advisory council.

Murfreesboro, Tenn. Wometco already holds both a Pepsi-Cola and a Canada Dry franchise for the Bahamas.

And Black Hawk Broadcasting Co.,

Waterloo, Iowa, announced it has purchased the stock of the Coca-Cola Bottling Co. of Waterloo. The purchase price was not disclosed.

Stations included in Walker's libel suits

Libel suits totaling \$26 million against newspapers and radio and TV stations have been filed by former Major General Edwin A. Walker because of news reports of his activities at the University of Mississippi last year when Negro James H. Meredith was enrolled.

Claiming that false statement were made about him in the news reports of the riot at Oxford, General Walker asked damages of:

- \$10 million against the *Atlanta Journal and Constitution* and Ralph McGill, *Constitution* publisher. The newspapers are affiliated in ownership with WSB-AM-FM-TV Atlanta, although the stations were not mentioned in the suit.

- \$2 million against the *Fort Worth Star-Telegram*, Publisher Amon G. Carter Jr. and the newspapers' WBAP-AM-TV.

- \$2 million against the *Louisville Courier-Journal and Times* and its radio station, WHAS.

- \$2 million against the *St. Louis Post-Dispatch* and its KSD-TV.

- \$1 million against *Newsweek Magazine*. *Newsweek* is owned by the Washington Post Co. (*Washington Post*), which owns WTOP-AM-FM-TV Washington and WJXT-TV Jacksonville, Fla. Neither the *Post* nor the broadcast stations are mentioned in the suit.

Other suits ask for \$2 million from the Associated Press of Mississippi, \$1 million from the *Denver Post*, \$3 million from the *New Orleans Times-Picayune*, and \$3 million from the *Delta, Greenville, Miss., Delta Democrat-Times* and its editor, Hodding Carter, in connection with a speech Mr. Carter made on the Oxford incident.

PROGRAMING

'100 Grand' dead after three weeks

LACK OF AUDIENCE RESPONSE KILLS ABC-TV'S BIG MONEY QUIZ SHOW

The first casualty of the new TV season came last week as ABC-TV dropped *100 Grand* after its third week on the air.

The network planned to program a crime documentary, *Cosa Nostra*, on Oct. 6 in the Sunday, 10-10:30 p.m. period and was considering the *F. D. R.* half-hour series as the possible replacement, starting probably on Oct. 13.

ABC-TV's big-money quiz entry, the first since the rigging scandals of a few years ago, failed to receive audience attention in its first weeks and apparently had little possibility of picking up additional viewer interest in the weeks

that lie ahead.

During its run, *100 Grand* gave out \$20,000 in cash and \$5,500 in savings bonds. The show's executive producer, Robert Stivers, was quoted in agreement with the network decision but he indicated he'd develop two other quiz shows for ABC-TV.

ABC-TV, which had been riding high in the 26-city Trendex overnight reports of the new season on the basis of its first week splash of the season, showed continued slippage. It was a new ball game as CBS-TV and NBC-TV came in with additional new season entries.

According to Trendex overnights,

ABC-TV still shows up strong on Monday, 10-11 p.m., where it has programmed the new *Breaking Point* series; on Tuesday, 8:30-9 p.m. with its *McHale's Navy* (also a strong contender last season) and the network has made a presentable showing with the last half of *Greatest Show on Earth* (Tuesday, 9-10 p.m.) and with *The Fugitive* (Tuesday, 10-11 p.m.).

NBC-TV and ABC-TV also got most of the ratings pie Wednesday night, according to Trendex's overnight for Oct. 2. CBS-TV came out on top in only one half-hour (at 10 p.m. with the *Danny Kaye Show* though it was nosed

1963 Ted V. Rodgers Awards
for publication writers and radio/TV producers

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*for published or broadcast reporting on
metropolitan transportation problems*

Writers of published articles or editorials and producers of radio/television programs that contribute to public understanding of metropolitan transportation problems—and possible solutions—are eligible for the 1963 Ted V. Rodgers Awards.

The Awards are sponsored jointly by the ATA Foundation (American Trucking Industry) and Trailmobile (manufacturers of truck trailers). As leading members of the nation's transportation complex, the sponsors' purpose in offering these awards is to recognize outstanding contributions toward community understanding of the

problems of transporting people and goods to and from, and within metropolitan areas.

Awards are offered for published articles in three media: Newspapers . . . magazines . . . and radio/TV public service programming on the subject (local or network). First Award in each category is \$1,500; second award \$700; third award \$300. Entries from *weekly newspapers* will compete in the general newspaper category but are also eligible for a special \$500 award reserved for weeklies only. *Plaques* will also be awarded to winners in all categories.

rules:

1. Entries will be judged on the basis of scope, thoroughness, writing and reportorial skills as they contribute to public understanding of the problems, planning and financing of transportation facilities responsive to the efficient movement of people and goods to and from and within metropolitan areas.

2. Entries in the 1963 Competition must have been published or broadcast on or between the dates of January 1, 1963, and December 31, 1963.

3. Articles, editorials and programs of any length are eligible. A series of articles or broadcasts will be considered a single entry.

4. There are three categories of participation: Magazines; daily/weekly newspapers; radio/television. Material printed in publications devoted primarily to the transportation industries is not eligible.

5. Awards will be the same in the three categories: First—\$1,500; Second—\$700; Third—\$300. There is also a special \$500 weekly newspaper award.

6. Entries will be accepted until December 31, 1963 (postmark). They should be mailed to:

Ted V. Rodgers Awards, The ATA Foundation, Inc.,
1616 P Street, N. W., Washington 36, D. C.

7. Material submitted will be returned only when specifically requested. Radio/TV stations may submit in addition to scripts other supporting material such as audio tapes, video tapes, film clips, etc. Decision of the judges will be final. In event of ties, duplicate prizes will be awarded. This awards program is subject to state and national regulations. Winners will be notified by special letter. A complete list of winners will be available to all entrants and those requesting it.

TRF-53

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out by NBC-TV's *Eleventh Hour* in the 10:30-11 p.m. period).

As of that night, all new network programming for the season had been seen. An exception was Perry Como who is now in a new time period on NBC-TV—Thursday, 10-11 p.m.—and who started his new season on Oct. 3.

On Wednesday, *The Virginian* in its 90-minute period dominated the Trendex reports up to 9 p.m. when ABC-TV's *Ben Casey* took over for the hour, outrunning both *Hillbillies* and *Dick Van Dyke* on CBS-TV. NBC-TV's new *Espionage* series that started that night at 9-10 trailed both *Casey* and the CBS-TV shows.

On the basis of the Sept. 27-Oct. 1 Trendex, CBS-TV would appear to be out front in most time periods Saturday through Tuesday nights but failing to come out on top in any period on Friday evening. NBC-TV was particularly strong on Friday night, leading in each time period.

Friday, Sept. 27			
		Rating	Share
7:30			
ABC	77 Sunset Strip	10.4	30.6
CBS	Great Adventure	7.5	22.1
NBC	Showtime	12.3	36.2
8:00			
ABC	Sunset Strip	12.6	27.7
CBS	Great Adventure	10.2	22.4
NBC	Showtime	16.0	35.2
8:30			
ABC	Burke's Law	11.7	25.5
CBS	Route 66	7.1	15.4
NBC	Bob Hope	23.9	51.9
9:00			
ABC	Burke's Law	8.5	18.5
CBS	Route 66	7.9	17.2
NBC	Hope	26.1	56.8
9:30			
ABC	Farmer's Daughter	12.0	27.3
CBS	Twilight Zone	14.3	32.5
NBC	Harry's Girls	14.7	33.4
10:00			
ABC	Fights	8.5	18.4
CBS	Hitchcock	17.1	37.1
NBC	Paar	17.7	38.5
10:30			
ABC	Fights	7.4	15.6
CBS	Hitchcock	13.8	29.1
NBC	Paar	22.5	47.5
Saturday, Sept. 28			
7:30			
ABC	Hootenanny	9.2	22.0
CBS	Gleason	17.7	42.2
NBC	Lieutenant	11.5	27.4
8:00			
ABC	Hootenanny	7.9	17.7
CBS	Gleason	17.2	38.6
NBC	Lieutenant	15.0	33.6
8:30			
ABC	Welk	14.6	28.0
CBS	Silvers	19.5	37.4
NBC	Bishop	13.1	25.3
9:00			
ABC	Welk	17.7	33.7
CBS	Defenders	15.7	29.8
NBC	Movie	14.6	27.8
9:30			
ABC	Lewis	17.5	31.4
CBS	Defenders	19.9	35.7
NBC	Movie	15.1	27.0
10:00			
ABC	Lewis	15.8	29.7
CBS	Gunsmoke	19.6	36.8
NBC	Movie	16.7	31.4

		Rating	Share
10:30			
ABC	Lewis	13.4	28.8
CBS	Gunsmoke	17.2	36.8
NBC	Movie	15.6	33.4
Sunday, Sept. 29			
7:30			
ABC	McPheeters	10.1	20.5
CBS	Martian	20.4	41.4
NBC	Walt Disney	14.3	29.0
8:00			
ABC	McPheeters	11.5	22.3
CBS	Sullivan	24.3	47.0
NBC	Disney	14.1	27.4
8:30			
ABC	Arrest & Trial	17.8	30.9
CBS	Sullivan	24.1	41.7
NBC	Grindl	13.7	23.6
9:00			
ABC	Arrest & Trial	14.2	26.0
CBS	Judy Garland	21.9	40.0
NBC	Bonanza	18.7	34.2
9:30			
ABC	Arrest & Trial	14.2	24.3
CBS	Judy Garland	24.3	41.5
NBC	Bonanza	18.0	30.8
10:00			
ABC	100 Grand	6.3	11.9
CBS	Candid Camera	29.3	55.3
NBC	Du Pont	12.4	23.4
10:30			
ABC	News Reports	4.3	8.9
CBS	What's My Line?	28.7	59.0
NBC	Du Pont	10.9	22.5

Monday, Sept. 30			
		Rating	Share
7:30			
ABC	Outer Limits	12.7	29.0
CBS	To Tell The Truth	14.5	33.1
NBC	Movie	13.1	29.9
8:00			
ABC	Outer Limits	14.9	30.3
CBS	I've Got a Secret	16.7	33.9
NBC	Movie	15.7	31.8
8:30			
ABC	Wagon Train	14.5	27.7
CBS	Lucy	21.6	41.3
NBC	Movie	12.7	24.3
9:00			
ABC	Wagon Train	18.4	34.2
CBS	Danny Thomas	19.3	35.8
NBC	Movie	14.0	26.0
9:30			
ABC	Wagon Train	17.5	30.5
CBS	Andy Griffith	23.0	40.2
NBC	Hollywood Story	13.5	23.6
10:00			
ABC	Breaking Point	15.9	31.5
CBS	East Side West Side	15.0	29.6
NBC	Sing Along With Mitch	15.0	29.6
10:30			
ABC	Breaking Point	19.0	37.5
CBS	East Side West Side	14.3	28.3
NBC	Sing Along With Mitch	13.0	25.7
Tuesday, Oct. 1			
7:30			
ABC	Combat	15.4	35.3
CBS	Dillon	9.4	21.6
NBC	Mr. Novak	14.4	33.1
8:00			
ABC	Combat	15.0	30.2
CBS	Skelton	17.0	34.2
NBC	Mr. Novak	15.2	30.6
8:30			
ABC	McHale's Navy	18.6	36.0
CBS	Skelton	17.6	33.9
NBC	Redigo	12.2	23.6
9:00			
ABC	Greatest Show on Earth	14.2	27.9
CBS	Petticoat Junction	17.7	34.9
NBC	Richard Boone	15.0	29.5
9:30			
ABC	Greatest Show on Earth	18.1	35.0
CBS	Jack Benny	16.5	31.9
NBC	Richard Boone	14.3	27.7

CBS-TV plans ahead

CBS-TV appeared ready last week to begin top-level decision making for the 1964-65 TV season. Item: William S. Paley and Frank Stanton, board chairman and president, CBS Inc., were scheduled to be in Los Angeles last Thursday and Friday (Oct. 3-4).

Said the network's announcement: "In addition to a review of programs currently in production the CBS executives' trip to the West Coast will include a comprehensive survey of programming projects for the 1964-65 season." James T. Aubrey Jr., president of CBS-TV, and key program executives from both the East and West Coasts were expected to take part in the meetings.

As of last Monday (Sept. 30), all CBS-TV's new season entries had made their start for the current season.

		Rating	Share
10:00			
ABC	Fugitive	16.1	34.1
CBS	Garry Moore	20.1	42.6
NBC	Lunar Mission	7.6	16.0
10:30			
ABC	Fugitive	16.0	37.9
CBS	Garry Moore	17.0	40.3
NBC	Lunar Mission	4.4	10.4
Wednesday, Oct. 2			
7:30			
ABC	Ozzie & Harriet	14.5	35.6
CBS	CBS Reports	4.3	10.7
NBC	Virginian	15.2	37.4
8:00			
ABC	Patty Duke	14.8	33.3
CBS	CBS Reports	6.0	13.6
NBC	Virginian	17.0	38.4
8:30			
ABC	Price Is Right	16.4	32.6
CBS	Glynis	14.4	28.6
NBC	Virginian	16.8	33.4
9:00			
ABC	Ben Casey	24.3	42.8
CBS	Beverly Hillbillies	21.7	38.3
NBC	Espionage	7.9	13.9
9:30			
ABC	Ben Casey	24.0	41.2
CBS	Van Dyke	22.6	38.8
NBC	Espionage	9.2	15.8
10:00			
ABC	Channing	12.5	24.8
CBS	Danny Kaye	17.2	34.1
NBC	Eleventh Hour	15.9	31.5
10:30			
ABC	Channing	9.2	19.9
CBS	Danny Kaye	16.3	35.2
NBC	Eleventh Hour	17.2	37.1

Triangle adds two shows to syndication list

The radio-TV division of Triangle Publications is stepping up its activities in radio syndication with the distribution of two new series, *Keiter Contacts* and *Window on Washington with Ann Blair*, Mike Roberts, manager of pro-

gram sales for Triangle, reported last week.

Both programs are five-minute, five-times-a-week vignettes. One spotlights Triangle sportscaster Les Keiter in interviews with well-known sports personalities and the other Triangle Washington correspondent Ann Blair conducting interviews and offering commentary on the Washington scene. In addition, a 15-minute version of each show will be syndicated on a once-a-week basis. This is the third program placed in syndication by Triangle in recent weeks, following the release of the 15-minute, weekly *Motor Racing Review*.

Video Industries merges with Tele-Tape

Consolidation of Tele-Tape Productions Inc. and Video Industries Corp. of America, both Chicago, through an exchange of stock was announced Tuesday (Oct. 1) by W. J. Marshall Jr., board chairman of Tele-Tape, the surviving corporate entity. Voting by stockholders is set for Oct. 25.

Both firms have been in business about four years and both provide producers, advertisers and agencies with mobile video tape facilities for remote production assignments. Tele-Tape has operated chiefly in the East and Southeast while Video Industries has operated in the Midwest. Combined gear, valued at over \$1 million, includes three mobile units with six Ampex VTR's and a dozen Marconi 4 1/2-inch cameras.

WHN gets New York Mets

WHN New York has signed a two-year contract with the New York Mets baseball club for broadcast of home and away games. The broadcasts, to start with pre-season exhibitions next year, will be sponsored by Liebmann Breweries for Rheingold beer and Brown and Williamson Tobacco Co.

The Mets are moving to WHN from WABC. WHN has also signed the New York football Jets.

Hartford pay-TV gets hockey

The RKO General Phonevision Co. announced last week that the home games of the New York Rangers and Boston Bruins hockey teams and of the New York Knickerbockers and Boston Celtics basketball teams again will be telecast over the company's subscription TV station in Hartford this fall and winter.

John H. Pinto, vice president of RKO General Phonevision, said the hockey schedule will start Oct. 8 and the basketball coverage on Oct. 17. The Hartford pay TV system now has 3,400 subscribers, according to Mr. Pinto.

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interviews and other live origination while the program is on the air. The 500 A-DL may also be used to meet many other delayed programming requirements. With the DL function switched off, the unit operates as a standard 500A recorder/playback.

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Right to editorialize must be used—Stanton

CHARACTER PRICELESS BROADCASTER ASSET, HE SAYS

Broadcasters must use their right to editorialize—or lose it. But they must not abuse it—or they will invite government regulation.

Dr. Frank Stanton, president of CBS Inc., offered this two-edged warning last Tuesday in the opening-day luncheon address at the CBS Radio affiliates convention in New York (see page 34).

Force in Community ■ Editorializing, he said, is desirable both in the public interest and in the interest of broadcasters.

"We ought to be more than a service in our communities," he said. "We ought to be a force. . . . The most priceless asset any broadcasting station can have is character, and we cannot have character by being faceless men, unresolved to arrive at an opinion and unwilling to express it."

But the "worst enemy broadcast editorializing has now is abuse," he continued. "Nothing is so suicidal and shortsighted as the conviction of a very few broadcasters that, because they hold a license to use the airwaves, their views alone should be entitled to a hearing on their frequencies."

The broadcaster who presents only his own views, Dr. Stanton said, defeats "the whole purpose of editorializing," which he described as "nothing more and nothing less than stimulating the formation of opinion by ourselves having an opinion, and by ourselves expressing it."

Interplay of Opinion ■ "How can we possibly be stimulating the free interplay of opinion unless—far from just permitting the airing of opposite views to our own on our microphones—we seek them out?" he continued. "It is, in my book, a complete negation of the whole idea, the whole reason and point, of editorializing, if the way we do it impedes or diminishes or warps this free interplay of opinion that gives our democracy its essence and its drive."

This, he noted, does not mean that broadcast editorials themselves should be half-hearted, ambiguous, weasel-worded or otherwise lacking in force or conviction.

Dr. Stanton speculated that, in retrospect, broadcasters may have been "guilty of timidity and indecision, of indifference and opportunism," by fail-

ing to go into editorializing when the FCC first gave them the right by repealing the so-called Mayflower Decision in 1949.

He said he would not exclude the CBS-owned stations from that charge. But since 1958, he said, the company's seven radio stations have broadcast more than 1,500 editorials and the five TV stations about 350. In one city (St. Louis) the CBS radio and TV stations (KMOX-AM-TV) took opposing positions on a city charter question, Dr. Stanton noted.

One-Fourth Editorialize ■ He cited a National Association of Broadcasters study indicating that 1,476 radio and TV stations, or somewhat more than one out of every four, are editorializing. He said that "this must be an extremely impressive gain over a relatively short period," but that it still leaves "only a little over a quarter of the stations in the country filling this vital function."

Radio, Dr. Stanton concluded, "can achieve new levels of influence in this country" and reach "new plateaus of usefulness." The radio broadcaster, he said, "has it within his power to be one of the most respected and the most useful members of his community"—or "to become a cipher by abandoning, or a public nuisance by misusing, one of his highest responsibilities."

These alternatives, he said, are not government problems but individual problems, to be answered "in accord with our own concepts of our duties and our opportunities."

PADLOCK ON CHECKS

Salant hits out at practice of paying for news stories

The drift toward "checkbook" journalism—payment for exclusive rights to current, hard-news stories—was criticized last Wednesday (Oct. 2) by Richard S. Salant, president of CBS News, in a talk before the CBS Radio Affiliates Association convention in New York (see story page 34).

This problem was one of several raised and discussed by Mr. Salant, including the question of the balance between domestic and foreign coverage; the relationship between CBS News and affiliates' newsrooms in domestic news coverage; the problems inherent in making news judgments in advance of news events, and the issue of fairness and balance in the coverage of major news stories, particularly those in race relations.

Mr. Salant was particularly disturbed about what he called a growing tendency on the part of informational media to pay for exclusive rights to news stories. He asserted that CBS News would

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refuse to become a part to bidding for such rights "for as long as we can stay out of it," and added:

"Sure, I'd love to give you interviews with Mrs. Fischer and the sound and the cries of the quintuplets. But I am going to hold out against it as long as I can if it means paying for the right to do this, paying on an exclusive basis so as to deprive everybody else of the right to cover legitimate news stories. I hope I have your support in this because there are some important principles involved."

More Domestic Coverage - Mr. Salant advised affiliates that CBS News is desirous of bolstering its domestic coverage by making more extensive use of the affiliates' news-gathering facilities. He urged station officials to impress upon their news directors that CBS is receptive to calls from them on developments of national interest in their areas, and asked them to telephone either the bureau manager in a particular region; the editor-in-charge in New York and, if necessary, Mr. Salant himself.

He prefaced this call for cooperation by noting that in the last two years there has been an increase in domestic coverage of news on CBS Radio and a corresponding decrease in foreign and Washington coverage. He reported the foreign cut-ins declined from 48% in the first six months of 1960 to 43% for the same period this year; the Washington cut-ins decreased from 32% in the 1960 period to 29% this year, and the domestic cut-ins rose from 20% in 1960 to 28% this year.

Mr. Salant dealt at length with the problems inherent in making news judgments in advance of news events. He stressed that although it is desirable to "beat the competition" by publicizing and getting newspaper listings of the broadcasts of important news events, the network also wants to have the opportunity of exercising news judgment instead of publicity judgments.

Unlike newspapers and magazines which publish after an event, radio and TV don't have that luxury, Mr. Salant declared. A network must decide in advance whether to cover an event live, he observed, adding that CBS News makes every attempt to find the importance of an event before it makes a decision.

Another critical problem, he said, is related to the coverage of "delicate and complicated" events, particularly those in race relations.

It devolves upon the network, he said, to achieve "fairness and balance" in the presentation of such developments. This means that viewpoints with which news officials at CBS may disagree should be broadcast if they contribute toward rounding out the story, Mr. Salant emphasized.

NAACP demands violate Calif. FEPC

The demand of the National Association for the Advancement of Colored People that each technical crew engaged in producing films for television or theatrical exhibition in the Hollywood studios include at least one Negro is contradictory to the California Fair Employment Practices Act, in the opinion of the state's legislative counsel.

Asked by Charles J. Conrad, state assemblyman from Sherman Oaks, "if a sponsor of a television program directs the producer of the program, to hire a Negro as a member of the production crew in order to have a Negro in the crew, has the sponsor violated that act?" The legislative counsel answered "yes."

Explaining that reply, the counsel's letter states:

"We think that the courts would conclude in the situation involved in your question that the sponsor of the television program who directs the producer to hire a Negro for the crew in order to have a Negro on the crew has attempted to 'incite' the producer to hire a Negro because he is a Negro and to refuse to hire a non-Negro applicant for a job because he is not a Negro."

The act "provides that it is an unlawful employment practice for an employer to refuse 'to hire or employ' a person 'because of his race . . . color or ancestry.' We think that if the producer in the situation described refuses to hire a non-Negro applicant for a job because he is not a Negro, the producer has committed an unlawful employment practice forbidden by the act. Thus it follows that a sponsor, who attempts to incite the producer to hire an applicant for a job because he is a Negro and to refuse to hire another applicant because he is not a Negro, has violated the act."

A second question asked by Mr. Conrad: "If the producer of a television program enlarges his production crew by one man and hires a Negro as the additional crewman and refuses to hire another equally qualified applicant for the job solely because he is not a Negro, has the producer violated the act?," also received an affirmative reply.

In making his correspondence with the legislative counsel's office public, Mr. Conrad commented that the basis of the Fair Employment Practices Act "is that all persons should be able to seek and hold employment without discrimination on account of race, religious creed, color, national origin or ancestry. This is the law and should be respected. If it is wrong it should be changed not disobeyed or evaded."



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You get the selling power of WLIB, which has been the Number One station in this Community from sign-on to sign-off in every survey taken since 1955.*

The combination is unbeatable. Small wonder WLIB has more national advertisers than all other Negro radio stations in Greater New York combined.

* PULSE

WLIB

Harlem Radio Center
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Ford Foundation gives \$6 million to NET EDUCATIONAL TV GROUP TO IMPROVE PROGRAM QUALITY

The Ford Foundation announced last week it is making a \$6 million grant for 1964 to the National Educational Television and Radio Center to bolster a "high-quality" informational and cultural program service for noncommercial TV stations throughout the country.

The grant raises to \$86.4 million the amount the Ford Foundation has given for various educational TV projects since 1951. NETRC itself has received \$28.2 million during that period.

The foundation also announced it is ending any large-scale grant-making activities in instructional activities. Henry T. Heald, president of the foundation, noted that this phase of educational TV is sufficiently established and additional foundation funds on a large scale are unnecessary.

The NETRC at the same time announced that the grant marks the beginning of a major new phase of its activities. Henceforth, it will discontinue radio, instructional-television and other related fields and concentrate its efforts in the areas of informational and cultural programming to TV stations. As of this week the organization will be known simply as National Educational

Television.

More Ahead ■ The \$6 million Ford grant will raise NET's operating budget for 1964 to \$7.7 million from \$6 million in 1963. Mr. Heald indicated that the foundation would make additional grants in the vicinity of \$6 million to NET for several more years, subject to review by the foundation's board of directors.

John F. White, president of NET, reported that the grant will enable the center to produce programs of quality in the informational and cultural areas, but said there are no plans to increase the number of hours of programs the organization supplies to its affiliated stations. Affiliates now receive 10 hours a week of programming, of which five hours are new programs.

Mr. White said there are now 81 ETV stations in the country, of which 75 are affiliated with the center. By the end of 1964, he estimated there will be 95 NET-affiliated outlets.

The Ford grant, Mr. White said, will enable NET to produce more of its own programs and also will result in a new affiliation policy whereby noncommercial stations will receive NET programs for a nominal yearly fee.

Executives in the news and informational areas at the three TV networks asserted that NET's move toward the production of higher quality public affairs shows would have no effect on their own plans. All of the networks, in fact, indicated they had plans to increase the number of public affairs and informational programs in 1964. Several news executives commented that they "welcomed the competition" from NET.

Film sales ...

Science Fiction Features (Allied Artists TV): Sold to WFIL-TV Philadelphia; WKBW-TV Buffalo; WNHC-TV New Haven, Conn.; WQAD-TV Moline, Ill.; WBNF-TV Binghamton, N. Y.; WRAL-TV Raleigh, N. C.; WFBG-TV Altoona, Pa.; WWLP-TV Springfield, Mass.; WLYH-TV Lebanon, Pa.; KFRE-TV Fresno, Calif.; KISM-TV El Paso, Tex. and WNBE-TV New Bern, N. C.

Churchill, The Man (Seven Arts Associated): Sold to WMAR-TV Baltimore; KTAR-TV Phoenix-Mesa, Ariz.; WOC-TV Davenport, Iowa; KTVA-TV Anchorage, Alaska; KTVF-TV Fairbanks, Alaska; WSSH-TV Portland, Me.; WDAU-TV Scranton, Pa.; WTRF-TV Wheeling, W. Va.; WFMV-TV Greensboro, N. C.; WFBC-TV Greenville, S. C. and to Am-

bro Advertising Agency for Iowa Electric Light & Power Co. for programming in Cedar Rapids, Iowa. Now sold in 11 markets.

Stoney Burke (Economee): Sold to WTTV-TV Bloomington - Indianapolis; KCOP-TV Los Angeles; KGUN-TV Tucson, Ariz.; WFAA-TV Dallas-Ft. Worth; WEHT-TV Evansville, Ind.; WGN-TV Chicago; KPHO-TV Phoenix, Ariz.; CKLW-TV Windsor, Ont.-Detroit; WSJV-TV Elkhart-South Bend, Ind.; KPRC-TV Houston; WTAR-TV Norfolk, Va.; WPTA-TV Roanoke, Ind.; KTVU-TV Oakland-San Francisco; WSUN-TV St. Petersburg, Fla.; KREX-TV Grand Junction, Colo.; KTUL-TV Tulsa, Okla.; KFSA-TV Fort Smith, Ark.; KTBS-TV Shreveport, La.; WHYN-TV Springfield, Mass. and KTNT-TV Tacoma-Seattle, Wash. Now sold in 20 markets.

47 markets set for special

United Artists Television has reported sales of its six Wolper-UA-TV specials to eight additional sponsors bringing its market count for the series to 47.

New sponsors are Jersey Farms Dairy and Home Federal Savings & Loan, Nashville; First Pennsylvania National Bank & Trust, Philadelphia; Illinois Bell Telephone, Springfield, Ill.; Bank of New Orleans, New Orleans; Citizens Federal Savings & Loan, San Francisco; Prudential Federal Savings & Loan, Salt Lake City, and Montana Public Power for Great Falls, Billings and Butte, Mont.

UA realigns TV activities

United Artists Corp. announced last week that henceforth its television activities will be combined into one corporation, United Artists Television Inc. In the past, another corporation, United Artists Associated Inc., concentrated on the sale of theatrical films to TV, while United Artists Television produced and sold programs to networks and stations. It was said that present employees and officers will continue in their respective posts in the new corporation.

WOR-TV to increase color

WOR-TV the only independent TV station in New York scheduling color, has announced a new boost in colorcasts effective next spring. An estimated 54 hours each week will be in

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ENGLISH DINING ROOM**

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon ... at lunch or dinner.

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Republic News International

132 3rd St., S.E., Wash. 3, D. C.

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color, representing about 48% of the station's weekly programming.

With the new color expansion, the station will be adding about \$500,000 worth of new technical facilities, including six image orthicon color cameras. Its Broadway studios will be remodeled for live color.

The New York Mets (National League) home baseball games will be colorcast.

Program notes . . .

For next season ■ A half-hour situation comedy titled *Kibbee Hates Fitch* is being produced for the NBC-TV 1964-65 season by Ellen Enterprises Inc. and United Artists Television Inc. The comedy is the property of Neil (Doc) Simon, whose *Ellen Co.* is a

co-producer. The series will be based upon life in a fire station.

Krebiozen show offered ■ WJrz Newark is offering to interested stations tapes of its program, "Krebiozen—the Doctor's Side of the Controversy." The hour program on the controversial drug is available on a cost basis from Wade T. Nixdorff, director of public relations, WJrz, 32 Green Street, Newark.

Post mortems ■ Second guessing is the keystone of a new sports show on WERE Cleveland following Cleveland Browns pro football games. Entitled *Second Guess*, and created by Charles L. Getz Jr., partner in Wendell and Getz Advertising Agency, Cleveland, the program uses experts who argue, criticize and commend points in the just-com-

pleted game. Former Cleveland star Cliff Lewis, John Carroll University coach John Ray and Ken Hildebrand, of WERE, provide the post-mortems. *Second Guess* shifted from WGAR to WERE Oct. 6 on conclusion of the baseball season.

Cooperative council ■ WVMC Mount Carmel, Ill., not only has permission to broadcast live and direct the bi-weekly meetings of the town's city council, it got the local legislators to change the meeting time from evening to afternoon to accommodate the daytimer's scheduling problems. Noting that citizens have a right to know what goes on at the council meeting, the mayor of Mount Carmel said "radio is an excellent way to give them a front-row seat."

FINANCIAL REPORTS

PKL earnings up in nine-month period

Papert, Koenig, Lois, the first agency to issue stock to the public, last week presented a financial statement for the nine month period ending Aug. 31, showing a gain of \$76,661 in net income over the same period in 1962.

PKL reported its application to the Quotations Committee of the National Association of Securities Dealers for daily listing of quotations in the "eastern list" of newspapers has been approved. The listing will reportedly begin this month.

Nine months ending Aug. 31:

	1963	1962
Gross billings from which commissions and service fees are derived	\$14,252,315.00	\$10,215,865.00
Commission and service fee income	2,189,633.00	1,633,224.00
Operating expenses:		
Production and service costs	870,658.00	598,519.00
Selling, general and administration expenses	791,691.00	668,054.00
Total operating expenses	1,622,619.00	1,266,573.00
Net operating income	527,014.00	366,651.00
Other income	643	...
Net income before federal income tax	527,657.00	366,651.00
Federal income tax	271,379.00	187,034.00
Net income	256,278.00	179,617.00
Number of shares outstanding	511,910	511,910

Outlet Co. has drop in broadcast revenue

Total retail sales of the Outlet Co., Providence, R. I., were up, but revenues from broadcasting (less expenses), service charges and miscellaneous sources as well as net earnings were down in the first six months of the year compared with the same period in 1962.

The Outlet Co. is a department store which also owns WJAR-AM-TV Providence, and recently acquired WDBO-AM-

FM-TV Orlando, Fla. (BROADCASTING, July 22). Six months ended July 27:

	1963	1962
Retail sales	\$7,251,608	\$7,031,310
Revenues from broadcasting, less expenses; service charges and other miscellaneous sources	726,575	1,111,063
Total revenues	7,978,183	8,142,373
Cost of goods sold and operating expenses	7,656,352	7,440,361
Earnings before federal income tax	321,831	702,012
Federal income taxes	144,500	365,665
Net earnings	177,331	336,347

Meredith earnings up; sees further progress

Progress in improved programming will come only from unregulated economic endeavor, Meredith Publishing Co. says in its annual report for the fiscal year ended June 30.

"We feel that further intrusion of federal regulation in this area is neither warranted nor, in the long run, bene-



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. . . develop TELEPHONE CALL-IN Radio Programs . . . that have the community interest first — (Now on many top U.S. Radio stations.)

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WKAP . . . Allentown-Bethlehem-Easton
WNAR . . . Norristown-Philadelphia Area
WWNR . . . Beckley, W. Virginia

• Represented Nationally by H-R

N. Joe Rahall, President

official in the public interest," the report says.

Fiscal year ended June 30:

	1963	1962
Earned per share	\$1.68	\$1.58
Revenues	71,187,000.00	69,314,000.00
Costs and expenses	67,238,000.00	65,429,000.00
Federal and state income taxes	1,863,000.00	1,787,000.00
Net earnings and special credits	2,232,000.00	2,098,000.00

Rust Craft's annual report

Rust Craft Greeting Cards Inc., which owns a group of radio and TV stations formerly known as Friendly Stations, reported improved sales and earnings for the 12 months through August. The report for this year includes a full year of broadcasting operations; last year's comparable period in-

cludes only six months of broadcasting. Twelve months ended August:

	1963	1962
Net operating earnings per share	\$0.88	—
Net sales	\$33,688,000	\$28,273,700
Net operating earnings or loss after income taxes*	640,200	(705,900)
* Excludes special nonrecurring items amounting after taxes to \$110,000 profit in 1963 period; \$1,356,700 in 1962.		

Wometco's first nine months

Wometco Enterprises reported that 30% of earnings in the first nine months, amounting to \$453,177, were paid in dividends and 70%, or \$1,060,891, has been retained in the business. It also announced that cash flow generated from earnings amounted to \$2,359,731 (\$1.63 a share) in the three

quarters.

36 weeks ended Sept. 7:

	1963	1962
Earned per share*	\$ 1.04	\$ 0.92
Gross income	14,826,918	13,099,915
Federal income taxes	1,380,000	1,187,900
Net income	1,514,068	1,317,031
*Adjusted for 30% stock dividend paid Dec. 21, 1962.		

Reade/Sterling earnings up

Six months ended June 30:

	1963	1962
Earned per share*	\$0.14	\$0.10
Gross revenues	5,500,725.00	4,202,063.00
Costs and expenses	5,025,488.00	4,038,594.00
Income before provision for federal taxes	475,237.00	163,469.00
Provision for federal taxes	251,702.00	10,320.00
Net income	223,535.00	153,149.00

*Based on average of 1,544,164 shares outstanding in 1963 period and 1,488,571 shares outstanding in 1962 period.

EQUIPMENT & ENGINEERING

COLOR WILL HIT \$1 BILLION BY '65

Saxon notes continuing upswing in color sales

Raymond W. Saxon, president of RCA Sales Corp., last week told a luncheon meeting of the New York Sales Executive Club that the retail sales rate of color TV sets will surpass the \$1 billion annual sales rate of black-and-white sets by 1965. Mr. Saxon predicted that the sales rate will pass the \$450 million mark this year and reach at least \$750 million next year.

He noted that RCA's distributor-to-dealer color set sales are running 67% ahead of last year, and color dollar volume has surpassed that of black-and-white.

Mr. Saxon said there is now a high enough percentage of regular prime time program offerings in color, and that this area is no longer a "serious deterrent" in the purchase of receivers in a "mass market." He also said that the once-present problem of color reception quality is another area of doubt that has apparently been removed from the mind of the average consumer.

Mr. Saxon noted that price is still a source of hindrance in color sales, and he said, "We cannot foresee a drastic change in this pricing condition over the next few years."

Mr. Saxon said the total expenditure for RCA's development and introduction effort in the color TV field is estimated at \$130 million. He also noted that color TV sales in general have grown to the point where approximately one color set is sold for every nine black-and-white receivers, and it's expected that next year one color set will be sold for every five black-and-white models.

FCC re-affirms date for all-channel sets

To allay rumors that the FCC really didn't mean to force the production of all-channel TV receivers beginning May 1 next year, apparently rife among manufacturers of television sets, the FCC has written an official communication to James D. Secrest, executive vice president of the Electronic Industries Association.

In the letter, the commission says: "We wish to advise you explicitly by this letter that the commission has no intention of deviating from its decision

to encourage full utilization of the UHF channels for television broadcasting. We do not intend to initiate any general changes in the principles of the table of channel assignments, including mileage separation requirements for television stations, nor do we anticipate any change in the date (April 1, 1964), after which television broadcast receivers manufactured must be capable of receiving all television broadcast channels.

"We hope that this information will dispel any uncertainty as to the commission's intention to maintain its present television allocations policies."

New RCA beam power tube

RCA announces a new forced, air-cooled UHF beam power tube with a capability of 10 kw continuous wave output at 400 mc.

The new Cermolox RCA-8437 tube is rated up to 500 mc as a radio frequency power amplifier and oscillator in Class C telegraphy, as an RF power amplifier in Class C FM telephony, and is well suited, RCA says, for use as a frequency multiplier, audio frequency power amplifier or modulator, AM or single-sideband linear RF power amplifier, television or other broadband amplifier.

ITA becomes Triangle division

ITA Electronics Corp., Lansdowne, Pa., manufacturer of transmitters and studio equipment for broadcasting, has become a division of Triangle Publications Inc., it was announced last week. Triangle bought a minority interest in ITA two years ago and acquired the balance of the company less than a year ago. Henry E. Rhea is operating head of Triangle's electronics division.

Two more enter color

Two more television manufacturers, Muntz TV Inc. and American Television Inc., both Chicago, announced last week they are making color sets available for immediate delivery. Both are using the 21-inch round RCA tube.

Muntz is stressing three-way combination units since its present sale of black-and-white sets falls into this category. Ranging in price from \$425 to \$800, the new Muntz color sets also include AM-FM radio and stereo phonograph.

American Television, which makes the deForest brand set, is featuring a color table model leader priced at \$299. A step-up model is priced \$400 with a combination unit at \$750. The deForest set features a rectangular picture upon the round tube.

Red is Johnson's Skelton in the closet

10-YEAR ASSOCIATION HONORED BY ADMEN

The 10-year association of Red Skelton and Johnson's Wax, said to be the longest star-sponsor tieup in TV history, was honored Tuesday (Oct. 1) by the

that "we couldn't afford another." Other tributes came from Warren Dorn, chairman of the Board of Supervisors, Los Angeles county (which proclaimed



A look at some Skelton statistics is taken by (l-r) James T. Aubrey Jr., president of CBS-TV; Red Skelton and

Howard M. Packard, president, S. C. Johnson & Son Inc., prior to the Los Angeles Ad Club luncheon.

advertising fraternity of Los Angeles, which packed the ballroom of the Statler-Hilton for a luncheon meeting held under the joint auspices of the ad clubs of Los Angeles and Hollywood and the Advertising Women of Los Angeles.

Billed as a "celebration, not a testimonial," the program nonetheless had its full share of tributes to Red Skelton,

Howard Packard, president of S. C. Johnson & Son, praised the comedian for showing a "genuine interest" in his sponsor, his products and his organization. Mr. Packard recounted how Red of his own volition came to the company's headquarters at Racine, Wis., to entertain the employes and, finding no hall in town big enough to hold those who wanted to see the show, held it outdoors.

That was a "TV first," Mr. Packard stated, and another occurred the following year (1960), when Red taped his Christmas network program in the factory.

Mr. Packard announced that the company had established an annual "Red Skelton Scholarship" at the graduate school of Dramatic Arts at UCLA and introduced the first "Red Skelton Scholar," Charles McMurray, who will receive enough money to keep him at UCLA for the coming year.

James T. Aubrey, president of CBS Television, hailed the comedian as the "one and only Red Skelton," quipped

WJRZ to WNEW: 'Thanks'

A helicopter pilot-announcer for WJRZ Newark gave thanks to WNEW New York's morning team of Klavin and Finch for a tip on "the biggest traffic story we've had."

WNEW engineer, Ted Suwalski, who lives in New Jersey phoned a report to his station when a burning car on the Hackensack River Bridge created a traffic jam of commuters trying to get to New York. The Klavin-Finch report was heard by the WJRZ traffic reporter, who took his copter up and reported on the fogbound traffic which had backed up almost 10 miles by the time emergency vehicles reached the car at 8:30 a.m.

commercial station. WOAI-TV shows already repeated over KLRN outlet include programs on school dropouts, the population explosion, the state prison system, urban renewal and the city police department.

For the hands ■ A 15-page picture story of *CBS Evening News with Walter Cronkite* made up Dr. Frank Stanton's newsletter to CBS employes last week. The story covers the first day of the series' telecast on CBS-TV Labor Day.

Silver anniversary ■ WDBJ Roanoke, Va., last week was given a 25-year plaque by Peters, Griffin & Woodward, Inc., the station's representative since 1938. It was the 11th such plaque presented by PGW.

Sunday salute ■ A special 4-page section in the *Sunday Nashville Tennessean* was used to announce the opening of WSM-TV's new studios. The supplement utilizing maximum amounts of process color was devoted to the sta-

Oct. 1 "Red Skelton Day") and from many members of the production staff of the weekly program.

Sherman J. McQueen, vice president of Foote, Cone & Belding, Los Angeles, chairman of the day, noted that FC&B, agency for Johnson's Wax, had been associated with the star as long as the sponsor had.

Drumbeats . . .

Helping hand ■ WOAI-TV San Antonio, Tex., has helped bolster the programing of KLRN(TV), the city's educational outlet. Documentaries on local problems, generally too costly for ETV's to produce, have been offered to KLRN by the

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tion's history, personalities, new fall programs and new studio and office facilities.

Ding-dong ■ The original tapes of the NBC chimes, historic signature of the NBC Radio network, have been added to the archives of the Hollywood Museum as a gift from the American Association of Television and Radio Artists.

Microwave march ■ CJCH-TV Halifax, N. S., held a parade in connection with its joining the CTV Television Network in mid-September after completion of the microwave link from Montreal to

Halifax. One of the floats in the parade showed a huge television camera and the call letters of the eight other stations on the network across Canada to Vancouver on the Pacific coast.

Ugh! ■ WwDC Washington, which carries the Washington Redskins football games, is looking for Joe or Josephine Redskin, "the most typical fan." Prizes include a two-week vacation to Nassau, movie camera, and season tickets to the 1964 Redskins games.

Pumpkin hoopla ■ WXYZ-TV Detroit is looking for the largest pumpkin in Michigan and is offering \$1 a pound,

or if the winner donates his reward to a charity, it will be \$2 a pound. The station will use the pumpkin to make Michigan's biggest Jack-O-Lantern.

Aerial wedding bells

The top of the ferris wheel at an Atlanta amusement park became the setting for a wedding, sponsored and broadcast by WPL0 Atlanta. The couple was selected from entries received during a statewide search. Among the more than \$3,000 in wedding gifts from the station and amusement park, was a honeymoon trip to Miami.

FATES & FORTUNES

BROADCAST ADVERTISING

John F. Bresnehan, William P. Gordon, William M. LaCava and John L. Owen elected VP's at Foote, Cone & Belding. Mr. Bresnehan and Mr. Gordon are account supervisors on Kool-Aid account; Mr. LaCava is senior producer and head of TV commercial production and Mr. Owen is director of broadcast for New York office.



Mr. Blustain

Paul B. Blustain joins J. M. Mathes, New York, as broadcast production supervisor. He was formerly with McCann-Marshall as producer of TV commercials.

W. Paul Tippett Jr., previously in advertising department of Procter & Gamble, Cincinnati, named advertising manager of Autolite Division of Ford Motor Co.

John W. Murphy, formerly VP and director of commercial production, Kenyon & Eckhardt, New York, and also executive producer with Filmaster Inc., Los Angeles, joins Needham, Louis & Brorby, Chicago, as TV-radio producer.

W. P. Brown, product manager in General Foods' Post Division, named

advertising manager of GF's Birds Eye Division, White Plains, N. Y.

E. L. Timberman, associate general product manager, Colgate-Palmolive Co., has rejoined Kenyon & Eckhardt, New York, as a management supervisor and VP.

Charles G. Torosian, formerly with Edward H. Weiss & Co., Chicago, and **Ronald F. Sandilands**, previously with Campbell-Ewald Co., Detroit, join creative staff of Needham, Louis & Brorby, Chicago, as art directors. **Robert F. Nelson**, formerly with N. W. Ayer & Son, Philadelphia and Chicago, joins NL&B as writer.

Hamilton P. Dendel, administrative manager of American Oil Co.'s eight-state New York sales region, named director of public relations in firm's general office at Chicago. He succeeds James M. Patterson who has transferred to American Oil's marketing department on special assignment.

Jerome V. Svec, senior market analyst with Motorola Inc. since 1956, joins research department of Clinton E. Frank Inc., Chicago.

Bruce R. Kelly and **Theodore R. Marston** join copy staff of Clinton E. Frank Inc., Chicago. Mr. Kelly was with Waldie & Briggs there and Mr. Marston was with Leo Burnett Co.

George Beyer Jr. and **Robert E. Anderson** promoted to merchandising managers in Lever Bros. Personal Products Division and Household Products Division, respectively. Mr. Beyer was formerly new products manager of Personal Products Division. Mr. Anderson was special projects manager-consumer relations.

Charles M. (Chick) Green joins Sarra Inc. as director. Mr. Green has recently been a freelance tv spot director.

Herman E. Bakken Jr. rejoins Pittsburgh office of Fuller & Smith & Ross as account executive.

THE MEDIA

John Scuoppo, manager of promotion at NBC, named director, promotion for TV network. Mr. Scuoppo will supervise network's national promotion activities in West Coast and New York promotion departments. **Gerald E. Rowe**, formerly manager of audience advertising and promotion at NBC, becomes director. He joined network in 1960 as manager, creative services for on-the-air promotion.



Mr. Rowe



Mr. Scuoppo

Bob Price, formerly with San Francisco office of CBS Television Stations National Sales, appointed sales manager of KCBS, CBS-owned radio station in that city, where he started his broadcasting career as a local salesman eight years ago. He succeeds **Ken Stratton**, who has returned to Chicago office of CBS Radio Spot Sales.

Frank Crane has resigned from Broadcast Clearing House to devote full time to developing new business venture to be announced shortly. Mr. Crane was head of Los Angeles office of Torbet, Allen & Crane before joining BSH.

Allen V. Martini, since last May coordinator of sales and operations of Theatre-Vision Color Corp., National General Corp. subsidiary to develop a closed circuit color tv network for theatres, promoted to VP. Before joining Theatre-Vision, he was a sales executive for Ziv-UA Television.

Sergeant Major Bill Mansfield, who retires from Army Oct. 31, will join public relations office of National Association of Broadcasters as audio-visual

Worldwide assignment

Don Davis, retired broadcaster formerly with WHB and KMBC, both Kansas City, Mo., has joined faculty of University of the Seven Seas as lecturer on public relations in business. University of the Seven Seas is a floating university offering college credit during 110-day around the world cruise which will visit over 20 ports of call.

assistant Nov. 1. He was most recently in radio-TV department of Pentagon information office, and will replace **Art Stampler**, who resigned to form own radio-TV production firm.

Jack Bolton of The Katz Agency, Atlanta, elected president of Atlanta Radio and Television Representatives Association. Other officers elected last week in Atlanta: **Dick Walker**, Robert Eastman Co.; **Bill Jones**, Peters, Griffin & Woodward; **Joe Sierer**, Edward Petry Co.; **Barney Ochs**, Bernard I. Ochs Co.; **Eddy Brandt**, Paul H. Haymer Co.; and **Bill Mason**, Storer Television Sales.

William W. Keup, with AM Radio Sales, Chicago, for past two years and before that with Katz Television and Peters, Griffin, Woodward, joins **WNBQ** (TV) Chicago as account executive. **Robert R. Sprentall** and **Mayo E. Partee** join **WMAQ** there as directors. Mr. Sprentall formerly was with **WCMF** Rochester, N. Y., and Mr. Partee with **WNMR-FM** Marquette, Mich.

E. Paul Percha, account executive with **CKLW** Windsor-Detroit, promoted to newly created position of director of radio sales service. **F. A. (Mike) Wurster**, account executive with John E. Pearson Co., New York, joins **CKLW** as account executive.

John Paley, account executive for Western Regional Network of ABC Radio, named account executive for ABC Radio's Transcontinental Div. **Dick Rader**, sales service manager for Western Div., named account executive for Western Div. **Alan Branch**, formerly with men's clothing store in Salt Lake City, takes over Mr. Rader's former position.

George E. Shannon, accounting department of CBS Television Stations Division, named director of business affairs for **WCBS-TV** New York.



Straight Music organized in basic categories. You order what you want, play it in the order you determine, add your own voices for a completely live, local sound. And cheaper than you can produce it yourself.

Suitable with ATC, Schaffer, Alto Phonic, and most other automation systems. Or with

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 733-4567 (Area 206) 581-9020 (Area 212)

Reynolds, Hill quit

Two well known **WBBM** Chicago newscasters, **Frank Reynolds** and **Hugh Hill**, have resigned because of philosophical differences with their immediate superior. The two newsmen were employed by **Bill Garry** during his term as news director of the CBS o&o station. When he left to join **WBKB** (TV) Chicago he was replaced by **John Madigan**, present immediate superior of Mr. Reynolds and Mr. Hill. Mr. Reynolds said he expected to transfer to another CBS station while Mr. Hill said he plans to go to another network.

Daniel C. Park, formerly media director for Results Inc., Tucson, Ariz., advertising agency, appointed national/regional sales and promotional director of **KEVT** Tucson. Mr. Park started in radio at **KYW** Philadelphia in 1936 and was general sales manager of **WIRE** Indianapolis for 12 years. **Henry G. Villegas**, air personality on **KEVT** as well as **KGUN-TV** same city, named local sales and promotional director of **KEVT**.

Robert Brewer, director of marketing at **KHOL-TV** Kearney-Holdredge and **KHPL-TV** Hayes Center, both Nebraska, named station manager of both outlets. **Marlyn Milliken**, formerly program director, appointed assistant station manager.

John Prince, formerly of **WTMA** Charleston, S. C., appointed program director of **WBBQ** Augusta, Ga. **Tom** and **Paul Collins**, previously with **WQXI** Atlanta, join **WBBQ** announcing staff to do "twin" show.

Ron Montgomery, formerly with **WHYE** Roanoke, Va., named program and music director of **WLLL** Lynchburg, Va., new permittee.

Lou House, program director at **KRBC** Abilene, Tex., join **KIST** Santa Barbara, Calif., in same capacity.

Dale Kelly, **WOLF** Syracuse, N. Y., program director, resigns to enter army.

Chuck Raymond, formerly of **KROP** Brawley, Calif., and **WBUD** Trenton, N. J., joins **WLAN** Lancaster, Pa., as music director-air personality. **Tony Montgomery**, **WLAN** air personality, joins with Baltimore. **WLAN** Music Director **Jim Hazeltine** resigns to enter army.

Don Schwartz, formerly with **KABC** Los Angeles, joins sales-service staff of **KBLA** same city.

Jack Tudor, Southern California radio engineer, joins **KCHU-TV** San Bernardino, Calif., as chief engineer.

Lee Desilet, assistant sports director of **KOMO-AM-TV** Seattle and play-by-play announcer of Seattle Rainiers Pacific Coast League baseball club, assumes additional duties on **KOMO** sales staff.

Jerry Gordon, with **WINF** Hartford, Conn., joins **WPOP** same city as air personality.

Larry Dean, in Nashville, Detroit and Baltimore radio for 12 years, joins **WWIN** Baltimore as disc jockey.

Gene Miller, **WDBO-TV** Orlando copy chief, appointed promotion director at **WDBO-AM-TV**.



Mr. Timberlake

Floyd A. Timberlake appointed manager of engineering for **Crowell-Collier Broadcasting Corp.**, with offices at **CCBC's** Los Angeles headquarters. Mr. Timberlake previously was chief engineer at **wkbw-TV** Buffalo. He started in broadcasting in early 1930's at **WCAZ** Carthage, Ill. and past affiliations include **ABC** and **CBS**. **CCBC** stations are **KFWB** Los Angeles, **KEWB** San Francisco-Oakland and **KDWB** St. Paul, Minn.

William P. Marseilles and **Dale Stevens** have been elected to board of

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directors of Robert E. Eastman & Co., New York. Mr. Marseilles, former manager of Eastman's Atlanta office is now on New York sales staff. Mr. Stevens is manager of Eastman's Chicago office.



Mr. Stevens



Mr. Marseilles

Paul Eberhardt named retail sales director at WHN New York. Mr. Eberhardt was formerly account executive with *New York World Telegram and Sun*.

Joseph Fierro, formerly with sales department of Crosley Broadcasting Corp., joins MBS in sales division.

Ray Simms, formerly with H-R Television and NBC Radio, New York, joins WMMM Westport, Conn., as station relations director.

Jack Yeager, general sales manager, KHOL-TV Kearney-Holdredge, Neb., joins Soderlund Company, Omaha, as VP.

Charles R. O'Malley joins Stone Representatives, New York, as sales executive. Mr. O'Malley was formerly salesman for Pan American Airways.

James R. Gallant, formerly with WJJD Chicago, joins KYW Cleveland as assistant program director.

David J. Biggs has been named operations manager and assistant program director of WGBI Scranton-Wilkes-Barre, Pa.

John Ambrozic, formerly on sales staff of Canada Dry Corp. in Pitts-

burgh, joins KYW Cleveland as account executive. He replaces **Perry Beaumont** who resigns to enter Methodist ministry.

Fred Bohn named account executive of WJW Cleveland. He has been on sales staff of WJW-TV since 1957.

David R. Klemm, formerly with WIL St. Louis, named director of press information and public affairs at WXYZ Detroit.

Paul L. Hoffman, supervising technician, WGMS Bethesda, Md. (Washington), named chief engineer.

Red McIlvaine, air personality, KMPC Los Angeles, joins KHJ, that city, replacing **Bill Calder**, who joins KFRC San Francisco.

Steven F. Beard Jr. and **Gabriel P. Dype** named VP's at Blair Television. Mr. Beard, who has been with Blair since 1950, is currently manager of Dallas office. Mr. Dype, manager of Detroit office, joined Blair in 1953.



Mr. Dype



Mr. Beard

Frank Sweeney joins WCIU(TV) Chicago as sports director.

Lee Stevens joins KTIV(TV) Sioux City, Iowa, as sports director, succeeding **Mark Ahmann**, who resigned.

Beth Parrish, director of public relations and promotion for WGMS Bethesda, Md. (Washington), has been appointed director of public relations for Philadelphia Orchestra.

Harry D. Honig, former radio and TV director for Batz-Hodgson-Neuwoehner Advertising Inc., St. Louis, joins KSD-AM-TV, that city, as sales promotion manager.



Mr. Johannessen

George Johannessen, sales executive, American Research Bureau, joins New York TV sales staff of Edward Petry & Co. Before joining ARB, Mr. Johannessen was research director of Petry's TV division.

Ellen Raider joins Advertising Time Sales in promotion and research department. Miss Raider was formerly promotion and public relations staff member of Educational Travel Inc., subsidiary of U. S. National Student Association.

William A. McGalliard appointed farm director of kvso Ardmore, Okla.

Carolyn C. Reynolds, formerly of wow-TV Omaha, appointed civic affairs director for KSRE-FM Santa Monica, Calif.

Harry Munyan appointed promotion director of wiod Miami. **Don Stewart**, for past 10 years member of promotion and public relations staff of *Miami News*, joins wiod as Mr. Munyan's assistant.

James S. Gates, producer-director, KTTV(TV) Los Angeles, named executive producer of station.

Donald Dashcund returns to WBBM Chicago after army service and has been appointed continuity director replacing **Lou Cevela**, now with D'Arcy Adv. there.

Phil Jones, formerly with WLWI(TV) Indianapolis, joins WDET-FM Detroit, educational station of Wayne State University.

Donald H. Mann, special projects manager, WBBM Chicago, re-elected president of American College of Radio Arts, Crafts & Sciences for two-year term. All other officers of national radio organization also were re-elected.

Janet Todd joins wis Columbia, S. C., as copywriter.

GOVERNMENT

Ernest J. Hodges, formerly senior vice president and a director of Guild, Bascom & Bonfigli, San Francisco, appointed marketing advisor to Department of State for Central American Common Market. He will reside in Guatemala City, Guatemala, working on plan for self-help by Central American manufacturers of food and other consumer products. Pilot program was

CBS radio affiliates group names Hanna

Michael R. Hanna, WHCU Ithaca, N. Y., elected 1963-64 chairman of CBS Radio Affiliates Association's board of directors at affiliates' convention in New York last week (also see page 34). He succeeds **E. K. (Joe) Hartenbower**, KCMO Kansas City, Mo.



Mr. Hanna

Lee Fondren, KLZ Denver, elected vice chairman, and **Joe L. Smith Jr.**, WJLS Beckley, W. Va., reelected secretary-treasurer.

Wendell Adams, KINS Eureka, Calif., and Mr. Hartenbower named

directors at large.

Nine district directors named: **Joseph K. Close**, WKNE Keene, N. H.; **Charles Sanders**, WSPA Spartanburg, S. C.; **J. W. Woodruff Jr.**, WRBL Columbus, Ga.; **Arthur R. O'Neil**, WSBT South Bend, Ind.; **William A. Roberts**, KRLD Dallas, and **Westerman Whillock**, KBOI Boise, Idaho, along with Messrs. Hanna, Smith and Fondren.

Messrs. Hanna, Fondren, Roberts, Smith and Whillock constitute executive committee.

Mr. Fondren also heads next year's association convention committee, which also includes Messrs. Dean and O'Neil.

devised by Walter Guild, GB&B president.

Francis Keefe, administrative assistant to chief of field engineering bureau of FCC, retired Sept. 30.

PROGRAMING



Mr. Collier

Chet Collier appointed general manager for WBC Productions Inc., California, and executive producer of *The Steve Allen Show*, replacing **Joel Chaseman**, who has been appointed Group W Projects Director, New York. Changes are effective in early December. Mr. Collier, currently program manager of KYW-TV Cleveland, had been executive producer for Westinghouse Broadcasting Co., New York. Mr. Chaseman has been with Allen show since it began in 1962, with WBC since 1957.

Al Hyslop, program assistant and associate producer since 1958 of *Captain Kangaroo* show (CBS-TV), appointed producer, replacing **Jon Stone**, who will remain on staff as writer while pursuing Broadway acting career.

Luther Davis signed to produce three segments of NBC-TV *Kraft Suspense Theatre* for Revue Studios and Roncom Films.

Dick West, formerly associate director of *Tennessee Ernie Ford Show*, named unit manager of program succeeding **Jack Tolen** who becomes unit manager of *Day in Court* (both ABC-TV).

Susie Sharpf replaces **Kathy Lawler** as hostess of *Romper Room* on WNDU-TV South Bend, Ind. Miss Lawler will travel and study in Europe.

Stuart Rosenberg will direct "The Candidate," Eugene Burdick's first TV original for *Bob Hope-Chrysler Theatre*. **Loring Mandel** will write teleplay for program.

Rex Cox joins WCD Inc., New York, as creative director and producer. Mr. Cox was formerly with Sarra Inc.

Kenneth Glancy, VP of Columbia Records Sales Corp., elected to the newly created post of VP, artists and repertoire.

Craig Fisher, producer of NBC-TV's *Exploring*, named producer of *Sunday* which begins on network Oct. 27 (4-5 p.m. EST).

NEWS

Harry Reasoner, CBS News correspondent, given newly created assignment as roving correspondent. His re-

Hill's term extended

Great Britain's postmaster-general has announced that Lord Hill's chairmanship of Independent Television Authority has been extended. When Lord Hill was first appointed the term of office was from July 1, 1963 to July 29, 1964. The postmaster-general said at that time that the appointment would be extended to the full period of five years when the television bill became law. Now that the Television Act, 1963, has come into force, Lord Hill's chairmanship will be extended from July 30, 1964, to June 30, 1968.

ports will appear primarily on *CBS Evening News With Walter Cronkite*. He will also cover major stories for other network broadcasts and retains post of anchor man on *CBS Sunday News*.



Mr. Van Arsdale

Russell G. Van Arsdale, recently with WJAR-TV Providence, R. I., named news director of KTTV(TV) Los Angeles.

Peter vanBuren, WLAN Lancaster, Pa., news reporter, joins WGAL same city. **Fred Klein**, WGAL news director, to WLAN news staff. **Larry Randall**, from WWFM Lancaster, to WLAN news department.

Claire Beach, formerly weather reporter on WRC-AM-TV Washington, joins WTOP-TV Washington as TV reporter. Previously, she had been with WJZ-TV Baltimore.

George Ray, formerly with WTVH (TV) Peoria and WREX-TV Rockford, both Illinois, appointed news director of KCHU-TV San Bernardino, Calif.

EQUIPMENT & ENGINEERING

David J. Melamed promoted to secretary of Communications Satellite Corp. He joined Comsat last November as assistant counsel to chairman of incorporators, and subsequently was appointed assistant secretary and assistant treasurer. Previously he was associated with New York law firm of Cravath, Swaine & Moore.

Donald MacGregor, VP in charge of manufacturing for Zenith Radio Corp. and with Zenith since 1946, retired Oct. 1 but continues as consultant.

William E. Boss, formerly coordinator of color tv activities for RCA and with that firm 15 years, joins Ad-

miral Corp., Chicago, in newly created position of sales manager for black-and-white TV.

Leonard G. West, formerly with ITA Electronics and RCA, appointed chief project engineer of CCA Electronics Corp., Yeadon, Pa. Mr. West will report to Juan C. Chiabrando, director of engineering, and be responsible for design of high power broadcast and communication transmitters.

INTERNATIONAL

Bryon Gregor-Pearse, advertising manager of home electronics division of Canadian Marconi Co., Montreal, appointed advertising manager of all divisions of Canadian Marconi Co.

Jack Aistrop, distribution manager in British Broadcasting Corp. Sound Transcription Service, appointed BBC representative in U. S. He succeeds **Dennis Scuse**, who is returning to London as general manager of BBC-TV Enterprises.

Don Hartford, CFAC Calgary, Alta., re-elected for third term as president of Western Association of Broadcasters at annual meeting at Jasper, Alta. **W. H. Stovin**, CKOM Saskatoon, Sask., elected vice-president. Directors elected: **A. J. Hopps**, CFRN Edmonton, Alta.; **Dennis Barkman**, CFAM Altona, Man.; **Arthur F. Shortell**, CKSA-AM-TV Lloydminster, Alta.; and **J. B. Craig** CKX-AM-TV Brandon, Man.

Leonard Waight, C.M.G., retires as chief of finance and establishments of the Independent Television Authority.

A. S. Curbishley, O.B.E., appointed head of finance of the Independent Television Authority. He has been the ITA's accountant since 1954.

Jeremy Brown resigns from CHCH-TV Hamilton, Ont., to join *Toronto Telegram* as entertainment editor.

DEATHS

Ernest N. Thwaites, 59, owner of KFUN Las Vegas, N. M., killed in Sept. 21 crash near Albuquerque, while piloting own plane. Mr. Thwaites was president of New Mexico Broadcasters Association in 1962. He went to New Mexico in 1935 and worked for stations in Albuquerque before putting KFUN on air in 1941. Mr. Thwaites is survived by his wife, Dorothy, and two sisters.

Robert Waldrop, 54, announcer for NBC from 1933 to 1961, died Sept. 26 in Cleveland. He joined NBC in San Francisco and moved to New York in 1935. He became commentator for *Ohio Bell Telephone Hour* after leaving New York and after period with WGMs Washington.

ON THE TV NETWORKS THIS FALL:

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: *sust.*, sustaining; *part.*, participating; *alt.*, alternate sponsor; *co-op.*, cooperative local sponsorships. All times EDT. Published first issue in each quarter.

SUNDAY MORNING

10 a.m.-Noon

ABC-TV No network service.
 CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12 No network service.
 NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

ABC-TV 12-12:30 No network service; 12:30-1 *Discovery '63* part.
 CBS-TV 12-12:30 No network service; 12:30-1 *Face the Nation*, sust.
 NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Direction '64*, sust.; 1:30-2 *Issues and Answers*, Nationwide Insurance.
 CBS-TV 1-1:45 No network service; 1:45-2 *Pro Football Kickoff*, Hamilton Watch, Carter, Bristol-Myers.
 NBC-TV 1-1:30 No network service; 1:30-2 Religious programs & Public Affairs, part.

2-3 p.m.

ABC-TV Local station time.
 CBS-TV NFL Football, Ford, Philip Morris, national; Falstaff, Amoco, Carling, Ballantine, Hamm, National Brewing, J. B. Williams, Sohio, Stand. Oil of Calif., Folgers—regional.
 NBC-TV No network service.

3-4 p.m.

ABC-TV 3-3:30 No network service; 3:30-4 *American Football League*, part.
 CBS-TV NFL Football, cont.
 NBC-TV *Sunday* (Oct. 20-Dec. 22), part.

4-5 p.m.

ABC-TV AFL Football, cont.
 CBS-TV NFL Football cont.; 4:30-5 No network service.
 NBC-TV *Sunday*, cont.

5-6 p.m.

ABC-TV AFL Football, cont.

CBS-TV No network service; 5:30-6 *Amateur Hour*, J. B. Williams.
 NBC-TV 5-5:30 No network service; 5:30-6 *GE College Bowl*, General Electric; part.

6-7 p.m.

ABC-TV 6-6:15 AFL Football, cont.; 6:15-6:30 *All-Pro Scoreboard*, part.; 6:30-7 No network service.
 CBS-TV 6-6:30 *Twentieth Century*, Prudential; Mr. Ed, part.
 NBC-TV 6-6:30 *Meet the Press*, co-op., part.; 6:30-7 No network service.

7-8 p.m.

ABC-TV 7-7:30 No network service; 7:30-8:30 *The Travels of Jaimie McPheeters*, part.
 CBS-TV 7-7:30 *Lassie*, Campbell Soup; 7:30-8 *My Favorite Martian*, Kellogg, Toni.
 NBC-TV 7-7:30 *Bill Dana Show*, Heinz, Breck, Goodyear, Bristol-Myers, Borg-Warner, Dodge (alt.); 7:30-8:30, *Walt Disney's Wonderful World of Color*, RCA, Eastman Kodak.

8-9 p.m.

ABC-TV *Jaimie McPheeters*, cont.; 8:30-10 *Arrest and Trial*, Ford, Libby, McNeil & Libby; Liggett & Myers and part.
 CBS-TV *Ed Sullivan*, Pillsbury, P. Lorillard, Whitehall, Lever.
 NBC-TV *Walt Disney*, cont.; 8:30-9 *Grindl*, P&G.

9-10 p.m.

ABC-TV *Arrest and Trial*, cont.
 CBS-TV *The Judy Garland Show*, P&G, American Tobacco, Gen. Mills, Menley & James.
 NBC-TV *Bonanza*, Chevrolet.

10-11 p.m.

ABC-TV 10-10:30 *TBA*, Con. Cigar, Alberto-Culver; 10:30-11 *ABC News Reports*, sust.
 CBS-TV 10-10:30 *Candid Camera*, Bristol-Myers, Lever; 10:30-11 *What's My Line*, J. B. Williams, Kellogg.
 NBC-TV *duPont Show of the Week*, duPont.

11-11:15 p.m.

ABC-TV No network service.
 CBS-TV *CBS News with Harry Reasoner*, Whitehall, Carter.
 NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-10 a.m.

ABC-TV No network service.
 CBS-TV 7-8 No network service; 8-9 *Captain Kangaroo*, part.; 9-10 No network service.
 NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV No network service.

CBS-TV 10-10:30 *CBS News With Mike Wallace*, part.; 10:30-11 *I Love Lucy*, part.
 NBC-TV 10-10:25 *Say When*, part.; 10:25-10:30 *NBC News Morning Report*, Gen. Mills, Bristol-Myers; 10:30-11 *Word for Word*, part.

11 a.m.-Noon

ABC-TV 11-11:30 *The Price Is Right*, part.; 11:30-12 *Seven Keys*, part.
 CBS-TV 11-11:30 *The McCoys*, part.; 11:30-12 *Pete & Gladys*, part.
 NBC-TV 11-11:30 *Concentration*, part.; 11:30-12 *Missing Links*, part.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Tennessee Ernie Ford*, part.; 12:30-1 *Father Knows Best*, part.
 CBS-TV 12-12:25 *Love Of Life*, part.; 12:25-12:30 *News*, part.; 12:30-12:45 *Search For Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
 NBC-TV 12-12:30 *Your First Impression*, part.; 12:30-12:55 *Truth Or Consequences*, part.; 12:55-1 *News*, Gen. Mills.

1-2 p.m.

ABC-TV 1-1:30 *General Hospital*, part.; 1:30-2 No network service.
 CBS-TV 1-1:30 *Sunrise Semester*, sust.; 1:30-2 *As The World Turns*, part. and P&G.
 NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:30 No network service; 2:30-2:55 *Day in Court*, part.; 2:55-3 *Lisa Howard News*, Purex.
 CBS-TV 2-2:30 *Password*, part.; 2:30-3 *Art Linkletter's House Party*, part.
 NBC-TV 2-2:25 *People Will Talk*, part.; 2:25-2:30 *News*, S. C. Johnson, 2:30-3 *The Doctors*, Colgate-Palmolive, part.

3-4 p.m.

ABC-TV 3-3:30 *Queen For A Day*, part.; 3:30-4 *Who Do You Trust?*, part.
 CBS-TV 3-3:25 *To Tell the Truth*, part.; 3:25-3:30 *CBS News with Doug Edwards*, American Home, Gen. Mills; 3:30-4 *Edge of Night*, P&G, part.
 NBC-TV 3-3:30 *Loretta Young Theatre*, part.; 3:30-4 *You Don't Say*, part.

4-5 p.m.

ABC-TV *Trailmaster*, part.
 CBS-TV *The Secret Storm*, part.; 4:30-4:45 *The Lee Phillip Show*, Pillsbury; 4:45-5 No network service.
 NBC-TV 4-4:25 *Match Game*, part.; 4:25-4:30 *News*, Gen. Mills; 4:30-5 *Make Room For Daddy*, part.

5-6 p.m.

ABC-TV No network service.
 CBS-TV 5-5:10 *News*, sust.; 5:10-6 No network service.
 NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *Ron Cochran With The News*, part.; 6:15-7:30 No network service.
 CBS-TV 6-6:30 No network service; 6:30-7 *CBS News with Walter Cronkite*, part.; 7-7:30 No network service.
 NBC-TV 6-7 No network service; 7-7:30 *Huntley-Brinkley Report*, part.

11 p.m.-1 a.m.

ABC-TV 11-11:10 *Murphy Martin With The News*, part.
 CBS-TV No network service.
 NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *Tonight*, part.

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *The Outer Limits*, L&M, P&G, Bristol-Myers, part.; 8:30-10 *Wagon Train*, R. J. Reynolds, Firestone, Green

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Giant, Mobil Oil, Block Drug, Standard Brands, part.
 CBS-TV 7:30-8 To Tell the Truth, Whitehall
 Pharmacal, R. J. Reynolds; 8-8:30 I've Got
 a Secret, Gen. Foods, Toni; 8:30-9 The Lucy
 Show, part.
 NBC-TV 7:30-9:30 Monday Night At The
 Movies, part.

9-10 p.m.

ABC-TV Wagon Train, cont., part.
 CBS-TV 9-9:30 Danny Thomas Show, Gen.
 Foods; 9:30-10 Andy Griffith Show, Gen.
 Foods.
 NBC-TV 9-9:30 Monday Night At The
 Movies, cont., 9:30-10 Hollywood and the
 Stars, Timex, Purex.

10-11 p.m.

ABC-TV Breaking Point, Brown & William-
 son, Alberto-Culver, Armour, Colgate, part.
 CBS-TV East Side, West Side, Toni, Squibb,
 Philip Morris, Whitehall.
 NBC-TV Sing Along With Mitch, part.

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 Combat, part.; 8:30-9 Mc-
 Hale's Navy, part.
 CBS-TV 7:30-8 Marshall Dillon, co-op.; 8-9
 The Red Skelton Hour, Best Foods, Lever,
 Philip Morris, S. C. Johnson.
 NBC-TV 7:30-8:30 Mr. Novak, part.; 8:30-9
 Redigo, Brown & Williamson.

9-10 p.m.

ABC-TV The Greatest Show on Earth, Am.
 Tobacco, Alberto-Culver, Kaiser.
 CBS-TV 9-9:30 Petticoat Junction, P&G,
 Whitehall; 9:30-10 The Jack Benny Show,
 Gen. Foods, State Farm Mutual.
 NBC-TV Richard Boone Show, Reynolds
 Metals, Polaroid, Helena Rubinstein, Pharm-
 acraft.

10-11 p.m.

ABC-TV The Fugitive, Standard Brands,
 Procter & Gamble, Mobil Oil, Brown & Wil-
 liamson, Beecham, MMM and part.
 CBS-TV The Garry Moore Show, Oldsmob-
 ile, R. J. Reynolds, S. C. Johnson.
 NBC-TV Bell Telephone Hour, Bell; alter-
 nating with Andy Williams Show, S&H
 Green Stamps.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 The Adventures of Ozzie &
 Harriet, American Dairy, American Gas,
 Nalley's, Langendorf; 8-8:30 The Patty Duke
 Show, Gen. Mills, Breck, Sterling Drug,
 part.; 8:30-9 The Price Is Right, Block Drug,
 Lever, part.
 CBS-TV 7:30-8:30 CBS Reports, part.; 8:30-9
 Glynis, part.
 NBC-TV The Virginian, part.

9-10 p.m.

ABC-TV Ben Casey, Alberto-Culver, P&G,
 Brown & Williamson, Noxzema, Bristol-
 Myers, Armour, part.
 CBS-TV 9-9:30 Beverly Hillbillies, Kellogg,
 R. J. Reynolds; 9:30-10 Dick Van Dyke
 Show, P&G, P. Lorillard.
 NBC-TV Espionage, part.

10-11 p.m.

ABC-TV Channing, Brown & Williamson,
 part.
 CBS-TV The Danny Kaye Show, American
 Motors, Armstrong, Ralston Purina.
 NBC-TV Eleventh Hour, part.

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 The Flintstones, Best Foods,
 Welch, part.; 8-8:30 The Donna Reed Show,
 Nabisco, Campbell; 8:30-9 My Three Sons,
 Hunt Foods, Quaker Oats.
 CBS-TV 7:30-8 Password, R. J. Reynolds,
 Speldec; 8-9 Rawhide, part.
 NBC-TV 7:30-8:30 Temple Houston, part;
 8:30-9:30 Dr. Kildare, part.

9-10 p.m.

ABC-TV The Jimmy Dean Show, Am. To-
 bacco, Butter, Fla. Citrus, Ballantine,
 part.
 CBS-TV Perry Mason, part.

BROADCASTING, October 7, 1963

TV specials in fourth quarter

ABC-TV

Oct. 18: 10-11 p.m.
 The Saga of Western Man, Upjohn
 Oct. 21: 7:30-8:30 p.m.
 Crisis: Behind a Presidential Commit-
 ment, sust.
 Oct. 25: 10-11 p.m.
 The World's Girls, Philco.
 Nov. 20: 10-11 p.m.
 The Festival Frenzy, Philco.
 Nov. 30: 4-7 p.m.
 Grey Cup Championship.
 Dec. 1: 6:30-7:30 p.m.
 The Saga of Western Man, Upjohn.
 Dec. 10: 10-11 p.m.
 The Soviet Woman, Philco.

CBS-TV

Nov. 1: 10-11 p.m.
 Miss Teen-age America Pageant, P&G,
 Dr. Pepper.
 Nov. 7: 9-10 p.m.
 Bing Crosby Show, Pontiac, Lever.
 Nov. 12: 9:30-11 p.m.
 Calamity Jane, Lever, Lipton.
 Nov. 28: 10 a.m.-noon
 Thanksgiving Day Parade, Nestle.

Nov. 28: 12 noon-concl.
 NFL Football, part.
 Nov. 28: 3 p.m.-concl.
 NCAA Football, part.
 Nov. 29: 7:30-8:30 p.m.
 Young People's Concert, Shell.
 Dec. 21: 3:15-concl.
 Bluebonnet Bowl, part.
 Dec. 23: 7:30-8:30 p.m.
 Young People's Concert, Shell.
 Dec. 28: 1:30 p.m.-concl.
 Gator Bowl, part.

NBC-TV

Oct. 20: 6-7:30 p.m.
 Hallmark Hall of Fame ("The Tem-
 pest"), Hallmark.
 Oct. 30: 7:30-9 p.m.
 That War in Korea, Xerox.
 Nov. 5: 9-10 p.m.
 Greece, Xerox.
 Nov. 15: 9:30-11 p.m.
 Hallmark Hall of Fame ("The Patriot"),
 Hallmark.
 Dec. 15: 4-5 p.m.
 Hallmark Hall of Fame (Handel's
 "Messiah"), Hallmark.
 Dec. 15: 10-11 p.m.
 The Making of a Pro, Gulf.

NBC-TV 9-9:30 Dr. Kildare, cont.; 9:30-10
 Hazel, Ford.

10-11 p.m.

ABC-TV 10-10:30 The Sid Caesar Show al-
 ternating with The Edie Adams Show, Con-
 solidated Cigar.
 CBS-TV The Nurses, part.
 NBC-TV Kraft Mystery Theatre or Perry
 Como Specials, Kraft.

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 77 Sunset Strip, R. J.
 Reynolds, Armour, Colgate, Mobil Oil, part.
 8:30-9:30 Burke's Law, Liggett & Myers,
 P&G, Lever, Breck, part.
 CBS-TV 7:30-8:30 The Great Adventure,
 part.; 8:30-9:30 Route 66, Chevrolet, Philip
 Morris, P&G.
 NBC-TV 7:30-8:30 International Showtime,
 part.; 8:30-9:30 Bob Hope's Chrysler Show,
 Chrysler.

9-10 p.m.

ABC-TV 9-9:30 Burke's Law, cont.; 9:30-10
 The Farmer's Daughter, Bristol-Myers, Lig-
 gett & Myers, part.
 CBS-TV 9-9:30 Route 66, cont.; 9:30-10 Twi-
 light Zone, American Tobacco, P&G.
 NBC-TV 9-9:30 Bob Hope, cont.; 9:30-10
 Harry's Girls, Colgate.

10-11 p.m.

ABC-TV 10-10:45 The Fight of the Week,
 Gillette, Con. Cigar; 10:45-11 Make That
 Spare, Brown & Williamson, Schmidt.
 CBS-TV Alfred Hitchcock Hour, part.
 NBC-TV Jack Paar, part.

SATURDAY MORNING & AFTERNOON

8-10 a.m.

ABC-TV No network service.
 CBS-TV 8-9 Captain Kangaroo, part; 9-9:30
 The Alvin Show, part; 9:30-10 Tennessee
 Tuxedo, part.
 NBC-TV 8-9:30 No network service; 9:30-10
 Ruff 'n' Reddy, part.

10-11 a.m.

ABC-TV No network service. 10:30-11 The
 Jetsons, Louis Marx, DeLuxe Reading.
 CBS-TV 10-10:30 Quick Draw McGraw, part;
 10:30-11 Mighty Mouse, part.
 NBC-TV 10-10:30 Hector Heathcote, part;
 10:30-11 Firefall XL-5, part.

10 a.m.-Noon

ABC-TV 11-11:30 The New Casper Cartoon
 Show, Mattel, Sweets, Wander.; 11:30-12
 Beany & Cecil, Mattel, Gen. Mills, Chunky,
 Alberto-Culver.
 CBS-TV 11-11:30 Rin Tin Tin, part; 11:30-
 12 Roy Rogers, part.
 NBC-TV 11-11:30 Dennis the Menace, part;
 11:30-12 Fury, part.

Noon-1 p.m.

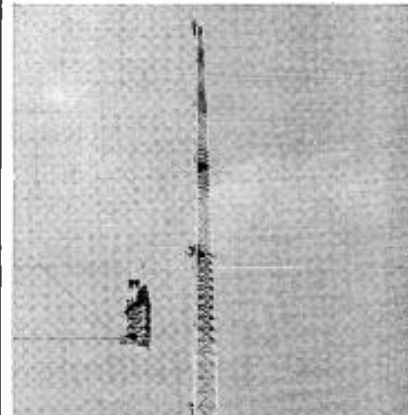
ABC-TV 12-12:30 Bugs Bunny, Gen. Foods;
 DeLuxe Reading, Louis Marx, Sweets,
 Wander; 12:30-1 Magic Land of Allakazam,
 Mattel, Sunbeam, part.
 CBS-TV 12-12:30 Sky King, Nabisco, Mattel;
 12:30-1 CBS News with Robert Trout, sust.
 NBC-TV 12-12:30 Sgt. Preston of the Yukon,
 part; 12:30-1 Bullwinkle, part.

1-2 p.m.

ABC-TV 1-1:30 My Friend Flicka, Ideal
 Toy, Gen. Mills, Horstman, Hassenfeld,
 Hubley; 1:30-2:30 American Bandstand,
 Sweets, Dr. Pepper, Waterman-Bic, Ameri-

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Shown above is the final installation of
 a 16 bay antenna atop a 485' ROHN
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 is the WMBD-TV translator station
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can Chicle, Block Drug, Chesebrough-Pond's, Gen. Electric.
CBS-TV 1-1:45 No network service; 1:45-2 College Football Preview, Union Carbide, Thomas Leeming.
NBC-TV Exploring, part.

2-5 p.m.

ABC-TV 2-2:30 American Bandstand, cont.; 2:30-4:30 No network service; 4:30-5 **AFL Highlights**, sust.
CBS-TV NCAA Football, General Cigar, Texaco, Inst of Life Ins., Norelco, Firestone, Studebaker, Polaroid.
NBC-TV 2-2:30 Mr. Wizard, part; 2:30-5 No network service.

5-7:30 p.m.

ABC-TV 5-6:30 ABC's Wide World of Sports, Bristol-Myers, Gillette, Kaiser, P. Lorillard.

United Motor Service, Quaker Oats, American Gas, Liberty Mutual, Seven Up; 6:30-7 **Pre-Olympic Show**, Firestone, P. Lorillard, Andrew Jergens, Schlitz, Texaco; 7-7:30 No network service.
CBS-TV 5-5:15 College Football Scoreboard, Gen. Mills, Bristol-Myers; 5:15-7:30 No network service.
NBC-TV 5-5:30 NFL Highlights, part; 5:30-6 **Captain Gallant**, part; 6-6:15 **Saturday News Report**, sust.; 6:15-7:30 No network service.

7:30-9 p.m.

ABC-TV 7:30-8:30 Hootenanny, Breck, Fla. Citrus, Bristol-Myers, part; 8:30-9:30 **The Lawrence Welk Show**, J. B. Williams, Whitehall, part.
CBS-TV 7:30-8:30 Jackie Gleason Show, Colgate, Drackett, Philip Morris, Ralston; 8:30-9 **Phil Silvers Show**, General Foods.
NBC-TV 7:30-8:30 The Lieutenant, Sterling

Drug, Pontiac, MGM, Heinz, Lehn & Fink, Helene Curtis; 8:30-9 **The Joey Bishop Show**, P. Lorillard, Pharmacrast, Helene Curtis, Goodyear, Bristol-Myers.

9-10 p.m.

ABC-TV 9-9:30 The Lawrence Welk Show, cont.; 9:30-11:30 **The Jerry Lewis Show**, Dodge, Ballantine, Liggett & Myers, Beecham, Armour, Rayette, U. S. Plywood, Block Drug, part.
CBS-TV The Defenders, Allstate, Bristol-Myers, Brown & Williamson, Lever.
NBC-TV 9-11 Saturday Night at the Movies, part.

10-11 p.m.

ABC-TV Jerry Lewis, cont.
CBS-TV Gunsmoke, part.
NBC-TV Movies, cont.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Sept. 26 through Oct. 2 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity. Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

APPLICATIONS

*Los Angeles—Community Television of Southern California. UHF channel 28 (554-580 mc); ERP 269 kw vis., 134.5 kw aur. Ant. height above average terrain 3,000 feet, above ground 263 feet. P. O. address c/o Elden Smith, 2600 Wilshire Boulevard, Suite 513, Los Angeles. Estimated construction cost \$1,552,350; first year operating cost \$614,000. Studio and trans. locations both Los Angeles. Geographic coordinates 34° 13' 27" north latitude, 118° 03' 47" west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-24DAS. Legal counsel Covington & Burling, consulting engineer Jansky & Bailey, both Washington. Principals: board of directors. Ann. Oct. 2.

*Richmond, Va.—Central Virginia Educational Television Corp. UHF channel 23 (524-530 mc); ERP 510.9 kw vis., 255.45 kw

aur. Ant. height above average terrain 771 feet, above ground 699 feet. P. O. address c/o Thomas Boushall, 800 East Main Street, Richmond. Estimated construction cost \$601,114; first year operating cost \$180,960. Studio and trans. locations both Midlothian District. Geographic coordinates 37° 30' 46" north latitude, 77° 36' 06" west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-46K. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington; consulting engineer Paul Godley Co., Montclair, N. J. Principals: board of directors. Ann. Oct. 1.

Existing TV stations

CALL LETTERS ASSIGNED

*WXXW(TV) Chicago—Chicago Educational Television Association.
 *WTIU(TV) Bloomington, Ind.—Trustees of Indiana University.
 *WIHS-TV Boston—Boston Catholic Television Center Inc. Changed from WBCT(TV).

New AM station

APPLICATION

Plymouth, N. H.—Pemigewasset Broadcasters Inc. 1240 kc, 250 w, unl. P. O. address c/o J. Gordon Keyworth, Williamstown, Mass. Estimated construction cost \$18,125; first year operating cost \$32,500; revenue \$36,140. Principals: J. Gordon Keyworth (71.84%) and others. Mr. Keyworth is past broadcast owner. Ann. Oct. 2.

Existing AM stations

CALL LETTERS ASSIGNED

*KAFF Flagstaff, Ariz.—Guy Christian. Changed from KFGT.
 *KWXY Cathedral City, Calif.—Glen Barnett.
 *KGBB Santa Clara, Calif.—George B. Bairey. Changed from KASC.
 *KRYT Colorado Springs, Colo.—William S. Cook.

*WFIV Kissimmee, Fla.—Radio Florida Broadcasters. Previously reported incorrectly.

*WCVL Crawfordsville, Ind.—Radio Crawfordsville Inc.
 *WKYF Greenville, Ky.—Greenville Broadcasting Co.
 *KCIJ Shreveport, La.—Universal Broadcasting Corp. Changed from KREB.
 *WYRE Annapolis, Md.—Radio Chesapeake Inc. Changed from WABW.
 *KDWA Hastings, Minn.—Hastings Broadcasting Co.
 *WJIZ Mount Holly, N. J.—Mount Holly-Burlington Broadcasting Co.
 *WKTE King, N. C.—Stokes County Broadcasting Co.
 *WVOZ Carolina, P. R.—International Broadcasting Corp.
 *WBHT Brownsville, Tenn.—Brownsville Broadcasting Co.
 *KBSN Crane, Tex.—Albert L. Crain. Changed from KCRM.
 *WGLB Port Washington, Wis.—Great Lakes Broadcasting Corp.

New FM stations

ACTIONS BY FCC

*Rolla, Mo.—Curators of University of Missouri. Granted CP for new FM on 88.5 mc, channel 203, 10 w. Ant. height above average terrain 66.5 feet. P. O. address c/o Dale O. Bowling, business manager, University of Missouri, Columbia, Mo. Estimated construction cost \$5,005; first year operating cost \$1,000. Principals are curators. Action Sept. 30.

*Easton, Pa.—Lafayette College. Granted CP for new FM on 90.5 mc, channel 213, 10 w. Ant. height above average terrain 73 feet. P. O. address c/o David M. Lockett, director of student activities, Easton. Estimated construction cost \$6,500; first year operating cost \$3,440. Principals: board of trustees. Action Sept. 26.

APPLICATIONS

Hot Springs, Ark.—Radio Hot Springs Co. 97.5 mc, channel 248, 36 kw. Ant. height above average terrain 475 feet. P. O. address c/o C. J. Dickson, 34 Circle Drive, Hot Springs. Estimated construction cost \$28,892; first year operating cost \$36,000; revenue \$35,000. Principals: Guy R. Beckham, James M. Alexander (each 37.5%) and C. J. Dickson (25%). Messrs. Beckham and Alexander are Abilene, Tex., businessmen; Mr. Dickson is past broadcast station manager. Ann. Sept. 26.


Tallahassee, Fla.—WMEN Inc. 94.9 mc, channel 235, 28.57 kw. Ant. height above average terrain 312. P. O. address c/o E. F. J. Timm, Floridan Hotel, Tallahassee. Estimated construction cost \$10,625; first year operating cost \$10,000; revenue \$12,000. Applicant is licensee of WMEN Tallahassee. Ann. Sept. 30.

Pekin, Ill.—WSIV Inc. 95.3 mc, channel 237, 2.5 kw. Ant. height above average terrain 89 feet. P. O. address c/o Dean NcNaughton, WSIV Pekin. Estimated construction cost \$10,868; first year operating cost \$5,000; revenue \$5,000. Applicant is licensee of WSIV Pekin. Ann. Sept. 26.

Louisville, Ky.—Kentucky Central Broadcasting Inc. 106.9 mc, channel 295, 34.2 kw. Ant. height above average terrain 132 feet. P. O. address c/o Ralph G. Worster, 120 East Main Street, Lexington, Ky. Estimated construction cost \$21,891; first year operating cost \$30,000; revenue \$30,000. Applicant is licensee of WINN Louisville. Ann. Oct. 2.

EDWIN TORNBURG

& COMPANY, INC.



**Negotiators For the Purchase And Sale Of
Radio And TV Stations**

Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Marshall, Mich.—Triad Television Corp. 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 220 feet. P. O. address c/o C. Wayne Wright, Irwin Avenue, Albion, Mich. Estimated construction cost \$13,445; first year operating cost \$12,000; revenue \$8,000. Applicant is licensee of WALM Albion. Ann. Oct. 2.

Cambridge, Ohio—Land O'Lakes Broadcasting Corp. 96.7 mc, channel 244A, 1.4 kw. Ant. height above average terrain 420 feet. P. O. address c/o Howard A. Donahoe, 917 Beatty Avenue, Cambridge. Estimated construction cost \$18,336; first year operating cost \$12,000; revenue \$14,000. Applicant is licensee of WILE Cambridge. Ann. Sept. 30.

Brenham, Tex.—Tom S. Whitehead Inc. 106.3 mc, channel 292A, 3 kw. Ant. height above average terrain 223 feet. P. O. address Box 730, Brenham. Estimated construction cost \$11,375; first year operating cost \$7,500; revenue \$7,500. Applicant is owner of KWHI Brenham. Ann. Oct. 2.

Suffolk, Va.—Suffolk Broadcasting Corp. 92.9 mc, channel 225, 50 kw. Ant. height above average terrain 145 feet. P. O. address c/o E. D. Baydush, 967 Windsor Road, Suffolk. Estimated construction cost \$42,850; first year operating cost \$25,000; revenue \$20,000. Applicant is licensee of WLFM Suffolk. Ann. Sept. 30.

Berkeley Springs, W. Va.—Berkeley Springs Radio Station Corp. 93.5 mc, channel 228A, 3 kw. Ant. height above average terrain 70 feet. P. O. address c/o Kenneth E. Robertson, Box 8, Berkeley Springs. Estimated construction cost \$11,891; first year operating cost \$4,100; revenue \$6,000. Applicant is licensee of WCST Berkeley Springs. Ann. Sept. 26.

Huntington, W. Va.—Connie B. Gay Broadcasting Corp. 103.3 mc, channel 277, 50 kw. Ant. height above average terrain 500 feet. P. O. address Box 2031, Huntington, c/o Naseeb Tweel. Estimated construction cost \$71,600; first year operating cost \$20,000; revenues \$12,000. Applicant is licensee of WQMR Silver Spring, Md., WGAY(FM) Washington and WTCR Ashland, Ky. Ann. Oct. 2.

*Milwaukee, Wis.—University of Wisconsin-Milwaukee. 89.7 mc, channel 209, 250 w. Ant. height above average terrain 378.9 feet. P. O. address c/o Professor Ruane B. Hill, Milwaukee. Estimated construction cost \$11,340; first year operating cost \$14,000. Principals: Regents of University of Wisconsin. Ann. Sept. 27.

Existing FM stations

CALL LETTERS ASSIGNED

■ WKYF-FM Greenville, Ky.—Greenville Broadcasting Co. Changed from WKYF (FM).

■ *WCWP(FM) Brookville, N. Y.—C. W. Post College of Long Island University.

APPLICATIONS

KGGK(FM) Garden Grove, Calif.—CP to increase ERP from 1 kw (horizontal), 920 w (vertical), to 3 kw; decrease ant. height above average terrain from 180 feet to 169 feet; install new ant., and increase TPO from 840 w to 1 kw. Ann. Sept. 27.

KVFM(FM) San Fernando, Calif.—CP to increase ERP from 860 kw (horizontal), 740 w (vertical), to 3 kw and install new ant. Ann. Sept. 27.

KREP Santa Clara, Calif.—Mod. of CP (which authorized new FM) to change frequency from 103.3 mc, channel 277, to 105.7 mc, channel 289; increase ERP to 39.9 kw; increase ant. height above average terrain to 588 feet; install new ant.; make changes in ant. system (increase height), and install new trans. Ann. Sept. 26.

Ownership changes

ACTIONS BY FCC

WKQV Sullivan, Ind.—Granted acquisition of negative control of permittee corporation, Sullivan County Broadcasters Inc., from Edgar F. Arnold Jr., individually (25%) and as executor of estate of Edgar F. Arnold Sr. (25%), by H. W. Wells and Elmer L. Kelley Jr. (each 25% before transfer, 50% after). Consideration \$500. Action Oct. 1.

WABX(FM) Detroit, Mich.—Granted transfer of control of licensee corporation, Mid-State Broadcasting Corp. of Detroit, to Mid-States Broadcasting Corp. Transfer constitutes consolidation, as principals of Detroit corporation are also principals of Mid-States. Action Sept. 30.

WABX(FM) Detroit—Granted assignment of license from Mid-State Broadcasting

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 2

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,837	45	144	324
FM	1,111	19	77	234
TV	522 ¹	55	82	128

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 2

	VHF	UHF	TOTAL TV
Commercial	486	91	577 ¹
Noncommercial	51	29	80 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Aug. 31

	AM	FM	TV
Licensed (all on air)	3,826	1,101	522 ¹
CP's on air (new stations)	56	30	55
CP's not on air (new stations)	135	76	80
Total authorized stations	4,017	1,207	657 ¹
Applications for new stations (not in hearing)	188	192	73
Applications for new stations (in hearing)	136	12	51
Total applications for new stations	324	204	124
Applications for major changes (not in hearing)	241	89	41
Applications for major changes (in hearing)	54	3	10
Total applications for major changes	295	92	51
Licenses deleted	0	0	0
CP's deleted	2	3	3

¹ Does not include seven licensed stations off air

² Includes three stations operating on unreserved channels

Corp. of Detroit to Mid-States Broadcasting Corp. No financial consideration involved. Also see other applications on this page. Action Sept. 26.

WSWM(FM) East Lansing, Mich.—Granted transfer of control of licensee corporation, Mid-State Broadcasting Corp. of East Lansing, to Mid-States Broadcasting Corp. Transfer constitutes consolidation, as principals of East Lansing corporation are also principals of Mid-States. Action Sept. 26.

WSWM(FM) East Lansing, Mich.—Granted assignment of license from Mid-State Broadcasting Corp. to Mid-States Broadcasting Corp. No financial consideration involved. Also see other applications on this page. Action Sept. 30.

WAMM Flint, Mich.—Granted transfer of control of licensee corporation, Binder, Carter, Durham Inc. to Mid-States Broadcasting Corp. Transfer constitutes consolidation as principals of BCD are also principals of Mid-States. Action Sept. 26.

WAMM Flint, Mich.—Granted assignment of license from Binder-Carter-Durham Inc. to Mid-States Broadcasting Corp. No financial consideration involved. Also see other applications on this page. Action Sept. 30.

WQDC(FM) Midland, Mich.—Granted transfer of control of licensee corporation, Midland-Mid-State Broadcasting Corp., to Mid-States Broadcasting Corp. Transfer constitutes consolidation, as principals of Midland-Mid-State are also principals of Mid-States. Action Sept. 26.

WQDC(FM) Midland, Mich.—Granted assignment of license from Midland-Mid-State Broadcasting Corp. to Mid-States Broadcasting Corp. No financial consideration involved. Also see other applications on this page. Action Sept. 30.

KEYC-TV Mankato, Minn.—Granted assignment of license from KEYC-LEE TV Inc. (100%) to parent corporation, Lee Radio Inc. (100%). No financial consideration involved. Action Sept. 25.

KGEZ Kalspell, Mont.—Granted assignment of license from KGEZ Inc. to Skyline Broadcasters Inc., commonly owned company. No financial consideration involved. Action Sept. 27.

WKBR-AM-FM Manchester, N. H.—Granted acquisition of positive control of

licensee corporation, Granite State Broadcasting Inc., from Williams F. Rust Jr. (32.5% after transfer, 69.4% before) by Ralph Gottlieb (67.5% after, 30.6% before). Consideration \$148,656. Action Sept. 26.

APPLICATIONS

WCRW Chicago—Seeks assignment of license from Josephine A. White, tr/as WCRW, to WCRW Inc., wholly owned by Mrs. White. No financial consideration involved. Ann. Oct. 1.

KTOP-AM-FM Topeka, Kan.—Seeks transfer of control of licensee corporation, KTOP Broadcasting Inc., from Charles B. Axton and J. A. Kinkinson (100%) to Publishing Enterprises Inc., owned by John P. Harris (30.85%), Virginia S. Harris (28.31%) and others. Consideration \$250,000. Mr. Harris has interest in KIUL Garden City and KTVH Hutchinson, both Kansas, KBUR Burlington and KMCD Fairfield, Iowa, and eight Midwestern daily newspapers. Ann. Oct. 1.

WACE Chicopee, Mass.—Seeks assignment of license from Commonwealth Broadcasting Corp., owned by Lazar Emanuel (17.11%), Blair Walliser, Paul Smullen (each 16.88%) and others, to Tele-Measurements Inc., owned by Jack R. (40%), June, Pauline and Lorraine (each 15%) Poppele and William E. Endres (15%). Consideration \$155,000. Applicant is electronic equipment company. Ann. Oct. 2.

WQRS(FM) Detroit—Seeks transfer of control of licensee corporation, Fine Arts Broadcasters Inc., from Richard N. Hughes (75%) to Stanley R. Akers (100% after transfer, 25% before). Consideration \$850 and assumption of debt. Ann. Sept. 26.

WCBI-TV Columbus, Miss.—Seeks assignment of license from Birney Imes Jr. (100%) to Columbus Television Inc., wholly owned by Mr. Imes and family. No financial consideration involved. Ann. Oct. 2.

WCNC Elizabeth City, N. C.—Seeks transfer of control of licensee corporation, Albemarle Broadcasting Co., from J. A. Gill, S. A. Twiford and E. P. Leary (each 22.26%) to Joseph L. Lamb Sr. (50% after transfer, 24.8% before), Joseph L. Lamb Jr. (33.4% after, 8.4% before) and Desmond

S. Barclay (16.6%). Consideration \$20,000. Mr. Barclay is assistant manager of WCNC. Ann. Sept. 27.

WGTC-AM-FM Greenville, N. C.—Seeks assignment of license (AM) and CP's (AM and FM) from WGTC Broadcasting Co. to Roy H. Park Radio Inc. (AM) and Roy H. Park Broadcasting Inc. (FM); three companies are commonly owned. No financial consideration involved. Ann. Sept. 26.

WKPA and WYDD(FM), both New Kensington, Pa.—Seeks acquisition of positive control of licensee corporation, Allegheny-Kiski Broadcasting Co., by C. Russell and Meryl Cooper (50.1% jointly) through consolidation of present individual interests. No financial consideration involved. Ann. Oct. 1.

WGRF Aguadilla, P. R.—Seeks assignment of license from Jaicoa Broadcasting Corp., owned by Manuel A. Cabrera (81%) and Arturo Reichard (19%), to Noroeste Broadcasting Corp., owned by W. M. Carpenter, Ramon A. and William de la Cruz (each 25%), Hector Reichard Jr. (15%) and Mariano A. Escudero (10%). Consideration \$42,500. Four principals of applicant are associated with WUNO Rio Piedras, P. R. (see application below). Ann. Oct. 1.

WUNO Rio Piedras, P. R.—Seeks relinquishment of positive control of licensee corporation, San Juan Broadcasting Corp., by William M. and Hope W. Carpenter (66 2/3% before transfer, 50% after) and Ramon Antonio de la Cruz (16 2/3% before 12.5% after) through sale of stock to William de la Cruz (37.5% after transfer, 16 2/3% before). Consideration \$25,000. Ann. Sept. 27.

KMOO Mineola, Tex.—Seeks assignment of CP from J. A. Windham and Lee Robinson (each 50%), d/b as Mineola Broadcasting Co., to Mr. Windham (100%), tr/as company of same name. Consideration \$2,000. Ann. Oct. 2.

WVTR White River Junction, Vt.—Seeks transfer of control of licensee corporation, Green Mountain Radio Inc., from Lee Nolan (74.8% before transfer, 32.9% after) to Frederick M. Daley Jr. (66.9% after, 25% before); two other directors retain .1% each. Consideration assumption of debt. Ann. Oct. 1.

*WFOS South Norfolk, Va.—Seeks assignment of license from School Board, City of South Norfolk, to Chesapeake Public Schools. No financial consideration involved. Ann. Oct. 2.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward (1) granting application of Z-B Broadcasting Co. for new AM on 1500 kc, 250 w, DA, D, in Zion, Ill., conditions including presunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and (2) denying application of Service Broadcasting Corp. for same facilities in Kenosha, Wis. Action Oct. 2.

OTHER ACTIONS

■ By memorandum opinion and order, commission (1) denied petition by John J. Farina, tr/as Mount Holly-Burlington Broadcasting Co., for partial reconsideration of June 14 decision insofar as it denied portion of application seeking nighttime operation, and (2) granted Mount Holly-Burlington's motion to extent of striking, as untimely filed, part of pleading by Burlington Broadcasting Co. asking reconsideration of June 14 decision which granted Mount Holly-Burlington's application insofar as it sought new AM to operate daytime on 1460 kc, 5 kw, DA, in Mount Holly, N. J. (it had also asked for nighttime operation) and which denied competing applications for unl. facilities of Burlington Broadcasting Co., Burlington, N. J., and Burlington County Broadcasting Co., Mount Holly, N. J. Commissioner Bartley dissented; Commissioners Cox and Loevinger not participating. Action Sept. 25.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Dismissed petition by Denver Area Broadcasters (KDAB), Arvada, Colo., for reconsideration of review board action which enlarged issues in proceeding on KDAB's AM application. Board Member Nelson not participating. Action Sept. 30.

■ Denied motion by Rockland Broadcasting Co. to strike reply to exceptions in consolidated proceeding on application for new AM in Blauvelt, N. Y., and those of Rockland Radio Corp. and Rockland Broadcasters Inc., both Spring Valley, N. Y., in Docs.

14510 et al. Board Member Nelson not participating. Action Sept. 30.

■ By memorandum opinion and order, denied petition by Broadcast Bureau to enlarge issues in proceeding on AM application of North Atlanta Broadcasting Co. for new station in North Atlanta, Ga. Action Sept. 27.

■ Granted motion by Douglas County Broadcasting Co. and corrected transcript of Sept. 6 oral argument in proceeding on application and that of Five Cities Broadcasting Inc. for new AM stations in Douglasville and Austell, respectively, both Georgia. Action Sept. 27.

■ By memorandum opinion and order, (1) granted petition by Miami Broadcasting Co. and Miami Newspapers Inc. and waived Sect. 1.362 of rules insofar as requires broadcast immediately following release of commission designation order and (2) accepted late broadcast of notice of hearing proceeding on applications for assignments of KGLC Miami, Okla., from Miami Broadcasting Co. to Miami Newspapers Inc. Action Sept. 25.

■ By memorandum opinion and order, denied petition by Simon Geller for reconsideration of July 15 decision which (1) denied application for new AM on 1540 kc, 1 kw-D, DA, in Gloucester, Mass., and (2) did not deny application of Richmond Brothers Inc. to increase daytime power of WMEX Boston on 1510 kc from 5 kw to 50 kw, with DA-2, continued nighttime operation with 5 kw, but withheld action on application until dispositive action is taken by commission with respect to WMEX license renewal application and until further order of commission, and presunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Sept. 25.

■ Scheduled following proceedings for oral argument on Oct. 29: AM application of International Radio Inc. (KGST), Fresno, Calif.; and VHF translator station applications of Laramie Community TV Co., Laramie, Wyo., et al. Action Sept. 25.

ACTIONS ON MOTIONS

OFFICE OF OPINIONS AND REVIEW

■ Granted motion by Quality Broadcasting Corp., Supreme Broadcasting Inc. of Puerto Rico and Radio Americas Corp. to extend time to Oct. 4 to file petition for reconsideration, as well as other pleadings addressed to July 25 order to show cause why licenses of commonly owned Puerto Rico stations WKYN and WFQM(FM), both San Juan and WORA-FM Mayaguez should not be revoked. Action Sept. 26.

■ Granted request by Broadcast Bureau to extend time to Sept. 27 to file response to motion for declaratory ruling to remove uncertainty, filed by Tedesco Inc., Bloomington, Minn., in proceeding on latter's AM application and that of Edina Corp., Edina, Minn. Action Sept. 26.

■ Granted petition by Louis Handloff, executor of estate of Herman Handloff, Newark, Del., to extend time from Sept. 25 to Sept. 27 to file reply to opposition to joint petition for approval of agreements in consolidated AM proceeding in Docs. 12414 et al. Action Sept. 25.

■ Granted requests by Speidel Broadcasting Corp. of Ohio to extend time to Sept. 25 to file replies to opposition to petition for reconsideration and to petition for stay in proceeding on application and that of Greene County Radio for new AM stations in Kettering and Xenia, respectively, both Ohio, in Docs. 14079, 14083. Action Sept. 24.

■ Granted joint motion by Florida Gulfcoast Broadcasters Inc., St. Petersburg, Fla. (WSUN-TV), Suncoast Cities Broadcasting Corp., Tampa Telecasters Inc., Bay Area Telecasting Corp. and Broadcast Bureau to extend time to Oct. 15 to file exceptions to supplemental initial decision in Largo, Fla., TV channel 10 proceeding. Action Sept. 24.

By Chief Hearing Examiner

James D. Cunningham

■ Designated Examiner Charles J. Frederick to preside at hearing in matter of revocation of license of WTFI Tifton, Ga., and application of WDMG Inc. for renewal of license of WDMG Douglas, Ga.; scheduled prehearing conference for Oct. 23 and hearing for Dec. 9. Action Sept. 30.

■ Designated Examiner Forest L. McClennan to preside at hearing in proceeding on AM applications of Hundred Lakes Broadcasting Corp. (WSIR), Winter Haven, and WJBS Inc. (WJBS), DeLand, both Florida; scheduled prehearing conference for Oct. 25 and hearing for Nov. 18. Action Sept. 30.

■ Designated Examiner Sol Schildhouse to preside at hearing in proceeding on AM ap-

plication of Ottawa Broadcasting Corp. (WJBL), Holland, Mich.; scheduled prehearing conference for Oct. 23 and hearing for Nov. 18. Action Sept. 30.

■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on applications of Salem Television and Salem Channel 3 Telecasters Inc. for new TV stations on channel 3 in Salem, Ore.; scheduled prehearing conference for Oct. 21 and hearing for Nov. 25. Action Sept. 23.

By Hearing Examiner Basil P. Cooper

■ Granted petition by 1360 Broadcasting Inc. (WEBB), Baltimore, to extend time from Sept. 27 to Sept. 30 to file reply findings in proceeding on AM application in Doc. 14906. Action Sept. 30.

■ For reasons stated at Sept. 27 hearing conference in proceeding on application of Edward Walter Piszczek and Jerome K. Westerfield for new FM in Des Plaines, Ill., denied request for continuance of further hearing conference. Action Sept. 27.

■ Granted motion by Oneida Broadcasting Co. requesting corrections to transcript in proceeding on AM application of Rhinelander Television Cable Corp., Rhinelander, Wis., and corrected transcript as proposed, subject to certain exceptions. Action Sept. 27.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau to extend time from Oct. 4 to Oct. 11 to file proposed findings in proceeding on AM application of James S. Rivers Inc. (WJAZ), Albany, Ga., in Doc. 15080. Action Oct. 1.

■ Granted petition by Broadcast Bureau to extend time from Sept. 20 to Oct. 4 to file proposed findings in proceeding on AM application of James S. Rivers Inc. (WJAZ), Albany, Ga. Action Sept. 20.

By Hearing Examiner Millard F. French

■ In proceeding on applications of Wellersburg TV Inc. and People's Community Television Association Inc. for new VHF TV translator stations in Wellersburg, Pa., and LaVale, Md., respectively, in Doc. 14857 et al., granted petition by Broadcast Bureau to extend time from Oct. 2 to Oct. 18 to file proposed findings; and extended from Oct. 10 to Oct. 28 time to file replies. Action Oct. 1.

■ Granted request by Saul M. Miller, Kutztown, Pa., to continue Sept. 25 hearing to Oct. 7 in proceeding on AM application and that of Bi-States Broadcasters, Annaville-Cleona, Pa. Action Sept. 24.

■ Upon request of parties and agreement in proceeding on applications of Harry Wailerstein, receiver, Television Co. of America Inc., for renewal of license, assignment of license, and transfer of control of KSHO-TV Las Vegas in Docs. 15006-8, ordered stipulation agreements to be submitted by Oct. 8, continued Sept. 30 further prehearing conference to Oct. 15 and continued Oct. 15 hearing to Oct. 29 in Las Vegas. Action Sept. 20.

By Hearing Examiner Arthur A. Gladstone

■ Continued indefinitely Oct. 1 prehearing conference in proceeding on AM application of Wendell-Zebulon Radio Co. (WETC), Wendell-Zebulon, N. C. Action Sept. 30.

■ Granted request by Broadcast Bureau to receive proposed findings filed Sept. 19, and technical default because of failure to file such document on Sept. 18 is waived, in proceeding on applications of Marshall Broadcasting Co. and Wright Broadcasting Co. for new AM stations in Marshall and East Lansing, respectively, both Michigan. Action Sept. 27.

By Hearing Examiner Walther W. Guenther

■ By memorandum opinion and order in proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico, in Docs. 14977-8, granted motions by Mid-Ocean and Broadcast Bureau, respectively, requesting examiner to issue order that depositions proposed to be taken by Abacoa in Hato Rey, P. R., not be taken, and depositions desired to be taken by Abacoa in accordance with Sept. 5 notice and Sept. 6 supplement shall not be taken. Action Sept. 20.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled further prehearing conference for Dec. 2 in preparation for hearing to be held on date to be determined at conference in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev. Action Sept. 27.

■ Granted, nunc pro tunc, Sept. 23 petition by Brainerd Broadcasting Co. to extend time from Sept. 24 to Oct. 4 to file replies in

PROFESSIONAL CARDS

<p>JANSKY & BAILEY Offices and Laboratories 1339 Wisconsin Ave., N.W. Washington 7, D.C. Federal 3-4800 <i>Member AFCEE</i></p>	<p>JAMES C. McNARY Consulting Engineer National Press Bldg. Wash. 4, D. C. Telephone District 7-1205 <i>Member AFCEE</i></p>	<p>—Established 1926— PAUL GODLEY CO. Upper Montclair, N. J. Pilgrim 6-3000 Laboratories, Great Notch, N. J. <i>Member AFCEE</i></p>	<p>GEORGE C. DAVIS CONSULTING ENGINEERS RADIO & TELEVISION 527 Munsey Bldg. Sterling 3-0111 Washington 4, D. C. <i>Member AFCEE</i></p>
<p>COMMERCIAL RADIO EQUIPMENT CO. Everett L. Dillard, Gen. Mgr. Edward F. Lorentz, Chief Engr. INTERNATIONAL BLDG. DI 7-1319 WASHINGTON 4, D. C. <i>Member AFCEE</i></p>	<p>A. D. Ring & Associates 42 Years' Experience in Radio Engineering 1710 H St., N.W. 298-6850 WASHINGTON 6, D. C. <i>Member AFCEE</i></p>	<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 930 Warner Bldg. National 8-7757 Washington 4, D. C. <i>Member AFCEE</i></p>	<p>Lohnes & Culver Munsey Building District 7-8215 Washington 4, D. C. <i>Member AFCEE</i></p>
<p>L. H. Carr & Associates Consulting Radio & Television Engineers Washington 6, D. C. Fort Evans 1000 Conn. Ave. Leesburg, Va. <i>Member AFCEE</i></p>	<p>KEAR & KENNEDY 1302 18th St., N.W. Hudson 3-9000 WASHINGTON 6, D. C. <i>Member AFCEE</i></p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS 9, TEXAS MElrose 1-8360 <i>Member AFCEE</i></p>	<p>GUY C. HUTCHESON P.O. Box 32 CRestview 4-8211 1100 W. Abram ARLINGTON, TEXAS</p>
<p>SILLIMAN, MOFFET & KOWALSKI 1405 G St., N.W. Republic 7-6646 Washington 5, D. C. <i>Member AFCEE</i></p>	<p>GEO. P. ADAIR ENG. CO. CONSULTING ENGINEERS Radio-Television Communications-Electronics 901 20th St., N.W. Washington, D. C. Federal 3-1116 <i>Member AFCEE</i></p>	<p>WALTER F. KEAN CONSULTING RADIO ENGINEERS Associate George M. Sklom 19 E. Quincy St. Hickory 7-2401 Riverside, Ill. (A Chicago suburb) <i>Member AFCEE</i></p>	<p>HAMMETT & EDISON CONSULTING RADIO ENGINEERS Box 68, International Airport San Francisco 28, California Diamond 2-5208 <i>Member AFCEE</i></p>
<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY 14, MISSOURI</p>	<p>JULES COHEN & ASSOCIATES 9th Floor, Securities Bldg. 729 15th St., N.W., 393-4616 Washington 5, D. C. <i>Member AFCEE</i></p>	<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-4386 <i>Member AFCEE</i></p>	<p>J. G. ROUNTREE CONSULTING ENGINEER P.O. Box 9044 Austin 56, Texas GLendale 2-3073</p>
<p>VIR N. JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering 345 Colorado Blvd.—80206 Phone: (Area Code 303) 333-5562 DENVER, COLORADO <i>Member AFCEE</i></p>	<p>A. E. Towne Assocs., Inc. TELEVISION and RADIO ENGINEERING CONSULTANTS 420 Taylor St. San Francisco 2, Calif. PR 5-3100</p>	<p>PETE JOHNSON Consulting am-fm-tv Engineers Applications—Field Engineering Suite 601 Kanawha Hotel Bldg. Charleston, W.Va. Dickens 2-6281</p>	<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas NEptune 4-4242 NEptune 4-9558</p>
<p>WILLIAM B. CARR Consulting Engineer AM—FM—TV Microwave P. O. Box 13287 Fort Worth 18, Texas BUtler 1-1551</p>	<p>RAYMOND E. ROHRER & Associates Consulting Radio Engineers 436 Wyatt Bldg. Washington 5, D. C. Phone: 347-9061 <i>Member AFCEE</i></p>	<p>E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan Phone: BRoadway 8-6733</p>	<p>JOHN H. MULLANEY and ASSOCIATES A Division of Multronics, Inc. Multronics Building 5712 Frederick Ave. Rockville, Md. (a suburb of Washington) Phone: 301 427-4666 <i>Member AFCEE</i></p>

Service Directory

<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St., Lee's Summit, Mo. Phone Kansas City, LaClede 4-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave., Cambridge 38, Mass. Phone TRowbridge 6-2810</p>	<p><i>contact</i> BROADCASTING MAGAZINE 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: ME 8-1022</p>	<p>PAUL DEAN FORD Broadcast Engineering Consultant R. R. 2, Box 27 47885 West Terre Haute, Indiana Drexel 7597</p>
<p>BARKLEY & DEXTER LABS., INC. Donald P. Wise James M. Moran Consulting, Research & Development for Broadcasting, Industry & Government 50 Frankfort St. Diamond 3-3716 Fitchburg, Massachusetts</p>			

proceeding on application for new AM in Brainerd, Minn. Action Sept. 25.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Newton Broadcasting Co. to extent of extending time from Oct. 1 to Oct. 10 to file reply findings in proceeding on application and that of Transcript Press Inc. for new AM stations in Newton and Dedham, respectively, both Massachusetts. Action Sept. 26.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Al-Or Broadcasting Co. to extend time from Sept. 30 to Oct. 7 to file proposed findings in proceeding on application for new AM in Mebane, N. C. Action Sept. 30.

■ Granted request by C. M. Taylor to continue Oct. 2 hearing to Oct. 31 in proceeding on application and that of Holston Broadcasting Corp. for new AM stations in Blountville and Elizabethton, respectively, both Tennessee. Action Sept. 25.

By Hearing Examiner David I. Kraushaar

■ On own motion, corrected in various respects transcript of Sept. 10 hearing in proceeding on AM application of Hampden-Hampshire Corp. (WHYN), Springfield, Mass. Action Sept. 24.

By Hearing Examiner Jay A. Kyle

■ Rescheduled Oct. 1 hearing for Oct. 2 in consolidated AM proceeding on applications of Jupiter Associates Inc., Matawan, Somerset County Broadcasting Co., Somerville, and Radio Elizabeth Inc., Elizabeth, N. J. Action Sept. 26.

By Hearing Examiner Forest L. McClenning

■ Granted request by KAYE Puyallup, Wash., for continuance of certain procedural dates, and hearing from Nov. 4 to Nov. 25 in proceeding on application to change ant. system, including increase in ant. height. Action Sept. 26.

**By Hearing Examiner
Chester F. Naumowicz Jr.**

■ Formalized by order certain agreements reached and rulings made at Sept. 27 hearing conference in proceeding on applications of Charles County Broadcasting Inc. and Dorlen Broadcasters Inc. for new AM stations in La Plata and Waldorf, respectively, both Maryland, in Docs. 14748-9, and scheduled certain procedural dates and resumption of hearing for Nov. 18. Action Sept. 27.

■ On own motion, reconsidered and set aside July 10 memorandum opinion and order in proceeding on applications of Edina Corp. and Tedesco Inc. for new AM stations in Edina and Bloomington, respectively, both Minnesota, in Docs. 14739-40, and directed that evidence will be adduced by applicants under issue No. 11, but not under issue No. 4, and scheduled hearing conference for Oct. 11 to determine method and timing of adduction of evidence. Action Sept. 24.

By Hearing Examiner Sol Schildhouse

■ Granted motion by Central Broadcasting Co. (WCGC), Belmont, N. C., to continue proceeding on AM application in Doc. 15105; continued hearing from Oct. 29 to Nov. 12 and rescheduled other procedural dates. Action Sept. 30.

■ Granted petition by Dutchess County Broadcasting Corp. (WKIP), Poughkeepsie, N. Y., for leave to amend AM application to change daytime operation from nondirectional to directional; accepted amendment, removed amended application from hearing and returned it to processing line and terminated proceeding. Action Sept. 20.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Coastal Cities Broadcasting Inc. for leave to amend further application for new AM in Moss Point, Miss., with respect to proposed DA parameters, and accepted proposed amendment. Action Oct. 1.

■ Rescheduled Sept. 23 further hearing for Oct. 9 in consolidated AM proceeding on applications of Coastal Broadcasters Inc., Herndon, Va., et al., in Docs. 14873 et al., to afford Broadcast Bureau time to study additional engineering material submitted by applicants Coastal and Prince Williams Broadcasting Corp. (WPRW), Manassas, Va. Action Sept. 30.

■ Granted request by Broadcast Bureau to extend time from Sept. 30 to Oct. 18 to file supplemental proposed findings and from Oct. 25 to Nov. 18 for replies in proceeding on AM applications of Southern Radio & Television Co., Lehigh Acres, and

Robert Hecksher (WMYR), Fort Myers, both Florida. Action Sept. 26.

**By Hearing Examiner
Elizabeth C. Smith**

■ Reopened record for limited purpose of receiving in evidence exhibit No. 18-A of Valparaiso Broadcasting Co. and again closed record in proceeding on application and that of Porter County Broadcasting Co. for new AM stations in Valparaiso, Ind. Action Sept. 30.

■ Rescheduled Oct. 2 hearing for Oct. 8 in proceeding on application of Eastside Broadcasting Co. for new AM in Phoenix, Ariz. Action Sept. 26.

**BROADCAST ACTIONS
by Broadcast Bureau
Actions of Oct. 1**

WSNT Sandersville, Ga.—Granted increased daytime power on 1490 kc. from 500 w to 1 kw, continued nighttime operation with 250 w; conditions.

KORN Mitchell, S. D.—Granted increased daytime power on 1490 kc. from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KUXL Golden Valley, Minn.—Granted increased power on 1570 kc, D, from 500 w to 1 kw, and installation of new trans.; remote control permitted; conditions.

KLTZ Glasgow, Mont.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KFTW Fredericktown, Mo.—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WKOK Sunbury, Pa.—Granted license covering change in frequency, increase in power, change in ant.-trans. and main studio locations, installation of DA-2 and 2 new trans. (day and night main trans.) and changes in ant. and ground systems.

WCON Cornelia, Ga.—Granted license covering increase in daytime power and installation of new trans.; specify type trans.

KUKA San Antonio, Tex.—Granted license covering increase in power.

KTVI(TV) St. Louis—Granted CP to install alternate main trans. at main trans. and ant. location.

KUAM-TV Agana, Territory of Guam—Granted CP to change ERP to 0.43 kw vis. and 0.215 kw aur.; install new ant. tower; make changes in ant. structure; ant. height 100 feet; condition.

WXTR Pawtucket, R. I.—Granted CP to install new alternate main trans. at main trans. location; remote control permitted.

WITZ-FM Jasper, Ind.—Granted CP to increase ERP to 5.1 kw, install new ant. and decrease ant. height to 275 feet; conditions.

K06BD, K07CD, Nile Valley, Wash.—Granted CP's to replace expired permits for new VHF TV translator stations.

■ Granted licenses for following VHF TV translator stations: K11DK, Riverside TV Inc., Anshanka, Idaho; K09AQ, Jack E. Reinsch, Ketchum, Idaho; K13AP, K07AQ, Kamiah Valley TV Inc., Kamiah, Idaho, and specify type trans.; K13CX, Pogram TV Community Booster, Pogram, Idaho; K05BS, Banner TV Club, Orofino, Idaho, and specify type trans.; K13FA, Juliaetta T. V. Association, Juliaetta, Idaho; K07FU, K11FY, Thomas Fork Translator System, Raymond and Geneva, both Idaho; K08DO, K10DZ, K13DZ, Clifton City Corp., Clifton, Idaho.

■ Following stations were granted extensions of completion dates as shown: KFDM-TV Beaumont, Tex., to Oct. 31; WWL-TV (main trans. and ant.) New Orleans to Nov. 1; *WMEB-TV Orono, Me., to Nov. 7.

Actions of Sept. 30

KHCB-FM Houston—Granted CP to install new trans. and increase ERP to 31 kw; remote control permitted.

KFNE(FM) Big Spring, Tex.—Granted CP to move main studio and ant.-trans. locations and increase ant. height to 300 feet; remote control permitted.

■ Granted renewal of licenses for following translator stations: K10BK, K12BJ, Big Sandy; K07BM, Boulder; K13BC, Circle; K09BE, Belltower; K10AX, K13BE, Harlowton; K10DN, Helena and Helena Valley; K07CH, K09BN, Plains; K09EJ, Powdersville; K11AA, Terry; K09BX, Saco and Hinsdale; K06AC, K11EK, Volborg; K10CQ, Townsend; K08BG, K10AF, K12AA, Troy, K70CK, K74BL, Lewistown; K78AH, Joplin, Chester, Inverness and Rudyard; K72AI, K78AI, Libby; K70CD, Trago, Fortine and Stryker; K75AZ, K82AO, Big Fork, all Montana; K09CE, Weston, Wyo.; K09AC, K12AD, Sundance, Wyo.; K02AK, Rock Lake, N. D.; K09AF, Scranton, N. D.; K70BH, K76AN, Quitaque and

Turkey, both Texas; K70BL, K76AU, K80AT, Wheeler County, Tex.; K05AL, Clayton; K06DE, K07AH, Hailey; K72AL, K81AC, Grangeville, Cottonwood, Craigmont and Nexperce; K70AS, Salmon, all Idaho; K05AH, Hot Springs, Mont.

WJOE Port St. Joe, Fla.—Granted license covering increase in power, change in frequency, installation of new trans. and change in station location; specify type trans., main studio and trans. location and geographic coordinates.

WNAM Neenah-Menasha, Wis.—Granted license covering change to DA-2, increase in daytime power, installation of new trans. and use of old main trans. as nighttime trans.

WAPE Jacksonville, Fla.—Granted license covering change in power, hours of operation, transmitting equipment and trans. location; installation of nighttime trans. and DA-N.

WHA1 Greenfield, Mass.—Granted license covering increase in daytime power.

KASO Minden, La.—Granted license covering increase in daytime power, change in type trans. and changes in ground system.

WHAV Haverhill, Mass.—Granted license covering daytime power and installation of new main trans.

KACY Port Hueneme, Calif.—Granted license covering use of main daytime trans. as aux. nighttime trans. and use of main nighttime trans. as aux. daytime trans.; re-describe trans. location and main studio location as 2 miles southeast of Oxnard, Calif.

WNAM Neenah-Menasha, Wis.—Granted license covering use of main nighttime trans. as aux. daytime trans. at main trans. site.

WEOL Elyria, Ohio—Granted license covering installation of alternate main trans.; re-describe main studio location.

WSBT South Bend, Ind.—Granted license covering changes in daytime DA system; re-describe trans. location.

KWAK Stuttgart, Ark.—Granted license covering installation of new trans., change of trans. and main studio locations and remote control point.

KHJ Los Angeles—Granted license covering installation of new trans.; remote control permitted with non-DA.

WJDA Quincy, Mass.—Granted license covering use of old main trans. as alternate main trans. at main trans. site; remote control permitted.

WDEA Ellsworth, Me.—Granted license covering installation of old main trans. as aux. trans.

WMUU-FM Greenville, S. C.—Granted license covering changes in ERP, ant. height, type trans. and ant., ant. system and ant.-trans. site (main trans.).

WIP-FM Philadelphia—Granted license covering changes in ERP, ant. height, trans. location and ant. system and installation of new ant.

WGRV-FM Greeneville, Tenn.—Granted license covering changes in ERP, ant. height and ant. system and installation of new trans. and ant.

*WHAD(FM) Delafield, Wis.—Granted license covering changes in ERP, ant. height and ant. system, installation of new ant. and specify type trans.

WIND Chicago—Remote control permitted (main and alternate main trans.); conditions.

KBHM Branson, Mo.—Granted CP to install aux. trans. at main trans. site; remote control permitted.

K07BZ, K13BJ, Upton, Wyo.—Granted CP's to replace expired permits for new VHF TV translator stations.

■ Granted licenses for following: KGAR Vancouver, Wash., and specify geographic coordinates; WHVW Hyde Park, N. Y., specify type trans. and geographic coordinates; KCTY Salinas, Calif., specify type trans. and re-describe main studio location same as trans. location; KOQT Bellingham, Wash., specify name as Topdial Inc., type trans. and main studio location same as trans. location.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KFTM Fort Morgan, Colo., and specify type trans.; WMIQ Iron Mountain, Mich.; WFTG London, Ky., and specify type trans.; KPRB Redmond, Ore.; condition; KHDN Hardin, Mont., and specify type trans.; KOLO Reno and specify type trans.; WKVT Brattleboro, Vt.

■ Granted licenses covering use of old main trans. as aux. trans. at main trans. site for following: WSGC Elberton, Ga.; KFTM Fort Morgan, Colo.; WEKY Richmond, Ky., remote control permitted; WHAV Haverhill, Mass.; WJOI Florence, Ala.

■ Granted licenses covering installation of

aux. trans. for following: KIMA Yakima, Wash.; KOMO Seattle; KHJ Los Angeles, remote control permitted with non-DA; KTYM Inglewood, Calif.; WHVW Hyde Park, N. Y.

■ Following stations were granted extensions of completion dates as shown: WOKJ Jackson, Miss., to April 6, 1964; WPKI Alexandria, Va., to Feb. 13, 1964; WGTC Greenville, N. C., to Dec. 31; WRAN Dover, N. J., to March 16, 1964; KKKW Lafayette, La., to Nov. 15; KNOP North Platte, Neb., to Oct. 31; WGSN Huntington, N. Y., to Feb. 26, 1964; KREP(FM) Santa Clara, Calif., to March 3, 1964; WWCO-FM Watterbury, Conn., to March 15, 1964; WBRD-FM Bradenton, Fla., to Oct. 31; WDJK(FM) Smyrna, Ga., to Dec. 31; WGTC-FM Greenville, N. C., to Dec. 31; KARA-FM Albuquerque, N. M., to Jan. 1, 1964; *KUID(FM) Moscow, Idaho, to Nov. 15; *WIPR-FM San Juan, P. R., to Oct. 31.

Actions of Sept. 27

KRSN-FM Los Alamos, N. M.—Granted SCA on subcarrier frequency of 67 kc.

KBST Big Spring, Tex.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; remote control permitted; conditions.

WIRO Ironton, Ohio—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

WHIT New Bern, N. C.—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

KDLR Devils Lake, N. D.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

KEXO Grand Junction, Colo.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

KRUS Ruston, La.—Granted increased daytime power on 1490 kc, from 500 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions.

■ Granted renewal of licenses for following: WBNR Beacon, N. Y.; WUSJ Lockport, N. Y.; WCKI Greer, S. C.; KGEZ Kalspell, Mont.; WPRB(FM) Princeton, N. J.; WHOM-FM New York; WSGO Oswego, N. Y.; WVBR-FM Ithaca, N. Y.; K70AA Bishop, Calif.; WVOX-AM-FM New Rochelle, N. Y.; WVTR White River Junction, Vt.; K73AA Bishop, Calif.; WCNV-TV Carthage, N. Y.; K71AC Near Farmington, N. M.; WWNV Watertown, N. Y.; K75AC Farmington, N. M.

WHUC Clinton, Iowa—Granted license covering use of old main trans. as alternate main nighttime and aux. daytime trans. at main trans. site.

KROS Clinton, Iowa—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

KHEP Phoenix, Ariz.—Granted license covering changes in ant. system (increase height).

WTNS Coshocton, Ohio—Granted license covering installation of alternate main trans.

WSAL Logansport, Ind.—Granted license covering installation of old main trans. as aux. trans.

WBNR Beacon, N. Y.—Granted license covering installation of aux. trans.; specify geographic coordinates.

KETO-FM Seattle—Granted license covering changes in ant. height, ERP, ant. location, type ant., ant. system and transmission line.

WKNT-FM Kent, Ohio—Granted license covering installation of alternate main trans.

WMRN-FM Marion, Ohio—Granted license covering installation of new trans. and change in ant. system.

KPOC Pochontas, Ark.—Granted mod. of license to change name to Adrian L. White Inc.

WKRK-FM Mobile, Ala.—Granted mod. of SCA to install new equipment.

KCIJ Shreveport, La.—Granted request for cancellation of license for operation on 1050 kc, 250 w-D (accordance provisions contained in grant of BAL-4711). Cancellation effective Aug. 30, 1963; and call letters reassigned to KREB Shreveport.

WTOC Savannah, Ga.—Granted request to cancel license and mod. for aux. trans.

KMOD-FM Midland, Tex.—Granted request to cancel license.

WBZ-FM Boston—Granted request to cancel SCA on subcarrier frequency of 67 kc.

■ Granted licenses for following: KFTW

BROADCASTING, October 7, 1963

Fredericktown, Mo.; KWFA Merkel, Tex.; KRDD Roswell, N. M., and specify main studio location same as trans., type trans. and ant. height; delete remote control; WGIR-FM Manchester, N. H., and specify remote control point; WDVV(FM) Philadelphia and specify type trans. and geographic coordinates; WEMP-FM Milwaukee; WMTS-FM Murfreesboro, Tenn., specify type trans. and geographic coordinates; WKLO-FM Louisville, Ky.; WTAN-FM Clearwater, Fla., and specify type trans.; WAJM-FM Montgomery, Ala., and specify type trans.; *WIAA(FM) Interlochen, Mich.; *WSAE(FM) Spring Arbor, Mich., and specify type trans.; *KUNR(FM) Reno, Nev.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KTEM Temple, Tex.; KRIZ Phoenix, Ariz., and specify type trans.; WNAT Natchez, Miss., and specify type trans.; KLWT Lebanon, Mo.

■ Granted licenses covering increase in daytime power for following: WNVV Pensacola, Fla., and change type trans.; WSVL Shelbyville, Ind., and change from DA-1 to DA-2.

■ Granted licenses covering increase in power and installation of new trans. for following: WPAG Ann Arbor, Mich., and installation of DA-D; WHSM Hayward, Wis., and specify type trans. and geographic coordinates.

■ Following stations were granted extensions of completion dates as shown: KRON-FM San Francisco to March 16, 1964; KJSE(FM) Houston to Dec. 31; WLIB-FM New York to March 18, 1964; WHHY-FM Montgomery, Ala., to Oct. 30; KECH Ketchikan, Alaska, to Dec. 31; WMOE Mobile, Ala., to Feb. 15, 1964; KNOT Prescott, Ariz., to Jan. 29, 1964; WCPC Houston, Miss., to Oct. 31; WATO Oak Ridge, Tenn., to Nov. 1; WCEF Parkersburg, W. Va., to Dec. 24; WJLK Asbury Park, N. J., to Jan. 11, 1964; WAAB Worcester, Mass., to Dec. 22; KHFH Sierra Vista, Ariz., to Nov. 1; WNLC New London, Conn., to Oct. 31; WENN Birmingham, Ala., to March 19, 1964; KYND Tempe, Ariz., to Jan. 8, 1964; KCAL Redlands, Calif., to Dec. 31; KAHJ Auburn, Calif., to Dec. 7; WGWR Asheville, N. C., to Oct. 31; WHHY Montgomery, Ala., to Oct. 30; WWNH Rochester, N. H., to March 15, 1964; WSLM Salem, Ind., to Nov. 1.

WHSM Rice Lake, Wis.—Granted request to continue existing presunrise operation with non-DA and reduced power of 1 kw between 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Actions of Sept. 26

KUFY(FM) San Mateo, Calif.—Granted license and specify studio and station locations.

KTSL Burnet, Tex.—Granted license and specify type trans.

KNIC Winfield, Kan.—Granted license and specify main studio location, remote control point and type trans.

KRGI Grand Island, Neb.—Granted license covering increase in daytime power, installation of new trans. and changes in ant. system; specify type trans.

KWIP Merced, Calif.—Granted license covering increase in power and installation of new trans.; specify type trans.

KRGI Grand Island, Neb.—Granted license covering use of old main trans. as aux. daytime and alternate main nighttime trans. at main trans. site; remote control permitted daytime.

KOAM Pittsburg, Kan.—Granted license covering use of old main trans. as aux. trans., with DA-N, at main trans. site.

KROD El Paso—Granted CP to replace expired permit to make changes in nighttime DA system.

KRIO McAllen, Tex.—Granted request to cancel license covering operation of aux. trans.

WNPS New Orleans—Granted authority to sign-off at 6 p.m. for period ending Oct. 31.

KLEA Lovington, N. M.—Granted extension of completion date to Nov. 21.

■ Granted licenses covering installation of alternate main trans. for following: KPAT Berkeley, Calif.; KSET El Paso.

■ Granted licenses covering use of old main trans. as aux. trans. at main trans. site for following: KFLY Corvallis, Ore., remote control permitted; WFIW Fairfield, Ill.; WMGW Meadville, Pa., remote control permitted; WDIG Dothan, Ala., remote control permitted.

Actions of Sept. 25

WBYM(FM) Bayamon, P. R.—Granted ex-

tension of completion date to March 1, 1964. WIBV Belleville, Ill.—Granted license covering change in hours of operation, increase in power, change of ant.-trans. location, installation of DA-2 and new trans.

WCNH Quincy, Fla.—Granted license covering use of old main trans. as alternate main nighttime and aux. daytime trans. at main trans. site.

KALE Alexandria, La.—Granted license covering installation of aux. daytime and alternate main nighttime trans.

KUAM Agana, Guam—Granted license covering changes in ant. system.

WLXX Oakland Park, Fla.—Granted license covering changes in ant. system.

WAPI-FM Birmingham, Ala.—Granted license covering changes in facilities and installation of new ant.

KPGM(FM) Los Altos, Calif.—Granted license covering changes in ERP, ant. height and ant. system.

KDFC(FM) San Francisco—Granted license covering installation of new ant.

KPRI(FM) San Diego—Granted license covering move of trans. and changes in transmission line; remote control permitted.

K80BE Twentynine Palms and Twentynine Palms Marine Base, both California—Granted license for UHF TV translator station.

K75AW Malta, Mont.—Granted license covering changes for UHF TV translator station.

KTWO-TV Casper, Wyo.—Granted CP to change ERP to 100 kw vis. and 50 kw aur.; change trans. location, type ant. and ant. height to 2000 feet and make changes in ant. system (main trans. and ant.).

WHK Cleveland—Granted CP to make changes in nighttime DA system (increase height), and make changes in ground system.

KFMU(FM) Los Angeles—Granted CP to install new aux. trans.

K70AR, K74AQ, K78AA Orangeville, Utah—Granted CP's to include Castle Dale, Ferron and Huntington, all Utah, in principal community and specify type trans. for UHF TV translator stations.

WHON Centerville, Ind.—Granted mod. of CP to change studio and ant.-trans. location and change type trans.

KSEL-FM Lubbock, Tex.—Granted mod. of CP to install new ant. and decrease ant. height to 170 feet; conditions.

■ Granted licenses for following: WBDS Danville, Pa.; WWJC Superior, Wis.; WWDS Everett, Pa.; KBAB Indianola, Iowa, and specify type trans.; WHIC-FM Holland, Mich., and specify type trans.; WKTN-FM Kenton, Ohio.

■ Granted licenses covering increase in daytime power for following: KMRS Morris, Minn.; WKEI Kewanee, Ill.; WMNT Manati, P. R.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KBEL Idabel, Okla., and redescrbe main studio and trans. location; WJMB Brookhaven, Miss., and specify type trans.; WGLI Babylon, N. Y., and change to DA-2 and specify type trans.

■ Granted licenses for following VHF TV translator stations: W05AA, Lynchburg Broadcasting Corp., Roanoke, Va.; W11AC, Homestead Television Translators, Inc., Midland and Lonaconing, both Maryland.

■ Following were granted extensions of completion dates as shown: KUDY Spokane, Wash., to Dec. 31; WMSJ Sylva, N. C., to Jan. 1, 1964; WHON Centerville, Ind., to March 6, 1964; WKNE-FM Keene, N. H., to March 30, 1964; WROW-FM Albany to March 28, 1964; W74AF, Springfield Television Broadcasting Corp., Adams, Mass., to March 25, 1964; W82AD, Frostburg Community TV Inc., Frostburg, LaVale and Cresaptown, all Maryland, to March 25, 1964; K12CA, Wyarno TV Association, Dutch Creek area, Wyarno, and Prairie Dog Creek area, all Wyoming, to March 25, 1964.

Action of Sept. 24

Spartan Radiocasting Co., Canton and Lake Junaluska-Maggie Valley and Waynesville, all North Carolina—Granted CP's for new VHF TV translator stations on channels 8 and 9, to translate programs of WSPA-TV (ch. 7) Spartanburg, S. C.

Action of Sept. 23

■ Granted CP's for following new VHF TV translator stations: Verde Valley TV Club Committee, on channel 13, Lower Verde Valley, Camp Verde, Rimrock and Cornville, all Arizona, to translate programs

Continued on page 107

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
 - DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.
 - All other classifications, 30¢ per word—\$4.00 minimum.
 - No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.
- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—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 programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

Southern California, immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-15, BROADCASTING.

Need above average manager for above average station in above average small southern market. Write Box M-77, 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.

Seeking General Manager for radio station in midwest. Possibly you are a sales manager looking for the next step up. Group operation with room for advancement. Send complete resume to Box L-321, BROADCASTING.

Sales job open for qualified radio salesman in Carolina's largest market . . . good opportunity for advancement into management for qualified man . . . station part of chain (radio and television). Good salary plus commission arrangement. Box L-331, BROADCASTING.

For a radio salesman energetic and experienced the number 1 station in metropolitan midwest city, not Chicago, has a lucrative position. Unlimited earning potential in thriving market. Guarantee, commission, car allowance. Replies confidential. Box M-21, BROADCASTING.

California—Full-timer looking for sharp salesman. Must have references. First ticket helpful but not necessary. Box M-49, BROADCASTING.

Single market station needs salesman. Excellent income. Full time salesman and part time salesman, wanting full time sales work, should apply to Dale Low, KNCM, Moberly, Missouri. AMherst 3-1230.

Want salesman who has proven himself in small market and wants to move up to larger market and greater opportunity. Write Mgr. KAOH, 406 Providence Bldg., Duluth, Minnesota.

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 WOKW, Brockton, Mass.

Needed—Experienced pro who can sell rate card radio, in tough, challenging competitive market for top rated indie. Interested? write: General Sales Mgr. WQXI 3165 Mathieson Drive, Atlanta 5, Georgia.

Help Wanted—Sales—(Cont'd)

Opening for experienced salesman with ability and ambition. If your visiting Florida, come and see us, or write WQXT, 3000 S. Ocean Blvd., Palm Beach, Fla.

Opening available for time salesman with 118,000 watt FM station serving Akron-Cleveland area. Two station operation with 24-hour a day stereo broadcasting. Applicant must be profit-oriented with sales management potential. Successful personal contact selling experience required. This is an excellent opening. Compensation open. Write giving full details of education, experience, earnings, etc. All replies held in strict confidence, no phone calls accepted. Write Ted Niarhos, President, Independent Music Broadcasters, Inc., P.O. Box 222, Wadsworth, Ohio.

Executive calibre salesman with proven sales and promotion background. Southeast. Large, protected territory. Send resume, pix, Bess Gilmore, CCA Bldg., P.O.B. 151, Westport, Conn.

Experienced broadcast salesman wanted. Radio-TV promotion firm. Excellent commission arrangement providing for high profits. Telstar Productions, phone N. Y., MU 7-4466.

If you can produce, you're in demand. Write and application details. Broadcast Employment Service, 4825 Tenth Ave. S., Minneapolis, Minnesota, 55417

Announcers

Experienced play-by-play and morning man salesman wanted immediately by stable adult programed station. Box L-300, BROADCASTING.

Personality with bright, interesting style. Tight production a must. Should appeal to the younger audience without losing the adult audience . . . we'll supply the music to do it. Can you produce the show? Midwest. Box L-324, BROADCASTING.

Lively one? We have one opening for either late afternoon or seven to midnight, where does your style fit best? If you run a tight board and sound like a pro we'd like to hear your tape and see your picture. Great Lakes area. Box L-325, BROADCASTING.

Announcer-newsman with 1st phone for adult pop music station in beautiful So. California city. \$600/month to a sharp pro. Reply Box L-345, BROADCASTING.

Announcer-sales. We'll pay \$600/month plus commission to a man who's really good at both. Beautiful So. California city to work and live. Repeat . . . you've got to be good at both. Reply Box L-350, BROADCASTING.

Michigan 5 kw has opening for announcer with good voice, experience, ability, and production know-how. Adult programing on well established station. First phone helpful, but not necessary. Send tape, salary requirements, picture, and resume to Box L-354, BROADCASTING.

Immediate opening for 1st phone-announcer for AM radio station east coast or mountain area West Virginia. Reply Box M-20, BROADCASTING.

Illinois AM station in modern, prosperous city has fine opportunity for smart, experienced newsman. Established station, tops in ratings, leader in news coverage. Salary excellent, merit raises. Give full details of experience, also references, in letter to Box M-22, BROADCASTING.

Announcers—(Cont'd)

I need my particulars. But if you're really interested, I'll send them. Announcer, dj. Box M-27, BROADCASTING.

Newsman-announcer for Texas station. Must gather, write, deliver news. Box M-43, BROADCASTING.

Move up! Quality Illinois kilowatt seeks skilled announcer for news gathering, writing, airing, plus some deejay work. News-mobile, beeper, all top flight equipment. Opportunity also for production spot work. Excellent starting salary plus many extra benefits for competent man. Personal interview required. Send tape, complete resume, phone number. Box M-45, BROADCASTING.

Wanted by solid chain—complete staff—will need sometime within six weeks—only good modern format men need apply—experience not necessary, if you have basic voice and happy sound. Send complete resume, photo, and air check to Program Director Box M-66, BROADCASTING.

Announcer with experience. \$400 per month. Tape and resume to KBRZ, Freeport, Tex.

Outstanding opportunity for alert, experienced announcer-program director capable of handling air shift, station sound, and production. Good benefits and salary in progressive section of Texas. First phone helpful. KLUE, Longview, Texas.

Unusual opportunity for the right announcer-combo man, with one of America's great FM stations in number one FM stereo market. Must have two to four years of college, friendly and intelligent sound, stable record of employment. Send tape, resume, recent photo, references, and salary requirement to: Wayne Jordan, KPEN, 1001 California St., San Francisco, Calif.

Announcer with news gathering and writing ability wanted. Good salary. Write KTOE, Mankato, Minn.

Have an immediate opening for announcer-engineer. Will consider applicants with or without maintenance experience. WAAY radio is 5 kw full time operation located in Huntsville, Alabama, the 2nd fastest growing market in the nation. Can offer advancement and future for those looking for a permanent position. Starting salary open. Please send tape, photo, resume or call collect, Henry Beam, WAAY radio, P.O. Box 986, Huntsville, Alabama.

Needed immediately in college town. Newsman-announcer—must be experienced. P.D. Position open. Contact C. L. Riley, office phone 796-7684. Home 796-8732, WBRN, Big Rapids, Mich.

Announcers, engineer-announcers, announcer-salesman for Florida, Louisiana and Georgia stations. Send air check, resume, recent photo to Les Roberson, WDLF, Panama City, Florida.

Suburban Chicago. Combo. First class. Permanent. Tape. Complete information now. WEAW, Evanston, Ill.

Immediate opening for announcer with adult music station. 1st ticket helps but not necessary. Send tape, resume, photo, salary requirements to Don Ross, Program Director, WEEX, Easton, Penna.

Immediate opening for first phone-combo man. Personality format—no screamers or rockers. Rush tape and resume to Guy Curtis, WKTG, Thomasville, Ga.

Announcers—(Cont'd)

Announcer for middle-of-the-road AM, FM. Some FM stereo. Board work essential. Tape photo experience and salary requirements. No phone calls. Radio station WEPM, Martinsburg, W. Va.

One of the nations most respected clear channel station has opening for a top-flight pro. Our man is versatile! If you can swing with Sinatra, and handle news with equal enthusiasm, we want to hear from you. Send tape and full particulars with first letter. Contact Bill Givens, Program Director, radio station WHAM, Rochester, N. Y.

Announcer with first class ticket for evening shift. No maintenance. Excellent benefits and advancement opportunities in expanding multiple station operation. Send resume tape and photo to WLAM, Albion, Mich.

No. 1 station needs No. 1 dj. Excellent weather, top pay available. Major health and medical benefits. Must be experienced, swinging dj for top 40 station. For sun, fun, beaches and money contact WLOF, P.O.B. 5756, Orlando, Fla., now.

Two combo first phone announcers wanted for new station to go on the air Nov. 1st in Sidney, Ohio. Send information and tape to Ken Kunze, Gen. Mgr., WMVR, P.O.B. 353, Sidney, Ohio.

New Jersey—Immediate opening for staff announcer. For interview—WNNJ, Newton.

Experienced announcer, first phone advancement, good salary, 5 station group, 773-3513, WPTW, Riqua, Ohio. Contact Oscar Baker.

Announcer board experience strong on news. WVOS, Liberty, N. Y.

Full time man to gather write and deliver news. Send tape details of experience, salary expected. WVSC, Box 231, Somerset, Penna.

Immediate opening for experienced announcer. 5000 watt, network station, in city of 100,000. Must be warm, friendly and able to do good mid-road music show. Tape with music, news, commercials to P.O.B. 767, Springfield, Mo.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 516-TN8-4912.

Choose your job carefully. Many openings with Broadcast Employment Service, 4825 Tenth Ave. South, Minneapolis, Minnesota. 55417. Write today!

Technical

Chief engineer, 1 kw, 100 miles from New York. \$125. Box K-77, BROADCASTING.

Quality Rocky Mountain kilowatt needs chief, some announcing. Box L-320, BROADCASTING.

Permanent position in one kw daytime operation for chief engineer. New Gates equipment. Minimum three years experience. We are a growing operation in medium N.H.-Vt. market. State minimum salary requirement in first letter. Good combo man would be considered. Box M-33, BROADCASTING.

First class broadcast engineer. Familiar with AM-FM broadcast equipment. 150 miles from New York City. Box M-36, BROADCASTING.

Radio engineer of good character, best technical qualifications for South Texas station. Box M-52, BROADCASTING.

Chief engineer or potential chief material. First class directional AM and FM. One of New England's best stations and locations. No desk chief. No dial twisters. Want highly qualified man currently working as chief who wants to upgrade. Or dedicated engineer who is potential chief material and can prove it after working a while. Ideal if currently located in New England—Middle Atlantic area. Must be capable taking full charge and personally working all phases maintenance and operations. Send immediately complete details current situation. Box M-89, BROADCASTING.

Help Wanted—Technical—(Cont'd)

Chief engineer-announcer: Good technical man, complete responsibility transmitter, remote and control room equipment. Short announcing shift. KAVI, Rocky Ford, Colorado.

Chief engineer, 1000 watts, directional night, call manager WAPX Radio Station, Montgomery, Alabama.

Immediate opening for transmitter and first phone engineer, full time, at regional AM daytime station. Send resume to Ken Knecht, WCIT, Lima, Ohio.

Wanted: First phone engineer with TV studio equipment maintenance experience. Write or call WCET, Cincinnati 19, Ohio, phone: 381-4033.

Radio and TV. Register for opportunity. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota, 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.

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.

Newsman to take charge of local news bureau. Must be digger. We have the equipment, you have the desire. Established Eastern station. Salary \$5200 with insurance plan, health plan, retirement benefits and good advancement opportunities. Box L-322, BROADCASTING.

Young chain in midwest is looking for aggressive production minded program man. Send tape complete with production samples, resume and sample copy to Box L-349, BROADCASTING. Also need first phone announcers.

Radio-Productions-Programing. Production-Supervisor with understanding of good format radio. Midwest market. Excellent opportunity for right man. Expected to do some air work. Middle of road music policy with lots of good production and interesting features. Send complete resume, tape and photo. Box M-10, BROADCASTING.

Texas group expanding into new market. Need qualified announcers, engineer-announcers, commercial salesmen, announcer-salesmen, news director. State full qualifications first letter. All held confidential. All tapes returned promptly. Box M-54, BROADCASTING.

Continuity writer with speed and commercial creativity. Box M-68, BROADCASTING.

Mature responsible man wanted program director material. Must be fully experienced all phases. Opportunity with growing top rated station, Florida east coast. Box M-86, BROADCASTING.

Production man with copy and news announcing experience. Salary open. Tape and resume to KBRZ, Freeport, Texas.

All around man to handle sales, programing etc., on only FM stereo in area. Tape, photo, experience and salary requirements. No phone calls. Radio station WEPM-FM, Martinsburg, W. Va.

Immediate opening for assistant newsman and sports director. Starting salary \$75.00 week. Apply H. M. Thayer, WGHQ, Kingston, New York.

Program Director-Announcer. Must have good voice, music, production knowledge. Opportunity for advancement. WJIL, Jacksonville, Ill.

Production—Programing, Others

Continued

Immediate opening newsman for 10 kw station. Gather, write, air local news. Rush tape, photo, resume. Include experience in other phases of radio. Excellent opportunity for right man. WPAQ, Mt. Airy, N. C.

Full time man to gather write and deliver news. Send tape details of experience, salary expected. WVSC, Box 231, Somerset, Penna.

Situations Wanted—Management

Temporary management available to those who need it. Ticket. Box L-119, BROADCASTING.

Station manager-program director employed in metropolitan area seeking change for financial reasons. Eight years experience in all phases of broadcasting as well as top management experience in another industry. Box M-4, BROADCASTING.

Major air, medium market sales, 7 years activity all phases broadcasting attests to management capability. Have turned down management offers. Wasn't ready, Am ready now. Will visit. Box M-69, BROADCASTING.

With twenty years experience successful management Texas radio stations, I am interested in area change within great southwest section. Strong on sales and profit for owner. J. M. McDonald, Box 1510, McAllen, Texas.

Situations Wanted

Sales

Imaginative, industrious, youngman wants position as station sales representative. Has 2 years time buying experience, 4 at agency and 1 year as director of sales development and promotion for top radio rep. Excellent track record and references. Will go to any extreme to get with good station. Box M-84, BROADCASTING.

Announcers

Personality announcer. Ten years radio, two TV. Married, family, 37. Presently employed but job at impasse. Tape, photo, resume on request. Box L-355, BROADCASTING.

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

DJ combo, available for weekend, Holidays, 100 miles from N.Y. city, Will travel. Box L-372, BROADCASTING.

50,000 watt all night dj—newsman anxious return morning or drive time personality show. 9 years good music. Excellent references, health. Family—veteran. Northeastern states. Box L-369, BROADCASTING.

Success isn't everything. I am the world's 2nd worst dj country to classic. 10 years inexperience and mistakes. Bad habits include: marriage, 1 offspring, no smoking, social drinker, a joiner. Good habits have I none—somewhere there is a place for everyone—even me. Box L-375, BROADCASTING.

Announcer-air salesman, 1st phone, wants to locate in midwest, good voice, have experience, versatile, professional, tape available. Box M-1, BROADCASTING.

Attention: Indiana stations (prefer Indianapolis), also Louisville, Ky. Experienced in adult format and top 40. Married—reliable—5 years experience. \$90 min. Box M-2, BROADCASTING.

Personality with production, 3 years experience. Wants California, southwest and northwest. Box M-5, BROADCASTING.

Reliable announcer wants part-time work Los Angeles vicinity. Need exp. more than money. Telephone Normandy 1-8915 or write Box M-6, BROADCASTING.

Number one area personality. Would like to move up. Top 40. Presently program director. Jock, young, prefer New England. Box M-7, BROADCASTING.

Situations Wanted—Announcers

Continued

Attention: Major markets, 50 kw nets. Excellent announcer-dependable, competent No. 1 ratings, 1st ticket, 12 years, experienced all phases, family man. Box M-9, BROADCASTING.

Announcer-disc jockey, first phone, over one year experience, presently employed doing combo, can swing sweet or solid, young, single, seeking move up, tape, resume. Box M-12, BROADCASTING.

Washington, D. C. area-announcer—1st phone—young man, married, experienced, tight production. Box M-14, BROADCASTING.

Professional morning funny man with tasteful approach, maintaining number one rating with number two station. Box M-19, BROADCASTING.

Now available, Negro announcer dj. Good sound, tight production. Dependable, hard worker. Willing to relocate. Box M-26, BROADCASTING.

Top 40 dj with bright sound wants to move up. Have highest ratings and first class license. Box M-31, BROADCASTING.

Announcer-deejay, Pacific northwest, 26, married, veteran, 9½ years experience. Strong on beepers, interviews, news. 3rd ticket. Middle-of-road west coast station, \$525. Box M-32, BROADCASTING.

Announcer with combo experience at the number one non-metropolitan station in Minnesota. Single, available. Box M-35, BROADCASTING.

Announcer. Good all phases. Prefer news. Daytimers state duties. Salary. Box M-39, BROADCASTING.

Announcer—restricted permit. Recent broadcasting school graduate—no experience—prefer FM. 6 to midnight. Age 52, single. Box M-46, BROADCASTING.

No. 1 Pulse rated dj & experienced chief engineer seeks position with modern station in northeast. \$120 week minimum. Available immediately. Box M-48, BROADCASTING.

Combo-announcer experienced all phases, 1st ticket, dependable, family. Desires greater opportunity. Box M-51, BROADCASTING.

Ten years professional experience, finest background. Know formula and standard. Veteran with college. References. East or midwest. Box M-67, BROADCASTING.

Announcer—6 years experience—prefer northeast coast states. Married man. Box M-74, BROADCASTING.

Looking for November opening in northwest Iowa or surrounding states. Can't leave till then as wife teaches school. Box M-76, BROADCASTING.

Announcer looking for a start, can handle news, commercials, dj. Willing to travel. Box M-80, BROADCASTING.

Newscaster, authoritative, deejay, relaxed on fast board, Negro, mature, family. No shouter, N. Y., D. C. areas. Consider week-ends. Box M-81, BROADCASTING.

NBC Newsman available to any top market in U. S. or Canada. Details and resume ready. Employer will recommend radio and or TV station in upper 50 only please. Box M-82, BROADCASTING.

1st phone combo. Presently employed in Pa. Like to relocate to Conn., N.E. area. 5 years TV engineering and 6 months radio combo experience. Box M-85, BROADCASTING.

Well rounded air personality, bright sounding dj, announcer experienced—all phases—tight board, authoritative newscaster. Remotes/beepers, professional attitude. Co-operative. Box M-90, BROADCASTING.

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.

Announcers—(Cont'd)

Announcer, 1 year experience. Smiling voice with sincerity. Married. Desire permanent dj position at middle-of-road or good music station. Larry Nelson, 1823 Hutchins Ave., Rockford, Illinois. Call evenings 815-968-6235.

Experienced, sincere, and versatile. Can handle any format. Strong news, natural air salesman, and sportscaster. Prefer midwest. Contact: Tom Mirshak, 1235 Clover Ave., Rockford, Ill.

Major market announcer/newsman, 34, offers ability, versatility, 8 years experience, taste, permanence to active non-rock station. Call, write, wire K. Lawrence, WWJ News, Detroit, Michigan or call 272-3541 evenings.

First phone announcer, B.S. degree in business administration. 25, experienced, married. Excellent credit rating. Desires to move up with well-established top 40 station, but will consider good music. Will relocate. References. Contact Dick Sharpe, 212 East Academy St., 687-4693, Fuquay Springs, N. C.

First phone announcer. Age 33. \$100 minimum. Call 314-014-2174. Johnny Jackson, Cardwell, Mo.

Top forty jock—4 years experience—married—good references—Rusty Draper—MU—3-4217—Rusk, Texas.

Florida market; announcer two years experience. Good voice, tight production. Call (305) 238-4229 or write Ken Roberts, 8190 SW. 185th St., Miami 57, Florida.

Experienced network announcer available soon. Presently employed as summer relief announcer at WTOP-AM-FM-TV, Washington, D. C. and as C.B.S. staff Washington, D. C., seeks position of security at established large market outlet. Experienced in sports, news and record shows as well as staff duties. 15 years experience. Willing to relocate for the right financial contract. Write or wire—Ted Work—WTOP Broadcast House—Washington, D. C. or call 244-5678.

Announcer experienced, seeks job in station with staff of more than 3, no rock and roll considered. Jack J. Quirk, Rt. 3, Thomson, Ga. Phone 595-4549.

Technical

Attention: Pittsburgh, Wheeling, Youngstown and surrounding area. Chief engineer 5 kw AM & FM desires relocation as staff engineer or chief. TV staff engineer also considered. Technical school graduate, single, young, draft free. Previous experience includes studio and production engineering. Box M-40, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box M-71, BROADCASTING.

Wanted: Position as jr. consultant. Several years experience—references. Box M-75, BROADCASTING.

1st phone Grantham graduate, 23, single, draft exempt, 2 years college seeks permanent position South Jersey, Philadelphia, Washington. Willing to learn announcing. 202-362-9773.

Production—Programing, Others

Pittsburgh program director desires programming job in any metro market. Strong on production, promotion, ratings. College grad., married, references. Box L-342, BROADCASTING.

Attention Philadelphia and vicinity! I want to specialize in news—writing and airing. 2 year varied announcing experience, B.A. in radio speech, plan to study journalism. Box M-37, BROADCASTING.

13 years radio & television experience as announcer/director and program director. Wish position as program director or news director. Available 31 October. Leaving present position at own decision. Box M-38, BROADCASTING.

Production, Programing & Others

Continued

Wanted: Wisconsin market. Administrative, some air. Sixteen years experience, presently large market. Family, best references. Box M-55, BROADCASTING.

Newsman-college graduate, good writer, authoritative delivery. Five years experience. Four major market. Double on dj, sports. Also seeking TV chance. Box M-78, BROADCASTING.

Newsman college graduate. Year experience, ambitious, first phone, no maintenance. Box M-83, BROADCASTING.

TELEVISION

Help Wanted—Management

Midwest TV station seeking general manager. Perhaps sales manager now looking for general manager position. Production background helpful but not necessary. Excellent opportunity. Box L-362, BROADCASTING.

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

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: WAIT-TV, Atlanta, Ga.

Help Wanted—Technical

Engineering Supervisor — major market unionized TV operation needs manager to take charge of day-to-day technical operations. Degree preferred. For confidential handling reply to our consultants. Box M-28, BROADCASTING.

Licensed experienced TV transmitter and studio engineer needed. Must be familiar with RCA black and white and color equipment including studio, film transmitter, microwave and VTR. Maintenance experience essential. Midwest location in university town. Send background and experience with salary requirements and photo to Box M-44, BROADCASTING. All replies will be acknowledged.

Major So. California station looking for TV studio technicians with all-around experience, including camera, video, studio, etc. FCC first phone required. Send resume to Box M-47, BROADCASTING.

Midwest UHF has opening for engineer with first class license. Position requires operation of AM/FM/TV control rooms and transmitters. Experience in radio or TV desired, but others will be considered. Box M-50, BROADCASTING.

Experienced engineer, best technical qualifications, for Texas station. Box M-64, BROADCASTING.

Qualified TV engineer trainee with first phone for Texas station. Box M-65, BROADCASTING.

Maintenance chief for southwest station. Must have superior technical qualifications. Box M-60, BROADCASTING.

Assistant chief engineer with proven ability for Texas VHF. Box M-61, BROADCASTING.

Broadcast engineer. First phone license and minimum four years experience in broadcast radio and television maintenance and modification. Apply University of Minnesota Employment office, room 10, Morrill Hall, Minneapolis, Minn.

Studio Engineer experience in service maintenance and video tape recording. Contact Fred Edwards, WVUE-TV channel 12, New Orleans. Telephone 525-9011, (Area Code 504).

TELEVISION

Help Wanted—Technical—(Cont'd)

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.

Young capable studio engineer wanted immediately. Permanent position with progressive VHF station, supervisory position available if qualified. Chief engineer, WJBF-TV, Augusta, Ga.

Television transmitter engineer-switcher needs first phone and car. Contact Carl Anderson, KREY-TV, Montrose, Colorado.

Production—Programming, Others

Texas VHF station looking for excellent continuity writer. Box M-58, BROADCASTING.

Director with creativity wanted in southwestern resort city. Box M-59, BROADCASTING.

Experienced, dependable newsman-photographer, adept at gathering and writing news. Box M-62, BROADCASTING.

Alert newsman-announcer to gather write and photograph news, southwest station. Box M-63, BROADCASTING.

Experienced production manager—etc. Contact WENH-TV, Durham, New Hampshire.

Immediate opening for continuity director (male or female) for growing NBC UHF station in university city. Good opportunity for person now in radio or TV. Continuity department to move up. Call Robert M. Lumpp p.d. WCHU-TV, Champaign. 352-7673.

Situations Wanted

Sales

TV-Radio salesman: 6 years selling for major network and national rep. Now seeking permanent position with thriving station. Box M-16, BROADCASTING.

Announcers

Mature announcer-newsman/14 years radio-TV experience, all phases. College. married. Best references. Available mid-October. Box L-360, BROADCASTING.

TV staff announcer, mature, professional, personable, versatile seeks move. Box M-57, BROADCASTING.

Technical

Married man 33, first phone, 4 years experience in television. Desire position as studio or xmitter engineer. preference Eastern states. Box L-334, BROADCASTING.

Production—Programming, Others

Cameramen-editor-director with strong production background desires position with organization producing documentary films. Resume, samples upon request. Box L-267, 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.

Announcer-newscaster-writer, buried alive in major market VHF and 40 kw AM, seeks return to smaller market TV. College graduate, 15 years experience. Box L-338, BROADCASTING.

News Specialist! 10 years experience all phases radio-TV news. Now employed major market. Ready to move up to challenging position at major market news operation. Conscientious family man ready to gather and deliver top newscast in any tough market. Box M-13, BROADCASTING.

Production—Programming, Others

TV production and programming: Nine years experience in all phases of TV operation including on air announcing. Desire to relocate in major southwest market. Details on request. Box M-3, BROADCASTING.

Newsreel cameraman, national awards, complete 16mm, stills, slides, complete movie lab, experience, news gathering, directing and shooting commercials and documentaries, family. Box M-91, BROADCASTING.

A substitute for experience? None's been invented yet! I have 15 years in most phases of radio-TV on local and network levels. Prefer TV news gathering and editing. Each reply promptly answered. Box M-34, BROADCASTING.

Producer-director—4 years experience. Box M-87, BROADCASTING.

Hard working pro—28, degree, U. of Tex., married, 10 years radio & TV. Excellent TV staff, weather & sports. Good news, appearance & personality. Currently employed radio pd. Bill Dane, 794-4502, Texarcana, Tex.

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.

Needed: Audio Console such as Gates 51CS. Contact radio KLIN, 404 S. 13th Lincoln, Nebraska.

One new or used McKensie unit model 5cpB with one channel record unit, also assorted cartridges. Paul Adams, WCPO-TV 2345 Symmes Street, Cincinnati, Ohio 45206.

Will buy or trade used tape and disc recording equipment — Ampex Concertone, Magnecord, Presto, etc. Audio equipment for sale Boynton Studio, 10 B Pennsylvania, Tuckahoe, N. Y.

For channel 5 we need 500 or 1000 watt transmitter and three gain antenna. Box M-56, BROADCASTING.

Want to purchase: TK-31 RCA camera field chain. Sync Generator (Field type). One-watt RCA microwave with audio multiplexer. Call or write M. N. Bostick—KWTX-TV, Waco, Texas.

For Sale

Equipment

Television/radio transmitters, cameras, microcove, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

4 Bay FM antenna, 8 bay FM antenna phone 547-1274 Claude Thorpe, Chesapeake, Virginia.

3/8" Coaxial cable, Andrew Helix. Black sheath covered. Never used. 85¢ per foot fob El Cajon Electronic Engineering, P. O. Box 012, San Diego 15, California.

Thermometer, remote electrical: used by over 100 stations, enables announcer to read the correct outside temperatures from mike position. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

For Sale

Equipment—(Cont'd)

250 watt GE transmitter, good condition, \$750.00 PT-6 Magnecord tape recorder, completely overhauled, \$250.00 will pack and ship. Box M-29, BROADCASTING.

RCA TT5A tuned to channel 2. Priced to sell quickly. Write Box M-23, BROADCASTING.

Auricon Pro 600 special model CM 77, variable area Galvanometer, 400 foot magazine. No amplifier. Camera was never used. Will take \$1,635.00 sells for over \$2000.00. Box M-8, BROADCASTING.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also AM monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 96, Temple, Texas.

Almost new tape-a-thon. Model 702-10 with AG. P.O. Box 860 Pittsburgh 30, Penna.

GPL 16mm Kinescope recording unit complete. Good condition. Contact Al Powley, WMAL-TV, Washington, D. C. Kellogg 7-1100.

For sale best reasonable offer. Radio remote wagon, Ford Econoline, equipped with Motorola 60 watt base station (modified for mobil) regular and hi-gain antenna—plus Motorola base station, 350 ft. transmission line and base antenna. All or part. Truck and equipment in working order. Chief engineer, Radio station WAVA, P.O.B. 7065, Arlington, Virginia.

Collins, mod. 42E ant. tuning unit, complete remote MTR transformer. 3 RCA Universal, 2 RCA lightweight pickup arms, filters, spare heads. Best offer. Wallace Guptill, KATE, Albert Lea, Minn.

Rack-Mount Magnecord PT63-A, PT6-R \$275.00. Two Roberts model 90 \$75.00 each. Rek-O-Kut model M-12 disc lathe with standard and microgroove gears \$50.00. KVLG, La Grange, Tex.

Collins announcer remote console with turntables, in excellent condition, only \$600. Box M-73, BROADCASTING.

Western Electric 504-B-2, 3 kw, FM transmitter. 4-loop, Electronics Research antenna. Make offer. WKNO-TV, Memphis, Tenn.

For sale 12 bay RCA-FM antenna, tuned to 105.9 mc, never used, very reasonably priced. Also used 4 bay Andrew antenna can be tuned to any FM channel. \$900.00. Write immediately to Box M-88, BROADCASTING.

Business Opportunity

Small profitable station on Florida Gulf Coast willing to sell up to 49% to the right man capable of full management. Other radio and allied business interests are reason for selling. All communications confidential. Full details after examination of credentials. Box M-79, 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.

Attention program directors and djs—Terse, controversial comments in the actual voices of top Washington public figures. Perfect for controversy—listener response programming. Little cost—big rewards—peak listener reaction. Box M-24, BROADCASTING.

Recording studio, serving southeast from metropolitan area, fully equipped, A-1 reputation, strong potential. Reply Box M-70, 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 8½ 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 TV Arts & Sciences, 1563 North Cherokee, Hollywood, Calif. "No cram school."

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.

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.

Instructions—(Cont'd)

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

VP SALES—NEGRO CHAIN

Nation's top-rated Negro Radio Group seeking VP to coordinate National-Regional-Local sales of 6 stations located Tampa—Richmond—Shreveport—Little Rock—Jackson—Birmingham. Must be a "salesman's salesman" endowed with unusual administrative abilities—common sense—imagination—unlimited drive.

Preference to applicants experienced all phases Negro radio—married—35-45—college.

Guarantee—override commission—insurance plan—paid vacation—moving expenses.

If you thrive on 70 hours a week—under pressure and seek unlimited opportunity with a progressive organization—this is it.

Send complete resume—late photograph—references—in complete confidence or call McLendon Broadcasting Co.—960-980 Milner Building—P. O. Box 197—Area 601 948-1617—Jackson, Mississippi.

SALES CORRESPONDENT

Opportunity for challenging and rewarding position with a major broadcast equipment manufacturer. Immediate opening in midwest sales office for a young man who believes in hard work and customer service. Technical background in broadcasting is essential and a college degree is preferred. Send resume with photograph to:

Box M-41, BROADCASTING

Announcers

WEEL Fairfax, Virginia

Growing fast in metropolitan Washington, D. C. market needs qualified personnel including one combo man. Send tape, resume with 1st letter. No phone calls please. Jules Henry, WEEL, Fairfax, Virginia.

Announcers—(Cont'd)

WE CAN AFFORD YOU!

This chain operation in a major-market paradise cares enough to hire the very best! If you're different . . . if you have a number one rating history in a top 50 market . . . if you know how to move without screaming . . . if you're ready to make the last move of your career, we want to talk to you! If you have the exceptional talent we want, we have the money and staff stability you want! Send air check tape, complete resume, references, and rating history to:

Box M-18 BROADCASTING

Production—Programing, Others

EXPERIENCED NEWSMAN—

Network O & O (Radio) seeking mature, creative newsmen capable of producing documentaries, vignettes, series, etc. Send resume, salary desired to:

Box L-169, BROADCASTING

DEDICATED NEWSMAN

with strong air qualities and journalism background and/or degree needed for am-tv in mid-Atlantic market. Send resume, tape and photo to:

Box M-72, BROADCASTING

Situations Wanted—Announcers

ATTENTION

TOP-TWENTY MARKETS!

I want your professional appraisal of my work. Top-forty top flight. In midwest at lower end of top 100 markets. Married, two children; military OK, 24 years old; five years experience; tops in production, Not looking for a job, just appraisal . . . for now.

Box M-53, BROADCASTING

TELEVISION—Help Wanted—Sales

WANTED: TV SALESMAN

We need a hard-working, hard-nosed TV salesman who sells creatively and enjoys competition. Top 10 market network-affiliated station, offering \$20,000 per year potential. Send complete resume and late photograph in complete confidence.

Box M-30, BROADCASTING

Business Opportunity

BIG PROFITS, PRESTIGE "DREAM HOME" PROMOTION

sell it now for Winter, Spring Profits. WJQS Cleared \$10,000.00 each on two we promoted. No risk or investment for Station-Exclusive, Call, Wire, write: Len Heilbronner, WJQS, Jackson, Miss.

Instructions

EMERSON COLLEGE

Accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed. 82nd year. For catalog write: Director of Admissions.

EMERSON COLLEGE
303 Berkeley St., Boston 16

RADIO
TV
SPEECH
THEATRE

Miscellaneous

Radio Program Director

world news scope—exciting new half-hour series of international news commentary is produced each week in New York and is now ready for fall program schedules. Write for free audition tape—Program Service Company, 510 Madison Ave., New York 22.

Wanted To Buy

Stations

MAJOR MARKET FM

Present owner, Major market FM station, wishes to extend into another major market. Station wanted in one of the following cities, or in the suburbs thereof: New York, Philadelphia, Washington, D. C., San Francisco, Los Angeles. Excellent references, immediate cash.

Box M-25, BROADCASTING

For Sale

Stations

RACE STATIONS

Chain operation spinning off 3 stations in metro markets Eastern half United States—Competitive and non-competitive situations. Answer only if financially qualified.

Box K-85, 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

For Sale—Stations

Continued

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.

CONNECTICUT

radio station for sale. Only two stations in county. Low Frequency. 269,000 population mv/m. Small amount cash if financially qualified.

Box M-11 BROADCASTING

CALIFORNIA

Profitable daytime station in dynamic growth and desirable living area. Well-equipped and beautifully appointed. Priced at little more than average annual cash gross of over \$80,000. Excellent terms to qualified buyer.

Box M-42, BROADCASTING

Radio Station WDAE,

Darlington, S. C. will be sold under Order of Court at public auction in said City at 11 a.m. October 14, 1963. For further details apply to undersigned. D. Carl Cook, Receiver, P. O. B. 593, Darlington, S. C.

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

Conn.	single	daytime	\$150M	terms
Fla.	single	coastal	50M	35M
Ga.	single	fulltime	85M	terms
Pa.	metro	daytime	155M	25M
M. W.	major	fulltime	675M	125M

buying and selling, check with

✓ CHAPMAN COMPANY INC

2045 PEACHTREE RD., ATLANTA, GA. 30300

STATIONS FOR SALE

NEW ENGLAND. Fulltime. Exclusive. Priced at \$85,000. 25% down. Excellent terms on balance.

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**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 101

of KPHO-TV (ch. 5) Phoenix, Ariz.; Spokane Television Inc., on channel 11, North Spokane, Wash., KXLY-TV (ch. 4) Spokane, Wash.

Rulemakings

PETITION FOR RULEMAKING DISMISSED

■ Tampa, Fla.—Tampa Bay Television Co. Request for institution of rulemaking proceeding to assign channel 32 to Tampa-St. Petersburg. Letter requesting dismissal filed Sept. 12.

PETITIONS FOR RULEMAKING FILED

■ WIFN-FM Franklin, Ind. — Requests amendment of rules to permit WIFN-FM to change frequencies and increase power to minimum of 3 kw ERP and to present alternatives. Received Aug. 21.

■ WXYJ Jamestown, N. Y. — Requests amendment of rules to amend table of FM assignments to allocate channel 269A to Jamestown. Received Sept. 24.

■ KUDL Fairway, Kan.—Requests institution of rulemaking to add FM channel 221A to Fairway. Received Sept. 24.

■ Huntsville, Ala.—Alabama Educational Television Commission. Requests amendment of rules to change table of assignment to change channel 25* from commercial to noncommercial. Received Sept. 25.

Processing line

■ Notice is hereby given, pursuant to Sec. 1.354(c) of commission rules, that on Oct. 29, 1963, standard broadcast applications listed in appendix below will be considered as ready and available for processing. Pursuant to Sec. 1.108(b) (1) and Sec. 1.361(c) of commission's rules, application, in order to be considered with any application appearing on list or with any other application on file by close of business on Oct. 28, 1963, which involves conflict necessitating hearing with application on list, must comply with interim criteria governing acceptance of standard broadcast applications set forth in note to Sec. 1.354 of commission rules and be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on Oct. 28, 1963, or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attached list contains less than usual number of 50 applications in order that action can be taken on all applications presently in "processing line—awaiting action" category without any unnecessary delay which might otherwise occur. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d) (1) of Communications Act of 1934, as amended, is directed to Sec. 1.359 (1) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Appendix follows:

■ WCEN Mount Pleasant, Mich.—Paul A. Brandt. From 1150 kc, 500 w, 1 kw-LS, DA-N, unl.; to 1150 kc, 500 w, 5 kw-LS, DA-2, unl. (BP-14666).

■ Immolakee, Fla.—Carl R. Buckner. 1490 kc, 250 w, unl. (BP-15900).

■ WROL Knoxville, Tenn.—WROL Inc. From 1490 kc, 250 w, unl. (Fountain City); to 1490 kc, 250 w, 1 kw-LS, unl. (Knoxville) (BP-15954).

■ KDAY Santa Monica, Calif.—Continental Broadcasting of California Inc. From 1580 kc, 50 kw-D, DA; to 1580 kc, 1 kw, 50 kw-LS, DA-2, unl. (BP-15963).

■ KEYV Provo, Utah—Mid-Utah Broadcasting Co. From 1450 kc, 250 w, unl.; to 1450 kc, 250 w, 1 kw-LS, unl. (BP-15964).

■ WHSL Wilmington, N. C.—Progressive Broadcasting Corp. From 1490 kc, 250 w, unl.; to 1490 kc, 250 w, 1 kw-LS, unl. (BMP-10967).

■ KSST Sulphur Springs, Tex.—Hopkins County Broadcasting Co. From 1230 kc, 250 w, unl.; to 1230 kc, 250 w, 1 kw-LS, unl. (BP-15966).

■ WLSB Copperhill, Tenn.—Copper Basin Broadcasting Inc. From 1400 kc, 250 w, unl.; to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15969).

■ WMOG Brunswick, Ga.—Radio Brunswick Inc. From 1490 kc, 250 w, unl.; to 1490 kc, 250 w, 1 kw-LS, unl. (BP-15971).

■ KVOP Plainview, Tex. — KVOP Inc. From 1400 kc, 250 w, unl.; to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15977).

The REA Controversy



You might not even know what the REA is, or that it's controversial. But a controversy exists, and it involves you as a taxpayer, as a customer of an investor-owned electric light and power company (perhaps as a shareholder, too), or as a member of a rural electric cooperative.

To begin with, REA stands for the Rural Electrification Administration, a bureau of the Federal Government in Washington. It was established in 1936 to make loans to local agencies who would help get electricity to rural America. The local agencies were called rural electric cooperatives (now sometimes "rural electric systems"). These systems borrow money from the Federal Government at 2% interest. As cooperatives, they pay no Federal income tax.

Because investor-owned electric companies and rural electric co-ops worked as good neighbors, electric-

ity now flows in plentiful supply throughout our nation's farmlands. Yet the REA recently asked the treasury for more loan appropriations than ever before (\$425 million in the last budget, compared with only \$175 million back in 1952).

Many people—magazine and newspaper writers and editors, congressmen, senators, business leaders, farm leaders—have asked for an explanation of the REA's ever-growing budget. General maintenance and the "heavying up" of existing lines account for part of the huge expenditure. But the heaviest portion is requested for building generating plants and high-voltage lines.

Considering this, thoughtful people are asking whether the REA in Washington is encouraging some rural electric co-ops to build power plants and transmission lines where they are not needed. Many people are wondering whether the REA is

loaning money to some co-ops to help build a Federal power system not authorized by Congress.

Many other questions have been asked about REA loans: Are they being used by REA in Washington to urge local rural electric co-ops to expand into urban and industrial service, in contradiction to the purpose for which they were established? Is it proper for the REA to lend public funds while keeping the basis for the loan a secret? Is the REA in Washington injuring its once-honored image, and also the honored images of the local rural electric cooperatives?

Naturally, we in the electric light and power companies also ask these questions. But our voice is only one among many. Perhaps your voice should join in, too, for the question of how you want your tax dollars to be used has great bearing on this nationwide controversy.

Investor-Owned Electric Light and Power Companies... more than 300 companies across the nation

Sponsors' names on request through this magazine

OUR RESPECTS to Goodman Ace

Articulation difficulty led to writing

Groucho Marx was once introduced on a radio variety show by a master of ceremonies who said, "Well, if it isn't Groucho Marx." Groucho replied, "Well, if it isn't Groucho Marx, then who is it?" The answer could have been, "Well, if it isn't Groucho Marx, it's Goodman Ace."

That's because so many of the words which have poured from the mouths of such as Marx, Kaye, Berle and Tallulah originated in the mind of Goodman Ace.

Today he's creating material to fit the rapid pace of Sid Caesar, after spending seven years supplying low pressure material to fit in between Perry Como's songs. If this seems terribly contrasting, it is not surprising for this man who once undertook to write material for a radio variety show which featured such extremes as Jerry Lewis and George Sanders. It was Tallulah Bankhead's *Big Show* on NBC and Mr. Ace still rates it as one of his greatest challenges, and most gratifying accomplishments.

His Mark ■ But if he has shaped his material to fit the particular medium or personality, there remains the indelible mark of his artistry—the reverence for the humor of the spoken word, the outrageous pun, the creation of the absurd situation. Goodman Ace's humor belongs in the coffee houses with Addison and Steele and Swift, around the round table with Benchley and Kaufman, and not in the sideshow with the clown making pratfalls. It was this trait which converted Berle from a variety format to a situation-type role, and has made Sid Caesar accept what he at first called "walky-talky" type material. Mr. Caesar, long known for his expressive face and flair for pantomime and mimicry, actually showed surprise at the rehearsal of his first Ace-written show to find a script entirely written out.

This is the latest challenge undertaken by a man who 46 years ago entered the writing business at the drop of a hat—that is, he forsook a \$40-per-week hat-selling job to enter newspaper drama reviewing at \$25 a week in Kansas City.

Born Jan. 15, 1899, in Kansas City, Mr. Ace cut short a college education at the age of 18 upon the death of his father so that he could support his mother and two sisters. Even under those circumstances, his mother urged him to take the lesser-paying newspaper job with the *Kansas City Post*, because it was the kind of work he enjoyed. Even today he still insists, "I am a writer, I could never be anything else."

For 16 years, however, he was some-

thing else—namely a leading radio personality with his wife, Jane, on a show called *Easy Aces*. The program had its beginning on KMBC Kansas City. By 1931 it had moved to Chicago, and in 1933 it went to New York and network radio, where it stayed until 1948.

Since that time, Goodman Ace has been putting words into other people's mouths, handling the writing for such productions as Danny Kaye's radio show, and the previously-mentioned Tallulah Bankhead *Big Show*, which ran an hour-and-a-half on Sunday nights for two years (1950-51). In 1952, he came to television with the *Milton Berle Show*, and for the past seven years he has written for Perry Como. Also during that time, he has contributed articles to *Saturday Review*, written a book entitled *The Book of Little Knowledge*, and he says one of these days he'll get around to writing his memoirs, which he has tentatively titled, *How To Try In Television Without Really Succeeding*.

Today at 64 (he claims he's actually closer to 185), Mr. Ace talks with enthusiasm about the Caesar show, his immediate project, and with philosophy about himself and his trade. "I first got into writing when I was young because I had difficulty articulating," he explained wryly. "Now things have reversed themselves, and you can't stop me from talking. Trouble is, I have the feeling I'm saying the same things over and over again." Goodman Ace hasn't run out of things to say, though, as a New York critic attested in a review of the first Caesar show a few weeks ago: "The influence of Mr. Ace was notice-



Goodman Ace

able in a number of the sketches. There were topical quips, unexpected twists with ideas and basically funny thinking."

Mr. Ace himself feels that a comedy writer should go beyond simply trying to make people laugh, and should "say something" in his humor. He admits, however, that topical humor can become too heavy if not balanced by the less-serious types of skits and situations.

As one wag once put it, "Comedians come and go, but Goody Ace just keeps rolling along." It is true, but not by accident. Mr. Ace's longevity in the business has been accompanied by a stream of half-jesting philosophy. "I used to get all worked up arguing with a comedian and trying to convince him about using a particular routine or gag. Even if he agreed to use it, it would be a half-hearted effort, and better not used at all. So I've just adopted the attitude that it may take 10 minutes to sell a gag to a comedian, and it only takes five minutes to write another one."

An Old Saw ■ It might be expected that a veteran of humor might go along with the old saw that there "are no good comedians coming along to replace the Bennys, Hopes and Skeltons." Mr. Ace, however, sees it differently. "Today's comedian attempts to be more of a character actor, instead of a straight standup comedian. He has many more pressures determining his success than did the older comedians. For instance, Dick Van Dyke, whom I consider to be one of the best young comedians, was almost put off the air two years ago by ratings. If our show, the *Easy Aces*, had been judged by ratings, it wouldn't have lasted a year." Goodman Ace and the ratings have both survived through the years, though hardly on a basis of "peaceful coexistence." Mr. Ace is an avowed ratings critic, and says he has plans to resume writing articles on the subject soon.

Mr. Ace has theories and philosophies about his business. But the one solution to the age-old question, "What is humor?" escapes him still and mystifies him. "Humor is strictly a personal thing, and for that very reason, very elusive.

"Just the other day I was in a very crowded elevator, and a woman was stepping into the elevator. She made some inane comment, and everybody on the elevator broke up laughing. I didn't even think it was funny. Sometimes I wonder if people's idea of humor is so different, how can I ever make them laugh?"

If Mr. Ace questions his ability to make people laugh, few other people do.

Fourth network?

A NEW program force for noncommercial television stations came into being last week. It has an initial grant of \$6 million and the promise of more from the enormous resources of the Ford Foundation. It is a force to be reckoned with in future television program planning.

The new force is the National Educational Television and Radio Center which, now that it has the Ford grant, has elected to change its ways. The NETRC has been producing educational radio and television programs for distribution to educational stations. It has now decided to go out of the radio business entirely and drop the production of instructional programs for television. From now on it will devote itself exclusively to the production of "high-quality informational and cultural" shows.

The implications are obvious: The leaders of the educational television movement have chosen to move far beyond the orbit of their original interest. The clear intention is to create programs that will draw larger audiences to the non-commercial stations than the purely instructional programs have drawn. It is not at all inconceivable that NET (for "National Educational Television," the shorter name by which the old NETRC will now be known) could become a fourth network.

This may prove to be all to the good of the U. S. television system and the American public. Certainly the diversity of responsible program sources is to be encouraged. Yet there will always be the danger that the non-commercial service will be given unfair advantages in its competition with commercial TV. Already that danger is real.

A good many programs now broadcast on the noncommercial stations are supplied by commercial enterprises in exchange for a credit on the air. It is a short step from a simple credit line to a short advertising message, and once that step is taken the noncommercial stations will be competing with commercial stations for advertising support.

Still more commercial enterprises will be tempted to put up money for noncommercial shows if those shows begin to attract substantial audiences. We have no doubt that an NET, if it succeeds in producing attractive programs and clearing them on noncommercial stations throughout the country, will have little trouble raising money from businesses if those businesses and perhaps their products are mentioned on the air.

That will be the time to require the noncommercial stations to abide by their franchises. All those stations were granted in the first place, without competition from rival applicants, on the clear understanding they would never sell advertising.

Who's boss?

WE make the flat charge that the Federal Communications Commission is not serving the public interest, convenience and necessity. These are the counts:

It is overcommercializing its regulation of broadcasting, to grab headlines and euvre bigger appropriations.

It is neglecting regulation of telephone, telegraph and other common carrier services which are more important to the consumer economically but which lack the glamor of broadcasting.

It is squandering taxpayers' funds through "made work," such as the inane hearings in Chicago and Omaha on local programing, the harrassment of stations on license renewals, unnecessarily prolonged freezes and other contrived devices to force stations to bow to its will.

It is defying congressional intent by seeking to arrogate

control over broadcast advertising (which is really rate-making that would transform broadcasting into common carrier status) and by seeking to impose filing fees without legislative authority.

It is spending so much time—an estimated 80%—on its broadcast crusades which it thinks have publicity value that many policy determinations are being relegated to the staff.

It is violating its own fairness doctrine (which is of doubtful legality) by demanding on the one hand that licensees determine their public's programing needs and, on the other, ignoring the views of elected representatives of the public, to wit, members of Congress.

Since Chairman E. William Henry's "huckster" barrage in New York two weeks ago, three influential legislators have spoken. Chairman Oren Harris (D-Ark.) of the House Commerce Committee, Chairman Walter Rogers (D-Tex.) of the House Communications Subcommittee, and Senator Gordon Allott (R-Colo.) of the Senate Appropriations Committee have challenged the FCC's authority to place limitations on advertising, and to otherwise interfere with control over programing and business management of stations.

The commercial time issue is one on which all stations, large and small, and the networks, see eye to eye. This has stimulated more activity through state associations and by individual broadcasters with Congress than any other regulatory issue in recent memory.

Two bills, introduced by Representative Rogers—to prohibit the FCC from making rules on broadcast advertising and to prohibit it from assessing filing fees—are in the hopper. Mr. Rogers wants hearings "as soon as practicable."

We suggest that, in the absence of immediate action by the FCC withdrawing the commercial time rulemaking and postponing indefinitely from the Jan. 1 effective date the filing fee rules, broadcasters encourage Mr. Rogers and his committee to convene hearings forthwith.

Meanwhile, it would seem prudent for Mr. Henry and his like-minded "give-em-hell" colleagues to take a new look at the law and the congressional intent and not accept as gospel that which the staff masterminds serve up to them.

Congress created the FCC nearly 30 years ago. It can, if it wishes, abolish the seven-man commission and create a new one of three, five or nine men. Unless the present FCC sees the light glaring red from Capitol Hill, we predict the Congress will take strong measures to bring the FCC back under control.



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