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NEWSPAPER

AND RADIO

DECEMBER 23, 1963

Radio stations expect that business in 1963 will set revenue records for many 21

Sex and violence on TV to be weighed again by Senate subcommittee 54

'Advertising must benefit consumers' may be new FTC antitrust standard 30

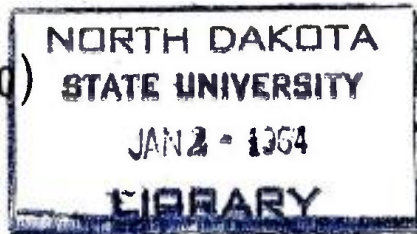
Clutter question bandied about by buyers, broadcasters, but to little avail 24

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HOOSIER FAVORITE



(Formerly WISH Radio)



The "Better Half" of Indianapolis Radio

73805
281



DON W. BURDEN, PRESIDENT

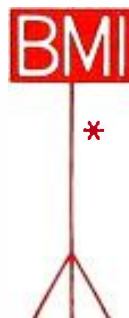
WIFE • AM-FM • INDIANAPOLIS
KOIL • AM-FM • OMAHA
KISN • PORTLAND

SOLD NATIONALLY BY H-Radio

**competition
is good for
everybody**

In 1939, before **BMI**, three companies produced all of the hit records of all of the top popular songs.

TODAY, Billboard listings for the past year indicate that 75 record companies have contributed their talents to the production of 237 hit records which are available to broadcasters, and of which 179 (or 75.5%) are licensed through **BMI**.

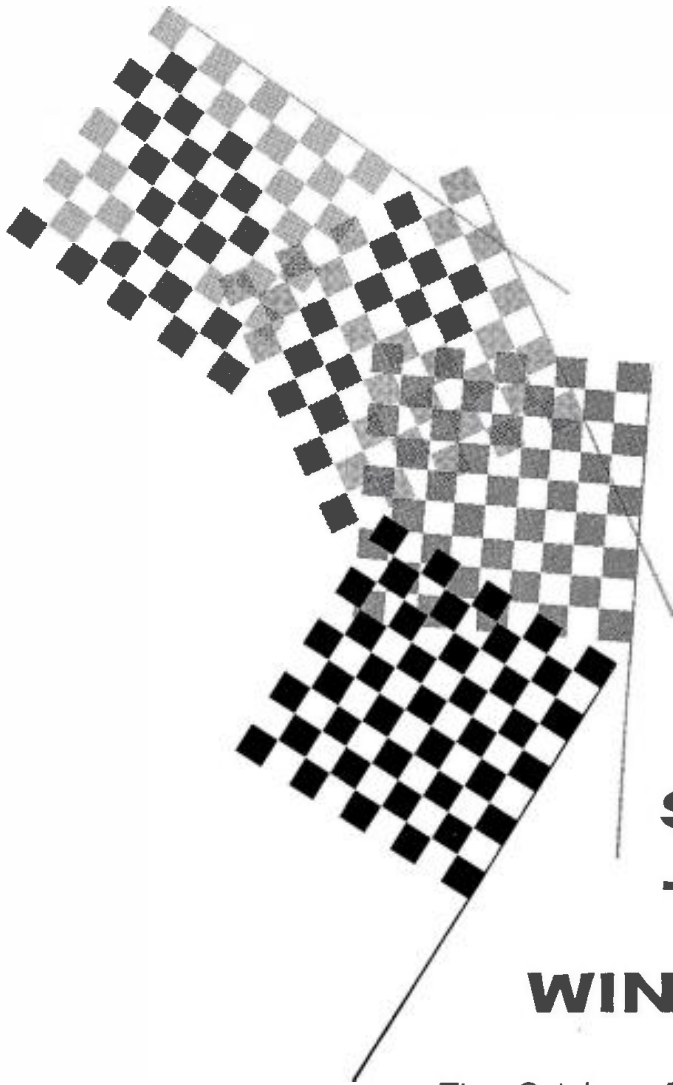


BROADCAST MUSIC INC., 589 FIFTH AVENUE, NEW YORK 17, N. Y.



DIMENSIONS : TIME

Time is best measured, not by the chronometer nor the sun that seems to move—nor by the station's daily logs accumulating the increments of seconds into recorded years of service. Rather for the public and for the station, time is best measured by the substance with which it is endowed—each minute being as important as the other in the continuing dialogue between a broadcaster and his community. In Houston, **DIMENSION: TIME** is **KTRK TV**.



STILL THE WINNER....

The October, 1963, ARB Television Market Report* shows that KRLD-TV's share of audience, sign-on to sign-off, Monday through Sunday, is 50% greater than that of Station "B," 62.5% greater than that of Station "C," and 200% greater than that of Station "D," continuing Channel 4's longtime dominant position in the Dallas-Fort Worth television market. Take advantage of this market leadership. See your ADVERTISING TIME SALES representative.

*Market Report contains statistical variation chart, measuring method, and sampling.

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



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

Talk without action

Despite trial balloons sent up on possible candidacy of National Association of Broadcasters President LeRoy Collins for U. S. Senate seat held by incumbent Senator Spessard Holland, odds-on betting in responsible circles last week was that he would not become candidate but won't show his hand until NAB joint board meeting in Florida late next month. Most indications from Florida are that Mr. Collins, former governor of state, wouldn't have much chance against veteran incumbent, who is expected to declare his candidacy next month.

Should this eventuate, outlook is that Governor Collins, whose contract with NAB has two years to go, will resist efforts at board meeting to inhibit his speaking out on political or other subjects not germane to his job as NAB spokesman. Unless things cool off in interim, outlook is for clash between Collins and certain board elements at Sarasota meeting, Jan. 27-31. News note: As of last week eight AM stations had resigned NAB membership because of Collins speech on civil rights in Columbia, S. C.

On the mark

Federal Trade Commission will be ready to move against cigarette advertising immediately after surgeon general's report on smoking and health is made public. FTC currently has staff of "several" persons, including two doctors, working fulltime in deciding possible courses of action. FTC itself is still undecided on what direction to follow if report is adverse, as expected, to cigarette smoking. In any case, FTC will be prepared to move to forestall any criticism from Congress for inaction.

Channel One, West

BBDO, which has been successful in its operation of "Channel One" on-air testing of TV commercials on East Coast for past three years, has plans for counterpart "Channel One, West." This project, set up along similar lines of Eastern project, would be operated out of BBDO's San Francisco office. Plans currently are to seek suitable station in West for testing. In East, BBDO sponsors half-hour syndicated show in which agency places three minutes of commercial time used for testing copy, impact and media principles as part of research program and for clients.

Search for sex

Now that some of mystery surrounding Senate Juvenile Delinquency Subcommittee activities relating to violence and sex on TV has been dis-

CLOSED CIRCUIT®

pelled by chairman (story page 54), it can be revealed that staff has just completed week's monitoring of programming in Washington. Ammunition for forthcoming hearing was taken from broadcasts shown Dec. 9-15. One show was said by staffer to be worse than anything previously viewed for 1961 or 1962 hearings. It's still not too late for program chiefs to screen out episodes that might be worrisome—word is that staff will monitor again week of Jan. 20-26.

Tid-bit that may come out in next hearing is detailed information culled by subcommittee about network financial interests in syndicated programs. Some of them: The Untouchables; Target: the Corruptors; The Detectives and 87th Precinct.

Longer licenses

Now receiving FCC staff study is proposal quietly made by Commissioner Robert E. Lee for five-year licenses for broadcast stations as against present three-year limit permissible under law. Lee proposal would entail amendment of Communications Act. His plan, roughly, would be to license all older stations for five years but new stations or new owners would receive only one-year licenses at outset and then possibly three-year licenses and, at end of that tenure, regular five-year licenses if everything proved in order.

Mr. Lee's proposal also would grant open-end (permanent) licenses for other than broadcast users whereas law now specifies limit of five years. These, along with broadcast licenses, would be subject to proceedings on basis of complaints by providing for calls for renewals at any stage. His contention: Expense and paperwork would be saved both for applicant and for government. Little enthusiasm was shown either by FCC members or by staff when proposal was made fortnight ago but it nevertheless was referred to staff for study.

Music merger

Agreement was reached last week for acquisition and merging of World Broadcasting System, pioneer transcription firm, and Commercial Recording Corp. of Dallas, also in music production business. Transaction, which involves cash outlay of \$1 million, will merge two music firms as subsidiary of Peruvian Oil & Mineral Co., controlled by John Coyle, owner of KVIL Dallas and principal in Commercial Recording. Transaction was agreed to last Thursday by Mr. Coyle

and Paul F. Harron, of Philadelphia, principal owner of World, and is subject to approval of American Stock Exchange (for World) and Toronto Stock Exchange (for Peruvian). (CLOSED CIRCUIT, Dec. 16).

Policy on pay

Whither pay TV? Answer may come, as far as broadcasters' philosophy is concerned, from NAB's Future of Television in America Committee which will report to NAB joint board meeting in Sarasota, Jan. 27-31. Committee, chaired by Dwight W. Martin (WAFB-TV Baton Rouge; WDSU-TV New Orleans) meets Jan. 6 in New Orleans.

Paramount question is whether "live" broadcasters (as opposed to wire service) should foster pay TV on their facilities on ground that public would be short-changed by wire service which inevitably would become competitive, both in programming and in service, in major population centers. Ability of wire TV to outbid free TV for sporting events and other special features poses primary threat. Other facet, that of community antenna service, isn't expected to pose major problem with attitude developing that broadcasters can and perhaps should live with proposed new FCC rules (BROADCASTING, Dec. 16).

Avery in race

Representative William H. Avery (R-Kans.), who was one of GOP stalwarts on House Commerce Committee until his elevation to Rules Committee last session, has announced his candidacy for Republican nomination for governor. Mr. Avery, who acquired considerable expertise in broadcast legislation during his committee assignment, is likely to have backing of most of state's broadcasting fraternity. Thad Sandstrom, vice president-general manager, WIBW-AM-FM-TV Topeka, is understood to be working closely with him in his campaign.

Mum's the word

Reporter panel sitting down to record half-hour interview with FCC Chairman E. William Henry for Radio Press International last week was dismayed when chairman announced he wouldn't discuss commercial controversy—subject in which he once was voluble. Chairman apologized for upsetting program plans, but said matter was before commission and he felt he couldn't discuss it. He said he's been telling this to other reporters and expects to reserve comment on issue until it's resolved by FCC.



WE'VE GOT A WAY WITH WOMEN

*... as we've been
telling you all year*

This affair between WJBK-TV and the big spending Detroit area gals is no off-again, on-again romance! Summer, winter, spring and fall, they love Channel 2's stimulating entertainment, like our full hour of dinnertime news, our great syndicated shows and top-flight movies and the best of CBS. They watch, then they BUY... and how! Moral: Your best buy in the booming 5th Market is the station that really reaches women viewers. Call your STS man for avails.

WJBK-TV

DETROIT



2

MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	IMPORTANT STATIONS IN IMPORTANT MARKETS
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	

WEEK IN BRIEF

Radio has had successful year, with many stations reporting increases, others maintaining last year's totals. Rate of growth spotty, but at least on par with 1962, BROADCASTING survey shows. See . . .

RADIO CURVES KEEP RISING . . . 21

Broadcasters, agencies, advertisers meet on TV clutter, exchange ideas, recess "encouraged." Piggybacking of commercials is one element which is discussed generally. More meetings to follow. See . . .

FACE TO FACE ON CLUTTER . . . 24

Federal Trade Commission hits brand name advertising in P&G-Clorox merger decision. Rules merger is anti-monopoly violation, contends that P&G's advertising power overwhelms other bleaches. See . . .

BLEACHES SAME IN WASH . . . 30

New program form for FCC applications released at last. Issued as rulemaking document, form would require in-depth study on local needs, detailed analysis of programming and commercial practices. See . . .

REPORTING FORM OR STUDY? . . . 42

John Meagher resignation officially confirmed as speculation arises whether an NAB radio vice president will continue in table of organization. Resignation effective Feb. 1, 1964. See . . .

MEAGHER QUILTS NAB POST . . . 48

Permanent emergency broadcast system established with all broadcast stations eligible on voluntary basis. Criteria listed for becoming part of broadcast voice during war emergency. See . . .

RELEASES PERMANENT EBS . . . 49

NBC outbids others for NCAA games for 1964-65 season. Bid of over \$13 million tops ABC, CBS and Sports Network. College gridiron games return to network where they began in '51. See . . .

NCAA STRIKES IT RICHER . . . 52

House Commerce Committee majority absolutely certain FCC doesn't have power to regulate commercials, but substantial minority fears that bind on commission will create vacuum. See . . .

HILL DEAF TO FCC CLAIM . . . 30

Burton to lead BMI effective Jan. 1, 1964. Retirement of Carl Haverlin reminds oldsters of era when "Jeannie with the Light Brown Hair" was top of Hit Parade and BMI was born. See . . .

SEGUE FROM HAVERLIN TO BURTON . . . 58

Dodd committee plans further hearings on sex and violence and their effect on children. Witnesses will be recalled to tell what they've done since they first appeared in 1961 and 1962. See . . .

MORE S-X AND V-L-CE HEARINGS . . . 54

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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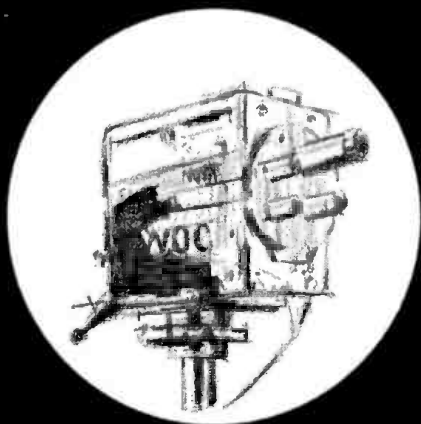
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IMPETUS

IMPACT

IMAGE



WOC TV 6

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

DAVENPORT, IOWA

THE QUINT CITIES —

DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

IMAGE IS A LOOKING GLASS WORD

Webster says " . . . a mental representation . . . a symbol."

It's our representation of ourselves to loyal and responsive viewers as an informative and entertaining neighbor. It is WOC-TV's constant aim to be a respected member of a fine community by always providing responsible programming.

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

NAB OFFERS ITS RATING STANDARDS

Rating firms need audit to get NAB seal of approval

Proposed general criteria and standards of National Association of Broadcasters' Ratings Council were in hands of rating services Friday (Dec. 20). In covering letter, Donald McGannon of Westinghouse Broadcasting Co. (Group W) and council chairman, said they were product of several revisions and redrafts.

Specific standards tailored to individual services will be provided in future, he said. Rating firms will be required to subscribe to standards as condition for NAB seal of approval based on independent audits of each service.

There are 14 points under NAB's general "ethical and operational" standards and 14 so-called "disclosure" standards. Under ethical and operational standards, rating services would:

Seek to control all forms of bias in all phases of research; open entire operation to audit service; provide names of respondents to clients except those on permanent sample; "rigorous control" of sample; maintain for 12 months records on all those who refused to keep diary and complete records on where placed; "strict quality control procedures shall be exercised on all external and internal operations before, during and after survey;" verify field work, including spot checks of respondents; require interviews to certify that field work actually has been performed, and encourage field men to report unusual cases of extreme data, such as TV set turned on for 24 straight hours or more, and keep records on disposition of such reports.

Disclosure standards would require concise description in report of precise methodology used, including definition of sample, technique, areas surveyed, periods when data obtained, known shortcomings and weighting and adjustment factors; disclose to users omissions, errors or biases which are unavoidable; clearly point out in each report deviations from standard operating procedure.

Also, publish total number of attempted and usable interviews; clearly define geographical areas of each report; include in report explanation of use of sample error with examples from report itself; clearly state all weighting or adjustment procedures in permanent records and make available to all users along with reasons for adjustments; indicate minimum number of sample returns required for valid report and normal sample return for each survey,

and when report sample is below normal but not below minimum.

Each service would be charged with determining if stations being surveyed engaged in "hyoping" or unusual promotional activities during rating period. This would include asking station for notarized statement as "to whether it is or is not employing abnormal promotion devices" and disclosure of replies. Each service would be required to publish "distorting influences" on normal programs during survey period.

Interpublic may add FRC&H to its empire

Interpublic officials confirmed Friday (Dec. 20) that agency was "close to a merger agreement" with Fletcher Richards, Calkins & Holden, New York, which would bring latter into Interpublic advertising complex.

FRC&H has lost estimated \$17 million in billings through year consisting in main of \$10 million Eastern Air Lines account to Benton & Bowles and \$7 million with relinquishment of West Coast operation to Campbell-Ewald.

Interpublic became largest advertising organization in world in October when it acquired Erwin Wasey, Ruthrauff & Ryan (BROADCASTING, Oct. 14), bringing Interpublic's radio-TV billings to nearly \$130 million (BROADCASTING, Nov. 18).

Comsat may have its own Syncom for TV by 1965

Possibility that Communications Satellite Corp. will be operating experimental-operational Syncom satellite in 1965, capable of carrying television, was expressed Friday (Dec. 20) by satellite corporation.

Comsat referred to possibility it may put own Syncom up which would be able to handle one TV channel or facsimile or data or teletype or 240, two-way voice circuits.

ETV comments now due Feb. 3

FCC has extended from Jan. 3 to Feb. 3 deadline for comments in rulemaking to authorize six UHF channels for airborne ETV in six midwestern states. Deadline for replies was extended from Feb. 3 to April 3.

New dates coincide with revised filing dates in rulemaking to adopt new UHF allocations table. Commission

said correlation is desirable since adoption of airborne plan might have effect on whatever UHF table is ultimately approved.

Philco challenges Cunningham decision

Philco Broadcasting Co. told FCC it should not grant renewal of NBC's license for WRCV-TV (ch. 3) Philadelphia simply because of network's "experience."

To do so, Philco said, would take from renewal process "any sanction against misconduct."

Philco made comment in statement filed Friday (Dec. 20) asking commission to reverse initial decision of Chief Hearing Examiner James D. Cunningham in Philco's fight with NBC for channel 3. Examiner recommended renewal of NBC's license and rejection of Philco's competing application for new station, largely because of NBC's experience as broadcaster (BROADCASTING, Nov. 25).

Examiner also recommended approval of applications for approval of WRCV-AM and transfer of NBC's Philadelphia stations for RKO General Inc. stations in Boston, WNAC-AM-TV and WRKO-FM.

NBC filed statement supporting decision but taking exception to some points.

What's in a name?

LBJ Co., licensee of KTBC-AM-FM-TV Austin, Tex., has asked FCC for permission to change its name to Texas Broadcasting Corp. Mrs. Lyndon B. Johnson, wife of President, and their two daughters own more than 80% of LBJ Co. Their holdings have been placed in trust (BROADCASTING, Dec. 2).

No vote yet on ad limits

FCC has not voted to abandon its proposed rulemaking on commercial limits, Chairman E. William Henry said Friday (Dec. 20).

Report of House Commerce Committee issued earlier in week (story page 30) said vote had been taken, but chairman said while issue has been discussed since oral argument two weeks ago, matter is not closed and no vote has been taken. Where commission will go from here he would not speculate.

WEEK'S HEADLINERS



Mr. McCoy

John P. Blair, president of John Blair & Co., New York - based national radio - TV sales representative firm, elected chairman and chief executive officer, effective Jan. 13. **Arthur H. McCoy**, executive VP of Blair & Co. and president of Blair Radio, elected president of parent company. **Tom Harrison**, VP in charge of Blair Radio's Chicago office, succeeds Mr. McCoy as president of radio division. Messrs. Blair and McCoy will work closely on matters affecting corporate image of Blair & Co. In addition, Mr. McCoy will be engaged in direction of radio division and will work with David Lundy, president of Blair Television, on high-level matters involving station administration in TV area.



Mr. Blair



Mr. Harrison



Mr. Rembert

Clyde W. Rembert, president of KRLD - AM - FM - TV Dallas - Fort Worth, Tex., elected senior vice president and chairman of executive committee of Times-Herald Printing Co., licensee of KRLD stations and publisher of *Dallas Times-Herald*. **Felix R. McKnight**, vice president and executive editor of *Times-Herald*, elected executive VP and will continue to supervise all news operations.

William Dozier, senior VP in charge of production and member of board of directors of Screen Gems, New York, has resigned over "policy differences" but will remain with TV production organization until mid-January when pilots for 1964-65 season are expected to be completed. He plans to reactivate

his independent company, Greenway Productions, and has entered into non-exclusive agreement with Screen Gems for joint development of TV productions for SG distribution. Mr. Dozier, former VP in charge of network programs for CBS-TV in Hollywood, joined Screen Gems four years ago.

Judge Robert Jay Burton, executive VP of Broadcast Music Inc., New York, elected president, succeeding **Carl Havertlin**, BMI president since 1947, who upon reaching retirement age informed board of directors that he no longer wished to continue in office but would serve company in consulting capacity (see story, page 58).

Robert S. Osburn, VP and supervisor on Bristol-Myers account at Young & Rubicam, New York, elected president and chief executive officer of Grove Laboratories Inc. (manufacturer of cold tablets, Fitch shampoo, NoDoz etc.), St. Louis, subsidiary of Bristol-Myers Co., New York. Action of appointing advertising man in manufacturing executive position has been described as unique for B-M. **James H. Grove**, outgoing president, was appointed board chairman. Mr. Osburn, 10-year veteran of Y&R, previously served on advertising staffs of The Toni Co. and Lever Brothers.



Mr. Osburn



Mr. Orr

William T. Orr, VP and producer of theatrical motion pictures at Warner Brothers, Burbank, Calif., where he formerly directed company's TV production activities, appointed executive assistant to Jack L. Warner, president and chief executive officer. Mr. Orr's initial assignment will be complete reevaluation of studio's entire TV operation. **Jack Webb**, who had been placed in charge of Warner Brothers' TV ac-

tivities last February (BROADCASTING, Feb. 25), succeeding Mr. Orr, was notified that his services were no longer required, effective immediately. Mr. Webb, who could not be reached, has contract with more than two years to run with studio. Mr. Webb's attorney, Jacob Shearer, stated that no legal action was contemplated at this time, but he concluded by saying: "I can tell you better what we're going to do after next payday."



Mr. Gerhold



Mr. Gromer

Paul E. J. Gerhold, VP of Foote, Cone & Belding, New York, and vice chairman of agency's plans board, resigns to join J. Walter Thompson Co., that city, as director of research, effective Jan. 1. At FC&B he is succeeded by **Frank J. Gromer Jr.**, VP and director of media, who now becomes director of marketing in charge of all media and research. At JWT, Mr. Gerhold fills vacancy created by move of Dr. Donald Longman to Schering Corp., Bloomfield, N. J., pharmaceutical company, as VP. Dr. Longman had directed research at Thompson. Mr. Gerhold had been manager of market research at Dancer-Fitzgerald-Sample before joining FC&B in 1952 as director of research. He was elected VP and head of media and research in 1954, and appointed national director of media and research in 1959. Mr. Gromer has been with FC&B for 17 years, nine in research. He was elected VP and director of media in 1959.

Arthur Mortensen, general manager of KERO-TV Bakersfield, Calif., has resigned that post to become head of newly created television division of Golden West Broadcasters, San Francisco. GWB operates radio stations KMPC Los Angeles, KSFO San Francisco, KEX Portland, Ore., KVI Seattle and is awaiting FCC approval on purchase of KTLA(TV) Los Angeles. Mr. Mortensen has been in broadcasting for 19 years, starting as staff announcer at KLO Ogden, Utah. When Wrather Corp. interests acquired KERO-TV in 1953, Mr. Mortensen was made general manager.

For other personnel changes of the week see FATES & FORTUNES

Presenting
WARNER BROS. ONE

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

CASH McCALL, STARRING JAMES GARNER AND NATALIE WOOD □
 THE CROWDED SKY, DANA ANDREWS AND RHONDA FLEMING □
 THE DARK AT THE TOP OF THE STAIRS, ROBERT PRESTON AND
 DOROTHY McGUIRE □ THE DESERT SONG, KATHRYN GRAYSON
 AND GORDON MacRAE □ THE FBI STORY, JAMES STEWART AND
 VERA MILES □ THE HANGING TREE, GARY COOPER AND MARIA
 SCHELL □ ICE PALACE, RICHARD BURTON AND ROBERT RYAN □
 LOOK BACK IN ANGER, RICHARD BURTON AND CLAIRE BLOOM □
 MANHUNT IN THE JUNGLE, ROBIN HUGHES AND LUIS ALVAREZ
 □ THE MIRACLE, CARROLL BAKER AND ROGER MOORE □ THE
 NUN'S STORY, AUDREY HEPBURN AND PETER FINCH □ BLACK
 PATCH, GEORGE MONTGOMERY AND DIANE BREWSTER □ PETE
 KELLY'S BLUES, JACK WEBB AND JANET LEIGH □ RIO BRAVO, JOHN
 WAYNE AND DEAN MARTIN □ THE RISE AND FALL OF "LEGS"
 DIAMOND, RAY DANTON AND KAREN STEELE □ THE RISING OF
 THE MOON, NOEL PURCELL AND DENIS O'DEA □ SERGEANT
 RUTLEDGE, JEFFREY HUNTER AND CONSTANCE TOWERS □ SO BIG,
 JANE WYMAN AND STERLING HAYDEN □ THE SUNDOWNERS,
 DEBORAH KERR AND ROBERT MITCHUM □ TALL STORY, ANTHONY
 PERKINS AND JANE FONDA □ —30—, JACK WEBB AND WILLIAM
 CONRAD □ UP PERISCOPE, JAMES GARNER AND EDMOND O'BRIEN
 □ WESTBOUND, RANDOLPH SCOTT AND VIRGINIA MAYO □ YEL-
 LOWSTONE KELLY, CLINT WALKER AND EDWARD BYRNES □ THE
 YOUNG PHILADELPHIANS, PAUL NEWMAN AND BARBARA RUSH.

Burton

Cooper

Hepburn

Kerr

Newman

Stewart

Wayne

Wood

RCA announces three (3)

High-performance quadruplex equipments .



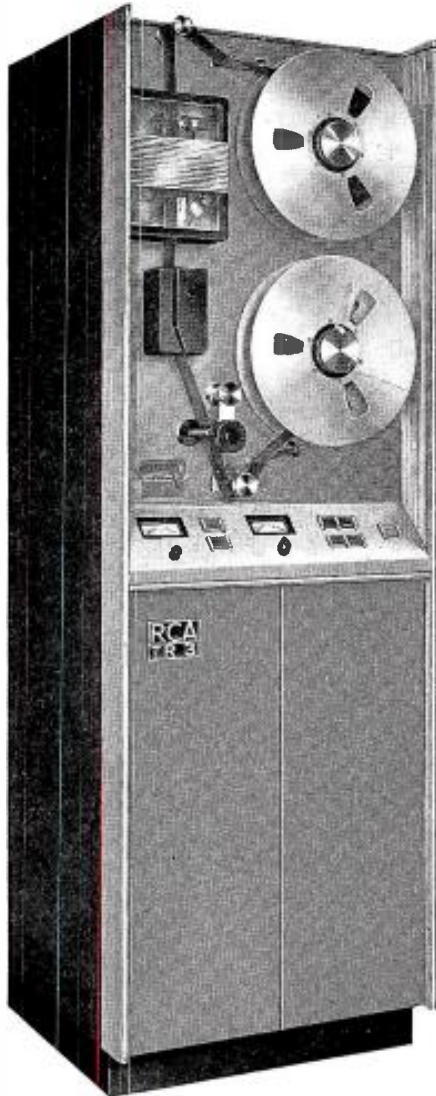
Compact Recorder

A complete fully transistorized, budget-priced quadruplex equipment that's compatible with all standard quadruplex recorders. Uses standard modules (like those used in RCA's de luxe TR-22 Recorder). Has space for color modules. Complete in 33" x 22" x 66" unit.

Important These new machines provide the same kind of tapes (quadruplex) and the same proven superior quality recordings as RCA's de luxe TR-22 Recorder. They use many of the same modules and components. There is no compromise on either quality or compatibility.

brand-new TV tape recorders!

. compact, fully transistorized, standard modules



Playback Special

A simple low-cost high-quality quadruplex machine for playback of all standard tapes. Ideal for on-air playback, for editing, for checking tapes for client-agency previews, etc. Allows present recorders to be used full time for recording. Space for color modules. All in one 22" x 22" x 66" unit.



Mobile Recorder

Transistorized high-quality quadruplex recorder with limited playback feature for checking purposes. Small size (28" x 22" x 32" with casters). Can be transported in a station wagon. Makes tapes in the field that you can play back on your standard recorders. Records color and black and white.



The Most Trusted Name in Television

COOL BLUE

FROM
THE PERSONNEL
AND
MANAGEMENT
OF



1450 Kc. 1,000 watts Non Directional

CHICAGO'S LEADING
NEGRO RADIO STATION

Lloyd Webb, General Mgr.



BERNARD HOWARD & CO., INC.
National Representatives

SPOTMASTER



Tape
Cartridge
Racks



... from
industry's
most comprehensive
line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$40.00 per rack. Extra rack sections available at \$12.90. Spotmaster Lazy Susan revolving cartridge rack holds 200 cartridges. Price: \$145.50. Write or wire for complete details.

Spotmaster
BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

DATEBOOK

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

■ Indicates first or revised listing.

DECEMBER

■ Dec. 27-28—Annual winter conference of the American Marketing Association, Somerset hotel, Boston.

JANUARY 1964

Jan. 1—New FCC engineering rules requiring that third-class radio-telephone operator be present for routine transmitter operation if first-class operator is employed parttime.

■ Jan. 1—Effective date for the FCC's licensing fee schedule.

Jan. 3—Comments due on proposal to authorize on regular basis operation of Midwest Program for Airborne Television Instruction Inc. (MPATI) and to allocate six UHF channels for the purpose.

Jan. 3—Comments due on proposed expansion of UHF table of assignments.

■ Jan. 4-5—Democratic National Committee meets at Sheraton-Park hotel, Washington. Plans for national convention Aug. 24-28 in Atlantic City, N. J., to be discussed.

Jan. 6—North Carolina AP Broadcasters Association, High Point, N. C.

Jan. 6—Hollywood Ad Club luncheon meeting, 12 noon, at Hollywood Roosevelt. James Nelson, creative vice president of Hofer, Dieterich & Brown, San Francisco, will speak on "My Son, the Creative Director."

■ Jan. 8—Board of directors meeting of the Kentucky Broadcasters Association, 11 a.m., Louisville Sheraton hotel.

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. 8-11—Republican National Committee meets at Mayflower hotel, Washington. Plans for national convention July 13-17 in San Francisco to be discussed.

Jan. 10-11—Arizona Community Television Association meeting, Ramada Inn, Scottsdale, Ariz. Anyone interested in CATV and allied fields is welcome to attend. For additional information contact Arlo Woolery, KSUN Bisbee, Ariz., ACTA president.

■ Jan. 11-12—Twelfth annual Retail Advertising Conference, The Palmer House, Chicago. Among the subjects to be discussed are "How To Live With The Federal Trade Commission" and "How To Produce Effective TV Commercials At a Satisfactory Cost."

Jan. 13—Annual winter meeting of the Rhode Island Association of Broadcasters. Place to be announced.

Jan. 14—Meeting of Hollywood chapter of National Academy of Television Arts and Sciences to discuss subject of pay TV. Place to be announced.

■ Jan. 17—Annual membership meeting of Federal Communications Bar Association, Sheraton Park hotel, Washington.

Jan. 17—Franklin Day banquet of Poor Richard Club, Bellevue Stratford hotel, Philadelphia. Leonard Goldenson, president of American Broadcasting-Paramount Theatres Inc., will receive club's Medal of Achievement citation.

Jan. 17—Board of directors meeting of the Association of Maximum Service Telecasters (AMST), Diplomat, Hollywood, Fla. (postponed from Dec. 5).

Jan. 17—New York chapter of National

Academy of Television Arts and Sciences honors Jackie Gleason at its annual "close-up" dinner and show, Americana hotel, New York. Alan King is master of ceremonies.

Jan. 17-18—Midwinter meeting of Oklahoma Broadcasters Association, Enid. Paul Comstock, National Association of Broadcasters vice president for government affairs, will be featured speaker.

Jan. 20—Hollywood Ad Club luncheon meeting, 12 noon, at Hollywood Roosevelt. Richard Dinsmore, vice president and general manager of Desilu Sales, will speak on the foreign market for American TV programs.

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

■ Jan. 21-23—Nineteenth annual Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens. Program includes day-long debate with FCC Commissioners Kenneth Cox and Lee Loevinger, and hour and two-hour workshops on sales, sales promotions, rates and rate cards; FM and stereo; news and editorials; and a special copywriting clinic. Speakers include William McAndrew, executive vice president in charge of NBC News, and Dr. Frank Stanton, president of CBS Inc.

Jan. 24-26—Midwinter 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.

Jan. 27-31—Annual winter meetings of National Association of Broadcasters' radio, television and combined boards, Far Horizons hotel, Sarasota, Fla.

Jan. 31-Feb. 1—Seventeenth annual convention of the South Carolina Broadcasters Association, Jack Tar Poinsett hotel, Greenville, S. C.

FEBRUARY

Feb. 3—Hollywood Ad Club luncheon meeting, 12 noon, at the Gaslight Club. Burton Brown, Gaslight Club president, will speak on the role of advertising in promoting his chain of clubs.

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

Feb. 4-5—Annual Advertising Federation of America government conference in Washington. Highlight will be breakfast session during which top industry official will present advertising's side to congressmen. U. S. Chamber of Commerce will be host Feb. 5-6 at public affairs conference.

Feb. 5—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. National Association of Broadcasters President LeRoy Collins is speaker.

Feb. 5-6—Third annual Association Public Affairs Conference of U. S. Chamber of Commerce, Sheraton-Park hotel, New York. Governor Nelson Rockefeller will speak at the Feb. 6 luncheon. Other conference speakers include Senators Everett Dirksen (R-Ill.), Philip Hart (D-Mich.), and Roman Hruska (R-Neb.); William Miller, chairman of the Republican National Committee, and Paul Rand Dixon, chairman of the Federal Trade Commission.

Feb. 5-6—Legislative dinner and mid-winter convention of the Michigan Association of Broadcasters, Jack Tar hotel, Lansing.

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.

OPEN MIKE[®]

A story well told

EDITOR: Thank you for permission to reproduce your editorial "In days of anguish a lesson learned" (BROADCASTING, Dec. 2) for distribution to 1,000 leading civic officials, businessmen and educators in the Nashville area.

I thought this a fitting way for television to gain additional recognition, in particular since [you] told the story so well.—*Roy A. Smith, operations manager, WLAC-TV Nashville.*

EDITOR: Well said. It makes me proud to be one of your subscribers.—*Bob McKenna, Ampex Data Products Company, Redwood City, Calif.* (Reprints of the editorial are available.)

Attention agency people

EDITOR: Milton J. Beckman's MONDAY MEMO (BROADCASTING, Nov. 25) is, without question, one of the finest articles I have had the pleasure of reading in a long time.

I would only hope that all agency people will read his opening sentence, "Today more than ever, local radio is playing a major role in the advertising budget."

In my opinion, the low cost and high return in local radio advertising should be more consistently emphasized.—*Charles L. Riley, general manager, WBRN Big Rapids, Mich.*

Thanks noted

EDITOR: May I express my personal appreciation and that of the National Tuberculosis Association for your more than gracious response to our request for space. . . .

The page offered on behalf of our Christmas Seal campaign will, we know, reflect an added interest and response to our traditional appeal to the broadcasters and to members of the communications fraternity.—*Milton Robertson, director, radio-TV-film, National Tuberculosis Association, 1790 Broadway, New York 19.*

From the 'Wilderness'

EDITOR: Would you care to hear "A Voice in the Wilderness?"

It's amusin to us country folks, watchin all the hullabaloo about them ratin's. All we have to go by is our steady increase in business and our contrac renewals year after year, some as far back as 1957. More things like mail response and phone calls by far than ever before, many accounts usin us exclusively for the kind of results we've taught them to expect.

Wanta know how we do it? We keep up with what's going on. We know about

WIBC The Friendly Voice of Indiana

*Indianapolis—
Now 27th Market!*


LEADS IN GROWTH The Bureau of the Budget confirms what we have long known—Indianapolis is a booming market! The Indianapolis Metropolitan Area is . . . officially . . . a seven-county complex with a population of almost 1,000,000. This puts Indianapolis in 27th place among the nation's metropolitan markets. Spendable income of \$2.2 billion annually earns a 26th place rating. We're 20th in drug sales; 23rd in general merchandise; 24th in automotive sales, etc.

LEADS IN SERVICE WIBC is the only 50,000 watt station serving the important Indianapolis market and the only station capable of serving the entire 46-county Indianapolis retail trade area. Year in . . . year out, this area continues to grow and prosper at a rate far above the national average. Ask your Blair Man about WIBC's dominance in both Indianapolis and Indiana.

50,000 WATTS **WIBC** 1070 KC

2835 N. Illinois Street
Indianapolis 8, Indiana

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY National Representative  WIBC IS A MEMBER OF THE BLAIR GROUP PLAN

TRUST



The Fourth Dimension of WBRZ Channel 2

WBRZ-TV is a tower of trust . . . has built trust through the years by emphasizing truth in every phase of operation . . . has gained the confidence of viewers beyond sight, sound and action.

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To reach all Canada talk to your All-Canada Radio & Television office in these eleven cities:—

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every dern thing that happens. Every time a crowd assembles they's some of us there. We stay in touch with the schools, churches, PTA, NAACP, DAR, American Nazi Party, Republicans, Democrats, fire hall, city hall, courthouse, cattle auction and farmer's market and we tell our listeners right then and there.

It all boils down to this: If you small market boys will get off your tails and go to work (and some expense) we are still the best means of selling merchandise and service in the dadblamed country. Now I've said it and I'm dang glad of it.—*John B. Gravitt, program and commercial manager, WZOB Fort Payne, Ala.*

Enough is enough

EDITOR: Congratulations on your editorial, "Thank you, Mr. Henry" (BROADCASTING, Nov. 25). Enough is enough. Let's hope the broadcasters will really get in there and pitch.—*Carroll R. Layman, vice president, George Ray Hudson Advertising Co., Chicago.*

Leave programing to us

EDITOR: I have read the item "How Henry would broaden educational television" (BROADCASTING, Nov. 25) with incredulity. You may recall that . . . myself and the Georgia Association of Broadcasters made news copy when we questioned the advisability of educational television stations running purely entertainment type programing.

. . . It has always been completely beyond my understanding that anyone could even suggest government intervention in programing, and I have watched with alarm the recent attitudes of the FCC to institute actions which would have this result. . . Mr. Henry is now switching his attention to educational television, perhaps feeling that this presents a greater opportunity than does the commercial field for him to exercise what can only be considered as uneducated opinions.

. . . If educational stations are encouraged and required to compete with commercial stations, the results would be disastrous to many broadcasters. . . It would be in fact . . . government competition with private industry.

. . . It is indeed possible that, if this trend continues, we will have not only a fourth network as suggested by you, but indeed one that derives its ideology from the government.

May I express the wish that it will not be in the far too distant future that sound broadcasters and businessmen be relieved of the constant irritation of the uneducated opinions of Mr. E. William Henry.—*Raymond E. Carow, president, Georgia Association of Broadcasters, Atlanta.*

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Executive and publication headquarters:
BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington, D. C. ZIP code 20036. Telephone: 202 Metropolitan 8-1022.

EDITOR AND PUBLISHER
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Publications and Circulation

DIRECTOR OF PUBLICATIONS
John P. Cosgrove

Joan Chang, William Criger, Christer Jonsson, David Lambert, Edith Liu, Natalie D. Lucenko, German Rojas.

Bureaus

New York: 444 Madison Avenue, ZIP code 10022. Telephone: 212 Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; BUREAU NEWS MANAGER: David W. Berivin; ASSOCIATE EDITOR: Rocco Famighetti; STAFF WRITERS: John Gardiner, Charles E. Karp, Ellen R. McCormick. ASSISTANT: Francis Bonovitch.

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Chicago: 360 North Michigan Avenue, ZIP code 60601. Telephone 312 Central 6-4115.

SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: Warren W. Middleton; ASSISTANT: Rose Adragna.

Hollywood: 1680 North Vine Street, ZIP code 90028 Telephone: 213 Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Gail Learman.

Toronto: 11 Burton Road, Zone 10. Telephone: 416 Hudson 9-2694. CORRESPONDENT: James Montagnes.

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holiday greetings from all of us to all of you



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Broadcasting Publications INC.

MONDAY MEMO

from GENE DUCKWALL, Foote, Cone & Belding, Los Angeles

Orange county — separate from or part of Los Angeles?

On Oct. 17, 1963, Orange county, Calif., was officially designated by the federal government as a separate metropolitan area. It is now divorced from the Los Angeles-Long Beach metro area and titled the Anaheim-Santa Ana-Garden Grove metro area. Its estimated population rank is 29th in the U. S.

This announcement came on the heels of the fact that on Oct. 1, 1963, Orange county passed the 1 million population mark, having climbed steadily upward from the comparative handful of 216,225 in 1950. The new population figure made the county the third largest in the state and 18th in the nation. It presents the county as a favorable labor market for incoming industry.

Really Divorced? ■ This prompts a question. Can Orange county be considered totally separate and "divorced" from the Los Angeles-Long Beach area? (The tongue-breaker designation as the Anaheim - Santa Ana - Garden Grove Standard Metropolitan Statistical Area is initially discouraging. It has been facetiously suggested that it be termed the Disneyland Metro Area, because the recreation area is well-known and very near the population center of Orange county. For purposes of simplification, we will refer to this area as the Orange County Metro Area.)

The county had its origin when 782 square miles of Los Angeles county was set apart in 1889 and named for the vast citrus groves which were the dominant characteristic of this agricultural area. It took until 1948 to reach a population of 200,000. Then, during the decade of 1950 to 1960, the overflow of the already swollen population of Los Angeles spread into Orange county. In addition, 18 out of every 100 people coming to Southern California settled in Orange county. Within 10 years 13 cities became 23 (the 24th city was incorporated last year); 216,225 people became 703,925; and Orange county became the fastest growing county in the state. Today, it is larger by another 296,000.

False Fear ■ This new metropolitan area designation points the spotlight on Orange county as a market which is too large to be overlooked by advertisers who are considering the Southern California region. And it is this fear of being overlooked which has prompted the people concerned to advocate the designation of a separate market.

But was Orange county being overlooked by advertisers? Let us examine the major media which reach the people of the county: radio, television,

magazines and newspapers. Orange county has two AM radio stations; Los Angeles has 26, which, with few exceptions, include Orange county within their primary coverage areas. Television coverage for the county (with the exception of southern coastal areas which have additional reception from San Diego stations) comes entirely from the seven Los Angeles stations; Orange county has no TV stations.

National magazines which have regional editions include the majority of the Southern California counties in a single edition, if not the entire state. There are five ABC daily newspapers in Orange county with a combined gross household coverage of 60%, the *Santa Ana Register* being dominant with 30%. There are three Los Angeles county dailies which provide Orange county with a combined gross household coverage of slightly less than 50%, the *Los Angeles Times* being dominant with 28% (only 2% less than the *Santa Ana Register*). This leads to the conclusion that, while Orange county media cannot be discounted, from a media point of view, the area is not divorced from the Los Angeles metro area.

Looking at this "divorce" from a geographic viewpoint provides additional clarification. Twenty-one of the 24 incorporated cities (representing roughly 85% of the total population) occupy an area which is only one-third of the total county area. This area is all within 15 miles of the Los Angeles county line and within 36 miles of the city hall in the center of Los Angeles. Drawing a circle with a radius of only 35 miles around the Los Angeles city hall, about 98% of the population of Los Angeles county is included, and 85% of the population of Orange county is also included! In fact, the center

of population in Orange county is no farther from Los Angeles City Hall than the northern end of San Fernando Valley in the northwestern corner of Los Angeles county.

Reason Why ■ There are two factors which keep the present population concentrated in the northern third of the Orange county area, which is immediately adjacent to Los Angeles county: the first is in the mountains which dominate the eastern portion of the county; the second is the fact that 56% of the county land area belongs to major landholders of property in excess of 1,000 acres. In spite of long range plans to sub-divide these large landholdings, it is expected that a larger part of these properties will remain virtually undeveloped in the foreseeable future.

In addition to these factors, the populous areas of the two counties are presently joined by two major freeways, with four more either under construction or proposed. Realization of present construction plans will bring the two counties even closer together in terms of automobile driving time.

What It Means ■ The new designation means a variety of things to Orange county. Specifically, it means that all population, employment, income and other statistical information which was previously included with the Los Angeles-Long Beach figures will now be available for Orange county separately.

In summary, the recent designation of Orange county as a separate metro market is good in the sense that it focuses attention on the county and throws a spotlight on its significance in the Southern California region. But as far as Orange county itself is concerned, and the advertising media which reach it, it must still be considered as an integral and significant part of the greater Los Angeles area.



Gene Duckwall, vice president and media director for the Los Angeles office of Foote, Cone & Belding, was born in Ohio. He was graduated from the University of Southern California, school of merchandising, in 1933. After spending a year in a department store's executive training program, he joined Lord & Thomas, predecessor of FC&B. He was chairman of the American Association of Advertising Agencies' Southern California council and board member of its Pacific council.



New Wrinkle

More than diapers have been changed on NBC's "Joey Bishop Show" this season. Granting that Joey, Jr., is the biggest little difference, fast and frequent changes of pace have followed his arrival.

For instance, like most new fathers, Joey, Sr., has been terribly busy. He gets out in the clubs a lot, and talks funny. (Joey Bishop's stand-up comedy routines have long been a source of legend among the night-people, and now *everyone's* enjoying them.)

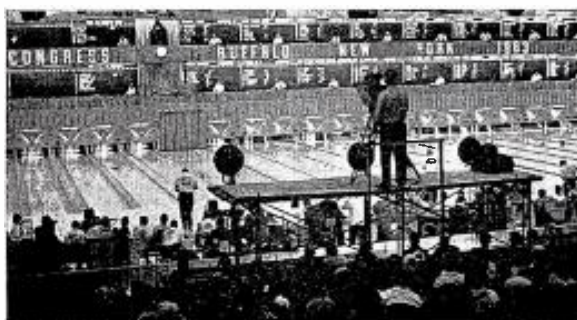
Then there's the matter of guest stars. Seems

as if they all want to meet the new baby—Milton Berle, Danny Thomas, Jack Carter, and the like keep dropping in. They tickle Joey, Jr., and the audience too. And Abby Dalton (the baby's mother in real life as well as on the screen) is, if possible, more beautiful than ever. Especially in color.

All in all, NBC's Saturday night schedule has a new sparkle. Ever-growing audiences are discovering happily that "The Joey Bishop Show" is the most inventive two-and-a-half-year-old in television.



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



WBEN-TV serves a great community with a great public service effort

Three-million-plus people in WBEN-TV's coverage area offer a challenging composite of diverse interests and backgrounds.

WBEN-TV meets this challenge by a continuing creative effort in developing public service programs that satisfy all interests — that entertain as well as inform.

During the past months WBEN-TV cameras focused on the installation of the Buffalo Diocese's new bishop, recorded five documentaries on cancer at famed Roswell Park Memorial Institute, caught the action of the All-American Bowling Team battling Buffalo's top bowling five during the ABC Tournament, brought new

insight to area viewers on their rights and obligations under the law in "The Law and You" series that again won the top State Bar award, and captured the gaiety and color of the Chopin Society's beautiful choral music and exciting Polish dances.

Religion, medicine, sports, the lively arts — all are in range of WBEN-TV's production facilities, mobile remote unit and enterprising staff.

That's why, in this great market — extending from northwestern Pennsylvania to the Canadian Niagara Peninsula — pioneer WBEN-TV retains its unsurpassed audience loyalty.

Nationally represented by: Harrington, Richter & Parsons

WBEN-TV

The Buffalo Evening News Station



CH.

4

CBS In Buffalo

CURVES KEEP RISING FOR RADIO

- Local sales increase even higher than year ago, survey shows
- Spot business spotty with some stations off, others strong
- But total money in the till will exceed last year, 76% report

Radio stations are winding up a year frequently marked by business ups and downs, but for most of them it's a year of gains in total billings.

Coming on top of one of the best years in radio history, this means that many stations have set new revenue records in 1963. For many others it is a close "second best" year.

The gains appear to be almost as widespread as those recorded in banner 1962. But the average rate of gain seemed to taper off slightly. This was attributed in part to a somewhat spotty performance in national spot billings, which on the whole seemed to follow 1961 patterns more closely than 1962's.

Local sales continued to move ahead on an even wider front than in 1962, with the average rate of increase hold-

ing close to the 1962 level, to take up slack left by the easing of national spot traffic in some markets.

The market-by-market variations which are characteristic of both radio and television business were most evident in national spot. While many stations said their spot revenues were down, many others reported dramatic increases.

Differences Noted ■ They also differed as to periods of greatest spot activity, with most indicating that the first half of the year was somewhat heavier than the second, but with many reporting sharp and apparently continuing increases in the closing months.

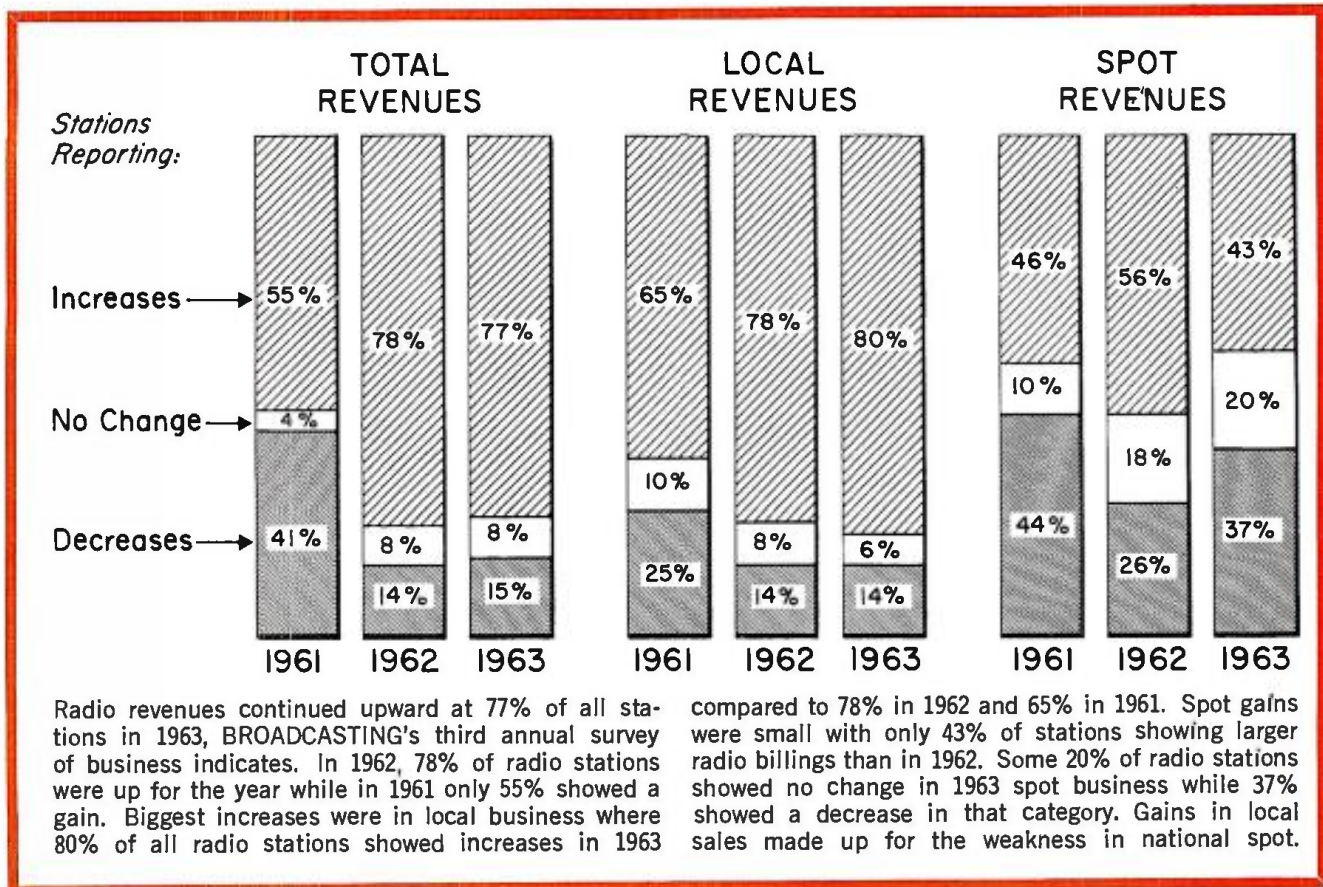
These findings and conclusions come from BROADCASTING's third annual year-end survey of radio station business.

Here are the key results as compiled from station estimates (also see chart for three-year comparisons):

■ More than three out of four respondents (76.7%) said their 1963 total billings would exceed 1962's. This compares with 78% who reported 1962 billings ahead of 1961's, and with 55% who reported 1961 totals ahead of 1960's.

■ The average rate of gain this year was put at about 12%, as against 16% last year.

■ The number of stations reporting total billings below 1962 levels was about the same this year as last—15% versus 14% in 1962—but was well below the 41% who experienced drop-offs in 1961. The number whose business held even with the preceding year's was



'63 RADIO UP-BUT LESS THAN '62 continued

8%, the same as in 1962 but up from the 4% recorded in 1961.

▪ The average rate of decline was less this year than last—about 6% as against 10% among those reporting declines in 1962.

▪ In terms of local billings, eight out of ten reporting stations (80.3%) indicated gains this year, as compared to 78% with gains in 1962 and 65% in 1961. The average gain per station was 13%, as against 14% last year.

▪ Local business declines were reported by 14.1%—no significant change from the 14% in this category a year ago but substantially under the 25% who reported dropoffs in 1961. The average decline was about 10% both this year and last. Those with no appreciable changes in local sales totals represented 5.6% of this year's respondents, as compared to 8% in 1962 and

report, released last month, and BROADCASTING's year-end survey a year ago showed 1962 as one of the best sales years in radio history.

In looking back on their 1963 results, broadcasters offered a variety of reasons for gains or losses.

Local business conditions, particularly in areas with high unemployment, were among the most commonly cited factors in sales declines. In other areas an upswing in local prosperity, good crops and high production rates were credited with a big share of revenue gains.

Several—including some with gains and some with declines—noted that billings would have made a better showing if the political business from the 1962 elections had been available again in 1963. Some who reported sales slightly behind 1962's said the political busi-

Southern stations felt that the radical situation in their markets had been exaggerated in the newspapers and that this had cut into their national spot billings.

The "ratings mess," the volume of paperwork involved in buying national spot, fragmentation of audiences as a result of the "overpopulation" of radio stations, and problems relating to the National Association of Broadcasters commercial code were also cited as deterrent influences on national spot business.

Salesmanship Need ▪ Need for more aggressive salesmanship at all levels was underscored in several reports. "I think perhaps we in radio have been guilty of not hustling as we did in 1959-60 when this [dropoff] occurred before," one broadcaster observed.

Many of the declines, in both local and national spot, seemed unaccountable to those who reported them. One station said its national business was up significantly—"for no concrete reason." Another broadcaster said his was down "and we wish we knew why—the drop is slight, but we feel it should be up."

Even so, he added, local sales gains have made his business "the best in five years."

Broadcasters in some of the smaller markets said they are not accustomed to much national business—and not too much concerned with the lack. "If we had to depend on national business," one said, "we'd starve to death."

The chief sources of local business, the survey showed, haven't changed much. They're automotive accounts, food products, apparel and footwear products, and household furnishings—in that order (see story this page).

An examination of the individual returns indicated that many stations reporting record or near-record revenues in 1962 had fallen into "down" category in 1963 by only one or two percent. One-fourth of all the stations reporting overall declines fell short of their last year's totals by less than 5%.

RAB's 'college plan' will teach educators

Citing a definite lack of understanding in the workings of radio advertising by those teaching the subject, Edmund Bunker, president of the Radio Advertising Bureau, has announced the institution of a "college plan" by which weekly RAB sales material and a complete backlog of its information would be mailed to colleges and universities.

Under the plan the RAB information will be made available at handling costs to colleges having advertising curricula that includes the study of radio.

Auto products local radio's No.1 advertiser

The leading sources of local radio advertising revenues did not change materially in 1963, but automotive products tightened their hold on the No. 1 position.

In BROADCASTING's annual year-end radio station business survey (see page 21), 61% of the respondents named automotive products as one of their three leading local revenue sources. Last year automotive was voted into first place by 53% of the respondents.

Food products, named by 41%

this year and 48% last, ranked second place last year with a 36% vote, moved up to third this year with 37%. Household furnishings, third last year with 38%, slipped to fourth this year with 36%.

Other leading local-sales categories this year were banking and financial institutions (named by 20%), beers and wines (17%), agricultural products and household equipment (12% each), consumer services (11%) and gasoline and lubricants (9%).

10% in 1961.

In national and regional spot, more than six out of ten stations said business was equal to or better than in 1962: 42.9% said it was better (by an average of 15%) while 10% said it had held even. These figures compare with 56% who reported 1962 gains (average gain: 30%) and with 18% who showed 1962 spot business as unchanged. In 1961, 46% reported spot gains while 10% reported no change.

▪ Stations reporting declines in national and regional advertising revenues increased somewhat, from 26% of the respondents in 1962 to 37.1% this year, but did not reach the 44% figure recorded in 1961. The average rate of decline was not quite as sharp this year—about 9% as against 11% in 1962.

The survey did not solicit dollar figures, and the percentages are not directly applicable to the official FCC figures for 1962, which showed total revenues of non-network-owned stations amounted to \$562.7 million. Both the FCC

ness had accounted for most of the difference.

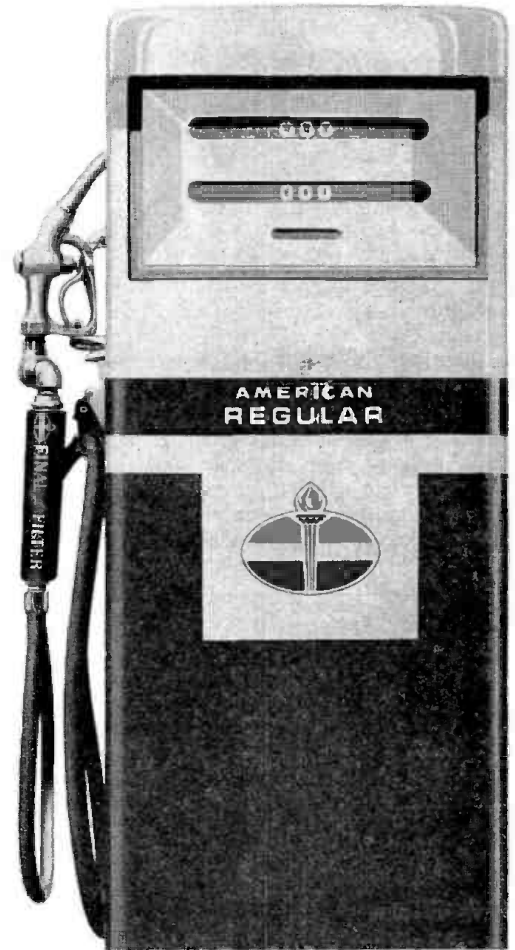
A few said their local sales were off because of a scarcity of aggressive local salesmen.

A number attributed local business gains to a growing recognition—by both audiences and advertisers—of station efforts to maintain and expand local service. One typical comment noted that as this occurs, "more and more local firms are putting bigger and bigger shares of their budgets into radio." Some said their business was benefiting from the costs of local television.

Stations reporting dropoffs in national and regional spot business found a number of factors contributing to the slowdown.

Local economic downturns in some markets were believed to have led national advertisers to spend less than usual. Some stations speculated that network radio's current business resurgence was being made at least partly at the expense of national spot. A few

AMERICAN GETS MORE ON WSB



* NSI Mar-Apr '63; NCS 1961. **SRDS 1/62-1/63

MORE: American Oil expects more mileage and gets it from WSB's domination (35.3% tune-in share*) of Metro Atlanta, where \$115,879,000** is spent at service stations.

MORE: And American Oil gets additional mileage in the 132 counties* WSB reaches, where motorists pump \$620,480,000** into service station tills.

Buy the one that gives you two . . .

WSB RADIO



Georgia's 50,000 watt clear channel station



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

A face-to-face meeting on TV clutter

BROADCASTERS AND BUYERS TALK ABOUT COMMERCIAL COMPLAINTS

Clutter and commercial practices on television, what might be done to improve them and who has the responsibility for doing it—these questions appeared to dominate last week's long-awaited meeting of broadcasting, agency and advertiser representatives.

If any firm answers were agreed upon, there was no sign of it.

Further sessions are expected, although none is scheduled.

The meeting, set up by LeRoy Collins, president of the National Association of Broadcasters, was closed, and the nearest thing to official word out of it was that all participants agreed that no word should be given out.

But the best consensus available, although unofficial and not for attribution, was that nothing that was startling and little that was positive had developed, but that the exchange of views on common problems had seemed to go well and that some participants, if not all, came away "encouraged."

There was room for encouragement on all sides. The broadcasters, for example, were said to have expressed concern about the seemingly increasing use of "piggyback" commercials by ad-

vertisers and agencies, while advertisers and agencies renewed their long-standing protest against the clutter—promos, credits, billboards, etc.—that many of them feel is a severe deterrent to the effectiveness of television advertising.

Doubling Up ■ In preparing for the meeting NAB officials are known to have armed themselves with a study made by the Station Representatives Association showing that in one week in October some 85 network television advertisers used shared commercials—piggyback or integrated—for approximately 295 different products or services.

The NAB code stipulates that a commercial for two or more products must be counted as two or more commercials unless it is integrated and executed in such a way that the entire presentation is actually a single announcement. Even so, the advertised products must be related in character or purpose or must be offered by the same company in order to qualify as a single rather than multiple commercial.

SRA sent no one to the meeting.

The agenda included research and ratings, audience considerations and op-

portunities for advertisers and agencies to report on any projects of their own, in addition to code problems.

It was expected that the meeting would be reviewed at the NAB TV code board meeting scheduled for Miami Jan. 22-23 and that in addition Governor Collins would probably give a report to Senator John O. Pastore (D-R. I.). Senator Pastore has been pushing for a solution to what he calls "mounting criticism" of TV commercial practices, and had invited the participants to meet with him after their own session.

Second Try ■ Governor Collins first tried to set up a meeting with the networks last summer, but they declined on the ground that antitrust problems might ensue and that the NAB code authority provided a better framework anyway. Their representative at last week's meeting were respective representatives on the television code board.

The meeting was held Wednesday at the Waldorf-Astoria in New York, starting in the morning and continuing through luncheon and into the afternoon.

In declining to discuss developments

Collins takes off again on cigarette ad restraints

Broadcasters should amend their voluntary codes to prohibit tobacco commercials designed to appeal to minors, LeRoy Collins, president of the National Association of Broadcasters, said in an interview filmed by the National Educational Television Network.

He also repeated his criticism of Lucky Strike cigarette commercials that feature the theme: "Luckies separate the men from the boys" (BROADCASTING, Dec. 2). Portions of the interview were telecast last week by NET stations on the program *At Issue*. The original interview lasted about 20 minutes, but less than five minutes were actually telecast. However, other portions of his remarks were quoted in publicity statements by NET.

The NET information service, in a release on the program, quoted Governor Collins as saying that the broadcaster can, through his own code, "simply provide that commercial advertising of tobacco which is designed and has a special appeal

to minors should be forbidden. When an advertisement gives [a boy] the impression that in order to get the beautiful girl . . . or to be a successful sports figure, or any aspect of success, that smoking will advance his chances, then I think that's an unfair and a wrong appeal to young people and that should be eliminated."

What He Would Do ■ The same release quoted the NAB president: "The most important thing is the fact that there is a relationship, when people smoke their health is impaired, and that a higher percentage of them do die. I dare say if I had a radio station or if I had a television station, I would not hesitate to take a very firm, positive position about this. And I would feel that in doing so I was serving well the public interest."

In that part of the interview that was telecast, Governor Collins said that one particular advertisement for Lucky Strike is "most offensive. . . . I think this is a brazen, cynical flout-

ing of the concern that millions of parents and others have for the youth of America and I think I should say so and everyone else should say so because here the theme of the commercial is to equate smoking with manliness."

The NAB president also said the whole nation has to face up to the smoking question "as a very serious responsibility and set in motion procedures to remedy it." However, he said on the NET program, "I don't think that the people should expect the broadcaster to carry the whole load of this or the newspapers or the advertising media because this responsibility starts, really, long before you get to the advertising media."

Other Views ■ George V. Allen, chairman of the Tobacco Institute, also appeared on the NET program that dealt with various aspects of cigarette smoking. The show was telecast on nearly 80 affiliated stations last week.

Mr. Allen stressed that the tobacco industry agrees that the advertis-

at the meeting, a top NAB official said that since NAB was the host, any word should come from the guests. Agency and advertiser representatives said that since they were guests, word would have to come from the host. All sides agreed that the desire for secrecy had been impressed on all participants.

Although the embargo extended officially to the number as well as the names of the participants, it was reported authoritatively that they included the following:

From the NAB—Governor Collins, executive vice president Vincent Wasilewski, code director Howard Bell and public relations director John Couric, all from Washington headquarters, and Stockton Helffrich, head of the NAB code office in New York, and Mel Goldberg, NAB research vice president, also from New York.

From the American Association of Advertising Agencies—president John Crichton with Ed Marshall and Larry Reedy of the AAAA staff.

From the Association of National Advertisers—president Peter Allport with Bill Kistler of the ANA staff.

Advertisers (chosen wholly or partly through the ANA)—John Burgard of Brown & Williamson, head of the ANA broadcast committee; E. W. Ebel of General Foods, Edouard Genock of Eastman-Kodak, and Harry Schroeter of National Biscuit.

Agencies (chosen partly or entirely

ing appeal should be directed to adults, and pointed out that last July most of the tobacco companies decided to discontinue advertising in college publications. Mr. Allen mentioned several research projects undertaken by the tobacco industry on the subject of cigarette smoking and lung cancer, and said its researchers had not been able to induce "human-type lung cancer in the lungs of laboratory animals." He claimed these "negative results" were not "headline-making" news in the newspapers.

Senator Maurine Neuberger (D-Ore.) suggested legislation be enacted requiring "accurate labeling of cigarette packages as to their content of tars, nicotines and phenols," and recommended the government also undertake an antismoking educational program.

She added that regulation of advertising is needed, but did not develop this point further.

Others on the program included Senator Thruston Morton (R-Ky.), who emphasized the vital role tobacco plays in the economy of his home state and the country, and representatives of the medical profession.



Mr. Collins



Mr. Burgard



Mr. Tatham



Mr. Allport



Mr. Bell



Mr. McCollough



Mr. Ferguson



Mr. Quarton



Mr. McGannon

Leading agency men, advertisers and broadcasters were in attendance at the long-awaited tri-partite meeting called by LeRoy Collins, president of the National Association of Broadcasters, to discuss TV commercial practices. Among NAB representatives at the meeting was Howard Bell, recently named director of the association's code authority. The delegation from the ranks of advertisers included Brown & Williamson's John Burgard, head of the Association of National Advertisers' broadcast committee, and Peter Allport, ANA president. Mr.

Burgard has been campaigning for the past year against TV clutter. Arthur Tatham, chairman of the Association of American Advertising Agencies and board chairman of Tatham-Laird, Chicago, was among the agency men in attendance. Four prominent broadcasters participated: Clair McCollough, ex-chairman of the combined NAB boards; William Quarton, incumbent NAB joint board chairman; Donald McGannon, chairman of the NAB research committee and rating council, and Robert W. Ferguson, a member of the NAB TV code board.



NBC News—
In its award-winning color production, **The River Nile**, past and present merged in the tracing of the river's 4,000-mile journey.

IT'S ALL NEWS TO US

At NBC, news isn't simply a category.

It's the past as well as the present.

It's the planned as well as the unexpected.

It's talk as well as action.

It's the serious as well as the light.

In short, it's the stuff of which living is made.

It takes a global viewpoint to cover news this way.

It takes broadcasting's biggest news staff to do it.

But doing it—and doing it well—has made NBC News the most influential and the most popular force in all of broadcast journalism.

THIS IS NBC NEWS



NBC News—
Its **Huntley-Brinkley Report** keeps a watchful eye on the national and international scene.



NBC News—
Its early-morning **Today** is always a dynamic show, whether it's originating from a New York studio or a New Orleans Mardi Gras.



NBC News—
Its **Exploring** series is television's most widely honored young children's program. In color.



NBC News—
Its **Meet The Press** interviews in color with world-important figures on Sunday evening frequently make Monday morning's front pages.



NBC News—
Its sports department will be bringing viewers the telecast of the **National Football League** title game Sunday, Dec. 29.



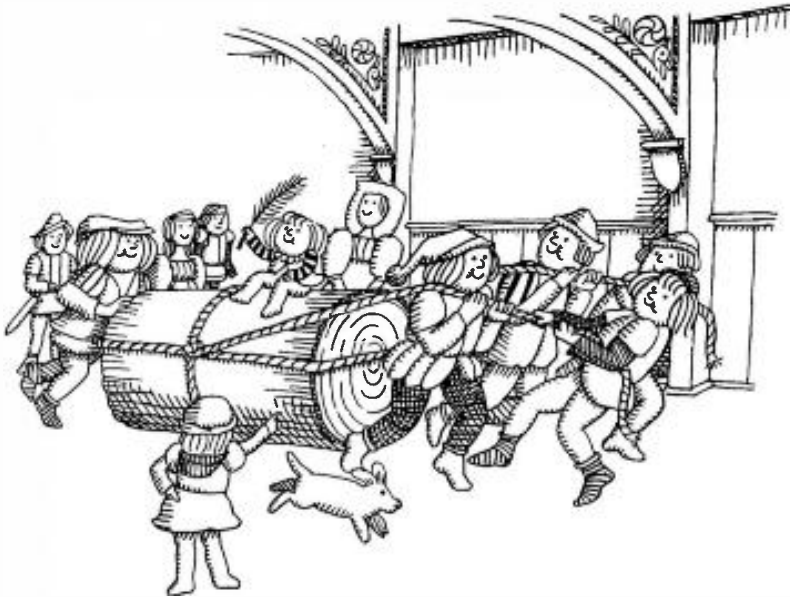
NBC News—
Its real-life specials, such as **Manhattan Battleground**, put the spotlight on contemporary social problems.



NBC News—
Its coverage of major events, unexpected or planned, is consistently the most reliable and complete in television.



NBC News—
Its Sunday show offers network television's only weekly review of general news, science, art, books, sports, motion pictures and the theatre.



Bank uses ancient instruments in TV spots

Christmas history in various nations and the music of ancient instruments have been combined by the Pittsburgh office of Fuller & Smith & Ross to help the Mellon National Bank in that city gain new members for its Christmas Club.

Using both radio and TV, the spots utilize the music of the Antiqua Players, a University of Pittsburgh faculty group which features a psaltery, viola da gamba, virginal and recorder. The radio spots open

with a carol, then a description of the origin of an old Christmas custom. The story is followed by the pitch: "Today, there's another Christmas custom you should know about—the Mellon Bank Christmas Club."

The TV spots open with the ancient music and a story illustrated by woodcut-type pictures, such as the one shown here depicting the medieval Yule Log celebration. F&S&R and the Mellon Bank report excellent results from the series.

through the AAAA)—Art Tatham of Tatham-Laird, chairman of the AAAA; Richard A. R. Pinkham of Ted Bates & Co.

Networks—vice presidents Alfred R. Schneider of ABC-TV, Joseph Ream of CBS-TV, and Ernest Lee Jahncke Jr., NBC.

Television Bureau of Advertising—George Huntington, vice president and general manager.

Broadcasters—Clair McCollough of the Steinman stations; Donald H. McGannon of Westinghouse Broadcasting, chairman of the NAB research committee and Rating Council; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; William Quarton, WMT-TV Cedar Rapids, Iowa, chairman of the NAB board.

New Katz TV cost summary

The Katz Agency, New York station representative has issued its "Spot Television Advertising Cost Summary," a guide to calculation of spot budgets in 236 TV markets.

The summary, available to advertisers and agencies, is revised by Katz semi-annually. It gives a market-by-

market and cumulative cost estimation for half-hour sponsorships and 20-second announcements in prime time and minutes in three other day parts. Also offered are formulas for calculation of frequency discounts and estimation of costs for announcements of other lengths.

3 California agencies announce merger

Three Southern California advertising agencies will merge Jan. 1 into a new agency: Anderson, Morgan, DeSantis and Ball. Headquarters will be at 1717 Highland Ave., where one of the component agencies, Anderson, Arthur and Morgan, is currently located. The other two parties to the merger are Ball Advertising, Los Angeles and Palm Springs, and DeSantis Advertising Agency, Glendale.

Robert F. Anderson will head the new agency as president. Raymond R. Morgan Jr. will be executive vice president and marketing director. V. James DeSantis will serve as vice president and production head. Everett L. Ball becomes vice president and creative di-

rector. Audrey Fraser, copy chief at Anderson, Arthur and Morgan, continues in that capacity with Anderson, Morgan, DeSantis and Ball.

Mr. Anderson will continue as account executive for First Federal Savings and Loan Association of Hollywood; the Whamo Co., toy manufacturer; Brookside Vineyard Co. and Roy Brown Automotive, maker of Impact seat belts. Mr. Morgan will continue as account supervisor for the corporate division of the Schick Safety Razor Co. Mr. Ball's advertising and public relations accounts include Palm Springs Aerial Tramway, Palm Springs Chamber of Commerce, Brookside Dairy and Kirkeby Center, new Los Angeles office building. Miss Fraser will serve as account executive on Bill Parry Sportswear and Robbins Construction Co. accounts.

McCann gets more Westinghouse billing

The Westinghouse TV-radio division in Metuchen, N. J., which plans a new campaign featuring heavy use of network TV, is switching agencies—from Grey Advertising, New York, to McCann-Erickson, that city. Westinghouse says the shift, effective March 12, is designed to consolidate the radio-TV division's advertising in one agency. McCann already handles Westinghouse's corporate-wide TV promotional activity, a \$6 million, 52-week package of sponsorships on CBS-TV (BROADCASTING, Oct. 21).

Billings involved in the agency shift are said to total more than \$1 million, about 60% of which will go into network TV. McCann reports there will be some spot TV activity but no figures are available now.

Westinghouse's Metuchen division reports that first quarter advertising stress will be placed on the company's new "Instant-on TV," an improvement in its TV sets which enable viewers to receive a picture as soon as the set is turned on.

Grey Advertising will continue to handle Westinghouse's portable appliances division in Mansfield, Ohio and Westinghouse Broadcasting Co., neither of which will be affected by the shift.

Rep appointments . . .

■ WAVV New Haven, Conn.: McGavren-Guild Inc., New York, as national representative, excluding New England.

■ WMIN St. Paul-Minneapolis: Midwest Time Sales, Kansas City, Mo., as regional representative.

■ WLKW Providence, R. I.: Gill-Perna Inc., New York, as national representative.

**THE LIEUTENANT
WORE SKIRTS**

TOM EWELL
SHEREE NORTH
RITA MORENO



**WOMAN
OBSESSED**

SUSAN HAYWARD
STEPHEN BOYD
BARBARA NICHOLS



**THE LAST
WAGON**

RICHARD WIDMARK
FELICIA FARR
NICK ADAMS
SUSAN KOHNER



VOLUME 8

Top stars, top directors, top-notch stories all in these forty-two excellent feature films guaranteed to please audiences and advertisers alike.

“FILMS OF THE 50’s”

**THE REMARKABLE
MR. PENNYPACKER**

CLIFTON WEBB
DOROTHY McGUIRE
CHARLES COBURN
JILL ST. JOHN
DAVID NELSON
DOROTHY STICKNEY



Contact your nearest Seven Arts' salesman at the office listed below for a complete listing of the Volume 8 "Money Makers of the 60's!"

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CAME HOME**

CLAUDETTE COLBERT
PATRIC KNOWLES
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**GLORY
BRIGADE**

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ALEXANDER SCOURBY
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LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. State 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193
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Distributed outside of the United States and Canada
Cable: NORFILM 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.

Must advertising benefit consumer?

FTC INDICATES THAT MAY BE NEW STANDARD IN ANTITRUST CASES

The advertising business was taking a hard, second look last week at a Federal Trade Commission order directing Procter & Gamble to get rid of its subsidiary, Clorox Chemical Co., largest U. S. producer of liquid bleach.

In the decision, a government agency for the first time expressed the philosophy that brand name advertising in a field such as liquid bleaches is detrimental to the public interest. Advertising should stimulate competition and lower the unit cost to the consumer, the trade commission said, but this process does not work in the liquid bleach field where all products are of equal quality and produced "under conditions of oligopoly" (control by a few of the amount and price of a given product to a large number of buyers).

Procter & Gamble, the nation's largest TV advertiser and producer of household cleaning products, acquired Clorox in 1957 in a \$30 million deal. In its decision, announced Dec. 15, the FTC ruled that the acquisition was illegal under antimerger provisions of the Clayton Antitrust Act.

P&G President Howard Morgens immediately announced that the decision would be appealed to the courts. "The decision represents an attempt [by the FTC] to make new law," he said. "It goes beyond any previous interpretation of existing antitrust legislation."

Others in the advertising fraternity made the same charge, with the industry

showing great concern over that portion of the decision dealing with brand-name promotion. Individual advertisers spoke out on the subject, and Albert H. Messer, president of Brand Names Foundation Inc., said the implications of the decision "seem to be overwhelming."

P&G refused to comment specifically



Mr. Elman
Symptom and cause

on that part of the divestiture order dealing with advertising, primarily TV spot, for Clorox. Clorox spent \$3.85 million in spot television in 1962 and

for the first nine months of 1963 the figure has risen to \$4.2 million. Honig-Cooper & Harrington, San Francisco, handles the Oakland, Calif., firm's advertising with a total 1963 budget estimated at \$6 million.

Upsetting Words — "The kind of 'efficiency' and 'economy' produced by this merger is precisely the kind that . . . hurts, not helps, a competitive economy and burdens, not benefits, the consuming public," the FTC said. "Advertising should stimulate competition and, by increasing the sales of the advertised product, lower the unit cost of that product. But this process is distorted in the case of a homogeneous product, such as household liquid bleach, produced under conditions of oligopoly."

The FTC said that there is no difference in quality among different brands of liquid bleach and therefore there is no real need for the various manufacturers to incur the heavy advertising expenses they do. "Thus we have a situation in which heavy advertising benefits the consumer, who pays for such advertising in the form of a higher price for the product, not at all," the agency said.

Competitive advertising by sellers of products to create a consumer preference can be laudable competition in many fields, the FTC continued. "On the other hand, such sellers may [as in the case of bleaches] be engaged in brand competition to the end only of

HILL IS DEAF TO FCC CLAIM

Contention of power to regulate commercials is disputed by semantically embroiled committee

Broadcasters fighting an FCC proposal to regulate commercials were backed to the hilt last week by a majority of the House Commerce Committee which said in strong terms that the commission hasn't got the power it claims to have.

But about 25% of the members signed a minority report saying that overcommercialization is a problem that requires constructive attention by Congress and that legislation limiting the FCC's power would create "a vacuum in an area important to the public interest."

The majority, however, pointed out that the committee has not considered the question of overcommercialization

itself, but only the FCC's claimed legal authority to regulate advertising. On these grounds, the majority said, it is absolutely convinced that the FCC not only hasn't got a legal leg on which to stand, but it must be put in its place for "arrogating to itself the right to legislate."

The commission's threat to impose rules on advertising must be stopped to prevent a future commission from regulating programming, the majority stated.

These views were released by the committee Tuesday (Dec. 17) in the publication of its report on HR 8316, a bill the committee approved the week before that would prohibit the FCC from making rules regulating the length

and frequency of commercials (BROADCASTING, Dec. 16).

The House report states that the commission "has voted to abandon the proposed rules," but the commission, although such action seemed likely (story page 24), had made no announcement as of Thursday (Dec. 19).

The FCC conducted oral arguments on its proposal two weeks ago and the committee conducted its own hearing early last month when more than 30 broadcasters testified for the bill to limit the FCC's powers (BROADCASTING, Nov. 11). They were joined by powerful members of the committee. Representative Oren Harris (D-Ark.), chairman of the parent Commerce Committee, and Representative Walter Rogers (D-Tex.), chairman of the communications subcommittee and author of the adopted bill, led the fight.

The minority was headed by Representative John E. Moss (D-Calif.), subcommittee member and author of

maintaining high prices, discouraging new entry [into the market] and, in general, impairing, not promoting, socially useful competition.

"In sum, the undue emphasis on advertising which characterizes the liquid bleach industry is itself a symptom of and a contributing cause to the sickness of competition in the industry. Price competition, beneficial to the consumer, has given way to brand competition in a form beneficial only to the seller. In such an industry, cost advantages [as P & G-Clorox allegedly enjoy] that enable still more intensive advertising only impair price competition further; they do not benefit the consumer."

TV Benefits ■ The FTC decision, written by Commissioner Philip Elman, declared the merger illegal because it gave P & G-Clorox an unfair advantage in competing with other liquid bleaches because of the size of P & G's total advertising budget. The acquisition gave Clorox important advantages in TV advertising, not available to competitors selling identical chemical products. P & G receives the maximum volume discounts available in television, Commissioner Elman said, and with Clorox part of the P & G product line, Clorox can now obtain at least 33 1/3% more television time for the same expenditure required before the merger. Procter & Gamble's television billings in 1962 totaled \$112 million, with \$60 million in spot, for all its products including Clorox.

"When we reflect that Purex Corp. [Clorox's major competitor], with total sales of almost \$50 million in 1957 . . . was evidently unable to obtain any but the minimum volume discounts avail-

able to large television advertisers, we can only conclude that the large-scale advertising 'economies' involved in this case represent price concession available only to giant firms," the FTC said.

Before P & G took over the company in 1957, Clorox was not eligible for any TV discounts since it placed only about \$1 million annually, the FTC said. During this same period, Purex received a 15% discount from one network on \$2.4 million annual billing and 6% from a second network on a billing of \$1.4 million.

The point has been reached in the



Mr. Morgens
An appeal to courts

liquid bleach industry at which product identification ceases to promote consumer welfare and becomes wasteful,

with mass advertising merely entrenching market leaders, the decision concluded.

Clorox, through P & G's large TV expenditures, has gained the additional advantage of program identification which its competitors cannot afford, Commissioner Elman said. A commercial during a program break is "substantially more effective in promoting a product than one during the between-program station break," he said. Clorox, before its acquisition by P & G, could not afford this identification with programs. P & G, "however, can and does buy the sponsorship of such programs in behalf of several of its products . . . and Clorox can realize the advantages of network program advertising at a fraction of the cost that would have been required prior to the merger."

Sectional Spots ■ Another unfair advantage for Clorox is that P & G can run commercials for different products in different sections of the country during a single commercial break, the FTC said. "Clorox thereby gains the advantage of association with network television while actually limiting its advertising expenditures to selected regional markets."

At the time of the merger, Clorox commanded 50% of all liquid bleach sales with Purex claiming 15%, according to the FTC decision.

The decision, which is already being called a landmark case, is the culmination of nearly seven years of litigation. The trade commission first issued its complaint shortly after the 1957 merger. A long series of hearings and two initial decisions preceded last week's final order.

the minority views. Signers included Representatives Abner W. Sibal (R-Conn.), the only Republican; Harley O. Staggers (D-W. Va.), Torbert H. Macdonald (D-Mass.), John D. Dingell (D-Mich.), Robert W. Hemphill (D-S.C.) and Lionel Van Deerlin (D-Calif.).

Power Is There ■ These members argued that the FCC had the power it needed to proceed with a rulemaking on commercials and that such action "could clarify its policy in this important area." FCC Chairman E. William Henry had testified to the committee that "the commission did not know what its commercial policy was.

"Without any question," the majority said, the commission's power to properly review station commercial performance would not be diminished by enactment of the legislation. The proper occasion for review was on a periodic basis at renewal time, it said.

"It must be admitted candidly that

this regulatory pattern is difficult to administer," the majority continued.

With a plug for self-regulation (the minority favors it, too), the majority harmonized with broadcasters on these themes:

■ No one criterion adopted by rulemaking can generally apply to all stations or classes of stations.

■ "Commission determinations of whether or not certain categories of stations or individual stations should be granted special treatment or individual exemptions would then involve the commission in the consideration of station revenues in a manner alien to the regulatory scheme adopted by the Congress."

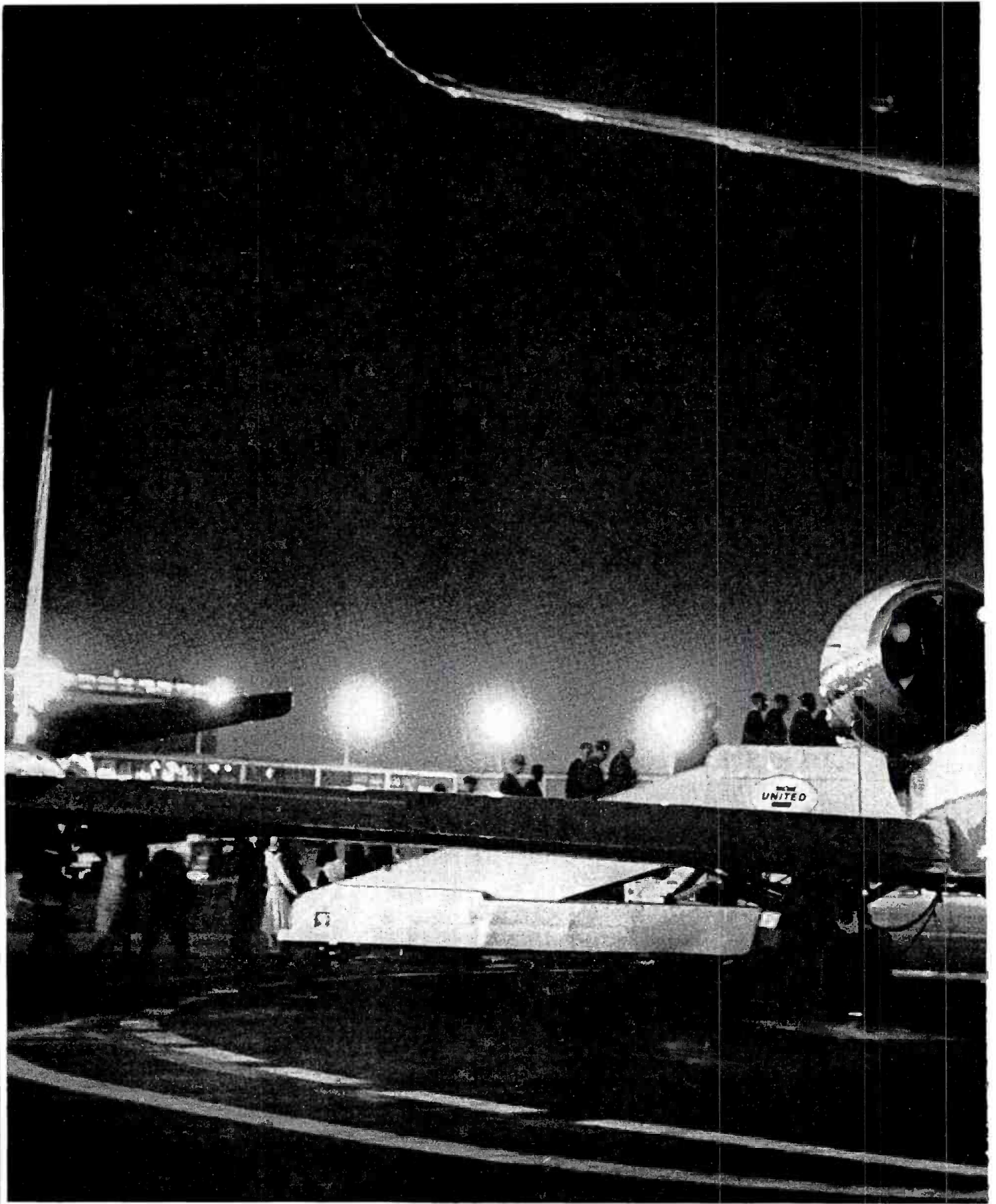
■ The commission may neither substitute its own judgment on a day-to-day responsibility for that of the individual licensee nor of the community in which he serves.

The majority concluded by underlining its earlier statement that its consid-

eration of the bill was not on the question of overcommercialization. However, it hinted, if the FCC really wants to get into that area, it should gather information and bring its case to the Congress with a request for remedial legislation.

The minority's views were somewhat akin to the FCC's position, especially in agreeing that the commission has the authority to go ahead with its rulemaking. (All commissioners agreed on this point.) It also agreed with the FCC that it would be nice to know just what it—and the Congress's—policy is on commercials.

The minority looks gloomily into the future: "In the absence of positive congressional action regarding overcommercialization, a vacuum is left, and in view of high prices paid for broadcast properties the trend is definitely in the direction of more and more commercialization. . . . Listeners and viewers are left without protection against





IN CHICAGO

Chicago's O'Hare International Airport serves 84,000 passengers every day —the world's busiest air terminal. Chicago's WGN Radio serves 910,000 homes every day—reaching the largest audience of any broadcast property west of the Hudson.* Chicago's O'Hare and WGN are both dedicated to Service.

WGN IS CHICAGO

the most respected call letters in broadcasting

*
NCS-1961

this threat."

The minority cited figures for the dollar volume in sales of broadcasting properties between 1954 and 1960 (\$285,504,060 for radio alone, \$723,592,401 for radio-TV), and said "surely these figures raise a danger signal which is pertinent to our inquiry. What is the effect of such skyrocketing sales prices on the purchaser's commercial policies?"

Agency appointments...

- Kal Kan Foods appoints Anderson-McConnell Advertising Agency, Los Angeles, to handle advertising for its 32 pet foods and Lang's clinical formula, sold to the veterinary profession. Appropriation for fiscal 1963-64 is \$500,000, with Sunday supplements, newspapers and radio the major media. Kal Kan's former agency, MacManus, John & Adams, Los Angeles, was forced to resign the account because of a product conflict.

- Heublein Inc., Hartford, Conn., has appointed Benton & Bowles, New York, to handle advertising for Byrrh cocktail wine and Irish Mist liquer.

- Redfern Sausage Co., Atlanta, has named Liller Neal Battle & Lindsey Inc. of that city as advertising agency.

- Westgate-California Products, San Diego, has appointed Geyer, Morey, Ballard, Los Angeles, as agency for a group of its new products.

- Vescio's Inc., Michigan supermarket chain, names Parker Advertising Inc., Saginaw, Mich.

FCC to give up on commercials

The FCC has put off until early next month a final decision on how to bury its proposed commercial rulemaking.

The commission, faced with a split within its own ranks, with solid industry opposition and with hostility in Congress, is ready to terminate the rulemaking that proposed adoption of the National Association of Broadcasters' Codes as an agency rule.

But the commission lacked sufficient time at its meeting last week to decide on how the order ending the rulemaking should be drafted. As a result, final action was put off until after the holiday period.

Basically, the commission is expected to reassert, in its order, that it does have authority to regulate commercials. It is also expected to state, as indicated earlier (BROADCASTING, Dec. 16), that the commission will exercise this authority on a case-by-case basis and that it will

First nine months top \$1.2 billion NETWORK BILLINGS UP 5.5%; 3D QUARTER UP 4.4%

The combined gross time billings of spot TV (national and regional spot) and network TV for the first nine months of 1963 totaled more than \$1.2 billion.

A report released last week by Television Bureau of Advertising said network gross time billings for the nine months came to \$612 million, an increase of 5.5% over a like period the year before. A nine-month spot TV gross time billings total was estimated at \$628.1 million (BROADCASTING, Dec. 16).

TvB also reported that the gross time billings of network TV for the third quarter only totaled almost \$201 million, a 4.4% increase over last year. Adding spot TV's \$185.3 million figure for that period, the combined total in the third quarter is \$386.2 million.

Far and away the advertising leader

in both network and spot during the third quarter was Proctor & Gamble with a combined total of \$33.8 million. P&G's third quarter gross time billing figure breaks down into \$16.8 million for network TV and \$17 million for spot TV (BROADCASTING, Dec. 16). Second ranking advertiser in network for the third quarter was American Home Products Corp. with billings of \$8.4 million. Third place went to Bristol-Myers with network billings of \$7.7 million.

According to TvB, Anacin Tablets (American Home Products) was the leading advertiser brand in network for the third quarter with \$2.9 million. In second place was Alka Seltzer (Miles Laboratories) with billings of \$2.6 million, and third ranking brand was Salem cigarettes (R. J. Reynolds Tobacco Co.) with billings of \$2.3 million.

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATIONS
Source: TvB/LNA-BAR

	January-September 1963	January-September 1962	Percent Change
Agriculture & farming	\$ 24,400	\$ 102,900	- 76.3
Apparel, footwear & accessories	6,870,700	5,839,700	+ 17.7
Automotive, automotive accessories & equipment	41,984,200	34,514,000	+ 21.6
Beer, wine	6,214,000	7,048,300	- 11.8
Building materials, equipment & fixtures	6,669,300	3,666,200	+ 81.9
Confectionery & soft drinks	13,804,700	18,735,800	- 26.3
Consumer services	2,703,900	4,338,800	- 37.7
Drugs & remedies	86,298,600	73,402,900	+ 17.6
Entertainment & amusement	1,050,300	679,400	+ 54.6
Food & food products	102,522,800	100,547,100	+ 2.0
Freight, industrial & agricultural development	68,700	76,600	- 10.3
Gasoline, lubricants & other fuels	6,931,900	13,663,000	- 49.3
Horticulture	569,200	304,300	+ 87.1
Household equipment & supplies	23,876,800	23,833,700	+ 0.2
Household furnishings	2,249,000	2,584,800	- 13.0
Industrial materials	12,258,600	14,625,400	- 16.2
Insurance	12,081,500	11,025,500	+ 9.6
Jewelry, optical goods & cameras	6,635,500	8,095,300	- 18.0
Office equipment, stationery & writing supplies	3,007,100	2,645,800	+ 13.7
Pets & pet supplies	9,142,000	6,494,100	+ 40.8
Political	—	6,900	-100.0
Publishing & media	655,700	881,700	- 25.6
Radio, TV sets, phonographs- musical instruments, accessories	3,071,500	3,604,300	- 14.8
Retail & direct by mail	33,400	137,600	- 75.7
Smoking materials	70,895,100	65,151,200	+ 8.8
Soaps, cleansers & polishes	65,828,000	64,889,900	+ 1.4
Sporting goods & toys	4,934,600	4,405,700	+ 12.0
Toiletries & toilet goods	119,666,800	107,985,400	+ 10.8
Travel hotels & resorts	1,826,200	691,500	+164.1
Miscellaneous	180,100	159,900	+ 12.6
TOTAL	\$612,054,600	\$580,137,700	+ 5.5

be able to do this more strictly than it has in the past with the additional information to be provided by the new program reporting forms now being prepared for both television and radio.

Whether the commission will go beyond this position—which some mem-

bers regard as relatively mild—was uncertain last week. Commissioners said it would be "hazardous" to attempt to predict the position ultimately adopted.

Chairman E. William Henry is said to have favored including in the order

LEADING COMPANIES IN NETWORK
TELEVISION ADVERTISING
THIRD QUARTER 1963
(Source: TvB/LNA-BAR)

1. Procter & Gamble	\$16,780,900
2. American Home Products	8,396,100
3. Bristol-Myers	7,671,000
4. General Motors	6,737,500
5. Lever Bros.	6,533,900
6. Colgate-Palmolive	6,240,200
7. R. J. Reynolds	6,183,300
8. General Foods	5,229,900
9. Gillette	5,032,400
10. Alberto-Culver	4,259,100
11. Miles Labs	4,216,900
12. American Tobacco	3,736,700
13. Philip Morris	3,688,500
14. General Mills	3,552,800
15. Brown & Williamson	3,444,800
16. P. Lorillard	3,299,100
17. Sterling Drug	3,267,900
18. Kellogg	3,081,000
19. Liggett & Myers	2,833,300
20. Distillers Corp., Seagrams	2,555,200
21. Du Pont	2,548,900
22. J. B. Williams	2,533,800
23. National Biscuit	2,531,700
24. Block Drug	2,454,100
25. Coca-Cola	2,377,600
Total	\$119,186,600

LEADING BRANDS IN NETWORK
TELEVISION ADVERTISING
THIRD QUARTER 1963
(Source: TvB/LNA-BAR)

(Est. Gross Time Billing)	
1. Anacin	\$2,937,200
2. Alka-Seltzer	2,607,700
3. Salem cigarettes	2,287,900
4. Crest Toothpaste	2,181,100
5. Winston cigarettes	2,105,000
6. Bufferin	2,031,000
7. Chevrolet cars	1,798,500
8. Excedrin	1,761,600
9. Bayer Aspirin	1,602,500
10. Camel cigarettes	1,578,600
11. Allerest Tablets	1,575,100
12. Nabisco cookies	1,493,800
13. Tide	1,454,000
14. Pall Mall cigarettes	1,399,200
15. Paxton cigarettes	1,398,300
16. Kent cigarettes	1,381,000
17. L&M cigarettes	1,358,600
18. Falstaff beer	1,292,800
19. Nestea instant tea	1,190,500
20. Colgate dental cream	1,177,800
21. Marlboro cigarettes	1,144,400
22. Mattel toys	1,133,200
23. One-A-Day vitamins	1,123,400
24. Prell shampoo	1,079,600
25. Campbell's soups	1,076,200

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATIONS
Source: TvB/LNA-BAR

	Third Quarter 1963	Third Quarter 1962	Percent Change
Agriculture & farming	\$ —	\$ 21,100	-100.0
Apparel, footwear & accessories	2,140,200	1,173,800	+ 82.3
Automotive, automotive accessories & equipment	13,212,100	9,608,900	+ 37.5
Beer, wine	2,558,400	2,989,900	- 14.4
Building materials, equipment & fixtures	1,811,300	641,100	+182.5
Confectionery & soft drinks	3,251,600	4,736,100	- 31.3
Consumer services	625,300	693,500	- 9.8
Drugs & remedies	27,517,900	24,615,800	+ 11.8
Entertainment & amusement	454,200	193,300	+135.0
Freight, industrial & agricultural development	—	—	—
Gasoline, lubricants & other fuels	1,725,300	4,419,100	- 61.0
Horticulture	22,300	—	—
Household equipment & supplies	7,709,500	8,895,000	- 13.3
Household furnishings	737,200	852,100	- 13.5
Industrial materials	2,930,900	4,709,500	- 37.8
Insurance	3,224,800	3,669,100	- 12.1
Jewelry, optical goods & cameras	2,010,500	1,996,900	+ 0.7
Office equipment, stationery & writing supplies	908,600	1,217,600	- 25.4
Pets & pet supplies	2,950,900	2,196,500	+ 34.3
Political	—	3,000	-100.0
Publishing & media	195,800	254,100	- 22.9
Radio, TV sets, phonographs- musical instruments, accessories	1,306,500	1,212,200	+ 7.8
Retail & direct by mail	10,600	137,600	- 92.3
Smoking materials	24,620,400	21,568,100	+ 14.2
Soaps, cleansers & polishes	22,529,300	24,395,100	- 7.6
Sporting goods & toys	1,880,400	1,389,900	+ 35.3
Toiletries & toilet goods	40,271,500	37,978,100	+ 6.0
Travel hotels & resorts	575,900	87,600	+557.4
Miscellaneous	11,300	4,900	+130.6
TOTAL	\$200,906,300	\$192,365,100	+ 4.4

problem the commission must face. The question, they feel, is how, not whether, to proceed.

Some commissioners also feel that if they walk away from the issue after having raised it, they might actually encourage broadcasters to overcommercialize. They are afraid some broadcasters would be tempted to throw off all self-restraint.

On the other hand, the commissioners are aiming for a unanimous or near-unanimous vote on the final order. With the spectrum of opinion ranging from Chairman Henry, who favors a "strong" statement, to some commissioners who would like to wash out the entire proceeding, that won't be easy.

There is also the feeling that Chairman Walter Rogers (D-Tex.) of the House Communications Subcommittee is looking over the commission's shoulder. The commission would not want to take a position that would induce the congressman to push his bill to prohibit the commission from adopting rules limiting commercials.

Considering all of these problems, one commissioner noted, the commission faces a difficult "writing job."

Mutual's time sales up 16% over 1962

An increase in time sales for 1963 of 16% over last year was reported last week by Robert F. Hurlleigh, MBS president, in a year-end statement of network activity.

Although no dollar figures were revealed, Mr. Hurlleigh disclosed last year the network's volume in 1962 would approach \$6 million (BROADCASTING, Nov. 19, 1962). On this basis, a 16% increase would raise 1963 sales to \$6,960,000.

This will be the second consecutive year in which Mutual showed a profit, a spokesman said, pointing out that 1962 was the first profitable year since TV became a major medium.

Mr. Hurlleigh attributed the rise in business to large acceptance of Mutual programs by its affiliates, with more than 480 stations taking up to 95% of the MBS newscasts; the adding of affiliates in nine major markets, giving the network representation in 95 of the top 100 markets; improved operating efficiency, and the finding of recent studies which show that network radio's total audience was being underestimated.

During the year 57 advertisers used Mutual, Mr. Hurlleigh said, and the top spenders included Mennen, Philip Morris, Kraft Foods, Texaco, Reynolds Tobacco and Bristol-Myers.

Mutual bolstered its sales force in 1963, adding two account executives in New York and one in Chicago, he reported.

criteria to guide broadcasters on how many commercials would be considered sufficient to warrant a closer look by the commission. He reportedly has not suggested, however, what the criteria might be.

The commission's task is complicated

by a number of factors. On the one hand, there is the feeling of most members that the commission shouldn't simply wash its hands of the commercial question. A majority of the commissioners, including those who voted against the rulemaking, regard this as a

FTC rules toy makers' claims deceptive

MISREPRESENTATION CITED IN PRICES, PERFORMANCE

Three toy manufacturers and their officers were accused by the Federal Trade Commission last week of making deceptive claims in television commercials. Formal complaints were issued against all three companies—American Doll & Toy Corp., Brooklyn; Rainbow Crafts Inc., Cincinnati, and Emenee Industries Inc., Flushing, N. Y.

The complaints are based on 1962 commercials, none of which are on the air during the present Christmas season.

Emenee also was charged by the Trade Commission with misrepresenting the "suggested retail" price of its "electronic rifle range" toy. Emenee's rifle, the FTC alleged, does not have an adjustable, telescope-like sight as claimed, but the sight actually consists of a piece of plastic with a hole that moves within a slot. Also, the agency charged, the rifle's battery-powered "ammunition" will be depleted and have

to be replaced and that the toy is not complete and ready for operation as claimed.

Herbert L. Merin, president of Emenee, said all the matters complained about were settled with the FTC a year ago and that the questioned claims have not been repeated.

The FTC questioned claims for American's "Dick Tracy 2-Way Wrist Radio" that it will receive amateur signals; emergency distress calls; ship-to-shore communications, and that it is sold ready for operation without additional accessories (since it needs a battery which is not included). The toy radio, the FTC pointed out, operates on the citizens band and none of the cited services use this frequency.

Herbert Brock, American president, said the complaint shows a "lack of understanding" by the FTC of the toy radio. "We have recorded all types of communications picked up by these

sets," he said.

The Rainbow toy under attack is a "Forge Press" set which, the FTC charged, does not always include six molds for making human figures and four cans of "Play Doh" as indicated in the commercials, and a "Magnajector" unit to flash educational cards on a screen.

Joseph McVicker, Rainbow president, said the company no longer produces the toys under question.

The toy companies have 30 days to answer the FTC charges.

Commercials in production . . .

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

Klein/Barzman, 706 North La Cienega Boulevard, Los Angeles 69.

Metromedia Inc. (KLAC Los Angeles); unlimited number of all-length spots; for TV, live on tape; for radio, humorous. Placed direct. Approximate cost: \$250,000 (BROADCASTING, Dec. 9).

Mirisch Co.-United Artists ("The Pink Panther"); eight 60's, 30's, 10's for TV. live on film. Placed direct.

PAMS, 4141 Office Parkway, Dallas 4.

Dr. Pepper; one 60, one 30, one 20, one 10 for radio-TV (Christmas instrumental version of jingle). Bob Farrar, production manager. Agency: Grant Advertising, Dallas. Joe Hughes, account executive and agency producer.

Farah Slacks; three 60's for TV (music scores). Bob Farrar, production manager. Agency: White & Shuford, El Paso, Tex. John Amodeo, account executive and agency producer.

Raymond Scott Enterprises Inc., 140 West 57th Street, New York 19.

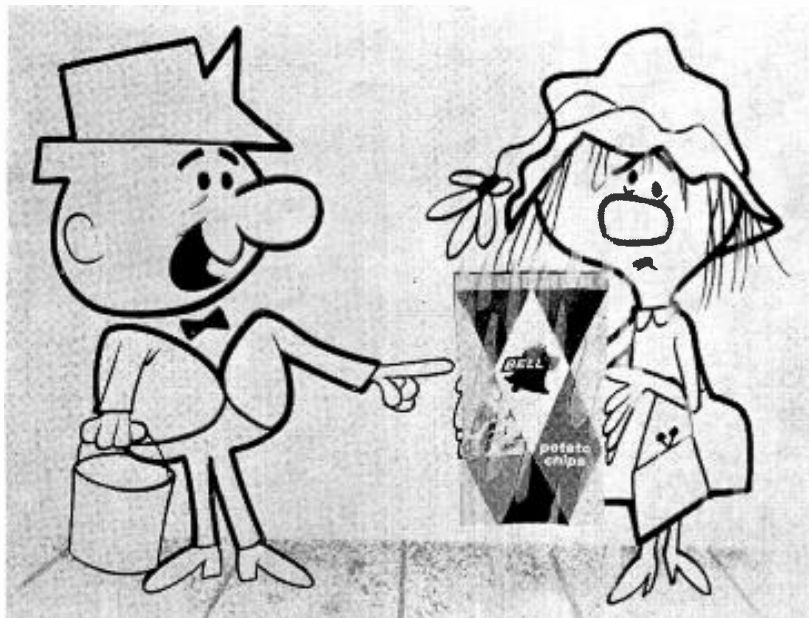
Ideal Toys; two 60's for TV (music scores). Charles Barclay, production manager. Agency: Grey Advertising, New York. Bruce Allen, agency producer.

Petry doubles number in stock participation

Edward Petry & Co., which started a stock participating plan last August allowing 26 company employees to take part in ownership of the company, last week expanded the plan, bringing 26 additional employees into it.

Under the arrangement, thought to be unprecedented for a station representative, the company had bought the combined 100% interest of Edward Petry, board chairman, and Edward Voynow, president, for a "substantial down payment" and an agreement to pay the balance "over a number of years" (BROADCASTING, Sept. 2). Total purchase price had been estimated to fall between \$2 million and \$4 million.

The intent of the plan was said to be to allow top officials of the com-



COMMERCIAL PREVIEW: Bell Brand potato chips

The new moisture-proof, resealable container for Bell Brand potato chips is the theme of the spot radio and spot TV holiday campaigns launched this month through McCann-Erickson, Los Angeles. Four 30-second and 60-second radio spots, voiced by Mel Blanc and Frank Nelson, create by words and sound effects a demonstration involving the Bell Brand container, a hose and two participants, one ending up completely drenched, with a humorous note that nonetheless punches home

the sponsor's story of a package impervious to water that keeps the product fresh until it has been entirely consumed. The same theme of a consumer test to verify the advertising claim is used in the TV ads as well.

The radio spots are being broadcast on 39 stations in California and Nevada. The TV cartoon is on three stations in Los Angeles; one each in Bakersfield, San Luis Obispo, Salinas, Santa Barbara and San Diego, all California, and Las Vegas.



Seasons Greetings From Collins



Ken Blake
Los Angeles, California



Blair Dobbins
Boulder, Colorado



Ray Evans
Jackson, Mississippi



Jerrell Henry
Roanoke, Indiana



Lin Leggett
New York, New York



Jim Littlejohn
Hopkins, Minnesota



Gene Randolph
Cedar Rapids, Iowa



Carl Rollert
Dallas, Texas



Theil Sharpe
Dallas, Texas



Jim Speck
Dallas, Texas



John Stanbery
Gatlinburg, Tennessee



Prose Walker
Dallas, Texas



Charlie Walters
Jacksonville, Florida



Phil Wharton
Toronto, Ontario, Canada

COLLINS RADIO COMPANY



73% accept make-goods on major independent

An independent TV station in one of the top 15 markets reported last week that 73% of its national spot advertisers have accepted make-goods on advertising pre-empted during the Nov. 22-25 coverage of the events surrounding the assassination of President Kennedy. Advertisers insisting upon credits totaled 22% and 5% are pending.

An earlier survey (BROADCASTING, Dec. 16) had shown that about 70% of the pre-empted commercials would be recouped through the make-good route.

Advertisers accepting make goods according to the station:

Arrow shirts, International salt, Handy Andy, Welch's, Dow sandwich bags, Remington, Betty Crocker casserole, Spectrocin, Carter, Dow oven cleaner, Montclair cigarettes, Continental Baking, Ronson products, Dixie Cup, Lipton, Wisk (Lever Bros.), International Latex, Yuban, Hudson Paper, Ideal toys, Spring cigarettes, Esquire, Buxton, Bayer Aspirin, Beech-Nut gum, Crackerjack,

Decon, Energine, Heinz baby food, Cities Service, Contac, Morton frozen food, Bell & Howell, Pabst beer, Regular Maxwell House, Ivory liquid, Nescafe, Crisco oil, Gleem (P&G), Romilar CF, Shell, Crisco solid, Pepperidge Farms, Van Heusen shirts, Ex-Lax, Post Toasties, Gaines Gravy Train, Wildroot, Deluxe Reading, Instant Maxwell House, Clinacin, Post cereals (various), Clorox (P&G), Ovaltine, West Bend, Gallo wine, Alberto-Culver, Pillsbury, Joy (P&G), Acme Stores, Bissell carpet sweeper, Hartz Mt. Products, Parker Pen, Head & Shoulders (P&G), Fling hosiery, Soaky, M&M candy, Action bleach, Uncle Ben's rice, Kool cigarettes, Dromedary, Viceroy cigarettes and Financial Arrangers.

Advertisers demanding credit for pre-empted advertising: Oxydol, Cheer, Tide, Thrill and Dash (all P&G), Excedrin, Bufferin, Marx toys, Transogram, Bromo Seltzer, Easy-Off, Listerine, Beech-Nut Baby Food, Primatene, American Toy & Doll, Anacin, American Chiclet, Vick Chemical, Score, Faberlash, Eastern Air Lines, Chocks and Bromo Quinine.

Advertisers whose decisions were pending last week: Phillip Morris, General Mills (Rocky & Friends), L & M cigarettes, Chesterfield cigarettes and Lark cigarettes.

pany first opportunity at the stock issue, then to give further employes the same chance as the remaining stock permitted.

The Petry firm says that still others will probably be invited to join in ownership of the firm. The 52 employes now participating constitute about one-quarter of Petry's personnel.

The 26 new Petry stockholders: John Carter, director of TV presentations; Robert Schneider, TV research manager; Miriam Barrow, manager accounting department; George Backus, William Coldwell, Morton Barrett and Richard Trapp, TV salesmen; Edward Rohn, Richard Schiess, Joseph Raffetto and Frank Webber, radio salesmen; William Nugent, radio presentation writer; June Perry, manager of reception and switchboard operation, Marilyn Fagan, assistant reception manager; Kay Johnson, manager TV estimating; Josephine Maggio, TV traffic manager; Pauline Ortega, administrative assistant to executive vice president; Barbara Murnane, assistant to TV sales manager; Patricia Prie, secretary to assistant TV sales manager, all in New York.

Forest Blair, radio sales manager; James Svehla Jr., radio salesman, Dolores Capalety, secretary, in Chicago.

Bruce C. Mayer, TV sales manager, Detroit; Carroll McKenna, TV salesman and Garrett Hollihan, radio sales manager, Los Angeles, and George Ledell, TV sales manager, San Francisco.

Business briefly . . .

General Mills, through Knox Reeves Advertising, has signed as sponsor on

NBC-TV background programs preceding the National Football League championship and Rose Bowl football games. Lindsey Nelson will be host for the 15-minute *NFL Championship Scouting Report*, Sunday, Dec. 29 (12:30 p.m.) and the five-minute *Rose Bowl Preview*, Wednesday, Jan. 1 (4:40 p.m.).

Toro Manufacturing Corp., Minneapolis, maker of lawnmowers and other power tools, plans a heavy TV spot campaign in more than 100 markets beginning in March. Agency: Campbell-Mithun, Minneapolis.

Also in advertising . . .

Busch in Chicago ■ Anheuser-Busch Inc., St. Louis, began testing its new all-aluminum Budweiser beer can in metropolitan Chicago, with heavy radio-TV schedules representing new money in addition to normal broadcast budgets. If Chicago proves out, Budweiser is expected to move in additional markets on the same basis. Agency: D'Arcy Advertising, St. Louis.

Move planned ■ Advertising Time Sales plans to move from its offices at 247 Park Ave., to 777 Third Avenue, New York, on Feb. 1.

West Coast merger ■ The Hollywood office of Clinton E. Frank Inc. has merged with Tom Lowey & Associates, to form Clinton E. Frank/West Coast, with Mr. Lowey as senior vice president and general manager. The agency has taken offices at 5455 Wilshire Boulevard, Los Angeles 36. Telephone: 937-2862.

Sixth office for Group ■ Group Productions, commercial production company, has announced the opening of a new office in Rome at 30 Via Donna Olimpia. Head of the Italian office will be Duilio Giovagnario, with credits in feature film direction. Other offices are in New York, Detroit, Hollywood, Toronto and Windsor, Ont.

Bonus audience ■ Television advertisers in Jacksonville, Fla., reach many more potential buyers than they may realize, according to a survey conducted last summer by WJXT (TV) in that city. Motels and hotels within the station's coverage area add more than 20,000 sets to the TV home count, WJXT said, and represent a potent selling force considering the 13 million plus tourists who visit Florida yearly, many of whom pass through Jacksonville.

Pulse signs D-F-S ■ The Pulse Inc. has announced that Dancer-Fitzgerald-Sample, New York, has signed for the research firm's complete radio service. The Pulse reported that the addition of D-F-S brought its list of agency subscribers to 170, and marked the sixth major agency subscription to its services in recent months.

'Huntley-Brinkley' sold through September

NBC-TV's *Huntley-Brinkley Report* has reached a sold out status up to September 1964. An order for alternate week quarter hour placed by Bauer & Black, Toronto, through Tatham-Laird, Chicago, has moved the weeknight news show to an SRO position.

Also reported at NBC-TV: Humble Oil, through McCann-Erickson, has extended its lineup for 13 news specials it will sponsor starting Jan. 7 in prime time.

Humble has added nine stations on the West Coast, reportedly anticipating formal acquisition of Tidewater Oil Co. in the territory it hadn't covered before.

A prodigal returns

Turnabout seems to be fair play for W. F. Young's Absorbine Jr. account. J. Walter Thompson relinquished the account billing \$1 million yearly (about \$900,000 in broadcast) March 1 to Ted Gotthelf Associates, New York. Eight months later, Gotthelf announced it would resign as agency on Dec. 31 (BROADCASTING, Oct. 21).

Last week a successor to Gotthelf was expected to be announced: Absorbine Jr. moves back to JWT Jan. 1.



Need a direct line to your audience?

The nearest thing to a direct line to your television audience is an ARB Overnight Survey . . . audience estimates the very next day on any U. S. television market. This economical survey method gives the quick and useful research information you need on short notice — registering the effects of new competitive programming, revealing differences after facility improvements and providing an up-to-the-minute sales and management aid for new shows.

If you can't afford delays and if you can't bypass sales opportunities, then you *can* afford ARB Overnight Surveys. When you face a decision requiring immediate audience estimates, join the growing number of other broadcasters, agencies and advertisers who regularly rely on the speed and reliability of ARB Overnight Surveys.



**AMERICAN
RESEARCH
BUREAU**

DIVISION OF C-E-I-R INC.

Desilu's gains: gross 23%, net 11%

With gross income for the first half of its fiscal year up 23% over a year ago and the net up 11%, Desilu Productions should have a profitable year, Lucille Ball, president, said Wednesday (Dec. 18). Completion of five half-hour pilots for the 1964-65 season, plus a special TV show and the provision of facilities for a theatrical motion picture add to the optimistic outlook, Miss Ball stated. She noted that the losses of the previous fiscal year which resulted in a net loss of 54 cents a share ended the company's "extraordinary cost adjustments [and] we believe that Desilu's currently profitable operations will continue and will be reflected favorably at the close of the current fiscal year" at the end of April 1964.

Miss Ball reported that NBC-TV has purchased a live show, *You Don't Say*,

for once-a-week broadcast in prime evening time, starting Jan. 7, in addition to the present five-a-week daytime broadcasts.

Six months ended Oct. 26:

	1963	1962
Earned per share	\$ 0.33	\$ 0.31
Gross income	11,195,935	9,089,236
Net income	400,005	361,661

TV grosses boost Chris Craft revenue

Television properties of Chris Craft Industries Inc. brought in 10% of the total revenues of over \$50 million for the nine months of 1963. Revenues from its two TV stations (KPTV Portland, Ore., and KCOP Los Angeles) amounted to \$5,295,684 at the three-quarter mark, on total revenues of \$52,684,402. TV revenues for the same period in 1962 were \$5,285,101.

This information is contained in a registration with the Securities & Exchange Commission by the company of 96,988 shares of capital stock to be sold

by stockholders at a maximum of \$13½ per share. Chris Craft closed Thursday at 13.

The registration reported that KPTV had earnings before federal income tax in 1962 of \$430,290, compared to \$369,701 in 1961. Chris Craft, the former Nafi Corp., bought KPTV in 1959 for over \$1 million. It is scheduled to become a nonnetwork station in March 1, 1964, after having been affiliated with ABC since it was established in 1957.

KCOP, bought in 1960, has been in the red, the report states, but is now profitable.

Columbia announces dividend

Columbia Pictures Corp. last week announced a first-quarter dividend of 44 cents a share on net earnings of \$791,000. The company also declared a stock dividend of 2½% outstanding shares of stock to be paid Feb. 17 to holders of record Dec. 30.

Ownership limit: will mutual funds create a problem?

The FCC was warned last week that strict enforcement of its multiple ownership rules where they involve mutual investment funds which hold interests in more than one broadcast group may cause an upheaval in broadcasting.

The caution was voiced by Metromedia in its response to the commission's action last month approving Metromedia's purchase of WCBM-AM-FM Baltimore for \$2 million, but conditioning the grant on compliance with the multiple ownership rules. The condition related to several mutual funds which have 1% or more common stock ownership in Metromedia and other broadcast groups.

If the cross-ownership is counted, Metromedia would have more than the legal limit of TV and radio stations. The FCC's rules prohibit any one company from owning more than seven AM, FM or TV stations (in TV the limitation is that not more than five of the seven may be in the VHF band).

The Metromedia letter, sent Dec. 17 by Robert A. Dreyer, vice president and general counsel of the company, points out that Keystone Funds Inc. owns at least 1% of 91 broadcast stations (CLOSED CIRCUIT, Dec. 16).

Keystone holds 4.86% of Metromedia with 17 stations; 5.655% of

Capital Cities Corp., with 11 stations; 2.5% in Taft Broadcasting with 10 stations; 2.25% in Crosley Broadcasting with 5 stations; 1.3% in Storer Broadcasting, with 17 stations; 1.93% of ABC, with 16 stations, and 1.67% of Time-Life, with 15 stations.

Fidelity Trend Fund, Mr. Dreyer says, owns 2.23% of the voting stock of Metromedia and 1.4% of the voting stock of Taft Broadcasting. This is a total of 27 stations.

United Funds owns 4.5% of ABC, 3.6% of CBS and 2.5% of RKO General, it is pointed out as another example of the cross ownership of broadcast companies whose securities are listed on the exchanges. This involves 51 stations, it is pointed out.

Chaos To Come ■ If the FCC actually strictly enforces the multiple ownership rules down to the letter, Metromedia says, it would mean the broadcasters in which Keystone Funds has interests (Metromedia, Crosley, Capital Cities, Taft, Storer, ABC and Time-Life) would have to divest themselves of 70 stations.

"We do not comment on the concurrent disruption of the commission's processes if the United States broadcasting structure had to be immediately realigned to accomplish that result," Mr. Dreyer comments.

Not only has the commission over-

looked these cross ownerships before, Metromedia claims, but as for itself neither of the two funds involved (Keystone and Fidelity) have any "control." Metromedia, it says, has 7,000 stockholders. Only two stockholders own more than Keystone and Fidelity—the Axe-Houghton funds, 19.17%; John W. Kluge, directly or through wholly-owned corporations, 8.3%.

If the commission maintains its position, Metromedia says, it is opening publicly held broadcast companies to the threat of extortion.

Anyone can buy 1% of two broadcast companies and then hold one or the other up in bargaining for disposal of the stock in order to take the company out of the clutch of conflict with the multiple ownership rules.

In any event, Metromedia concludes, the commission can and should waive the alleged conflict so that there is no condition on Metromedia's purchase of WCBM stations.

The question of cross ownership between two broadcast entities by mutual funds was brought up also in the grant to Polaris Inc. to buy KOMA Tulsa. Polaris, which is a public company, has one mutual stockholder which also has an interest in another broadcast company (BROADCASTING, Dec. 9).

(Also see story page 43.)

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Now the FCC wants to know everything

PROPOSED TV PROGRAM FORM LEAVES NOTHING TO IMAGINATION

Applicants for television facilities would have to do an exhaustive reporting job to meet the requirements of the TV station reporting form proposed for rulemaking by the FCC last week.

The form would require applicants to make extensive studies of the programming needs and interests of their communities and to report their plans for meeting those needs.

The form also would require applicants to provide a detailed analysis of their broadcasting, including a comprehensive review and forecast of their commercialization practices.

Furthermore applicants would be required to file the form—Section IV of the Broadcast Application Form—annually, instead of every three years, as at present. The filing date would be Nov. 15.

In another departure from present practices, the form would omit the composite and typical weeks as a means for reporting actual and proposed programming. Instead of the percentages of various types of programming this device requires, the applicant would be asked to list programs actually carried or proposed to meet needs. However, the composite and typical weeks would be retained for reporting commercial practices.

Third Try ■ The proposed form represents the commission's third effort to revise the program form so that it would implement the FCC's 1960 program policy statement. The previous versions were put out for comments in February and July 1961.

As indicated earlier, the commission will hear oral comments on the new proposal rather than follow the customary rulemaking route and request written comments (BROADCASTING, Dec. 16). The oral proceeding will be held Feb. 13. It will be open to station managers as well as communications attorneys.

The seven commissioners are said to have disagreed widely on a number of aspects of the form. However, they were unanimous in their vote to issue it in view of their determination to "put something out" on which the industry could comment. Various commissioners have been promising action "soon" on a reporting form for almost two years.

A separate form for AM and FM licensees is under preparation. The commission is scheduled to consider a revised form for radio at a special meeting Jan. 6.

The TV form would be completed by

applicants for new stations, license renewals, assignment or transfer of control, and major changes in facilities.

Among the features of the form are requirements that the applicant:

- Canvass civic leaders and the public to determine programming needs and interests.

- Evaluate programming needs.

- List program proposals for the coming year in chart form.

- Show time breakdown, and source, of programs.

- List distribution of commercials.

- Show number of program interrup-

tions by length of programs.

- Describe station policies.

Supplemental Statement ■ The licensee would also be required to file a supplemental statement if he made any significant changes in his operations.

The section concerned with community program service—dealing with the survey, evaluation and program proposals—would give licensees the most research to do.

It would require a narrative statement in "reasonable detail" describing the work done by the applicant to determine the community's programming needs and interests and relating the number of complaints about programming received. It also asks that the licensee report on "channels of communication" with the public, "such as announcements inviting the public to comment on programs and a description of any programs developed in this manner." (This latter suggestion appears to be a watered-down version of a proposal by Chairman E. William Henry that broadcasters be required to make such announcements.)

Besides the narrative, the applicant would be required to give the names and positions of persons in each of 11 categories with whom a representative of the station conferred on programming services and "from whom significant suggestions were received." The applicant is also asked to list the general types of services which were suggested to meet programming needs.

Categories ■ The 11 categories include: listening public, public officials, educators, religious groups, entertainment media, agricultural organizations, business organizations, labor organizations, charitable groups, professional associations and others."

In his evaluation of programming needs, the applicant would be required to list the "elements of program service" he considers necessary to serve the needs of the public. He would also be asked for an evaluation of the relative importance to be accorded each element in making programming decisions.

The program proposals, based on the evaluation, would be broken down according to the 14 categories listed in the 1960 programming policy statement as being "usually necessary to meet the public interest, needs and desires." These include agriculture, editorialization, education, entertainment, news, politics, public affairs, religion, sports, weather and market reports, children's shows, opportunities for local self-expression,

KVOC, WOL-FM fines affirmed

A total of \$2,500 in fines was levied by the FCC last week against WOL-FM Washington and KVOC Casper, Wyo., for violations of commission operating rules. The FCC refused to reduce either fine—\$1,500 for KVOC and \$1,000 for WOL-FM — though both stations pleaded mitigating circumstances.

KVOC was charged almost a year ago (BROADCASTING, Feb. 25) with beginning equipment and program tests without asking or receiving FCC permission and with unauthorized operation with a 1 kw power.

William F. Shutts and Duane W. Simons, co-owners of KVOC Broadcasting Co., admitted the violations but termed them "inadvertent," the commission said. The FCC also noted that the argument was used that KVOC is a small station in a marginal market. However, the commission voted to make the fine stick, although Commissioners Rosel H. Hyde and Frederick W. Ford dissented. Commissioner Kenneth A. Cox did not participate.

The Washington FM was originally notified of its fine more than a year ago (BROADCASTING, June 11, 1962). Charged with using a new antenna system and making equipment and program tests without commission authorization, WOL-FM claimed that the offenses were neither repeated nor willful and caused no harm to competing stations or the public.

As in the KVOC case, however, the FCC decided that the violations were serious enough to warrant the fine. Again Commissioner Hyde dissented, though Commissioner Ford concurred, and again Commissioner Cox did not participate in the decision.

use of local talent, service to minority groups.

The programs, in addition, would be listed by title, source, time-slot, and frequency, the evaluated need it is intended to meet and the public groups who expressed a need for that type of programing.

Special Programs ■ The applicant is also asked to submit a statement on any special or irregularly scheduled programs he intends to carry to meet expressed needs. And if the licensee's performance has varied from the proposals he made previously, he is asked to explain the differences.

The applicant is also asked to report, in chart form similar to the one used in relating proposed programing, the regularly scheduled programs that were carried in the preceding 12-month period. This would give the FCC a means of checking promise versus performance. He would also be asked to list special programs that were broadcast and to describe his policy on discussion programs. In connection with the latter requirement, he would be asked to list programs carried on five issues of importance to his community.

The section on commercial operation is designed to provide information not only on the amount of commercials carried but on their relation to the licensee's noncommercial programing.

Some commissioners feel this data would enable the play of the market place to govern commercialization and thus eliminate the need for government regulation. Commissioner Frederick W. Ford, who takes this position, feels competition will require broadcasters to keep the amount and frequency of their commercials within reasonable limits.

The applicant would fill out composite and typical weeks for program and non-program matter (which includes commercial time and public service announcements, listed separately). The commercials would be given both in minutes and in percentage of total broadcast time.

Program Distribution ■ The form also would require the applicant to report, in composite and typical weeks, on how local, network and exchange programs are distributed through his daily program schedule.

In addition, he would be asked to report, in composite and typical weeks, the number of 60-minute segments containing commercial matter ranging in length up to "more than 16.1 minutes."

Information is also required on the number of "interruptions" broadcast, within programs ranging from 15 to 90 minutes in length. Interruptions are defined as including commercial continuity, commercial announcements and public service announcements broadcast

Loevinger worries about diversification

Group broadcasters have heard that FCC Commissioner Lee Loevinger has some definite ideas about diversification of ownership, but they ought to read his latest on the subject.

In a pointed dissent to the FCC's action last month authorizing the purchase of WCBM-AM-FM Baltimore by Metromedia Inc. (BROADCASTING, Dec. 2) and made available last week, the former antitrust chief of the Department of Justice rakes his FCC colleagues for permitting the transaction "with casual, cavalier and perfunctory formalities."

Commissioner Loevinger did not comment on the cross-ownership question, which was the basis for the condition the commission attached to the sale (see story page 40).

Rather, his concern was with concentration of ownership. He noted that with the acquisition of the Baltimore stations, Metromedia will have 19 stations under its control (seven TV, six AM and six FM). Only CBS holds that many licenses, he pointed out. Another licensee has 18 licenses, one has 17, and two have 16, he said. No other licensee has more than 14, he added.

Another element "of more significance," Mr. Loevinger said, is that Metromedia's stations are in large concentrations of population—almost 30 million altogether. Metromedia has stations in New York, Philadelphia, Cleveland, Los Angeles, Washington, Kansas City, Mo., Decatur and Peoria, both Illinois, and Stockton, Calif.

Sardonically, Mr. Loevinger recalled that the commission recently

made an "extended inquiry including a formal hearing into an overlap of two millivolt contours in a small area lying wholly in a sparsely settled part of the midwestern plains of two small AM stations."

Referring to the FCC's multiple ownership rules, Mr. Loevinger noted that the intent was to insure diversity and dispersion of control and that the maximum number was a limitation, not the rule. In its 1953 order adopting rules on television ownership, the commission stated, Mr. Loevinger said, "that it would examine each case on the basis of this criterion [not to grant even one additional station to a broadcaster where this would result in a concentration of control . . .] rather than on the basis of mechanical application of the provision of the rule containing the numerical limitation to be applied as a maximum 'in any event.'"

He continued: "The promise to look at the facts and circumstances of each individual case in terms of the public interest in avoiding any trend toward concentration in this vital field becomes a mockery when the very largest licensees are permitted to extend their scope without even being subjected to public inquiry or a pause for reflection. . . ."

In conclusion, Commissioner Loevinger dissented "from the summary disposition of this matter and the refusal to perform what I regard as the plain duty of the commission to give plenary consideration to this important and controversial transaction."

within programs.

However, the form appears to omit any reference to the largest single source of television interruptions—network promos. The November issue of TELEVISION magazine reports that ABC, CBS and NBC will use an estimated total of \$600 million in air time to publicize their programs this year. Yet none of the definitions given for interruptions cover such advertising.

An FCC official who helped prepare the form indicated the omission of reference to promos was an oversight.

Local Responsibility ■ A section of the form dealing with station policies and practices is designed to elicit information on the control the applicant exerts over the material broadcast by his station. It asks whether the station has programing and advertising standards (whether developed by itself or contained in a broadcasting code).

It also asks for a statement of the practices established by the applicant to bring his responsibility for serving his community "to bear upon networks and others who provide programs exhibited by the station."

Multiple-station owners are singled out for questions about the amount of local autonomy given station managers to plan programing to meet local needs.

Applicants are also asked what procedures they follow in dealing with complaints and in providing regular supervision of the station's operations.

In addition, information is requested on the facilities, staff and equipment available for developing programs.

And, as is true of the present form, applicants are given an opportunity to submit any additional information which, in his judgment "is necessary adequately to describe" his operations in the public interest.

Rating council asks for nonprofit status

AAAA RECONSIDERS: JOINS AS FULL-FLEDGED MEMBER

Articles of incorporation for the Broadcast Rating Council Inc., as a nonprofit organization, were filed last week in Delaware.

Donald H. McGannon of Westinghouse Broadcasting, chairman of the National Association of Broadcasters research committee which led in the formation of the council—which he has also headed—announced the incorporation move Thursday (Dec. 19).

The list of organizations from which the council's board of directors will be drawn also disclosed that the American Association of Advertising Agencies, which in the past has insisted on a liaison role rather than full participation in council affairs, has reconsidered and become a full-fledged member.

In a letter released by the AAAA on Friday (Dec. 20) President John Crichton said the agency association had concluded that its misgivings about the structure of the council ought to be subordinated by its desire to support the broadcasters, its belief in the purposes of the council and the benefits that will ensue from it.

Mr. Crichton's letter, sent to Mr. McGannon, also made clear that AAAA was joining with the understanding that its membership would be contingent on the council's proceeding promptly "beyond the auditing of existing rating services toward the im-

provement of methods of audience measurement"; that summary findings of the audit procedure will be made available to AAAA agencies "so that they may be informed of any discrepancies" indicated in rating services' performance; that "satisfactory assurance of legality is received by the rating council from appropriate governmental departments," and that in its pursuit of better research methodology the council will "make full use of existing facilities" including those of the Advertising Research Council.

Mr. Crichton said the AAAA was ready to assist the council and that funds not to exceed \$10,000 for two directors seats were "available whenever required." The AAAA will review its position after a year.

The Association of National Advertisers at last report was adhering to its original decision that it should not be a full member of the council, but would cooperate in every way possible in a "liaison" capacity—the stand originally taken by the AAAA.

Organizations from which the newly incorporated council's board of directors will be drawn, in addition to the NAB and the AAAA, are the Radio Advertising Bureau, Television Bureau of Advertising, Station Representatives Association, FM Broadcasters Association, ABC, CBS and NBC.

FCC pace slackens

Little activity is expected out of the FCC over the next two holiday weeks. The commission's meeting this week, which would normally fall Wednesday—Christmas day—has been pushed back to Friday, and no controversial items are expected to be on the agenda. There will be no meeting next week.

More time for allocation comments

The FCC is interested in getting the broadcast industry's opinion of the TV allocations plan submitted to the commission by the National Association of Educational Broadcasters as an alternative to an assignment table recently offered up for comment by the agency.

The commission last week extended the deadline for comments on the allocation proposals from Jan. 3 to Feb. 3, 1963, to give interested parties ample time to evaluate the NAEB counter proposal. Reply comments are due April 3.

The NAEB table, calculated by a computer, offers the possibility of 2,600 UHF assignments and approximately 600 more than does the allocation plan of the commission (BROADCASTING, Nov. 11). The association planned that



Construction begins on new KRLD-AM-FM-TV studios

An architect's drawing of a new three-level building for KRLD-AM-FM-TV Dallas was shown last week by Clyde W. Rembert, KRLD stations president, and John W. Runyon, chairman of the board of the *Dallas Times Herald*, licensee of stations.

The building, which will cost more than \$1.5 million, is due for completion in early 1965. Total area for the building and parking area is about 100,000 square feet.

Sheathed in white marble, corrugated limestone and anodized alumi-

num, the building's ground floor will include three TV studios, executive offices and all the radio facilities.

The upper level will contain sales and administrative offices and a sub-level will house the newsroom, photographic lab and art studio.

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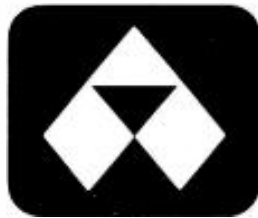
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NAB AM membership tops 2,000 for first time

AM station membership in the National Association of Broadcasters passed 2,000 for the first time in history last week with memberships in all classes at a record high of 3,266, according to Bill Carlisle, NAB vice president for station services.

Twenty new AM stations' applications for membership were processed last week for a total of 2,005. This figure was after the resignation of five additional radio stations as a result of a speech by Governor LeRoy Collins on civil rights to the Columbia, S. C. Chamber of Com-

merce (BROADCASTING, Dec. 16, 9).

These resignations brought the total to seven stations, all radio, which have resigned in protest to the governor's speech. Earlier, two South Carolina stations quit the NAB and of the five last week, two were from South Carolina, two from Texas and one from Florida.

The NAB now has 691 FM and 430 TV members, both also record numbers, 133 associate members and seven radio and TV networks. Mr. Carlisle said the 2,005 AM members represents a 7.5% increase during 1963.

900 of these 2,600 UHF assignments would be reserved for noncommercial educational use. The suggested table left untouched all UHF, commercial as well as educational, assignments now licensed or granted, and all VHF assignments.

The commission's plan calls for a total of 1,979 assignments, or 411 more than now exist in the UHF spectrum. Of this 411 increase, 374 would be reserved for educational television.

FCC Comment ■ The commission, in extending time for broadcasters to

study the alternative NAEB table, made a couple of brief observations of its own. The commission said the NAEB table "would provide somewhat less flexibility in the choice of transmitter sites due to the fact that it proposes many assignments close to the minimum separation requirements and would make assignments in many areas of low population density raising a question whether demand will materialize for use of such channels."

The commission added that its proposed assignment table avoided making

allocation to small communities, "although such additional assignments are available should demand arise."

The NAEB, claims that the commission proposal failed to take into account the future needs of educational television. The association said that its use of computer techniques made possible its saturated table—techniques which it urged the commission use in making all allocation proposals.

WHAS-TV a step nearer to getting taller tower

After almost a decade of trying, WHAS-TV Louisville is going to have a new, taller TV antenna. The *Louisville Courier-Journal* station is going to build a new 959-foot tower, more than half again as high as its present structure, at Floyds Knobs, across the Ohio River in Indiana. But it'll be a far cry from the 1,849-foot tower it first proposed.

The proposal has been approved by the Federal Aviation Agency. An application for FCC approval will be filed shortly.

The site is in the vicinity of the WAVE-TV Louisville tower.

In 1954 WHAS-TV officials began looking for a new site for a TV tower. They studied more than 50 sites and were rejected by the FAA and its predecessor CAA five times. The station even went through a four-year hearing before the FCC attempting to persuade the commission to overrule the FAA on a 1,849-foot tower at Brownsboro, about 25 miles northeast of Louisville. The commission in 1961 denied the Brownsboro site on the ground that WHAS-TV's signal would impinge on the UHF stations in Lexington, Ky. In more recent years, WHAS-TV has asked for FAA approval of a 1,649-foot tower and later a 1,329-foot tower at Shawnee, a shopping center within the city limits of Louisville. It even went through an FAA hearing on the latter proposal, but could not convince the aeronautical agency to agree.

The present tower must be moved to make way for a new Federal Office Building to be erected on the site.

Changing hands

APPROVED ■ The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 66).

■ **KIRO-AM-FM-TV** Seattle: 50.215% interest sold by Saul Haas to Wasatch Radio & TV Co. for \$5,095,500. Wasatch is a subsidiary of the Corporation of the President, Church of Jesus Christ of Latter Day Saints (Mormon). It already owns 42% which it has been acquiring since last April. The Mormon Church owns or controls KSL-AM-FM-TV

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Salt Lake City, KID-AM-TV Idaho Falls and KBOI-AM-TV Boise, both Idaho and shortwave WRUL Scituate, Mass. Transaction includes a 10-year employment contract for Mr. Haas, with a provision that for at least four years he will be chairman of the board at \$25,000 yearly. KIRO, founded in 1927, operates on 710 kc with 50 kw. KIRO-FM began in 1946 and operates on 100.7 mc with 16.5 kw. KIRO-TV went on the air in 1958 on channel 7. All are CBS affiliated.

■ **WWOM New Orleans:** Sold by Franklin Broadcasting Co. to David W. Wagenvoord, 66⅔%, and Fred P. and Myrtle Westenberg, 33⅓% for \$450,000 including \$75,000 for agreement not to compete and assumption of \$45,000 in obligations. Buyers control KVM New Iberia, La. Franklin Broadcasting is controlled by Alvin Koenig and William F. Johns Jr. WWOM is a 1 kw daytimer on 600 kc. Commissioner Robert T. Bartley dissented.

■ **Wdz Decatur, Ill.:** Sold by Frank C. Schroeder Jr. to Stephen P. Bellinger, Morris E. Kemper, Joel W. Townsend and T. Keith Coleman for \$325,000. Buyers own WIZZ Streator and WRAM Monmouth, both Illinois. Wdz is 1 kw daytime only on 1050 kc.

■ **KEVE-KADM(FM) Golden Valley, Minn.:** 50% sold by James A. McKenna Jr. to John Poole Radio Properties Inc. for \$200,000. Poole owns KGLM Avalon, KBIG(FM) Los Angeles and has minor interest in KRAK Sacramento, all California. KEVE is fulltime on 1440 kc with 5 kw day and 500 w night. KADM, a construction permit, is on 92.5 mc with 2.8 kw.

FCC refuses to reconsider drop-ins

Another step has been taken by the FCC in making final its decision to deny short-spaced VHF drop-ins in seven markets now having only two commercial VHF TV stations. Last week's action affirmed the commission's Nov. 15 denial of petitions by ABC and 13 others to reconsider the agency's original denial made last May (BROADCASTING, Nov. 18).

Denial of the reconsideration petitions was made by a 4-3 vote with Commissioners Rosel H. Hyde, Frederick W. Ford and Kenneth A. Cox voting for the drop-ins. Commissioner Cox plans to issue a statement, as does Commissioner Lee Loevinger, who voted for denial, but neither statement has been released.

In a separate decision last week the commission denied requests by ABC, Storer Broadcasting Co., Rivoli Realty Co. and Penn Traffic Co. that the commission reconsider assignment of ETV channel 3 to Clearfield, Pa. The petitioners had claimed that if a drop-in

were to be granted to Johnstown, channel 3 would be more functional than would the proposed channel 8. The commission said that the drop-ins decision obviated any reason for consideration of the channel 3 matter.

TAME begins attack against CATV growth

Concrete plans for the "fight against the indiscriminate franchising of community antenna television systems cropping up in all parts of the country" have been formalized by TAME Inc., a recently formed group of TV antenna and accessory manufacturers.

Following a meeting in New York, TAME said a "substantial sum" was approved to finance immediate campaigns against CATV franchises in Georgia, Connecticut, Ohio and Texas. Mort Leslie, JFD Electronics Corp. and acting chairman of TAME, said a Georgia campaign will begin on or about Jan. 20 with a meeting in Atlanta.

The organization, formed for the express purpose of opposing CATV franchises across the country, also is participating in hearings before the Connecticut Public Utilities Commission on community antennas. The commission has been given the authority to

grant franchises in Connecticut cities, and TAME said it is "playing an important behind-the-scenes role in seeing that many necessary regulations take place." The organization also is active in Houston and Dayton and Lima, both Ohio, where CATV operations are planned.

Among the companies which belong to the organization are JFD Electronics Corp., Brooklyn; Alliance Corp., Alliance, Ohio; Antennacraft Co. and Antenna Designs Inc., both Burlington, Iowa; Channel Master Corp., Ellenville, N. Y.; Clear Beam Antenna Corp., Canoga Park, Calif.; Cornell Dubilier Electronics Division, Fuquay Springs, N. C.; The Finney Co., Bedford, Ohio; Kay-Townes Antenna Co., Rome, Ga.; S&A Electronics Inc., Toledo, Ohio; Spaulding Products Co., Frankfort, Ind., and Winegard Corp., Burlington, Iowa.

Mutual adds three stations

MBS has announced the addition of three new affiliated stations, effective New Year's Day.

They are wqsr Solvay (Syracuse), N. Y., operating on 1320 kc with 500 w daytime; ksom Ste. Genevieve, Mo., on 980 kc with 500 w, and kwpc Muscatine, Iowa, on 680 kc with 250 w daytime.



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MEAGHER QUILTS NAB POST

Will radio vice presidency be retained?

The resignation of John F. Meagher as vice president for radio of the National Association of Broadcasters (CLOSED CIRCUIT, Dec. 16) was officially announced last week with the release of an exchange of letters between Mr. Meagher and NAB President LeRoy Collins.

Mr. Meagher's resignation becomes effective Feb. 1, 1964, to permit him to help prepare for the NAB radio, TV and combined board meetings in Sarasota, Fla., Jan. 27-31. He has been with the NAB since 1945 and has held the title vice president for radio from that time.

In his letter to Governor Collins, dated Dec. 10, Mr. Meagher said that "for some time now, I have harbored a growing desire to return to a more 'private' form of endeavor. Accordingly, I respectfully request that I be relieved of my NAB staff assignments at



John Meagher
To leave NAB

your pleasure, but by the end of January."

Governor Collins replied last Tuesday (Dec. 17). "Your resignation from our NAB staff has given all of us here a heavy sense of personal loss," he told Mr. Meagher. "The fact that you have delayed its effective date until Feb. 1 is most considerate and appreciated. This will enable you to help in our preparations for the board meetings in late January and personally attend. . . ."

Future Consultant ■ Governor Collins suggested that the NAB would like to work out an arrangement for Mr. Meagher to be available for "special

assignments or consultative services" after he leaves the association.

There is some speculation as to whether the NAB would retain the position of vice president for radio following Mr. Meagher's resignation. Shortly after he became president in 1961, Governor Collins submitted a reorganization plan to the NAB board which recommended the abolishment of

NEW PROPOSAL FROM KRLA

Would assign revoked license to nonprofit group

KRLA Pasadena-Los Angeles, which the FCC had ordered off the air as of Friday, Dec. 27, has proposed a plan whereby the station would continue operating but under a new, nonprofit ownership.

Eleven Ten Broadcasting Corp., the licensee, has offered to transfer its facilities to Broadcast Foundation of California Inc., which has been established for that specific purpose.

The proposed owner would use profits from the station to aid the development of an ETV station on channel 28 in Los Angeles.

The commission last week granted KRLA a 45-day extension of its termination date to study the proposal. It also asked the station to supply additional details and a legal memorandum. This information is due in 30 days.

KRLA's proposal was made after the station had exhausted all legal steps to reverse the FCC's refusal to renew its license. Renewal was denied on grounds that Donald Cooke, sole owner of Eleven Ten, had not lived up to program proposals; that the station had falsified its logs and that it had engaged in fraudulent contests.

The KRLA nonrenewal was affirmed over a month ago when the U. S. Supreme Court refused to review a unanimous District of Columbia Court of Appeals decision supporting the action (BROADCASTING, Nov. 18).

Under the proposal submitted to the FCC, the new corporation would assume a \$360,000 debt Eleven Ten owes Jack Cooke, Donald's brother. In addition an arrangement under which a firm controlled by Jack Cooke leases equipment to the station for \$90,000 a year. This lease has 5½ years to run. According to the proposal, income received by the Broadcast Foundation would "be devoted exclusively to educational, scientific, literary, or charitable purposes . . . particularly the proposed operation of UHF channel 28, as requested by Community Television of Southern California."

staff vice presidencies for radio and TV. The vice president for TV position was abolished with the resignation of Charles H. Tower in the spring of 1961 but the NAB radio board rebelled and the vice president for radio post was retained.

Ben Strouse, WWDC-AM-FM Washington and chairman of the NAB radio board, said that he wants to get the sentiment of other members of the radio board before making a recommendation on continuation of the job. Perhaps, he said, such a title is not needed now but that "I fear anything that represents a downgrading of radio."

The following men have agreed to serve as trustees of the Broadcast Foundation: Dr. Frank C. Baxter, professor emeritus of the University of Southern California; Dr. Kenneth Harwood, chairman of the department of telecommunication, USC; John P. Pollock, attorney; John Bowles, president of Rexall Drug Co.; Robert S. Sprague, president of Pioneer Savings and Loan Association, Los Angeles, and Stephen W. Royce, attorney.

NAB to intervene in court case on FCC fees

The National Association of Broadcasters plans to intervene in a court test of the FCC's power to require the payment of fees by broadcast applicants as well as others licensed by the commission (BROADCASTING, Dec. 16).

Douglas Anello, NAB general counsel, advised the U. S. Court of Appeals of the Seventh District, Chicago, that radio and TV stations would be "adversely affected" if the fee schedule is placed in operation Jan. 1 as planned. He said the NAB will intervene because the commission needs specific authority from Congress to charge applicants for services it renders.

WISM-AM-FM Madison, Wis., joined several aviation interests in filing the court case. Under the fee schedule, applications for a new station, major change in existing station, renewal or assignment of license would have to pay \$50 (radio) and \$100 (television).

Two stations join CBS Radio

Two unaffiliated Vermont Stations, WIKV Newport and WTVN St. Johnsbury, will join CBS Radio Dec. 29. Both stations dropped from NBC Radio affiliation April 1, 1963.

WTVN operates on 1340 kc with 1 kw during the day and 250 w at night. It is owned by Twin State Broadcasters. WIKV, owned by Memphremagog Broadcasting Co., operates on 1490 kc with 1 kw day and 250 w night.

FINAL WORD ON EMERGENCY PLAN

New defense-broadcast system is made permanent

The official, permanent Emergency Broadcast System to be used in a war emergency becomes effective Jan. 6, 1964, the FCC announced last week. The EBS is primarily an AM system; FM and TV aural channels will be used mainly for relaying and as a backup for networking—although both services' broadcasts would be receivable by the general public.

The EBS is a successor to the Conelrad system which was inaugurated in 1951 and found unnecessary in 1962. An interim emergency broadcasting system was established last July (BROADCASTING, July 8). The permanent system is generally similar to the system now in effect under temporary orders.

There are about 1,500 AM stations and 80-odd FM stations now holding National Defense Emergency Authorizations (NDEA). Although these authorizations expire Dec. 31, they have been extended to June 30, 1964 by the FCC.

Only stations holding NDEAs will be permitted to remain on the air during a war emergency.

Last week's notice puts all stations on notice that they may become part of the EBS if they meet specified criteria.

No station operating under war emergency conditions will be able to identify itself, except for the area in which it is operating. This is to delete any competitive advantage to those stations not holding NDEAs. NDEA stations must also participate in weekly tests.

The complete EBS is designed to permit the President and the federal government to communicate with the general public before, during and after an enemy attack.

Following this first priority, the system is planned to provide state, regional and local civil defense programs to advise, instruct and inform their publics.

The plan has been approved by the White House Office of Emergency Planning, the Office of Civil Defense in the Department of Defense, and the FCC. The commission authorized the system Dec. 4.

All Stations Advisory ■ A complete package of documents listing all the needed information is being mailed to all NDEA holders this week, all licenses will receive them next month.

Included in the file is an official list of civil defense "operational areas" for each county in the United States. Stations requesting NDEAs must be able to be connected to these points for local messages which have second pri-

ority after Presidential messages.

Priority three is for state programing; priority four, national programing and news (including regional).

In order to be eligible for NDEAs, stations must meet the following criteria:

"a. It must be capable of being interconnected to the presidential, national, state and common local operational area programs. Arrangements for interconnection must be approved by the FCC prior to implementation.

"b. The station must conform to FCC engineering requirements for the EBS.

"c. It must be a member of LIAC [Local Industry Advisory Committee] in its designated operational area, and must cooperate with other LIAC stations in the origination and broadcasting of the common local program.

"d. It must participate in public education in connection with the EBS.

"e. The station's hours of operation will be taken into consideration.

"f. Adequacy of staff and physical facilities will be considered.

"g. The station participates in the

OCD [Office of Civil Defense] Radiological Fallout monitoring program, using facilities provided by OCD."

The OCD is proposing to furnish stations with a radiological monitoring kit to measure radiation in the air. It will require only that the station notify OCD when radiation levels reach a certain point.

If a station is turned down for an NDEA, it may appeal to the FCC for review.

The packet going to all broadcasters contains (1) the EBS plan, (2) criteria for eligibility, (3) procedure for activation, termination and authentication, (4) Presidential Executive Order 11092, assigning emergency preparedness functions to the FCC, (5) White House and OCD requirements, (6) FCC rules and regulations relating to EBS, (7) FCC field liaison offices, and (8) a map of the regional boundaries and field installations of the OCD.

Other documents—relating to technical program channels, programing and operating instructions, stand-by script, and the organization and responsibilities of the national, regional, state and local industry advisory committees—will be furnished licensees holding defense authorizations.

Alerting Stands ■ The system for

Stations DO Have Personality



LES BIEDERMAN, PRESIDENT

STATISTIC -- The Northern Michigan Grade B Area of WPBN-TV and WTOM-TV lists annual drug sales of \$20,825,000.

ENTHUSIASM -- That's the keynote of OUR Les Biederman, up to his neck in an eager, very vocal push for civic improvements and growth of Northern Michigan.

Les starts campaigning and the public (most of it) joyfully joins in.

The enthusiasm boiling out of this man reflects in his stations. It is an enthusiasm that sells YOUR product.

The PAUL BUNYAN STATIONS

WPBN-TV WTOM-TV WTCM WMBN WATT WATC WATZ

Soren H. Munkhof, Gen. Mgr.
Nat. Rep. - Venard, Torbet and McConnell

Paul Bunyan Bldg., Traverse City
- Elisabeth Beckjorden

Set sales and production for first 10 months

Television sales and production for the first 10 months of the year were up over the same period last year, but radio sales and production lagged, Electronic Industries Association reported last week.

Also moving upward to almost double was the production of all-channel TV receivers—833,637 for the first 10 months of the year, compared to 485,025 for the same period in 1962. EIA figures are as follows:

Period	TV	SALES	
		(with UHF)	Radio (with FM)
Jan.-Oct. 1963	5,428,031	—	7,698,114*
Jan.-Oct. 1962	5,034,880	—	8,888,904
		PRODUCTION	
Jan.-Oct. 1963	5,818,906	(833,637)	14,894,292**
Jan.-Oct. 1962	5,434,086	(485,025)	15,684,733
			(1,223,143)
			(941,141)

*Excludes auto radios.

**Includes 6,420,501 auto radios, compared to 5,665,954 in same period last year.

alerting stations in a war emergency will remain the same as it was for Conelrad and the interim EBS: the federal government will issue its alert to the Associated Press and United Press International. They in turn will flash the alert, including authentication phrases, to stations subscribing to their teletype service.

Upon receipt of a national alert, all AM, FM and TV stations will discontinue regular program transmissions and make prescribed announcements. Those stations without NDEA's will advise listeners and viewers to tune to EBS stations and go silent. Stations holding defense authorizations will then commence operating under EBS procedures, with all stations in an area carrying the same program.

The EBS will be available as an emergency warning network in cases of hurricanes, tornadoes or other physical catastrophes through the United States Weather Bureau. This remains the same as it is now.

DO IT YOURSELF SHOWS Home TV recorder to be on market in 4 to 6 months

Recording and playing TV tapes over home equipment, once considered beyond the realm of consumer-price possibility, last week seemed a step closer to reality.

Demonstrations of a prototype of Cinerama Telcan's new home TV tape recorder left observers favorably impressed with technical progress made in development of the instrument though some were skeptical of the production schedule planned for it. Fidelity of the recorder's reproduction was said to be below commercial TV standards but high enough to excite consumer interest.

The "Telcan" recorder, developed by Nottingham Electronic Valve Co. (NEV)

in England is ready for distribution in that country at a price close to \$180.

Cinerama holds controlling interest in Cinerama Telcan, a company formed by Rutherford Engineering Partnership (Bermuda-based affiliate of NEV) and Cinerama Inc. Cinerama Telcan has distribution rights for Telcan in this country and has been adapting it for the American market (BROADCASTING, Sept. 9). A major problem has been in conversion of the equipment for the 525-line system used here from its original design based on the British 625-line system. Michael Turner, director of NEV and one of the inventors of Telcan, said this problem had been essentially overcome though further refinements are still possible.

The prototype model, shown first to stockholders of Cinerama Inc. at a special meeting Dec. 13, is expected to undergo several operating refinements which might put its consumer price tag close to \$300.

The equipment is capable of recording off-the-air (regular TV programing) or pictures made with a home TV camera. The recorder works in tandem with a regular television set. Installation of the recorder would require the assistance of a serviceman.

Cinerama expects to have Telcan ready for the U. S. market in four to six months. The company said last week that negotiations were under way with a number of manufacturers but that none had yet been signed to produce the recorder.

Cinerama Telcan also hopes to market a camera which, when connected to the recorder, could be used to make home TV tapes. A prototype of such a camera weighing about 12 lbs. was also demonstrated. It would be priced around \$200.

Crux of Telcan and the factor which is said to be keeping it in the consumer price range is the recording head design. Telcan uses a stationery recording head

and a tape speed of 120 i.p.s. It has an 11½-inch tape reel which will give a recording time of 22 minutes or 44 minutes using both sides of the tape.

Fairchild Camera & Instrument Corp., another company intending to enter the consumer TV recorder market, reportedly hopes to demonstrate a model of its recorder by mid-January (CLOSED CIRCUIT, Oct. 21). The Fairchild model is expected to be priced close to \$300.

New TV apparatus in latest Tiros

A new Tiros meteorological satellite, due to be launched at the end of last week, contains a variation on TV which is expected to permit higher definition of cloud formations with transmission almost instantaneously.

The new camera system, labeled experimental by the National Aeronautics & Space Administration, is called Automatic Picture Transmission (APT).

The APT system contains a camera, vidicon and vidicon electronics, a video electronics module consisting of a video detector and timing and switching circuitry, power converters and an FM transmitter.

The camera uses a 108-degree lens (5.7 mm f/1.8 Tegea Kinoptic) which can photograph an area approximately 820 miles on a side when the satellite is looking directly at the earth. A 3-millisecond exposure produces an 800-scan line picture on the photo-sensitive surface of a special one-inch diameter vidicon (to which has been added a polystyrene layer to provide extended image storage capability).

A timer in the APT system programs the equipment for continuous cycles of prepare, expose, develop and direct readout for approximately 30 minutes of each orbit. In eight seconds, the camera takes the picture and develops it; the readout takes 200 seconds at a scan rate of four lines per second.

On the ground the picture is received on an FM facsimile machine.

As in seven previous successful Tiros launches, the new Tiros will contain a TV camera and circuitry for recording on tape; with transmission to ground stations on command.

Technical topics . . .

Three from Ampex ■ Ampex Corp., Redwood City, Calif., has announced the production of a new line of professional microphones, two models of which are low and one high impedance. The latter is Model 801, and the former, 802 and 803. Their costs range from \$45 to \$75.

New Uher mike ■ Martel Electronic Sales Inc., Hollywood, has announced that a new microphone, the M-512, will be supplied with the Uher 4000-S

portable transistorized tape recorder. Martel is the exclusive U. S. importer of Uher recorders. The new model mike is specially designed to meet professional requirements, Martel said with a frequency range of 70 to 14,000 cycles per second.

Philco car radio ■ Philco Corp., Philadelphia, will begin producing car radios at its Lansdale, Pa., division in the late spring of 1964. Philco of Canada has been supplying car radios to Ford of Canada since last spring.

New transistors ■ RCA Electronic Components and Devices, Somerville, N. J., announced production of two new high-performance silicon planar transistors: the RCA-2N3119 fast turn-on, high-voltage switch and the RCA-2N3118 high-voltage VHF amplifier. The transistors may be used as video amplifiers in deflection circuits and as high-voltage core drivers.

Converter ■ Terado Corp., St. Paul, has announced the production of the Terado Dual Continental, which converts the low voltage of any car or truck to 110 volts, 60 cycles A. C., 600 w. The device will run all types of sound equipment and cameras.

Olympic activity ■ The Olympic Radio & Television division of Lear Siegler Inc., Long Island City, N. Y., has opened a new branch in Dallas. Olympic Television of Texas, the branch's name, is at 9001 Diplomacy Row. Olympic has also named a new distributor, Merchandising Distributors Inc. of Denver, for Colorado, western Nebraska and southern Wyoming.

Radio-TV manufacture value tops \$3 billion

"Value added by manufacture" of radio-television equipment in the U.S. in 1962 was \$3.013 billion, a 26% increase over 1961, the U.S. Census Bureau reported last week. The figures were obtained in the department's annual survey of manufacturers, being released this year in 14 separate reports by industries.

The "value added by manufacture" is computed by subtracting the cost of materials, fuels, electricity and contract work from the total value of shipments and other receipts, the bureau said. The Census Bureau said that this method is one of the best measures available for comparing the relative economic importance of manufacturing among industries and different years. The 1962 radio-TV figures show an increase of 132% in value added by manufacture since 1958, according to the bureau.

In 1963, the bureau plans its once-every-five-years census of manufacturers and questionnaires already have been sent out for this survey.

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NCAA STRIKES IT EVEN RICHER

NBC-TV gets football rights for 1964-1965 for record \$13,044,000; next question: how will bidding go for NFL pro rights next month?

NCAA football, which went nationwide on television over NBC in 1951, returns to that network next year for the first time since 1959.

NBC's \$13,044,000 bid for rights to the 1964-65 contests overshadowed ABC's \$12,405,000; CBS's \$12,304,000 and Sports Network's \$10,602,000.

The National Collegiate Athletic Association now goes back to the network where it all began 13 years ago. In 1951 Westinghouse Electric Co. purchased the NCAA national rights for the first time on a "controlled" basis for \$700,000; bought time on NBC and sponsored 19 games on a 48-station network.

In succeeding years, the collegiate contests went to ABC, back to NBC, then to ABC again and then to CBS,

picking up increasing amounts of money as they rolled from network to network (see table).

All Sold ■ On Thursday (Dec. 19), two days after it signed the contract for the games, NBC announced the 1964 schedule was off the sustaining list. Four sponsors, each picking up a quarter of the 14 dates, are: Texaco (Benton & Bowles), General Cigar (Young & Rubicam), Gillette (Maxon) and Chrysler Corp. (Y&R).

The network did not divulge figures, but the estimated 1964 sales price to the four was about \$9.4 million.

General Cigar and Texaco were participating sponsors in this season's NCAA games on CBS-TV (BROADCASTING, Aug. 19).

The announcement of the contract

was made jointly by Paul W. Brechler, chairman of the NCAA TV committee, and Carl Lindemann Jr., vice president NBC Sports.

Most of the national games and some of the regional contests will be telecast in color, Mr. Lindemann said.

The 1964 lineup calls for 13 Saturdays and Thanksgiving Day for collegiate games, ending with the Army-Navy contest on Dec. 5. Nine of the 14 dates will have nationally televised games and the other five will have regional coverage of four games on each date, one more than in recent seasons.

NFL Next ■ NBC's victory for the record figure focuses attention on bids to the National Football League games for which bids are expected next month. The exact date may be made known by

15 years of buying & selling NCAA football

Year	Network	Rights cost	Sponsor	1959	NBC	2,200,000	Participating
1951	NBC	\$ 700,000	Westinghouse*	1960	ABC	3,000,000	Participating
1952	NBC	700,000	General Motors	1961	ABC	3,000,000	Participating
1953	NBC	850,000	General Motors	1962	CBS	5,100,000	Participating
1954	ABC	1,500,000	Participating	1963	CBS	5,100,000	Participating
1955	NBC	1,300,000	Participating	1964	NBC	6,522,000	Participating
1956	NBC	1,500,000	Participating	1965	NBC	6,522,000	Participating
1957	NBC	1,700,000	Participating				
1958	NBC	2,000,000	Participating				

*In 1951 Westinghouse Electric Co. purchased the NCAA rights and bought time on NBC: Since then the networks have purchased the rights.

STV GOES TO COURT

Charges theater owners violated antitrust laws

The Crusade for Free TV and its theater-operator backers were hit last week with a \$117 million damage suit filed in the U. S. District Court in Los Angeles by Subscription Television Inc., pay-TV organization whose proposed service the crusade is attempting to block.

The complaint, filed for STV and Tolvision by the Beverly Hills, Calif., law firm of Bautzer, Irwin, Schutzbank and Schwab, accuses the defendants of conspiring to restrict competition in violation of the federal and California antitrust laws. STV asked the court to dissolve the "combination and conspiracy" and to enjoin the defendants from continuing their illegal anti-STV activities. The pay-TV organization also

asks for triple damages of estimated actual and potential damages of \$33,680,500 sustained by STV as "a direct and proximate result of defendants' acts" and \$5,500,000 estimated damages sustained by Tolvision, assignor of the license for the STV system and of contracts with the Los Angeles Dodgers and the San Francisco Giants baseball teams for exclusive pay TV rights to their games. The damages asked for total \$117,541,500, three times the estimated actual damages of \$39,180,500.

Named as defendants are: the California Crusade for Free TV, Southern California Theater Owners Association, Northern California Theater Owners Inc., Theater Owners of America, Allied States National Exhibitors Organizations and 12 motion picture theater organizations: Amusement Corp. of America, United California Theaters, United Artists Theater Circuit, Pacific Drive-in Theater Corp., Fox West

Coast Theater Corp., American Broadcasting-Paramount Theaters, National General Corp., Sero Amusement Co., RKO Theaters, Stanley Warner Corp., Stanley Warner Management Corp., Warner Theaters. Three individuals are also named: Graham Kisslingbury, public relations advisor to the crusade; Roy C. Cooper, president, Northern California Theater Owners, and Arnold C. Childhouse, crusade president.

SEC Petition ■ The STV complaint states that it filed a petition with the Security and Exchange Commission on Aug. 22 (BROADCASTING, Aug. 26) and on Oct. 3, having secured SEC approval, the STV underwriters offered and sold to the public 1,300,000 shares of capital stock, plus 390,000 shares to certain stockholders, making \$19,024,500 available to STV at that time (BROADCASTING, Nov. 4). But, the complaint charges, between the filing of the application and its approval, during a peri-



Arrangements for NBC-TV's rights to NCAA football for two years are completed by (l to r): Asa S. Bushnell, TV program director for NCAA sports;

Carl Lindemann, vice president in charge of NBC Sports, and Paul W. Brechler, chairman of the NCAA TV committee.

the NFL sometime this week.

CBS-TV, which held the NCAA rights for \$10.2 million under a 1962-63 contract, held the NFL rights for the same two years for \$9.3 million. ABC-TV's five-year, \$10 million contract with the American Football League runs through 1964.

With more than \$13 million in the NCAA till, just how high the NFL rights will go for is open to anyone's guess. While the NCAA has been content with the money from free television, pro football has not looked with disfavor at the court paid it by pay and theater television.

The NFL championship game between the New York Giants and Chicago

Bears, scheduled for Chicago on Dec. 29 will be seen nationally on NBC-TV which paid a record \$926,000 for it. But the fans in Chicago will not be blacked out entirely as were New Yorkers in 1962.

Theatre Network Television Inc., will beam the game to three Chicago locations for the first large screen, closed circuit showing of an NFL game. A provision in NBC's contract for the game reserved the privilege of hometown closed-circuit TV for the league.

A total of 25,500 TV seats ranging from \$4-\$7 will be available for Windy City viewers who can't fit into Wrigley Field's 49,000 capacity, or live within the NBC-TV blackout area.

od when STV was restrained from taking any action that could be construed as promoting the sale of its stock, the defendants took steps to discourage the investing public from devoting any of its money to the purchase of STV shares.

Specifically, STV charges the defendants with publishing ads in the financial pages of the *Los Angeles Times* for Sunday, Oct. 6 and in the eastern, mid-west and southwest editions of the *Wall Street Journal* on Oct. 8 and Oct. 11 "intended to deter potential purchasers of capital stock which STV was offering," with the result that the offer was reduced from the planned 1,900,000 shares to 1,310,000.

Mr. Cooper, the complaint states, appeared on KEMB and KGO, both San Francisco, and advised the public against buying stock. In addition to depressing the stock sale, these activities also had a bad effect on STV's ability

to obtain transmission and viewing rights to entertainment features and events and for making them available for viewers to enjoy at home for less cost than in theaters, the complaint alleges. Furthermore, it states, as a direct result of the defendants' activities, "STV was deprived of an opportunity to secure \$6,460,000 of additional operating capital for the purposes of making STV available to the public in California and other states." The defendants are charged with activities that "have hindered and obstructed the plaintiff in a prompt development of its business and of securing actual and potential profits therefrom." These complained of activities "may make it difficult for the plaintiffs to comply with contractual obligations imposed on them and this failure to comply would result in the imposition of penalties and would result in the loss of anticipated revenue and future profits." They also

"made it necessary for plaintiffs to engage in advertising and publicity to correctly present to the public the business and purposes of the plaintiffs."

The California Crusade for Free TV issued the following statement:

"We have examined the action filed by Subscription TV and believe it to be entirely without legal merit or substance. It appears to be simply an effort to discourage the people of the state of California from exercising their rights at the ballot box next November. We are confident that in the free TV initiative being placed on the ballot at the next November election, the people of this state overwhelmingly will support free TV and reject pay TV in their home."

STV still aiming for July 1 start

Subscription Television Inc., Los Angeles, which is under contract to commence feecasting to at least 20,000 subscribers each in Los Angeles and San Francisco by July 1, is still aiming for that target date.

The Los Angeles Dodgers and San Francisco Giants which play 18 games together are original stockholders of STV, and intend to televise their home-and-home games over the pay system (BROADCASTING, Aug. 26).

However 10 of the 18 games are to be played prior to the STV target date, and a spokesman for the Dodgers told BROADCASTING last week that it is "assumed" that the 10 games will be televised as they had in past years, over free TV.

STV last week also announced the ordering of more than \$1.2 million worth of studio telecasting equipment from RCA.

Delivery of the equipment, which will be capable of transmitting live, tape or film programing to STV studios in Los Angeles and San Francisco will begin next month.

The contract calls for RCA to deliver four TR-22 transistorized television tape recorders; six TK-26 Vidicon color-film camera chains, 12 35mm and two 16mm projectors and two TS-40, 3-channel video and audio master control switching consoles. All the equipment is capable of transmitting in color.

Charlie Walker gets 5 years on probation

Charlie Walker, former wBKD Kings-tree, S. C., disc jockey, was sentenced to five years probation by a federal court Monday (Dec. 16) for using obscene and indecent language on the air April 25, 1960.

U. S. District Judge J. Robert Martin Jr. said, "I did not feel that the mat-

ter necessitated an institutional sentence nor am I inclined to think a fine should be levied."

Judge Martin said the Walker case was a "milestone" because it was a rare test of the federal statute (Section 1464, U. S. Code) that makes it a crime to utter obscene, indecent or profane language from a broadcast station. A conviction is punishable by up to \$10,000 fine or two years in jail or both.

U. S. District Attorney Terrell Glenn described the conviction as the first in the nation on this statute.

Lanau Floyd and George Keels, Walker's attorneys, said they are considering an appeal. They had sought a directed verdict of acquittal but were overruled by Judge Martin.

Walker, now a salesman for a meat packing firm, told the court, "Judge, I would like to say that I wasn't aware that I was breaking any law."

He was tried on five counts of violating the obscenity statute on Dec. 4 and 5 and was convicted by an all-male jury

Dec. 5. The jury found Walker not guilty on the other four counts (BROADCASTING, Dec. 9).

Walker did not take the stand during his trial. The principal witness was James O. Roper, formerly with WJOL Lake City, S. C., who tape recorded some of Walker's broadcasts.

Defending Walker, Mr. Keels said that one "must put his mind in the gutter to get an obscene meaning from this jabbering."

Judge Martin warned the jury to consider Walker's comments in the context of his entire broadcasts rather than find them "not a matter of individual taste." They must offend a community's contemporary standards, Judge Martin said.

Four new 'Days to Remember'

Twentieth Century-Fox has announced four new episodes to be filmed for its new *Day to Remember* documentary series (BROADCASTING, Dec. 9).

The new projects are: "The Day King Edward Gave Up His Throne," "The

Day Whittaker Chambers Called Alger Hiss A Traitor," "The Day Dewey Smashed Murder Inc." and "The Day Jesse Owens Conquered Berlin." Producers of the series are Jesse Sandler and Marvin Wald.

Triangle to offer series on communism

A series of five half-hour radio and TV programs examining communism will be produced this winter by the Triangle Stations for use on these outlets and for syndication to other markets.

Titled *The Myth and The Menace*, the radio and TV series will spotlight authorities on the concepts, development, practices and future of communism. The first episode will feature Herbert Philbrick, the former double agent who wrote *I Led Three Lives*. Other segments will present Hanson W. Baldwin, military editor of *The New York Times*; Seymour Topping, form-

More sex-and-violence hearings in '64

YES, BROADCASTERS, THERE WILL BE A DODD REPORT, EVENTUALLY

The Senate Juvenile Delinquency Subcommittee, which conducted public hearings in 1961 and 1962 on the effects TV violence and sex have on children, is planning another public session in 1964. Key broadcaster witnesses who testified at the earlier hearings will be asked to explain what they've done about their programing since.

Senator Thomas J. Dodd (D-Conn.), subcommittee chairman, said in an interview Wednesday (Dec. 18) that the hearing probably will be held next month. It is likely that the subcommittee staff will monitor television programing sometime between now and the hearing, Senator Dodd added.

The subcommittee has made no report of its earlier proceedings, although a staff report was turned over to Senator Dodd a year ago (CLOSED CIRCUIT, Dec. 24, 1962).

The senator said last week that his subcommittee's report has been held up "to see what the industry has done" to improve children's programing since the hearing. He recalled that the subcommittee conducted an earlier study of violence and sex on TV in 1955 (then under the chairmanship of the late Senator Estes Kefauver and before Senator Dodd was a member), but that a year after it reported its findings, the problem was in his opinion as bad as ever.

No Encore ■ He wants no repetition

this time. "I am very concerned that this not be just another flareup" of public interest in violence on television—"and then nothing," he said. The report has been purposely delayed, he explained. "The more I thought about it, the more I thought we should continue to wait."

Asked whether these were the only reasons for the delay, Senator Dodd said, "This problem hasn't been neglected, nor has there been any struggle in the committee [disagreement among members] that has held this up." Most of the subcommittee's time this year has been spent on narcotics problems and mail-order guns, he pointed out. New congressional interest in his legislation to curb mail-order gun traffic has been generated by the slaying of President Kennedy with such a weapon.

"I think this country has awakened to the fact that our society is badly influenced by excesses of violence. I'm sure that this assassination will have an impact on the gun bill and on the TV report," Senator Dodd commented.

The subcommittee's TV hearings were held June 8-19 and July 27 and 28, 1961, and Jan. 24, May 11 and 14, 1962. It has been estimated that the cost of the hearings, investigation and salaries for this work has been \$225,000 to date.

Committee Consensus ■ Senator Dodd remarked that he felt he had to avoid direct answers to questions about

what the subcommittee's report will say because he did not want to create the impression that he spoke for other members. He indicated that he places great importance on reaching a consensus with his subcommittee. It includes these senators: Sam J. Ervin Jr. (D-N.C.), Philip A. Hart (D-Mich.), Birch Bayh (D-Ind.), Quentin N. Burdick (D-N.D.), Hiram L. Fong (R-Hawaii), Roman L. Hruska (R-Neb.) and Kenneth B. Keating (R-N.Y.).

The subcommittee, Senator Dodd said, intends to maintain "a continuing interest" in programing beyond its issuance of a report.

The report has so far been understood to contain a legislative package that includes an omnibus bill to open up competition among program sources for television stations. One device could be to limit the amount of time in a broadcast day that stations could take programs from one source. The bill, however, was a staff proposal, and it is not known whether it could obtain the subcommittee's approval.

The report submitted to him in December 1962 was just a draft, Senator Dodd said. It has had considerable revision since, he added, some by him.

Program Controls ■ Subcommittee questioning during the hearings already held showed great concern with the extent of ownership TV networks have in programs.

This situation also has interested the

er Moscow correspondent for that newspaper, and Constantin Boldyreff, an anti-Communist underground leader. The fifth expert will be announced shortly.

The series will be on Triangle stations later this winter and will be syndicated by Triangle Program Sales.

New 'Fury' series

Independent Television Corp. plans to begin production soon on a new *Fury* series, it was announced last week by Abe Mandell, executive vice president. This series has been running on NBC-TV since 1955 and currently is scheduled on Saturday, 11-11:30 a.m.

Mr. Mandell said the new series is aiming for an evening network time period and will have a "new look," including the addition of a teen-age daughter and "modern, more mature story treatments."

The original *Fury* series has 124 episodes and is now in its fifth and sixth rerun on NBC-TV.

BREAKTHROUGH ON VIDEO TAPE FRONT

Film-limited union, producers no longer restricted

Hollywood TV program and commercial producers and members of the International Alliance of Theatrical Stage Employees whose activities have heretofore been confined to film, can now utilize TV tape as well, under an agreement negotiated by Richard Walsh, international president of the IATSE; Charles Boren, executive vice president, Association of Motion Picture Producers, and Richard Jencks, president, Alliance of Television Film Producers.

The new pact was hailed by one industry observer as "a genuine act of statesmanship" on the part of Mr. Walsh in overriding objections of some of the IATSE branches to enable his union to get into the tape field heretofore monopolized by the International Brotherhood of Electrical Workers and the National Association of Broadcast Employees & Technicians. For the pro-

ducers, the agreement permits their invasion of an area of production heretofore maintained exclusively by the TV networks and a handful of video tape studios.

The video tape agreement is limited to the type of programing for which the process is commonly employed, that is, variety, panel and audience participation shows; sports, news shows, documentaries and commercials. The producers and the union will continue to produce dramatic programs on film.

Terms of the contract have not been made public, but it is understood that they differ from the standard IATSE film contract in a number of important respects.

Equals Out ■ The weekly pay scale is generally lower in the new tape agreement than in the film pact for similar work, but the tape week is a

FCC's Office of Network Study which made several proposals in a report submitted to the commission at about the time Senator Dodd received his report from the subcommittee staff (BROADCASTING, Dec. 3, 1962).

Among the FCC report recommendations: (1) prohibit TV networks from engaging in program syndication in the U. S. and from participating financially in the syndication operations of others; (2) limit network ownership of first-run rights to 50% of entertainment shows in their prime time schedules; (3) direct regulation of the networks; (4) require broadcasters to belong to a self-policing industry association.

When asked whether the FCC now has the legislative authority to make

improvements in programing and ownership which he might consider necessary, Senator Dodd said, "I am doubtful it has."

"I've always hoped," he continued, that improvements could be accomplished "without compulsion, by cooperation instead—and I still hope so."

He recalled, however, that broadcasters promised improvements in programing after the 1955 hearing.

"At that time this committee took heed of the fact that TV was young and we were sensitive to the concern of broadcasters about premature governmental action aimed at reducing the broadcaster's control over programing," Senator Dodd said in opening the hearing on June 8, 1961. Despite broadcaster promises to study

effects of TV on children, to police themselves and enlarge the staff of the National Association of Broadcasters code authority, the senator said in 1961, "We find that the number of shows containing violence has dramatically increased."

Government Study ■ Studies and changes also were promised during the 1961 and 1962 hearings, Senator Dodd noted last week. A government-industry study he recommended was undertaken by the NAB and the Department of Health, Education and Welfare last year (BROADCASTING, July 9, 1962). Two weeks ago the Joint Committee for Research on Television and Children announced that it had awarded 25 grants of \$250 each to social scientists to prepare presentations seeking funds for studies of the effects television has on children (BROADCASTING, Dec. 16). The 25 were selected from several hundred proposals.

Senator Dodd says that his subcommittee has "no control" over the joint committee, but will comment on it in the forthcoming Senate report.

Asked when his staff would begin to monitor programing, Senator Dodd remarked that the holiday period might not be typical of television programing year round, and so monitoring probably would begin in January.

The subcommittee staff has been monitoring informally since the hearings ended. Members have a list of programs which could be a source of discussion when broadcasters come before the subcommittee. On occasion copies of programs have been requested for special staff screening.



Senator Thomas J. Dodd (D-Conn.), planning a reprise hearing on the effects of so-called TV violence and sex on youth, is shown (r) consulting with Carl L. Perian (c), staff director of the Senate Juvenile Delinquency

Subcommittee, during the opening session of the hearing in June 1961. Dr. Ralph J. Garry, professor of educational psychology at Boston University and consultant to the subcommittee, is at left.



That most famous Virginia on WSYR-TV program

A diligent search by WSYR-TV Syracuse, N. Y., for the original Virginia of "Yes, Virginia, there is a Santa Claus" fame has resulted in a special Christmas show for the station.

The seven-year-old Virginia O'Hanlon who wrote the puzzled letter to the *New York Sun* in 1897 has through the years ripened into the 74-year-old Dr. Laura Virginia Douglas shown here. Standing be-

side her is E. R. Vadeboncoeur, president of WSYR-TV, who visited her home in an Albany suburb to film the Christmas special.

Both her original letter and the editorial it prompted will be featured on the show, and Dr. Douglas, a retired public school educator, will discuss the effect the editorial has had on her life. The title of the WSYR-TV program? *Yes, There is a Virginia.*

five-day, Monday-Friday, 40-hour week, whereas the film work-week for some of the IATSE locals runs as high as 46 hours a week and more. Therefore, with overtime starting after 40 hours, the worker in tape production may well wind up with as high or higher take-home pay than his counterpart in film production.

The tape agreement applies only to on-production personnel: cameramen, lighting directors, carpenters, grips and electricians working on the stage or set, but it does not affect costumers, make-

up artists, scenery painters and other back-lot workers who continue to work under the film scale. There is an exception: if a back-lot worker, such as a make-up artist is called on-scene to perform his work for a taping session he would be paid tape scale rather than film scale.

Radio-TV barred from Ruby trial

There'll be no TV coverage of the trial of Jack Ruby, accused slayer of

Lee H. Oswald, it was announced by Judge Joe B. Brown last week.

Judge Brown, of Criminal District Court No. 3 in Dallas, in a statement issued through a press spokesman, said:

"Throughout the trial of Jack Ruby, due process of law will prevail in my court, and decorum will be maintained at all times by those participating in the trial, by the press, and by the public witnessing the trial.

"No television equipment, no radio recording equipment and no cameras for still photographs will be permitted in the courtroom while the court is in session."

Texas permits each judge to determine whether or not to allow cameras and recordings of trials in their courts. Judge Brown has conducted trials which were covered by television and still photographic media. It was believed he would have no objections to such coverage of the Ruby trial.

Although there was no confirmation, it is understood in Dallas that Judge Brown has been under heavy pressure by the American Bar Association to ban TV and still photo cameras from his courtroom in the Ruby trial. ABA's Canon 35 prohibits the taking of pictures in a courtroom during a trial. This is not followed explicitly in Texas and Colorado.

The fact that Judge Brown used a public relations firm to issue the announcement has been criticized by some Dallas lawyers. Judge Brown is due to run for re-election next year.

Lerner's Forecast ■ In New York last week attorney Max Lerner predicted that television coverage of criminal and civil court trials will eventually be accepted in the U. S.

Mr. Lerner, former chairman of the copyright committee of the American Bar Association, appeared on the Dec. 20 *Barry Gray Show* on WMCA New York. He asserted during the program that if a judge allows people into the courtroom to see a trial, there is no reason why the television camera should be excluded.

Another panelist, Herman B. Glasser, president of the New York State Association of Trial Lawyers, voiced views which in effect upheld the general practice of prohibiting TV camera access to courtroom trials.

No magic formula for local live programs

WVL-TV New Orleans last week told the FCC that there is no "slide rule accuracy" available to a station in its efforts to determine what percentage of its programming should be local live. With this in mind the commission should reject the petition by Local 74 of the American Federation of Musi-

cians asking that the WWL-TV license renewal be denied on the ground that it failed to produce promised local programming (BROADCASTING, Nov. 5).

The New Orleans CBS-TV affiliate, owned by Loyola University, claimed that the musicians union has again failed to establish itself as a party of interest in the WWL-TV renewal—as in 1961 when it similarly opposed a renewal. At that time the commission renewed WWL-TV's license for a one-year period only and warned the station it should live up to local live programming promises it had made (BROADCASTING, Dec. 12, 1962).

WWL-TV also said the AFM filing

was untimely under FCC rules which require that opposition to a renewal application be filed within 30 days of the commission's acceptance of the application. The station filed its application on Sept. 3 and it was announced on Sept. 12, but the AFM didn't file its petition until Nov. 19, the station said.

Danny Thomas on NBC-TV in '64

Danny Thomas will star in five one-hour specials next season on NBC-TV, according to a long-term contract he has signed with the network.

Mr. Thomas, who also is a producer

(T&L Productions which he and Sheldon Leonard own), several weeks ago announced plans to conclude his 11-year-old comedy series, *The Danny Thomas Show*, after the current season on CBS-TV (BROADCASTING, Nov. 4).

The production company also produces the *Andy Griffith Show*, *Dick Van Dyke Show*, *Joey Bishop Show* and the *Bill Dana Show*. Griffith and Van Dyke are on CBS-TV; Bishop and Dana are on NBC-TV. T&L also has interests in other properties.

Mr. Thomas's programs will be in color and the comedian will also take an active part in the shows' production.

Heat's on networks to help UHF

FCC IS PUSHING THEM TO PROVIDE PROGRAMING FOR NEW STATIONS

FCC officials met with network representatives in an all-day session Monday (Dec. 16) in a search for ways in which network programming could be made available to stations that don't normally receive it—particularly UHF outlets.

No conclusions were reached, and further meetings are expected before any policy decisions, by the networks or the commission, are reached, according to those who attended.

Commission officials have asked the networks for additional information on their affiliation policies, on their practices in making programming available to stations other than affiliates, and on their procedures in making per-program arrangements.

One of the principal concerns underlying the commission's interest in the problem is the fate of the UHF stations that are expected to open in the seven markets where the agency rejected the drop-in of short-spaced VHF channels (BROADCASTING, Nov. 18). Each of these now has two VHF stations.

The commission has said UHF stations can provide the service the markets need. However, UHF stations won't be able to survive, let alone provide competitive service, the commission feels, unless they are assured of network programs.

ABC's Problem ■ The problem of aiding UHF stations also became entangled with ABC's effort to achieve parity with the other two networks. ABC's hopes in this connection received a bitter blow when the commission rejected the drop-in proposal.

ABC officials reportedly suggested that the commission seek to put the network on an equal footing with CBS and NBC in 18 of the top 100 markets that have only two VHF stations. These include the seven that had been proposed for the drop-ins.

In all but one of the markets, CBS and NBC have the primary affiliates. ABC suggested that the two networks be required to share VHF affiliates with it and to take UHF affiliates for the VHF stations they would be obliged to give up. The aim would be to divide the VHF and prospective UHF outlets equally among the three networks.

Commissioner Robert E. Lee, who attended the meeting along with Commissioner Kenneth A. Cox, said later that the FCC is concerned about the 18 markets. But he expressed doubt the agency has the authority to force the kind of sharing envisaged in the ABC suggestion.

Some network representatives feel that the commission, in order to help UHF as well as overshadowed-VHF outlets, might attempt to require the networks, by rule, to make programming available. However, no one was prepared to say what shape such a rule might take.

Commissioner Lee said he hopes the networks would "find ways to affiliate with UHF stations." But he didn't sound optimistic.

Other Courses ■ Affiliation isn't the only possible solution, however. Commission officials feel special arrangements might be possible whereby network programs rejected by affiliates would be made available to stations in the same or nearby communities.

Under consideration, also, is the possibility of adapting special plans devised in the late 1950's for making network programs available to small-market VHF stations that advertisers didn't normally purchase.

Network officials, however, noted that such plans might not be legally feasible if an advertiser chose not to buy a UHF station and the network didn't own the rights to a program. If the network did own the rights, pre-

sumably, it could pipe the program in without advertising.

All-Channel Answer ■ Some network officials feel the only practicable solution to the UHF dilemma is the one instituted by the FCC—the all-channel receiver law, which is designed to provide UHF stations with the kind of set circulation that advertisers find meaningful.

And last week, commission officials were pressing a campaign to make the

COMPARE THIS THREE STATION MARKET SUMMARY

TOTAL COVERAGE AREA:
Station "Z" Homes 407,300
Station "Y" Homes 416,400

▶ **WFTV HOMES 423,300** ◀

TV PENETRATION:
Station "Z" Homes 347,800
Station "Y" Homes 353,900

▶ **WFTV HOMES 359,600** ◀

AUDIENCE CIRCULATION:
NET WEEKLY NIGHTTIME
Station "Z" Homes 235,500
Station "Y" Homes 210,500

▶ **WFTV HOMES 236,000** ◀

(Quoted from American Research Bureau, March 1963 Coverage Study)

CAUTION: Any audience-size data used herein are estimates only, subject to errors and limitations inherent in indicated sources. WFTV does not assume responsibility for the accuracy, completeness or validity of such original data.

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WFTV

ORLANDO, FLORIDA

The segue from Haverlin to Burton

BMI CHANGES PRESIDENTS FOR FIRST TIME IN 16 YEARS

There'll be a changing of the guard at Broadcast Music Inc. on Jan. 1, and if the personalities of the principal figures set the tone, it ought to be colorful.

Carl Haverlin, who has been president of the music-licensing organization for more than 16 years, has reached retirement age and asked that he not be considered for re-election. He will serve as a consultant instead. Judge Robert Jay Burton, executive vice president, was elected to succeed him as president.

The changes were announced last week by Sydney M. Kaye, New York attorney and BMI board chairman, who was one of the few men in the BMI shop before Messrs. Haverlin and Burton got there. Mr. Kaye helped draw the blueprint that established BMI in 1939 and then opened it for business in February 1940.

Those were the days that led to the era of "Jeannie with the Light Brown Hair." The American Society of Composers, Authors and Publishers—then the only major music licensor—had refused to give an inkling of the fees it wanted for new ASCAP licenses, provoking broadcasters to set up BMI as "an independent source of music." Then ASCAP disclosed its demands—approximately a 100% increase over broadcasters' payments in 1939—and broadcasters rejected them.

The Origins ■ When the old contracts expired Dec. 31, 1940, broadcasters made do with "Jeannie" and other public-domain music, plus such new music as the scrambling young BMI officials had been able to get rights to, until the so-called "strike" was finally settled in new ASCAP contracts in the fall of 1941.

ASCAP refused to recognize BMI at first, but has never since overlooked it

—or let up, seriously, in its efforts to put BMI out of business or, at least, get it divested from broadcast ownership.

BMI in the meantime has grown from zero compositions, zero writers, and publishers and zero licensees to totals that included, as of last July 31, hundreds of thousands of compositions including the music for more than half

of all the million-sales records ever sold; 6,871 writers and composers, 5,603 publishers, 5,689 station licensees and 14,188 non-broadcast licensees in the U. S. and Canada.

The Pioneers ■ Both Mr. Haverlin and Mr. Burton, along with Mr. Kaye, figured prominently in that growth.

Mr. Haverlin arrived at BMI in April 1940, the beneficiary of (1) a violent attack on BMI by his boss, and (2) the long memory of Sydney Kaye.

Mr. Haverlin was then representing a firm whose chief executive had made what Mr. Kaye regarded as a singularly offensive attack on the young licensing organization. When Mr. Haverlin appeared at Mr. Kaye's office, Mr. Kaye admitted him for the purpose, he said later, of punching him in the nose.

But Mr. Haverlin is an exceptionally disarming man, and before he left he had so engaged Mr. Kaye's interest that, months later, when BMI needed a salesman, the Haverlin name came first and foremost to the Kaye mind. When broadcasters spontaneously supported him for the job, Mr. Haverlin teamed up with BMI as its first station representative.

He left in 1943—but not completely. He took the job of vice president in charge of station relations for Mutual, but the network agreed that he could remain "on call" to BMI. When he went back to BMI in 1947 it was as its first paid president.

Man of Parts ■ Mr. Haverlin's success in quieting the hostility of that first meeting with Mr. Kaye demonstrated a diplomatic talent that friends of both men agree is formidable. But they agree, too, that this is only one of an almost endless list of talents.

Some have called Mr. Haverlin the last Renaissance Man.

He was born in Globe, Ariz., in 1899,



Mr. Haverlin

all-channel receivers more saleable. Commissioner Lee and commission staff members met with Treasury officials to ask that department's support, or understanding, at least, in an effort to have the 10% excise tax on all-channel sets repealed.

Elimination of the tax would bring the cost of the all-channel set about in line with that of a standard VHF-only receiver. In addition, Commissioner Lee feels it would discourage any thoughts manufacturers might have of stockpiling VHF-only sets in anticipation of the April 30 deadline for manufacturing

such receivers.

Bill Proposed ■ The FCC has proposed including in its legislative package for next year a bill repealing the excise tax.

Among those participating in the meeting between the networks and the commission were, for ABC: Julius Barnathan, vice president and general manager; Mortimer Weinbach, vice president and assistant general counsel; Robert Coe, vice president, station relations; Alfred Beckman, Washington vice president, and James A. McKenna Jr., Washington attorney.

For CBS: Frank Shakespeare, vice president and assistant to president of the TV network; William B. Lodge, vice president in charge of TV affiliate relations and engineering; Carl Ward, vice president and director of TV affiliate relations, and attorneys Richard Forsling and Leon Brooks.

For NBC: David C. Adams, senior executive vice president; Thomas E. Ervin, vice president and general attorney; Peter B. Kenny, Washington vice president; Thomas Knode, vice president, station relations, and Howard Monderer, attorney.

the son of a mining engineer. He spent his boyhood in mining camps throughout the Southwest and in Mexico, and got his formal education mainly at the New Mexico Military Institute and, later, a Los Angeles public high school. But he was—and is—a prolific reader and a wide-ranging collector of books.

He is a student of American history and an acknowledged expert on Lincoln and the Civil War. Professional Lincolnians seek his help in dating letters and other material of that period. He was the first president of the Civil War Round Table of New York and is an honorary Civil War Centennial commissioner, a trustee of Lincoln College, a widely known collector of Civil War documents, and a contributor to *Lincoln for the Ages*, based on a public service radio series conceived by him and produced by BMI.

But his interests extend far beyond history. At one time, for example, he had what was said to be the best known collection of Barclay, an obscure 17th century English philosopher. An old friend summarized his interests and accomplishments this way:

"To mention any subject, no matter how disparate or unrelated, in an evening's conversation, is to get from Carl at least one penetrating observation. He comes pretty close to the complete man intellectually, and what's better, without benefit of any specialized training."

Actions Plus Words ■ Mr. Haverlin's activities have been equally diverse. In high school his flair for dramatics led to a bid from Ted Shawn and Ruth St. Denis, the eminent modern dancer. But in high school he also set a Southern California record for the javelin throw, placed high in the broad jump and was a member of the world's champion relay team.

After high school he was a principal pantomimist in a ballet that toured the Orpheum Circuit for years. He also wrote and sold short stories, and collaborated with the late Schmed Abdullah on a play called "Savage."

When "Savage" closed before it got

to Broadway, Mr. Haverlin went back to Los Angeles and got a job as announcer—and salesman and sportscaster and actor and occasional elevator operator—with KFI. With the late Graham MacNamee he did the first Rose Bowl broadcast.

At KFI he also met and married Virginia Flohri, who sang on the station. They have three children and have maintained homes at Bronxville, N. Y. (which they have just sold) and at 8619 Louise Ave., Northridge, Calif., which will be their retirement headquarters.

Mr. Haverlin was sales manager of KFI and KECA then a joint operation,



Judge Burton

when he moved to a music transcription job, en route eventually, to BMI.

Burton's Beginning ■ Judge Burton, who becomes BMI's second paid president, also joined BMI in 1940, starting as resident attorney.

He is an expert on copyright law and for years has addressed broadcasters at meetings, BMI clinics and other gatherings on the importance of this subject. He is equally well known as an MC and after-dinner speaker of comedic talent.

Born in New York City in 1914, he attended the public schools of suburban Larchmont and a private school in France. After graduating from Columbia University in 1935 and the Columbia Law school in 1937 he joined the law firm of the noted attorney, Arthur Garfield Hays.

After three years as BMI's resident attorney, Judge Burton was named director of publisher and writer relations. In 1947 he was elected a vice president, in 1956 was named vice president in charge of domestic performing rights administration, and earlier this year was advanced to executive vice president.

The "judge" in his title is real, not honorary. He was named acting city judge of New Rochelle, N. Y., in 1960 and served in that post until he resigned a short time ago to spend full time on his expanding responsibilities at BMI.

He is chairman of the copyright committee of the American Patent Law Association and a trustee of the Copyright Society of the U. S. A. He has been chairman of the committee on copyright office affairs of the American Bar Association and of the radio and television committee of the Federal Bar Association of New York, New Jersey and Connecticut, and has lectured on copyright law at the Columbia and New York University Law Schools.

Judge Burton was twice president of the Radio Executives Society, (now the International Radio and Television Society)—which Mr. Haverlin also headed.

Judge Burton is married to the former Linda Patterman. They have three children and live at New Rochelle.

Cox's comments on local live programming

TREND AWAY FROM PRIME TIME IS CAUSE FOR CONCERN

FCC Commissioner Kenneth A. Cox has again expressed concern with what he regards as a growing national trend on the part of television stations to eliminate local live programming from prime time.

He said most stations—particularly network affiliates—seem to be shifting into a pattern of limiting local live programming in prime time to 15 or 30 min-

utes of news, weather and sports.

The commissioner expressed his views in a dissent to the commission's action in renewing the licenses of WCSC-TV Charleston and WFBC-TV Greenville, both South Carolina, and WSOC-TV Charlotte, N. C. (CLOSED CIRCUIT, Dec. 9).

Ford Dissents Also ■ The vote for renewal was 4-2, with Commissioner

Frederick W. Ford joining Commissioner Cox in dissent. Voting for renewal were Commissioners Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and Lee Loevinger. Chairman E. William Henry was absent.

Commissioner Cox said that news, weather and sports programs were the only local live shows regularly scheduled in prime time by the three stations. Before granting the renewals, he said, the commission should have inquired further into their programming policies.

He said the additional information might have allayed his fears. But in

any event, he said, he does not believe the commission had sufficient information on which to base a renewal.

He said "station after station" is squeezing local live programming out of prime time into less convenient viewing hours and is filling the more desirable time with programs supplied by networks and syndicators.

He said this should be a matter of concern to the commission in view of its TV allocation and programming policies which "place a high premium on local stations—as opposed to high-powered facilities—" in order to provide

outlets for local self-expression.

The lack of complaints against the stations and the backlog of pending renewal applications were both cited by members of the commission majority as grounds for granting renewal of the three Carolina stations.

But, Commissioner Cox said, these reasons are not sufficient to assure renewal without further effort by the commission to obtain additional information "which I believe important to the commission, to the communities served by these stations and perhaps to the future of American television."

HIGH COURT BACKS FCC

Refusal to review Carter Mountain case supports commission claim to protect local stations

The FCC's right to protect local TV stations from the inroads of community antenna systems—through its power over microwave relay licensing—was affirmed last week when the U. S. Supreme Court refused to review the Carter Mountain case.

As usual, the court gave no reason for its denial of the petition for certiorari.

Carter Mountain Transmission Corp. brings TV signals from Denver, Salt Lake City and Billings, Mont., to a CATV system in north central Wyoming. It sought additional facilities to improve the service. Objections were filed by KWRB-TV Riverton-Lander-Thermopolis-Worland, Wyo., serving the same area. After a hearing, the commission upheld the station's contention that the additional CATV signals would force it out of business.

Last May, the U. S. Court of Appeals in Washington upheld the FCC's authority to consider the impact of CATV systems on local TV stations (BROADCASTING, May 27).

The commission had offered to grant the Carter Mountain application if it promised not to duplicate the programs

carried by KWRB-TV.

In recent months, the FCC has issued conditioned grants to various relay systems serving CATV. It has also issued a rulemaking proposal providing that licenses will be granted for microwave relays in both the common carrier and business radio services if CATV systems do not duplicate the local TV station's programming for at least 15 days (BROADCASTING, Dec. 9).

Supreme Court won't review two TV cases

The U. S. Supreme Court last week refused to review two criminal cases carrying the death penalty in which the broadcasting of asserted confessions was an issue.

As is usual no reason was given for denying the petitions.

One case involved two youths convicted of the slaying of an elderly man. James Douglas Latham and George Ronald York were sentenced to death for the killing of Otto Ziegler in 1961 in Kansas. Their attorney claimed that the telecasting of their alleged confessions in the area in which they were

tried prevented them from securing a fair jury trial.

The second case involves Edward Otto Hagans who, with his wife, was convicted of killing two elderly women in 1961 in Texas. The defendant claimed his "confession" was carried over two local radio stations (KSFA and KEEE, both Nacogdoches).

In both cases defendants' lawyers relied heavily on the Supreme Court's decision in the Rideau case. This involved a telecast before trial of the police interrogation of a bank robber in Louisiana who killed a guard in the course of the holdup. The Supreme Court said that his request for a change of venue should have been granted since the telecasts made it difficult if not impossible to find unprejudiced jurors (BROADCASTING, June 10).

LBJ meets with TV network heads

President Johnson met last week with the heads of the three major television networks for what was described by White House spokesmen as a "get acquainted session." The luncheon meetings were held on three consecutive days (Wednesday, Thursday and Friday) with each network's group of top news executives.

Among the subjects discussed, it was learned, was the question of televised news coverage of the presidential news conferences. Also discussed, it is presumed, is the possibility of a presidential news conference with only three reporters representing the TV networks present. This would be similar to President Kennedy's televised *Conversation with the President* in December 1962. A second such interview had been planned by the late President. No decisions were made. There was no discussion of Section 315 of the Communications Act or TV debates between the presidential candidates of the major parties at next year's election.

Broadcasters who attended the luncheons:

Dec. 18—NBC's Robert E. Kintner, president, NBC; William R. McAndrew, executive vice president, NBC News; Julian Goodman, vice president, NBC News, and William B. Monroe, chief of NBC News' Washington bureau.

Dec. 19—CBS's William S. Paley, chairman; Frank Stanton, president, CBS Inc.; Richard S. Salant, president, CBS News, and Blair Clark, general manager, CBS News.

Dec. 20—ABC's Leonard H. Golden-son, president; James C. Hagerty, vice president, ABC, Jesse Zousmer, director, TV News, and Robert H. Fleming, chief, ABC News' Washington bureau.

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BROADCAST ADVERTISING



Mr. Nettere

Fred L. Nettere, for past year Eastern sales manager of ABC-TV Spot Sales, New York, and with organization since its inception in 1961, promoted to new position of general sales manager.

Arthur J. Decoster named sales manager of ABC-TV Spot Sales, Chicago. Mr. Decoster joined ABC in 1961, was formerly account executive at The Katz Agency, that city. Mr. Nettere's previous associations include CBS-TV Spot Sales, NBC-TV Spot Sales, and The Katz Agency, New York. ABC-TV Spot Sales is national sales representative for ABC-owned TV stations—WABC-TV New York, KGO-TV San Francisco, WXYZ-TV Detroit, KABC-TV Los Angeles, and WBKB(TV) Chicago.

Campbell-Mithun Inc., Minneapolis-based advertising agency, last week announced election of four new vice presidents. They are **Stanhope E. Blunt**

and **Thomas Casey**, account directors at agency's Minneapolis and Chicago offices, respectively; **Hugh C. Fowler**, account director and office manager, C-M Denver; and **Joseph C. Franklin**, research director, C-M Chicago. Mr. Blunt joined Campbell-Mithun as account executive in 1957. Messrs. Casey and Fowler came to C-M this year. Mr. Franklin, formerly of Kenyon & Eckhardt, joined C-M in 1961 as research director.



Mr. Opperman

Henry J. Opperman, since 1955 manager of New York office of Wade Adv., elected VP. Other new Wade VP's: **Frank Ryhlick**, creative director, Los Angeles; **Andrew J. Quale**, Chicago account executive, and **Harold Christiansen**, who joins Chicago office Jan. 1. Mr. Christiansen headed his own agency.

Morrie R. Yohai, president of Old London Foods Inc., New York, elected VP and member of board of directors

of The Borden Co., that city. Old London Foods is processor of snack foods and was recently acquired by Borden.



Mr. Snyder

Ted E. Snyder, group supervisor at Fuller & Smith & Ross, Pittsburgh, on industrial products program of Alcoa and also administrative officer for entire Alcoa group, elected vice president of agency. Mr. Snyder joined FSR in 1957 as executive on Alcoa account and assumed his supervisory responsibilities on that account in 1962.

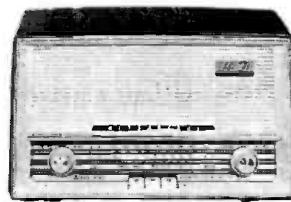
C. Milton Gossett, VP and assistant creative director of Compton Adv., New York, promoted to VP-creative director. Mr. Gossett joined Compton in 1949, was elected VP earlier this year.

Donald H. Arvold, management representative at Foote, Cone & Belding, Los Angeles, on Purex and Sunkist accounts, joins Purex Corp., Lakewood, Calif., as divisional VP-marketing, with responsibility for brand management

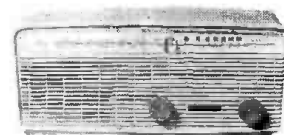


Hours of listening enjoyment With your Mitsubishi transistor radio

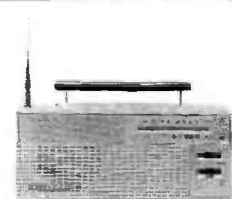
This 8-transistor, 2-band (MW & SW), all-wave radio has a large (12cm) speaker and a 10mm by 180mm ferrite core antenna that gives you clear, static-free reception from those distant as well as local stations. These are some of the outstanding features that have made Mitsubishi table model transistor radio so popular. Why not drop in at your nearest electrical appliance dealer and see for yourself.



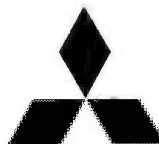
TR-443



TR-864



TR-803S



Chicago Office:
Mitsubishi International Corporation
Chicago Branch, Room 3505, Prudential Bldg.
130 East Randolph Drive, Chicago, Illinois

and product planning departments of grocery products division.

G. Frank Johnson, former advertising consultant to General Development Corp., Miami, and VP of Ogilvy, Benson & Mather, New York, joins Grant Adv., Miami, as account executive.

Joseph E. Goldman, executive VP of Gamut Inc., Garden City, N. Y., advertising agency, elected president of League of Advertising Agencies, New York, for 1964.



Mr. Glor

Harvey Glor, sales manager of Detroit office of McGavren-Guild, national radio-TV sales representative, appointed sales research director of company's New York office. Mr. Glor joined McGavren - Guild

more than three years ago after working in sales research at Adam Young Inc., New York.

Murray Flynn, advertising manager and associate editor of *Northern Automotive Journal*, joins Weaver-Gardner Inc., St. Paul, Minn., advertising agency, as VP and new business manager.

Jack Spillman, supervisor on Purex account at Foote, Cone & Belding, Los Angeles, elected VP. Mr. Spillman joined FC&B in 1959, was formerly with Max Factor International and Purex Corp. Ltd.

Robert L. Hosking, account executive at CBS Radio Spot Sales, New York, appointed general sales manager of WCBS-AM-FM, that city, replacing **Ralph W. Goshen**, who becomes VP-general manager of WCBS-AM-FM, effective Dec. 30 (BROADCASTING, Dec. 16). Mr. Hosking joined CBS in 1956 as director of sales development for WCBS, was named account executive in 1958, and moved to CBS Radio Spot Sales in 1962.



Mr. Gruber

Herbert Gruber, director of broadcast media at Parkson Adv. Agency, New York, elected VP. Mr. Gruber has been associated with Parkson since 1954.

John C. Butler, manager of Dallas office of Peters, Griffin, Woodward, national radio-TV sales representative, appointed Eastern sales manager for organization, with headquarters in New York. He is succeeded by **Allen Van Horn Hundley**, who joins PGW from John E. Pearson Co., Dallas, where he was manager.

John Collins, formerly of Calvert division of Joseph E. Seagram & Sons, and **Louis Sage**, of BBDO, both New York, join Cunningham & Walsh, New York, as account executives. Mr. Col-

88th names Brotzman

Representative Donald G. Brotzman (R-Colo.), member of House Special Subcommittee on Investigations that handled probe of broadcast ratings (BROADCASTING, Feb. 18 et seq.), elected president of 88th Club, consisting of Republican freshman members of 88th Congress. He succeeds **Representative Robert A. Taft Jr.** (R-Ohio), former general counsel of Taft stations, who two weeks ago announced his candidacy for U. S. Senate seat.

lins will service "21" brands at C&W, with Mr. Sage on American Home Products Corp. account.

Frank J. Morelli, account executive at WTRY Troy, N. Y., since 1962, named general sales manager.

T. Carter (Ted) Gleysteen, formerly senior VP and director at Compton Adv., New York, joins Leo Burnett Co., Chicago, as marketing supervisor.



Miss McNamara

Rita McNamara, formerly account executive at The Wesley Associates, New York-based advertising agency, joins Grant Adv., New York, as VP, responsible for creative planning and account servicing.

Jerry M. Caplin, previously radio-TV producer at W. B. Doner & Co., Baltimore advertising agency, appointed creative director of Lewis, Dobrow & Lamb Inc., Washington advertising and public relations firm. Mr. Caplin resigned as advertising and promotion director of Fair Lanes Inc., Baltimore-based bowling chain, to join LD&L.

Frederic H. Hawkins, formerly with L. W. Frohlich and Co., New York advertising agency, joins Doherty, Clifford, Steers & Shenfield, that city, as executive on Pet Milk account.

Eugene S. Mahany elected VP and director of merchandising department of Needham, Louis & Brorby, Chicago. Mr. Mahany joined NL&B last February and before that for 14 years had been with The Kroger Co., Cincinnati.

Edward A. Gresk, a principal in Donald L. Arends Inc., Hinsdale, Ill., advertising and sales promotion agency, appointed general manager. Mr. Gresk joined Arends in 1962. **John J. Kendrick** named account executive, **James Farquharson**, production assistant.

Lynn E. Knox, local sales manager of WISH Indianapolis, joins WISH-TV as ac-

count executive. **Charles Golling**, TV-radio director of Caldwell, Larkin & Sidener Van Riper Adv. there, named WISH-TV sales development director.

Monroe J. Rathbone, board chairman and chief executive officer of Standard Oil Co. of New Jersey, New York, named national chairman of American Heart Association's 1964 Heart Fund campaign (Feb. 1-29).

Henry P. Hayes elected assistant secretary-treasurer of Television Bureau of Advertising, New York.

Walter K. Flynn, for past three years TV sales executive in New York office of Avery-Knodel, joins TV sales staff of Edward Petry & Co., New York.

Robert Sowers, account supervisor at BBDO, New York, joins Ogilvy, Benson & Mather, that city, as account supervisor on General Foods assignments.



Mr. Sowers

Fred Gordon, former account executive at Young & Rubicam, Los Angeles, returns to agency in same capacity. During interim since leaving Y&R earlier this year, Mr. Gordon has served as VP and associate publisher of *Home Buyer's Magazine* and VP of Harlan, Raub Adv. of Fullerton, Calif.

Dan Goodrich appointed manager of newly formed petroleum division of Tracy-Locke Co., Dallas-based advertising and public relations agency.

THE MEDIA

Gene Winters named station manager of KFIF Tucson, Ariz.

Bob Williams, formerly with KBAK-TV Bakersfield, Calif., named operations manager of KCOY-TV Santa Maria, Calif.

Morris J. Levin, former staff counsel to Senate Commerce Committee, joins Washington law firm of Roberts & McInnis at 600 Continental Bldg.

John H. Pennybacker, of Louisiana State University, appointed executive secretary of Louisiana Association of Broadcasters, replacing **Rolfe McColister**, who has resigned.

John Quigley, production manager of KMBC-TV Kansas City since October 1962, appointed to newly created post of operations manager.

Greg M. Mason, operations-program manager of WMD Atlantic City, N. J., joins staff of WTRY Troy, N. Y., as operations manager.

John Tiernan, formerly of WOR New York, appointed station manager of WSOU(FM) (educational) South Orange, N. J., licensed to Seton Hall College. Other staff appointments at WSOU(FM):

Bob Considine, assistant station manager; **Dave Murphy**, public relations director; **Emil Ubersax**, program director; **John Kelly**, chief engineer; **Charles Palino**, news director; and **Michael Luzzi**, sports director.

FANFARE



Mr. Stone

Robert J. Stone, formerly in public relations executive capacities with International Telephone & Telegraph in New York, Canada and Alaska and with Ford Motor Co. in New York, joins Monroe

B. Scharff & Co., New York public relations firm, as vice president in charge of operations and member of executive committee. While at Ford, Mr. Stone served as radio-TV coordinator.

David M. Johnstone, formerly director of development for Britannica Schools division of Encyclopaedia Britannica Press Inc., joins Herbert M. Kraus & Co., Chicago public relations firm, as VP and member of board.

Richard Carter has replaced **McFadden-Eddy** as Hollywood representative for Joe Wolhandler Public Relations, New York PR firm. The Wolhandler office continues to handle national publicity for network TV programs under name, Audience Building Counselors. Mr. Carter has offices at 7805 Sunset Blvd.; telephone is 876-1160.

Robert E. Demme, 20-year veteran in public relations who has headed his own agency in Miami for past two years, joins **Woody Kepner Associates**, Miami public relations and publicity organization, as account executive.

Barry Abel joins **Julian F. Myers Inc.**, Beverly Hills, Calif., public relations firm, as account executive.

J. Wendell Sether, former public relations manager of National Board of Fire Underwriters, New York, joins public relations staff of **General Foods Corp.**, White Plains, N. Y.

PROGRAMING

John G. McCarthy re-elected president of Television Program Export Association, New York. Other officers elected are **Merle Jones**, CBS, and **George Elber**, Four Star Television, VP's; **Harold Klein**, ABC Films, treasurer, and **George Muchnic**, secretary.

John Thayer, formerly director of sales promotion and advertising for toy division of **Eldon Industries**, Hawthorne, Calif., joins **Mel Blanc Associates**, producer of humorous radio-TV commercials, Hollywood, as vice president in charge of sales.

Collier Young, veteran motion pic-

ture and TV producer, will serve in that capacity for *The Rogues*, hour-long adventure series which Four Star Television will produce for broadcast on NBC-TV in 1964-65 season. **David Niven**, **Charles Boyer** and **Gig Young** will be starred on rotating basis. **Tom McDermott**, Four Star president, produced first installment of series, shooting of which was completed last week. Mr. Young will put second episode into production shortly, and there will be layoff until May when full production will get underway.

James W. Case, program director of KRMA-TV (educational ch. 6) Denver, Colo., joins staff of new Los Angeles educational outlet now under construction, KCET(TV), effective Jan. 1.

Frederic Baum, formerly with **Solters, O'Rourke & Sabinson**, New York public relations agency, joins publicity staff of **Paramount Pictures**, that city, as radio-TV and music contact.



Mr. Baier

James O. Baier appointed director of commercial film department of **BBDO**, Hollywood. He had been assistant to late **Harry Grey**, who headed department until his death on Oct. 18 this year. Mr.

Baier joined **BBDO** in 1959 from **Hayden Productions**, Hollywood, where he was associate producer.

Michael Mindlin Jr. joins **Filmways Inc.**, New York-based TV production firm, as advertising and publicity director, effective Jan. 13. Mr. Mindlin is currently special publicity consultant on **Paramount Pictures**'s "Becket."

Michael Abbott, former producer at **Talent Associates-Paramount Ltd.** and executive assistant to **David Susskind**, has formed **Michael Abbott Productions** as an independent company with offices at 9046 Sunset Blvd., Hollywood, and 535 Fifth Ave., New York. Plans include production of stage plays and theatrical movies as well as TV series and programs for pay TV.

Richard Dunlap, producer-director of ABC telecasts of **Academy of Motion Pictures Arts and Sciences** annual Oscar awards show for past three seasons, has been signed again to serve in this capacity for live broadcast of 36th annual awards show Monday, April 13 (7 p.m. PST). **Jack Lemmon** will be master of ceremonies.

Richard Durrance, producer of documentary and public relations films at **Aspen, Colo.**, joins **Pelican Motion Pictures**, New York, as VP and producer. Mr. Durrance, who will continue his production activities in Aspen, will work closely with **Ted Lowry**, **Pelican's**

VP and executive producer of industrial and public relations films.

James S. Gates, executive producer at **KTTV(TV)** Los Angeles for past four years, promoted to program director, replacing **Nordstrom Whited**, who resigned. **Al Bowen**, **KTTV** production manager, to assistant program director.



Mr. Stoneham

Russell Stoneham, for past three years director of program development for **NBC-TV**, Hollywood, appointed director of live programs, New York, for **CBS-TV** network, responsible for supervision of reg-

ular live nighttime programs and specials. Previously, Mr. Stoneham was on program staff of **CBS-TV** network, Hollywood, where he directed such series as *The Ken Murray Show*, *Front Row Center*, *Climax!* and *Studio One in Hollywood*.

Stanley Prager, director of *The Patty Duke Show* (Wednesdays, 8-8:30 p.m., ABC-TV) for **United Artists Television**, New York, signs new producer-director contract with company. Mr. Prager will devote much of his time to development of future pilot series, has recently completed producing and

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directing UA-TV pilot of Neil Simon's half-hour comedy, *Kibbee Hates Fitch*, for 1964-65 season on CBS-TV.

Bobby Hammack has been signed to write original score for Mickey Rooney series being produced by Selmur Productions, Hollywood and New York, for ABC-TV for 1964-65 season.

Terry Wood joins staff of WFLA-AM-FM Tampa-St. Petersburg, Fla., as production manager.

Reno Bailey, production assistant at WBT-AM-FM Charlotte, N. C., promoted to WBT-FM production supervisor.

Jeffrey A. Winter joins music staff of WHLI-AM-FM Hempstead, L. I., N. Y.

Jerry Lee, formerly with KQEO Albuquerque, N. M., joins WAKY Louisville, Ky., as air personality.

Paul Heinecke, president of SESAC, music licensing company, New York, named to board of directors of Music for the Blind. Mr. Heinecke last spring was awarded citation by Music for the Blind for outstanding services in aiding that organization's program.

Bruce Hayward, newscaster and news director at KTVI(TV) St. Louis, appointed director of public affairs. He will continue temporarily in former post until replacement has been secured.

NEWS



Mr. Madden

Jerry Madden, for past three years director of NBC Telesales and unit managers, appointed director of special news projects for NBC News, New York, responsible for NBC-TV's *Today* program and also as liaison between news department and TV network sales. Mr. Madden joined NBC's Pacific division as unit manager in 1950 from KTLA(TV) Los Angeles where he was production manager. He served as associate producer of *All Star Revue*, *Saturday Night Revue* and *Hallmark Hall of Fame* TV shows originating on West Coast for NBC before moving to New York in 1960.

Bob McBride, program director of Storer Broadcasting's WJBK-TV Detroit, appointed director of news and public affairs, with full department head status. Under new alignment, **Carl Cederberg**, WJBK-TV news and public affairs director, becomes news editor. **Robert I. Guy**, program development manager for Storer Broadcasting Co., assumes temporary duties as WJBK-TV program director until replacement for Mr. McBride has been selected.

Tom Frawley, news director of WHIO-AM-FM-TV Dayton, elected president of Ohio AP Broadcasters Association,

Six BBG vacancies filled

Six vacancies on 15-member Canadian regulatory Board of Broadcast Governors were filled Dec. 9. There were no changes in terms of three full-time members of BBG, **Dr. Andrew Stewart**, **Carlyle Allison** and **Bernard Goulet**. The six appointees are part-time governors, attending meetings about 30 days annually at \$100 a day, plus travelling expenses. **Joseph F. Brown**, Vancouver florist, was reappointed for five-year term. Other five members, also appointed for five-year terms, from various parts of Canada are new to BBG. They are **Fred G. Holmes**, businessman of Windsor, Ont.; **Jean Paul Lefebvre**, Montreal labor official; **Rev. T. J. Watson**, a Roman Catholic priest of Fredericton, N. B.; **William J. Woodfine**, a professor of economics at St. Francis Xavier University at Antigonish, N. S.; and **Mrs. Lorraine Sweatman**, a Winnipeg housewife.

which has been reactivated after several years of inactivity. Vice presidents elected at reorganization meeting at Columbus are **Art Schreiber**, KYW-AM-FM-TV Cleveland; **Ray Luther**, WCLT-AM-FM Newark; **Tom Dorsey**, WBNS-AM-FM-TV Columbus; and **Clair Meekins**, WFIN-AM-FM Findlay. Bureau chief **Lynn Heinzlering** was named secretary.

Robert Allen joins news staff of WFLA-AM-FM Tampa, Fla.

Barrie L. Beere, morning news commentator at WINS New York, appointed news editor at WMCA, that city. His duties will include day-to-day supervision of WMCA news operations.

Allan Moll, previously news director of KHJ-AM-FM Los Angeles, appointed director of public affairs. In new post, Mr. Moll will continue as newscaster and also assume responsibilities in area of community relations and public affairs programming. **Les Mawhinney**, executive news editor at KHJ, named executive editor of news department, responsible for all news and special events operations. **Geoff Edwards**, program director at KFMB-AM-FM San Diego, Calif., joins KHJ as director of special events. He will report to Mr. Mawhinney.

Harry V. Coren, associate editor of *Sunday Magazine* section of *New York Daily Mirror* for past 15 years and member of newspaper's editorial board, joins press information department of CBS-TV network, New York. Mr. Coren will be responsible for feature writing, as well as special projects in

connection with CBS News and Public Affairs programs.

Martin Sullivan, formerly of WJR-AM-FM Detroit, joins WGAR-AM-FM Cleveland as reporter-newscaster.

Norman Beebe, former news director of WACT Tuscaloosa, Ala., joins news staff of WTOP-AM-FM Washington.

Chuck Lord joins news department of WQTE Monroe, Mich.

John Justin Smith, feature columnist and reporter with *Chicago Daily News* since 1937, joins news staff of WBBM-TV Chicago as writer, reporter and on-air newsmen, effective Jan. 1.

Art White, executive assistant to Los Angeles Mayor Samuel W. Yorty for past two years and formerly with *Los Angeles Mirror*, joins staff of KABC-TV Los Angeles as editorial director.

Meredith Babeaux named news assignment editor, KTLA(TV) Los Angeles.

Kenneth E. Doll, newsman at WSAZ Huntington W. Va., joins WTRF-TV Wheeling, W. Va., as newscaster.

Jim Ruppert, formerly with WTHS-TV (educational ch. 2) Miami, joins news staff of WIOD, that city.

EQUIPMENT & ENGINEERING



Mr. Adler

Benjamin Adler, president of Adler Electronics Inc., New Rochelle, N. Y., elected vice president of Litton Industries, Beverly Hills, Calif., which recently acquired Adler Electronics.

Glenn E. Webster, sales manager of Vapor Corp., Chicago, and previously for many years district sales manager of broadcast equipment for General Electric Co., has formed Webster Engineering Co., electronic sales representative organization, with offices at 823 S. Greenwood Ave., Park Ridge, Ill. Telephone: (312) 823-8206. New organization will specialize in sales and consultation services to broadcasters, distributors, educational institutions and government agencies.

George R. Walker, formerly of KERO-TV Bakersfield, Calif., appointed chief engineer of KCOY-TV Santa Maria, Calif.

Warren R. Wilson, chief engineer of WFLN-AM-FM Philadelphia, joins WTFM (FM) Lake Success, N. Y., in same capacity. **Thomas D. Moyer**, assistant chief engineer at WFLN, promoted to chief engineer, succeeding Mr. Wilson.

Frank S. Mysterly, manager of patent services for RCA, New York, elected staff VP-patent operations, responsible for RCA domestic and foreign patent

operations and for RCA trademark activity. Mr. Misterly joined RCA in 1927 as patent attorney, was appointed manager of patent services in 1958.

E. Eugene Uecker, Eastern regional sales manager for semiconductor division of Hoffman Electronics Corp., Los Angeles, appointed regional sales manager and director of new sales engineering office of Eitel-McCullough Inc. at Suite 200, First Bank & Trust Bldg., Richardson, Tex. Mr. Uecker formerly served as district sales manager for semiconductors at Texas Instruments Inc.

Guy E. Warner, formerly with General Electric Co., joins TRW computer division of Thompson Ramo Woolridge, Canoga Park, Calif., as western operations sales manager.

Harold B. Avery, formerly with General Electric Supply Co., joins consumer products division of Philco Corp., Philadelphia, as radio and portable phonograph sales manager, replacing **Bruce Lambert**, now general manager of PDI-Philadelphia.

Colonel Clarence F. Sills (Army-Ret.) named systems planning representative of Interstate Electronics Corp., Anaheim, Calif., subsidiary of Interstate Engineering Corp. Mr. Sills will work in company's Eastern regional office at Washington, specializing in communications systems. **W. Keith Smith** appointed senior applications engineer for Interstate Electronics, with headquarters at Anaheim.

Dr. Elmer W. Engstrom, president of RCA, New York, appointed member of U. S. industrial payroll savings committee for U. S. Savings Bonds, representing electronics industry on 28-member volunteer group. Mr. Engstrom succeeds **Harold S. Geneen**, president of International Telephone & Telegraph Corp., New York, who will remain on committee as member-at-large.

INTERNATIONAL

Nat V. Donato, for past five years director of national sales for Screen Gems of Canada Ltd., Toronto, appointed general manager of United Artists Television of Canada Ltd., that city.

Peter Cookman elected to board of directors of International Television (Pvt.) Ltd., Salisbury, Rhodesia.

Bill Brennan, director of sales at CFRB-AM-FM and CKFM, both Toronto, elected chairman of sales advisory committee of Canadian Association of Broadcasters.

Edward J. Roth, 41, first American to get key post in British commercial television, resigns his position as deputy managing director of Associated TeleVision Ltd., London. Mr. Roth

Canadians elect Ferris

Gordon Ferris, president of Radio & Television Representatives Ltd., Toronto, elected president of Station Representatives Association of Canada, succeeding **Andy McDermott** of Radio & Television Sales Inc., Toronto. **Paul Mulvihill**, president of company of same name, elected first vice president; **John Malloy**, sales manager of Canadian Broadcasting Corp., as second vice president; **Gaston Belanger** of Paul L'Anglais Inc., treasurer, and **Lorrie Potts**, president of his own company, secretary.



Mr. Ferris

joined company in January 1963 after establishing TV in Ireland as director general of Telefis Eireann. No reason for his resignation was given.

Herman Burkart, sales manager of Kvos-tv (British Columbia) Ltd., Vancouver, elected chairman of advertising and sales bureau of Vancouver Board of Trade. **John Ansell**, program director at ckwx Vancouver, elected to VBT board of directors.

Luke Moore, director of TV time sales for All-Canada Radio and Television Ltd., Toronto radio-TV sales representative, named assistant manager of company's Montreal office.

Joseph J. Engelhart, field sales manager for The Andrew Jergens Co. (toiletries and cosmetics manufacturer), Cincinnati, appointed to newly created position of marketing director for international division, responsible for sales

and promotion of company's products in world market. **Bill Johnson**, Jergens' western regional manager, succeeds Mr. Engelhart as field sales manager.

Keith Belben, for past three years manager of media research and statistics at Colman, Prentis & Varley Ltd., London-based advertising agency, promoted to media controller. Mr. Belben joined company in 1957.

Robert Smith, senior producer at CJCH Halifax, N. S., to Scottish Television Ltd., Glasgow, as program director.

DEATHS

Sprague Mullikin, 47, executive VP and account executive at Perry-Brown Inc., Cincinnati advertising agency, died Dec. 5 at Deaconness Hospital there. He joined agency in 1939.

Roger Ludgin, 31, account executive at Leo Burnett Co., Chicago, and son of Earle Ludgin, board chairman of Earle Ludgin & Co., Chicago-based advertising agency, died Dec. 12 of heart attack at Evanston (Ill.) hospital.

George G. Barker, 55, manager of technical news section of Raytheon Co., Lexington, Mass., died Dec. 9 at his home in Cambridge, Mass. Mr. Barker had been with Raytheon for 21 years.

Kenneth Fickett, 60, associate director of radio shows for CBS, New York, died Dec. 14 of heart attack at bus terminal in Worcester, Mass. Mr. Fickett, whose wife, Ann, died Dec. 5, had been visiting relatives in Worcester and was on his way back to New York. Before joining CBS several years ago he was staff announcer for NBC.

Stan Jones, 49, writer of "Ghost Riders in the Sky" and other western songs, and TV actor who portrayed deputy in *Sheriff of Cochise*, died Dec. 13 in Queen of Angels Hospital, Los Angeles, after short illness.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Dec. 12 through Dec. 18 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—announced.

New TV stations

ACTIONS BY FCC

*Duluth, Minn.—Duluth-Superior Area Educational TV Corp. Granted CP for new TV on VHF channel 8 (180-186 mc); ERP 316 kw vis., 159 kw aur. Ant. height above average terrain 922 feet, above ground 805 feet. P. O. address c/o George A. Beck, president, Central High School, Duluth 2. Estimated construction cost \$340,000; first year operating cost \$50,000; revenue \$50,000. Studio location Superior, Wis.; trans. location Duluth. Geographic coordinates 46° 47' 21" north latitude, 92° 06' 51" west longitude. Type trans. Standard Electronic AH-634; type ant. Alford 1046P. Legal counsel Fly, Shuebruk, Blume & Gaguine, New York; consulting engineer George Carlson, Duluth. Principals: board of trustees. Action Dec. 13.

La Grande, Ore.—KTVE Inc. Granted CP for new TV on VHF channel 13 (210-216 mc); ERP 13 kw vis., 6.5 kw aur. Ant. height above average terrain 2,600 feet, above ground 90 feet. P. O. address Box 390, Boise, Idaho. Estimated construction cost \$68,925; first year operating cost \$36,500; revenue \$36,500. Studio location Boise. Trans. location Mount Fanny. Geographic coordinates 45° 18' 33" north latitude, 117° 44' 09" west longitude. Type trans. RCA TT-2BH, type ant. RCA TF6-AH. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington; consulting engineer H. W. Toedtemeier, Boise. KTVE Inc. is licensee of KTVB(TV) Boise, of which La Grande station will be satellite. Action Dec. 11.

Mayaguez, P. R.—Antilles Broadcasting Corp. Granted CP for new TV on UHF channel 16 (482-488 mc); ERP 5 kw vis., 0.5 kw aur. Proposed satellite of channel 19 San Juan. Ant. height above average terrain minus 116 feet, above ground 207 feet. P. O. address c/o Clement L. Littauer, Box 5627, San Juan, P. R. Estimated construction cost

\$61,124; first year operating cost \$18,000; revenue \$20,000. Studio and trans. location both in Mayaguez. Geographic coordinates 18° 12' 28" north latitude, 67° 08' 48" west longitude. Type trans. ITA 1000A; type ant. Alford 1044-S. Legal counsel Prince & Paul, consulting engineer David Steel & Associates, both Washington. Principals: Julio M. Ortiz and Clement L. Littauer (each 50%). Antilles also owns WRSJ San Juan. Also see below. Action Dec. 11.

Ponce, P. R.—Antilles Broadcasting Corp. Granted CP for new TV on UHF channel 14; ERP 5 kw vis., 0.5 kw aur. Proposed satellite of channel 19 San Juan. Ant. height above average terrain minus 100 feet, above ground 206 feet. Same address as above. Estimated construction cost, first year operating cost and revenue same as above. Studio and trans. location both in Ponce. Geographic coordinates 18° 00' 28" north latitude, 66° 36' 50" west longitude. For legal counsel, consulting engineer, types ant. and trans., principals and other broadcast ownership see above. Action Dec. 11.

APPLICATIONS

*Boston—WGBH Educational Foundation. UHF channel 44 (650-656 mc); ERP 230 kw vis., 115 kw aur. Ant. height above average terrain 577 feet, above ground 233 feet. P. O. address c/o Hartford N. Gunn Jr., 238 Main Street, Cambridge 42, Mass. Estimated construction cost \$269,482; first year operating cost \$150,000. Studio location Cambridge, trans. location Milton, Mass. Geographic coordinates 42° 12' 42" north latitude, 71° 06' 51" west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-25G. Legal counsel Covington & Burling; consulting engineer Jansky & Bailey, both Washington. Principals: board of trustees. Nonprofit group is licensee of *WGBH-FM-TV Boston and *WFCR(FM) Amherst, Mass. Ann. Dec. 17.

*Hershey, Pa.—South Central Educational Broadcasting Council. UHF channel 65 (776-782 mc); ERP 283 kw vis., 126 kw aur. Ant. height above average terrain 767 feet, above ground 192 feet. P. O. address c/o Fred E. Bryan, Community Center Building, Corner Chocolate and Cocoa Avenues, Hershey. Estimated construction cost \$796,909; first year operating cost \$225,000. Studio location Hershey, trans. location near Harrisburg, Pa., on Blue Mountain. Geographic coordinates 40° 20' 45" north latitude, 76° 52' 08" west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-46B. Legal counsel Dow, Lohnes and Albertson; consulting engineer George C. Davis, both Washington. Principals: members of council. Ann. Dec. 17.

New AM stations

ACTIONS BY FCC

Corydon, Ind.—Harrison Radio Inc. Granted CP for new AM on 1550 kc, 250 w; conditioned to precluding presunrise operation with daytime facilities pending final decision in Doc. 14419. P. O. address c/o Mary R. Arms, Box 146, Salem, Ind. Estimated construction cost \$17,000; first year operating cost \$30,000; revenue \$42,000. Principals: Sam B. Holmes and Mary R. Arms (each 41.86%), Paul Dean Ford (13.95%) and Arthur D. Mitchell (2.33%). Mr. Holmes is

part owner of WAIN Columbia, Ky.; Mrs. Arms is housewife; Mr. Mitchell is agriculture agent for Purdue University; Mr. Ford is broadcast engineer. Grant is also conditioned to severance of all connections with WSLM Salem by Mrs. Arms's husband, Herbert L. Arms, commercial manager of WSLM, before program tests will be authorized. Action Dec. 11.

Miss Point, Miss.—Coastal Cities Broadcasting Inc. Granted CP for new AM on 1460 kc, 1 kw-D, DA; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419. P. O. address Box 8352, Spring Hill Station, Mobile, Ala. Estimated construction cost \$26,043; first year operating cost \$40,000; revenue \$45,000. Principals: Howard M. Hempstead and Rebecca M. Hunter (each 50%). Mr. Hempstead is Mobile businessman; Mrs. Hunter is insurance agent. Oct. 22 initial decision looked toward grant. Action Dec. 11.

Woodburn, Ore.—O. L. Withers. Granted CP for new AM on 940 kc, 250 w-D; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. P. O. address 245 Young Street, Woodburn. Estimated construction cost \$15,851; first year operating cost \$24,000; revenue \$30,000. Mr. Withers owns retail lumber and building material firm. Oct. 23 initial decision looked toward grant. Action Dec. 12.

APPLICATIONS

Irontdale, Ala.—Birmingham Broadcasting Co. 1480 kc, 5 kw-D; requests facilities of WIXI Irontdale, P. O. address c/o Ellis J. Parker III, 1511 29th Street, N. W., Washington. Estimated construction cost \$20,120; first year operating cost \$50,000; revenue \$50,000. Principals: Oscar Hyde (34%), James G. Lang and Ellis J. Parker III (each 33%). Mr. Lang is majority owner of WNOP Newport, Ky.; Mr. Hyde is part owner of finance firms; Mr. Parker is attorney. Ann. Dec. 17.

Yoakum, Tex.—H. H. Huntley, 1140 kc, 250 w-D. P. O. address c/o James E. Cross, State Bank Building, Yoakum. Estimated construction cost \$9,000; first year operating cost \$36,000; revenue \$45,000. Mr. Huntley is past owner of KHHH Pampa, Tex. Ann. Dec. 16.

Existing AM stations

ACTIONS BY FCC

KRSA Alisal, Calif.—Granted mod. of license to change designation to station location to Salinas, to which Alisal was recently annexed. Action Dec. 18.

WABR Winter Park, Fla.—Granted application to change operation on 1440 kc from 5 kw-D to 1 kw-N, 5 kw-LS, DA-N; conditions. Commissioner Cox dissented. Action Dec. 18.

CALL LETTERS ASSIGNED

- KBIB Monette, Ark.—Buffalo Island Broadcasting Co.
- WONS Tallahassee, Fla.—Donald C. Price. Changed from WRFB
- WGLC Mendota, Ill.—Mendota Broadcasting Co.
- WHCQ Spartanburg, S. C.—Spartanburg Broadcasting Co. Changed from WZOO.

APPLICATION

KPRM Park Rapids, Minn.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Dec. 17.

New FM stations

ACTIONS BY FCC


Freeport, Ill.—Triad Television Corp. Granted CP for new FM on 98.5 mc, channel 253, 12.5 kw. Ant. height above average terrain 165 feet. P. O. address 9 North Chicago Avenue, Freeport. Estimated construction cost \$9,296; first year operating cost \$5,000; revenue \$8,000. Triad is licensee of WPRL Freeport. Action Dec. 11.

South Bend, Ind.—Booth Broadcasting Co. Granted CP for new FM on 103.9 mc, channel 280A, 3 kw. Ant. height above average terrain 151 feet. P. O. address c/o J. L. Booth, 2300 Buhl Building, Detroit 26. Estimated construction cost \$14,770; first year operating cost \$12,000; revenue \$10,000. Booth is licensee of WJVA South Bend. Action Dec. 17.

Oskaloosa, Iowa—Oskaloosa Broadcasting Co. Granted CP for new FM on 108.3 mc, channel 292, ERP 2.9 kw. Ant. height above average terrain 283 feet. P. O. address c/o Glen Stanley, Box 518, Oskaloosa. Estimated cost of construction \$15,920; first year operating cost \$8,600; revenue \$5,000. Applicant is licensee of KBOE Oskaloosa. Ac-

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tion Dec. 11.

Bowling Green, Ky.—Bowling Green Broadcasters Inc. Granted CP for new FM on 96.7 mc, channel 244, 3 kw. Ant. height above average terrain 195 feet. P. O. address c/o Cy N. Bahakel, Box 1050, Roanoke, Va. Estimated construction cost \$7,500; first year operating cost \$8,000; revenue \$13,000. Applicant is licensee of WLBK Bowling Green. Action Dec. 11.

Rochester, Minn.—Southern Minnesota Broadcasting Co. Granted CP for new FM on 106.9 mc, channel 295, 100 kw. Ant. height above average terrain 1,140 feet. P. O. address 100 First Avenue Building, Rochester, attention G. David Gentling. Estimated construction cost \$60,165; first year operating cost \$60,000; revenue \$75,000. Southern is licensee of KROC Rochester. Action Dec. 11.

Sedalia, Mo.—Yates Broadcasting Co. Granted CP for new FM on 92.1 mc, channel 221, 2.65 kw. Ant. height above average terrain 280 feet. P. O. address radio station KSIS Sedalia, Box 207. Estimated construction cost \$13,061; first year operating cost \$22,500; revenue \$35,000. Principals: Carl W. Yates Jr. and Christine Yates (each 50%), equal owners of KSIS. Action Dec. 11.

Bozeman, Mont.—Gallatin Empire Broadcasters. Granted CP for new FM on 93.7 mc, channel 229, 28.5 kw. Ant. height above average terrain minus 295 feet. P. O. address Box 238, Belgrade, Mont. Estimated construction cost \$46,210; first year operating cost \$30,000; revenue \$30,000. Ben Hespen, sole owner, owns radio and TV sales and service shop. Action Dec. 11.

Laconia, N. H.—WLNH Inc. Granted CP for new FM on 98.3 mc, 2 kw. Ant. height above average terrain 360 feet. P. O. address c/o Kimberley Johnson, Masonic Temple Building, Laconia. Estimated construction cost \$20,000. Applicant is licensee of WLNH Laconia. Action Dec. 11.

Lumberton, N. C.—Southeastern Broadcasting Corp. Granted CP for new FM on 102.3 mc, channel 272A, ERP 3 kw. Ant. height above average terrain 270 feet. P. O. address c/o Albert Kann, Box 1056, Lumberton. Estimated cost of construction \$11,262; first year operating cost \$5,000; revenue \$6,000. Applicant is licensee of WAGR Lumberton and WDMS Lynchburg, Va.; also has application for new FM in Lynchburg. Action Dec. 11.

Springfield, Tenn.—Springfield Broadcasting Co. Granted CP for new FM on 94.3 mc, channel 232, 3 kw. Ant. height above average terrain 215 feet. P. O. address Box 464, Springfield. Estimated construction cost \$12,281; first year operating cost \$5,000; revenue \$9,000. Springfield is licensee of WDBL Springfield. Action Dec. 11.

APPLICATIONS

St. Augustine, Fla.—Ponce de Leon Broadcasting Co. 97.7 mc, channel 249, 295 w. Ant. height above average terrain 178 feet. P. O. address c/o John E. Bernhard Jr., WFOY St. Augustine. Estimated construction cost \$8,075; first year operating cost \$5,000; revenue \$10,000. Applicant is licensee of WFOY St. Augustine. Ann. Dec. 13.

Springfield, Ill.—WFFA Radio Inc. 104.5 mc, channel 283, 46.6 kw. Ant. height above average terrain 423 feet. P. O. address c/o J. W. O'Connor, 600 Waukegan Road, Glenview, Ill. Estimated construction cost \$21,495; first year operating cost \$1,200; no estimated revenue. Applicant is licensee of WCVS Springfield. Ann. Dec. 13.

Hartford City, Ind.—Heart of Hoosierland Inc. 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 125 feet. P. O. address Box 194, Franklin, Ind. Estimated construction cost \$13,125; first year operating cost \$21,600; revenue \$30,000. Principals: Dallas D. Montgomery, Charles R. Banks and Howell B. Phillips (each 33 1/3%). Mr. Phillips owns WIFN-FM Franklin; Mr. Banks is manager of WIFN-FM; Mr. Montgomery is farmer. Ann. Dec. 16.

Lafayette, Ind.—WAZY Radio Inc. 96.7 mc, channel 244A, 3 kw. Ant. height above average terrain 138 feet. P. O. address c/o J. E. Willis, 420 Columbia Street, Lafayette. Estimated construction cost \$13,406; first year operating cost \$8,000; revenue \$8,000. Applicant is licensee of WAZY Lafayette. Ann. Dec. 18.

Jackson, Miss.—Marvin H. Osborne. 94.7 mc, channel 234, 26.8 kw. Ant. height above average terrain 297 feet. P. O. address Box 1562, Jackson. Estimated construction cost \$39,081; first year operating cost \$26,100; revenue \$36,000. Dr. Osborne is sole owner. Ann. Dec. 18.

Poplarville, Miss.—Ben O. Griffin. 107.9 mc, channel 300, 100 kw. Ant. height above average terrain 140 feet. P. O. address 101 Main Street, Picayune, Miss. Estimated construction cost \$24,850; first year operating cost \$12,000; revenue \$18,000. Mr. Griffin, sole

owner, also owns WRPM Poplarville. Ann. Dec. 16.

Washington Court House, Ohio—The Court House Broadcasting Co. 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 200 feet. P. O. address c/o W. N. Nungesser, Masonic Building, Washington Court House. Estimated construction cost \$13,000; first year operating cost and revenue in conjunction with AM operation. Applicant is licensee of WCHO Washington Court House. Ann. Dec. 16.

Florence, S. C.—Atlantic Broadcasting Inc. 103.1 mc, channel 276A, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o Paul H. Benson Jr., Box 1211, Florence. Estimated construction cost \$19,000; first year operating cost \$12,000; revenue \$12,000. Applicant is licensee of WJMX Florence. Ann. Dec. 18.

Austin, Tex.—Austin Broadcasting Co. 94.7 mc, channel 234, 25.2 kw. Ant. height above average terrain 208 feet. P. O. address 113 West 8th Street, Austin. Estimated construction cost \$34,000; first year operating cost \$36,000; revenue \$30,000. Applicant is licensee of KVET Austin. Ann. Dec. 16.

Neenah-Menasha, Wis.—John J. Dixon. 105.7 mc, channel 289, 50 kw. Ant. height above average terrain 140 feet. P. O. address c/o WAPL, 109 South Appleton Street, Appleton, Wis. Estimated construction cost \$34,739; first year operating cost \$15,659; revenue \$20,800. Applicant is licensee of WAPL. Ann. Dec. 18.

Neillsville, Wis.—Central Wisconsin Broadcasting Inc. 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 235 feet. P. O. address 140 West 5th Street, Neillsville. Estimated construction cost \$11,943; first year operating cost \$5,000; revenue \$5,000. Applicant is licensee of WCCN Neillsville. Ann. Dec. 17.

Existing FM stations

CALL LETTERS ASSIGNED

■ KDHI-FM Twenty-Nine Palms, Calif.—Hi-Desert Broadcasting Corp.

■ *WSLU(FM) Canton, N. Y.—The St. Lawrence University.

■ WDAO(FM) Dayton, Ohio—WAVI Broadcasting Corp. Changed from WAVI-FM.

■ WMSH-FM Elizabethtown, Pa.—Hershey Broadcasting Co. Changed from WEZN-FM.

■ WDKN-FM Dickson, Tenn.—Dickson Broadcasting Co.

■ WRHM-FM Livingston, Tenn.—Upper Cumberland Broadcasters. Changed from WRHM(FM).

■ KCUL-FM Fort Worth—Dalworth Broadcasting Inc.

■ KLEF(FM) Houston—Apollo Broadcasting Co. Changed from KARO(FM).

■ WWLA(FM) La Crosse, Wis.—William E. and Louise A. Bruring.

Ownership Changes

ACTIONS BY FCC

KATA Arcata, Calif.—Granted acquisition of positive control of licensee corporation, M & P Radio Broadcasting Corp., by Earl J. Madray (100% after transfer, 50% before) through purchase of stock from Robert D. Price (50%). Consideration \$1,200 and assumption of debt. Action Dec. 17.

KFOX-AM-FM Long Beach, Calif.—Granted transfer of control of licensee corporation, KFOX Inc., from Richard Goodman (55%), Mason A. Loundy (20%) and Egmont Sonderling (25%) to WOPA Inc., owned by same persons in same percentages. No financial consideration involved. Also see KDIA Oakland, Calif. Action Dec. 13.

KDIA Oakland, Calif.—Granted transfer of control of licensee corporation, KDIA Inc., from Richard Goodman (52.25%), Mason A. Loundy (19%) and Egmont Sonderling (23.75%) to WOPA Inc. No financial consideration involved. For other information see KFOX-AM-FM Long Beach, Calif. Action Dec. 13.

WSOK Savannah, Ga.—Granted transfer of control of licensee corporation, Fisher Broadcasting Inc., from Joe Speidel III (100%) to Speidel Broadcasters Inc. (100%). No financial consideration involved. For other information see WOIC Columbia, S. C., and WKET(FM) Kettering, Ohio. Action Dec. 16.

WGOV Valdosta, Ga.—Granted assignment of license from W. H. Keller Jr. (498 shares of 10,000 shares outstanding) and others, d/b as Georgia-Florida Radio and TV Co., to E. D. Rivers Jr. (99.98%), Marie R. Rivers and Hubert E. Ulmer (each .01%), tr/as WGOV Inc. Consideration is cancellation of \$100,000 mortgage note. Mr. Rivers is owner of WGUN Atlanta, WEAS Savannah, both Georgia, KWAM Memphis, Tenn., and WSWN Belle Glade, Fla. Action Dec. 11.

WDZ Decatur, Ill.—Granted assignment of

license from Mid-States Broadcasting Co., owned by Frank C. Schroeder Jr. (100%), to Prairieland Broadcasters, owned by Stephen P. Bellinger and Morris E. Kemper (each 30%), Joel W. and Ben H. Townsend (each 15%) and T. Keith Coleman (10%). Consideration \$308,750. Prairieland owns WRAM Monmouth and WIZZ Streator, both Illinois. Action Dec. 12.

WBTO Linton, Ind.—Granted transfer of control of licensee corporation, Linton Broadcasting Inc., from Henry C. Sanders (75%) and Norman Hall (25%) to Harrison D. and Geraldine Bordman (100%). Consideration \$32,460. Mr. Bordman is WBTO general manager, Mrs. Bordman is program director. Action Dec. 12.

WWOM New Orleans—Granted assignment of license from Franklin Broadcasting Co., owned by William F. Johns Jr. (43.6%) and Sr. (2.3%) and others, d/b as WWOM Inc., to David W. Wagenvoord (66 2/3%) and Fred P. and Myrtle R. Westenberger (33 1/3% jointly), tr/as Wagenvoord Broadcasting Inc. Consideration \$450,000. Assignees control KVIM New Iberia, La. Commissioner Robert T. Bartley dissented. Action Dec. 18.

WNAV-AM-FM Annapolis, Md.—Granted transfer of control of licensee corporation, Capital Broadcasting Co., from Washington Broadcasting Co. to stockholders of Washington in proportion to their ownership. No financial consideration involved. Action Dec. 17.

KEVE and KADM(FM), both Golden Valley, Minn.—Granted assignment of licenses from Western Broadcasting Corp. to Western and John Poole Radio Properties Inc. (each 50%), d/b as Minneapolis-St. Paul Radio Broadcasters. Consideration \$200,000. Poole firm is owned by John H. Poole. Mr. Poole has interests in KGLM Avalon, Calif., KBIG(FM) Los Angeles and KRAK Sacramento, Calif. Action Dec. 12.

WRTV(TV) Asbury Park, N. J.—Granted transfer of control of permittee corporation, Atlantic Video Corp., from Walter Reade Inc. to Walter Reade-Sterling Inc., sister corporations. No financial consideration involved. Action Dec. 11.

WPAL Charleston, S. C.—Granted transfer of control of licensee corporation, Speidel Broadcasting Corp. of Charleston, from Joe Speidel III (99.98%) to Speidel Broadcasters Inc. (99.98%). No financial consideration involved. For other information see WOIC Columbia, S. C., and WKET(FM) Kettering, Ohio. Action Dec. 16.

WOIC Columbia, S. C., and WKET(FM) Kettering, Ohio—Granted transfer of control of licensee corporation, Speidel Broadcasting Corp., from Joe Speidel III (83.33%) to Speidel Broadcasters Inc. (83.33%), owned by Mr. Speidel (90%), Jean W. Speidel (9%) and Hayes B. Wood (1%). No financial consideration involved. Also see grants for WPAL Charleston, and WSOAK Savannah, Ga. Speidel Broadcasters has application pending for acquisition of WHIH Portsmouth, Va. Action Dec. 16.

KTXN(TV) Austin, Tex.—Granted assignment of CP from John R. Powley (50%), Robert D. Ballard (25%), Charles F. Schneider (12.5%) and Charles W. Pittman and Perry L. Blankenship (each 6.25%), d/b as Texas Longhorn Broadcasting Corp., to John R. Kingsberry, R. E. James Jr., Bryant M. Collins, Victor L. Brooks, and Texas Longhorn Broadcasting (each 10%) and E. G. Kingsberry (17.5%), John W. Stayton (15%), Allen B. Beard and Roderick E. Kennedy (each 6.25%) and Marion B. Findlay (5%), tr/as Southwest Republic Corp. Consideration \$36,744 and issuance of 10% of stock to Longhorn. New principals are local business and professional men. Action Dec. 17.

KWLD Liberty, Tex.—Granted assignment of license from L. A. Wofford (100%), d/b as KWLD Broadcasting, to Harlan Friend, J. C. Zbraneck and O. Kenneth Creel (each 33 1/3%), tr/as Southeast Texas Broadcasting. Consideration is assumption of \$54,649 in liabilities. Messrs. Friend and Zbraneck are attorneys; Mr. Creel is salesman. Action Dec. 13.

KRRV Sherman, Tex.—Granted assignment of license from A. Boyd Kelley (92%) and others, d/b as Red River Broadcasting Co., to William Wayne Phelps (100%). Consideration \$155,000. Mr. Phelps owns KALG Alamogordo, N. M. Action Dec. 13.

KUTV(TV) Salt Lake City—Granted transfer of control of licensee corporation, KUTV Inc., from The Standard Examiner Publishing Co. to new firm owned by same persons in same percentages, The Standard Corp. No financial consideration involved. Action Dec. 17.

WYFI(FM) Norfolk, Va.—Granted assignment of license from Metro-WBOF Inc., owned by Temple W. Seay (100%), to WYFI-FM Radio Inc., owned by Dudley D. Cocke, George C. Garris, Robert E. Garris,

J. Powell Watson and Harry J. Warren (each 20%). Consideration \$53,100. Principals are local businessmen. Action Dec. 11.

KAGT Anacortes, Wash.—Granted assignment of license from Angus W. Lehnhoff (100%), d/b as KAGT Inc., to Archie Baker (100%), trustee in bankruptcy. No financial consideration involved. Also see grant below. Action Dec. 11.

KAGT Anacortes, Wash.—Granted assignment of license from Archie Baker (100%), trustee in bankruptcy, to Paul A. Goodin (38.7%), M. Earl McLaren, Donald R. Williams (each 19.3%) and others, tr/as Island Broadcasting Co. Consideration \$25,000. Mr. Goodin is attorney; Messrs. McLaren and Williams are stock brokers. Also see grant above. Action Dec. 11.

KIRO-AM-FM-TV Seattle—Granted transfer of control of licensee corporation, Queen City Broadcasting Co., from Saul Haas (50.2%) to Wasatch Radio & Television Co. (59.9% after transfer, 9.7% before), wholly owned by Church of Jesus Christ of Latter-Day Saints. Consideration \$5,095,500 and 10 year employment contract. Church has interests in KSL-AM-FM-TV Salt Lake City; KID-AM-TV Idaho Falls and KBOI-AM-FM-TV Boise, both Idaho, and international shortwave station WRUL Scituate, Mass. Action Dec. 17.

WCST Berkeley Springs, W. Va.—Granted transfer of control of licensee corporation, Berkeley Springs Radio Station Corp., from Gary L. Daniels, Thomas B. Butscher and Kenneth E. Robertson de facto to same persons de jure; application will affect no change of control. No financial consideration involved. Action Dec. 17.

APPLICATIONS

KALF Mesa, Ariz.—Seeks acquisition of positive control of licensee corporation, Maricopa County Broadcasters Inc., by Lee Ackerman (51% after transfer, 20% before) through purchase of stock from Sheldon A. Engel (20% after, 51% before). Consideration \$31,000. Ann. Dec. 13.

KTOB Petaluma, Calif.—Seeks assignment of license from Top of the Bay Inc. to William B. Grover, James H. Hurley and Kal W. Lines, co-trustees in bankruptcy. No financial consideration involved. Ann. Dec. 12.

KCOY Santa Maria, Calif.—Seeks acquisition of positive control of licensee corporation, Arenze Broadcasters, by James H. Ranfer and Ed J. Zuchelli (each 50% after transfer, 42% before) through sale of stock by Burns Rick (18%) to licensee corporation. Consideration \$12,000. Ann. Dec. 13.

KBTR Denver—Seeks assignment of license from Empire Broadcasting Inc. to parent corporation, Mullins Broadcasting Co. No financial consideration involved. Ann. Dec. 18.

WCME-AM-FM Brunswick, Me.—Seeks assignment of license (AM) and CP (FM) from Westminster Broadcasting Co., owned by William N. McKeen and Roger H. Strawbridge (each 50%), to Central Maine Broadcasting System Inc., owned by Roland G. Fortin (36%), Maurice L. Goulet (24%) and John J. and Gerald R. Pineau (each 20%). Consideration \$127,500. Messrs. Fortin, Goulet and G. R. Pineau are businessmen; J. J. Pineau is engineer of WGAN-TV Portland, Me. Ann. Dec. 16.

KDKD Clinton, Mo.—Seeks assignment of license from William J. Allen, William R. Tedrick and Eva G. Tedrick, executrix of estate of O. A. Tedrick, deceased (each 33 1/3%), d/b as Osage Broadcasting Co., to Osage Broadcasting Inc., equally owned by Messrs. Allen and W. R. Tedrick and Mrs. Tedrick. No financial consideration involved. Ann. Dec. 12.

WCSS Cherryville, N. C.—Seeks assignment of CP from Cherryville Broadcasting Inc., owned by Jack W. Franks and others, to Rawley Broadcasting Inc., owned by David A. Rawley Jr. and Richard H. Jones (each 50%). Consideration \$12,000. Messrs. Rawley and Jones have interests in WLAF La Follette, Tenn. Ann. Dec. 18.

WEAL Greensboro, N. C.—Seeks assignment of license from Charlotte Radio and Television Corp. to subsidiary, WEAL Inc. No financial consideration involved. Ann. Dec. 16.

KWTV(TV) Oklahoma City—Seeks assignment of license from Oklahoma Television Corp., owned by KATV Inc. (50%) and Luther T. Dulaney and Roy J. Turner (each 25%), to KATV Inc., licensee of KATV(TV) Little Rock, Ark. Consideration is all technical equipment involved in operation of KWTV, KATV, and KTUL-TV Tulsa, Okla. Also see KTUL-TV application below. Ann. Dec. 13.

KTUL-TV Tulsa, Okla.—Seeks assignment of license from Tulsa Broadcasting Co. to

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 18

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	3,855	66	66	117	286
FM	1,114	21	21	102	238
TV	522 ¹	57	57	83	121

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 18

	VHF	UHF	TOTAL
			TV
Commercial	476	89 ²	565 ¹
Noncommercial	53	29	82

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Nov. 30

	AM	FM	TV
Licensed (all on air)	3,850	1,113	522 ¹
CP's on air (new stations)	71	22	57
CP's not on air (new stations)	114	89	80
Total authorized stations	4,035	1,224	659 ¹
Applications for new stations (not in hearing)	172	215	65
Applications for new stations (in hearing)	117	11	57
Total applications for new stations	289	226	122
Applications for major changes (not in hearing)	215	60	40
Applications for major changes (in hearing)	48	2	9
Total applications for major changes	263	62	49
Licenses deleted	0	0	0
CP's deleted	1	3	0

¹Does not include seven licensed stations off air.

²Includes three noncommercial stations operating on commercial channels.

KATV Inc.; two corporations have approximately same ownership. For other information see KWTV(TV) Oklahoma City application above. Ann. Dec. 13.

WEPM-AM-FM Martinsburg, W. Va.—Seeks assignment of license from C. M. Zinn and C. Leslie Golliday (each 50%), d/b as Martinsburg Broadcasting Co., to Mr. Golliday (100%). Consideration \$35,000. Ann. Dec. 17.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued supplemental initial decision affirming March 29 initial decision which looked toward granting application of Radio Voice of Central New York Inc. for new AM on 1540 kc, 50 kw, DA, D, in Syracuse, N. Y., and denying application of Wide Water Broadcasting Inc. seeking new station on same frequency with 1 kw-D, in East Syracuse, N. Y. Action Dec. 18.

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Brainerd Broadcasting Co. to change operation of KLIZ Brainerd, Minn., on 1380 kc from 1 kw-D, to 5 kw, unli., DA-N, and change trans. site; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Dec. 17.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward denying application of Mississippi Valley Microwave Inc. for common carrier microwave system to relay programs of WTCN-TV and *KTCA-TV Minneapolis-St. Paul to prospective customers at Winona, Minn., and LaCrosse, Wis. Action Dec. 17.

DESIGNATED FOR HEARING

WL0D, Franklin Broadcasting Co., Pompano Beach, Fla.—Designated for hearing application to transfer control to William F. Johns Jr. (86.8%) and William F. Johns Sr. (13.2%) on issues to determine whether grant would be consistent with commission's policy against "trafficking" in light of previous acquisitions and dispositions of interests in broadcast stations by transferees. Commissioner Cox not participating. Action Dec. 18.

United Artists Broadcasting Inc., Cleveland Telecting Corp. and The Superior Broadcasting Corp., all Cleveland—Designated for consolidated hearing applications for new TV stations on channel 65. Action Dec. 18.

OTHER ACTIONS

The Incorporated Village of Southampton, N. Y., Southampton, N. Y.—Waived Sect. 74.702(c) (5) of rules and granted CP for new UHF TV translator on channel 83 to rebroadcast programs of WPRO-TV (ch. 12) Providence, R. I.; condition. Action Dec. 18.

■ By memorandum opinion and order, commission denied petition by Chambersburg Broadcasting Co. (WCHA-AM-FM), Chambersburg, Pa., for stay, pending action on petition for reconsideration, of Sept. 25 action which granted application of Reese Broadcasting Corp. for change of operation of WCBG Chambersburg, Pa., on 1590 kc from 5 kw-D, to 1 kw-N, 5 kw-LS, DA-N, and which denied opposing petition by Chambersburg, and WCBG's motion to dismiss latter's petition. Action Dec. 18.

■ By memorandum opinion and order, commission denied petitions by W. D. Frink, tr/as Jefferson Radio Co., and Jefferson Radio Inc. for reconsideration and stay of previous actions which denied application by Frink for license to cover CP of WIXI Irondale, Ala., and which afforded him time to Jan. 1, 1964, solely to wind up affairs. Application for assignment of CP to Jefferson Radio Inc. had been rendered moot by denial of Frink's license application. Commissioner Cox not participating. Action Dec. 18.

■ By memorandum opinion and order, commission denied petition by WHDH Inc. (WHDH-TV) for reconsideration of portion of Boston TV channel 5 hearing order which rejected WHDH request for dismissal of application of Greater Boston TV Inc. Commissioner Cox absent. Action Dec. 18.

■ By memorandum opinion and order, commission affirmed Nov. 15 action in voting to deny 14 petitions for reconsideration of May 29 denial of drop-in of VHF channels with short spacing in seven markets—Johnstown, Pa. (channel 8); Baton Rouge (channel 11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 10); Birmingham, Ala. (channel 3); Knoxville, Tenn. (channel 8), and Charlotte, N. C. (channel 6). Commissioners Hyde and Ford dissented in part and concurred in part; Commissioner Cox dissented with statement; Commissioner Loevinger concurred with statement. Action Dec. 18.

■ Commission granted request by The Journal Co. for STA for 90 days to experiment with utilization of special transmissions over WTMJ-TV Milwaukee in order to

Continued on page 74

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

Station Mgr. new daytime station Mpls. Minn. area—strong on sales and capable of complete management. Opportunity for investment. Box P-183, BROADCASTING.

Sales

Fine opportunity young creative salesmen offered by seven station Mich-Wisc group. Our stock-holders, key personnel come through our sales department. Rapid advancement to qualified person. Box P-153, BROADCASTING.

Large east coast market. Resumes to include references. Chain operation. Appearance, intelligence and ambition combined with hard work will provide a decent living with an adult programed station. Capabilities, potential more important than formal experience. I need you right now. Box P-165, BROADCASTING.

Station manager, must be heavy on local sales and be able to create local salable promotions, New England daytimer. Opportunity for investment. Send full resume, financial requirements and picture in first letter. Box P-186, BROADCASTING.

Detroit . . . Select situation for experienced top salesman, must be capable of management. Good salary plus with top station, multiple chain. Box P-230, BROADCASTING.

N.Y.S.—Fine opportunity for experienced salesmen—send resume. Box P-244, BROADCASTING.

Sales manager wanted to launch new 5 kw in East that covers 2 large cities. Opportunity unlimited. Write Box P-253, BROADCASTING.

Arizona—salesman/announcer. Emphasis sales. Good character & credit rating. Adult radio. KAFF, P.O.B. 1930, Flagstaff.

Radio salesman—Mature, experienced, aggressive for permanent sales position with No. 1 Pulse station in Illinois' No. 2 market. A good family man with solid radio sales background will earn a substantial income. Contact: John R. Speciale, WRRR, Rockford, Ill.

Account executive to call on major Madison Avenue agencies for WTFM, New York City's first and only fulltime FM stereo station. \$10,000 a year. Call Lenox 9-5600 or send resume.

Immediate opening for sales manager in small west Texas station. Good opportunity for aggressive energetic salesman. Fred Barbee, Drawer 457, Seminole, Texas.

Announcers

If you are a competent aggressive newsman and comprehend mobile news coverage, we want to hear from you. Highly respected top-rated operation in Illinois. Send tape and complete resume to: Box P-114, BROADCASTING.

Opening Jan. 15. Young anncr., mature voice, some commercial staff and sports experience. Good small market operation. Modern facilities, loaded with fringe benefits. Adult station, fine image. \$90 wk. start—raises. No selling or copy writing. Near eastern metropolitan city. Box P-180, BROADCASTING.

Announcer—1st ticket. No maintenance. Middle Atlantic area within 60 miles of Nation's capital. Complete resume to Box P-201, BROADCASTING.

Announcers—(Cont'd)

Texas kilowatt needs mature, experienced dj for adult programing. If you can sell a commercial and make a record show sound interesting, send air check, resume, and references. All tapes returned. \$100.00 week. Box P-208, BROADCASTING.

Attention Southwest area first phones. All night stint at major open soon. Adhere to format and programed music. No maintenance required. Announcing takes priority. Send tape including news and resumes to Box P-227, BROADCASTING.

1st phone announcer—start at \$120.00, prefer men from Iowa, Illinois or Missouri. Many extras. New studios. New equipment. Old established central states medium market station. Send full details, tape & photo to Box P-229, BROADCASTING.

Negro announcer experienced for long-established Maryland radio station 1st phone preferred but not mandatory. Car needed. Send resume, references, picture first letter. Hold tapes until we advise. Box P-265, BROADCASTING.

Need experienced newsman-announcer, good on news, for Southwest kilowatt. Tape and resume. Box P-270, BROADCASTING.

Experienced announcer for middle of road format. KBRZ, Freeport, Texas.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

KNOE radio, 540 kcs, a swinging, good-music station with adult appeal, is looking for stable, reliable, first-ticket announcer. Our signal covers three states and serves one-million people. Our format is "top-forty-style" without "top-forty" music. If you meet the above qualifications, if you are looking for a position with security, write to Larry Graham, P.D., KNOE radio, Monroe, Louisiana. No maintenance work is required. Send tape, resume and references. No calls please.

Young, single announcer with competent news and commercial delivery. Daytime, independent KVVM, Showlow, Ariz.

Announcer with first phone. No maintenance. WAMD, Aberdeen, Md.

Need top morning personality immediately. Life time security, best conditions. Telephone (717) 825-5528. Jim Ward, WBAX, Wilkes Barre, Pa.

Metropolitan Detroit station wants experienced dependable air personality. Send tape and resume to WBRB, Box 2164, Livonia, Mich.

First class ticket required—combo man for 1 kw daytimer. Tell all first letter. General Manager. WEBO. Owego. New York

Announcer. Live, swinging, personality, top 40 operation WHSL, Wilmington, N. C.

Florida number 1 independent calling: Florida major market needs swinging jock with or without 1st ticket, to handle mid day show in fast paced top 40. Good pay, medical benefits and hops. Metro area. This is immediate. Contact John Gilbert, Program Director, WLOF, Orlando, Florida.

It's a fact!—First phone announcers earn more money! Secure your future with an FCC First Class License. Five weeks in beautiful, warm and sunny Florida. And now, in addition to REI's famous five (5) week first phone course—now third phone, plus broadcast endorsement by correspondence. Only \$16.00. Same famous guarantees the residence course. License or complete refund. Radio Engineering Institute of Florida, Inc., 135 N. Pineapple Avenue, Sarasota, Fla.

Technical

Chief, 5 kw fulltime, New England, at least 7 years exp. construction & maint. Good administ. Box P-243, BROADCASTING.

Wanted engineer with or without announcing ability for Massachusetts station. Box P-247, BROADCASTING.

Chief engineer—opening January 1964. Midwest 5 kw directional. Good pay and benefits to mature technician willing to assume departmental responsibility. State requirements and references. Box P-252, BROADCASTING.

Experienced chief engineer for thousand watt daytimer in Southwest. Desirable to do about 10 to 15 hours weekly as announcer. Box P-267, BROADCASTING.

Wanted: First phone engineer with experience in AM and completely automated FM. Send full particulars and general salary requirements first letter to KBIM Box 910, Roswell, New Mexico.

Have immediate opening for combination chief engineer/announcer. Prefer young man 25 to 40 with minimum of 2 years experience. Minimum amount of announcing necessary. Send full particulars and salary requirements at once to Winston Wrinkle, President, KBST radio, Box 1632, Big Spring, Texas.

Wanted, chief engineer for station operating directional nighttime, capable of complete maintenance. Some announcing. Send resume, salary requirements, and photo to KENN radio, Box K, Farmington, New Mexico.

Chief engineer, heavy technical, some announcing, 1000 watt directional, salary open. Send tape and resume. WITY, Box 142, Danville, Ill.

Immediate opening for chief engineer for small market 5 kw daytimer. Call James Childress, 586-2221, Sylva, North Carolina.

State of Nevada—communications specialist—\$787-\$959. B.S. degree in electrical engineering plus 5 years experience in planning and/or administering two way radio communications systems or the equivalent. Possession of a valid second or first class radio telephone operator's license is also required. Career appointment—excellent fringe benefits including retirement plan—paid sick and vacation leave—group insurance. Apply Personnel Division, Carson City, Nevada.

Production—Programing, Others

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185, BROADCASTING.

Mississippi daytimer needs two outstanding radio personalities. Must operate tight board. Top 100 format. No drifters, drinkers, ladies men or "nuts" need apply. Brand new equipment throughout. Finest offices and studios in state. Serving trade area of over 200,000. Unusual opportunity for right men. If you are a good production man or can write copy or have a first phone ticket or have management in mind you should look into this. Only men of over two years commercial experience will be considered. Send complete resume, including references, photo, tape, and salary requirements to Box P-233, BROADCASTING.

Experienced program director wanted. Top 40 announce part time-active local, alert. Wonderful opportunity. West Texas. References, tape, experience, picture, salary expected. Box P-278, BROADCASTING.

Production Programing & Others

Continued

Wanted—Program director for position in the sunny Southwest. Why freeze in that old cold North? If you can make a station please the listeners are ready to start work by January 1, write or telephone station KPBM, Carlsbad, New Mexico.

Newsman wanted immediately for local news. Good salary. Contact C. L. Riley, phone office 798-7684, home 796-8732, WBRW, Big Rapids, Mich.

Immediate opening for fulltime newsman. Need man with ability to find, report and build local news stories, and maintain present outstanding reputation. Send tape and resume with history of earnings to Jim McDonald, WKNY, Kingston, New York.

Newsman—Wgic, AM dial 1500, Kenia, O. Write or call Dick Moran, Gen. Mgr., Don't call collect.

Situations Wanted—Management

Qualified to manage. Eight years experience in AM and FM. References, New York State only. Box P-76, BROADCASTING.

Veteran announcer earning \$8,000 wishes to make transition to management. College graduate, creative, industrious, versatile, Age 29. Box P-159, BROADCASTING.

\$15,000 buys veteran of 15 years combo general manager-sales manager-chief engineer with around-the-clock dedication to your growth. Prefer Northeast or Florida. Box P-235, BROADCASTING.

Selling manager—20 years experience radio and TV, major and medium markets. Proven record. Box P-245, BROADCASTING.

First phone man: Experienced in management, sales, copy, production, programing, news, music, c&w, top-40, popular, metropolitan, farm, Top audience rating. Present income \$750.00 per month plus. Prefer medium or small market. Will consider buying into a station. Family man, 45, sober, dependable. Box P-250, BROADCASTING.

Situation Wanted—Sales

Young married salesman-announcer wants to move ahead. Permanent position with growing outfit desired with an outlook toward future management. Box P-231, BROADCASTING.

Announcers

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

Sports announcer looking for sports minded station, finest of references. Box P-74, BROADCASTING.

First phone radio-TV announcer, news writer, 35, married, two children. Box P-77, BROADCASTING.

Announcer-dj bright personality. Authoritative news, family man—Dependable. Not a prima donna or floater. Box P-181, BROADCASTING.

16 years experience. Announcing, selling, first class license. Steady, reliable, references. Box P-209, BROADCASTING.

DJ-announcer, 25 years old. Military service complete. Experienced top 40 personality plus. Box P-215, BROADCASTING.

Announcer, dj, 1st phone, presently working. College grad. Age 31, mature voice, warm personable delivery. Authoritative news. Diverse music background. Four years experience A.F.R.S. Prefer middle-of-road station and/or TV in or near metropolitan area. Would like opportunity for copy and production. Available immediately. Tape, resume, photo on request. Box P-216, BROADCASTING.

Announcers—(Cont'd)

Now in nations sixth largest market. Looking for all night or late evening music and talk. Major markets only. My tapes will speak for me. Box P-240, BROADCASTING.

Announcer—all type music, news, sports, play-by-play, married, 2 children, 26, 6 years experience. Relocate from Virginia. Box P-251, BROADCASTING.

Merry Christmas . . . A friendly, mature air personality with something to say plus authoritative news delivery is looking for promising medium or bigger market opportunity. Engineering too. Have installed 2 directionals. College. 30. Family. Stable. Prefer West coast, Rocky Mountains, or East coast. Now in California at \$150. Box P-254, BROADCASTING.

Top-40 dj, production, news, first phone. 2½ years experience. Box P-255, BROADCASTING.

Husband-wife team. Production traffic, secretary, first phone. College town. Box P-256, BROADCASTING.

Can any good music station in Florida, use presently employed first fone, play by play news and soft sell announcer. Twenty-five years experience in above phases will satisfactorily explain reason for desired change. Box P-257, BROADCASTING.

DJ/announcer, mature, reliable, good voice, working top rated medium market top 40. Wants middle road station—prefer West coast or any good offer. Box P-259, BROADCASTING.

Gal disc jockey, news, women's programs, great writer, hard worker. Box P-261, BROADCASTING.

Sports announcer, four years play-by-play experience for New York area college. Worked for commercial FM station. Finest of references. Box P-263, BROADCASTING.

Announcer, dj, experienced attractive newscaster. Vet., college grad., unmarried. Hard worker, willing to travel. Box P-264, BROADCASTING.

Announcer, experienced in news, copy programing. Presently morning man in large market. Desires to relocate in January. Box P-268, BROADCASTING.

Air personality, dj, first phone, mature, professional, good news delivery, knows music, major market experience, college grad. Available two weeks notice. Box P-271, BROADCASTING.

DJ announcer. Authoritative NC announcer. Rich pleasant voice, combo tight board, Personable, dependable, first phone. Box P-274, BROADCASTING.

Major market traffic personality available now. Tell me your story, I'll tell you mine. Strict confidence. P.O.B. 2334, Santa Monica, California. P.S. Holiday Greetings to all.

13 years radio and TV. Experienced all phases. Major market experience. Quality voice, family man. Will relocate for the right position. Answer all replies. Burke Mores, P.O.B. 130, Richmond, Va. or Phone 737-2930.

Att'n Calif., Ariz., Nev., for reliable announcer write P.M., 317 N. Heliotrope Dr., Los Angeles, Calif. 90004.

Experienced, versatile, mature young personality desires immediate position as late afternoon or night man with tight adult music station. Experienced in news gathering and writing, spot production and copy. Smooth delivery, bright personality, top ratings in previous market, and excellent references. Single. Service obligation completed recently. Will travel anywhere for right position. Contact Jim Martindale, 1735 N. Elinor Street, Appleton, Wisconsin.

Good music, general announcer, strongest in mid-1950's work, believes there's a place for him yet in radio today. You can gain by calling evenings, area 313-272-3541.

Mature professional staffer. Six years, 32 single anywhere Southwest or California. Bob Cohen, 234 Crescent St., New Haven, Conn. UN 5-3528.

Available Jan. 1. Young & capable radio personality. First Phone. DJ or News. Write Mike Wengert, P. O. Box 503, Naples, Fla. or after Christmas at 9725 Cambria Dr. St. Louis Mo.

Technical

First phone, 13 years AM, FM directional experience. Chief engineer, 3 years. Maintenance, construction, production. Box P-228, BROADCASTING.

I'm a technician by nature but I can also pull a smooth air shift or pitch a strong newscast. Solid family man, with plenty of experience, looking for permanent position as chief. \$200. Box P-238, BROADCASTING.

Chief engineer; fully experienced in equipment contracts, station design, DA installations, proofs and maintenance. Have reputable Washington references. Desire personal interview. Box P-248, BROADCASTING.

Female 1st phone operator wants position within N.Y. city area. Full or part time, 2 years studio experience. Box P-275, BROADCASTING.

Experienced chief, AM, FM, TV, audio proofs, first phone nine years. Willing to relocate, C. William Simpson, 815 N. 4th St., Sunbury, Penna., phone 717 AT 6-0464.

Production Programing & Others

I thrive on tough competition and real challenge. This PD/JOCK with a first phone has a consistent record of being number one. Let me program your station into the number one slot. All replies considered. Box P-61, BROADCASTING.

Copy writer—program-promotion ideas. Group ownership will cut him loose mid-January. Excellent references. Straight copy on request. Good music preferred. Anywhere. Box P-234, BROADCASTING.

Quality pace personality, clever, creative, fast, funny, voices, gimmicks. 1st phone. Now mornings in major. Box P-239, BROADCASTING.

Experienced, mature program director. disc jockey or sportscaster with excellent background seeks right opportunity in either Florida or California. Available immediately. Box P-241, BROADCASTING.

Experienced, educated young man (A.B. and M.A. on journalism) seeking principal market in Georgia or Florida. News background in radio, TV, wire service. Would welcome opportunity for eventual expanded responsibilities within organization. Military obligation completed, single, currently employed. Box P-242, BROADCASTING.

Newscaster/interview/talks programs. Interested only in permanent position with future. 2 years experience, college degree radio speech. Box P-249, BROADCASTING.

Experienced, authoritative sportscaster desires relocation, college graduate, complete sports background (player-coach-play-by-play), strong on sports knowledge, smooth, lively delivery, extensive radio experience (all phases), tape, resume, references. Desire Midwest. Box P-258, BROADCASTING.

Creative, efficient, intelligent young man now in seventh year of college, seeks position in management, sales or production. Assistant production manager of KOMU-TV and instructor of three hours of radio and television production at the University of Missouri. Thoroughly familiar all phases of television. For details write or call Norris Reichel, KOMU-TV, Columbia, Missouri.

TELEVISION

Help Wanted—Announcers

Top announcer needed. Possibility of some live, some directing, but main emphasis is on ability to interpret copy well. TV experience helpful but not required. If you think your voice and delivery is top caliber, send an audio tape, resume and photo to R. H. Anderson, KVOS-TV, Bellingham, Wash.

Technical

Have immediate opening for experienced CATV engineer in construction and operation of proposed elaborate and large system. Send full particulars in initial response. Box N-7, BROADCASTING.

Technical—(Cont'd)

Wanted—Chief Engineer for Southeast TV station. Fully equipped in small market. Must have tape experience. Advise qualifications and salary requirements in complete confidence. Will not check on your references without first checking with you. Write Box P-219, BROADCASTING.

Studio engineer. VTR maintenance experience essential. Salary over \$150.00 per week. IBEW contract. CBS affiliate in southern California metropolitan community, 2 hours drive from Los Angeles. Send letter and resume to Chief engineer, KBAK TV, 2210 Chester Avenue, Bakersfield, California. FA 7-7955.

The University of Michigan has an immediate opening for studio TV engineer. Applicants should be experienced in installation, maintenance and operation of equipment. FCC license preferred. Opportunity to enroll in University course work. Starting salary \$5000 to \$6000 depending on education and experience. Liberal fringe benefit program. Send resume to James F. Groen, Personnel Office, University of Michigan, 1020 Administration Bldg., Ann Arbor, Michigan—An equal opportunity employer.

Production—Programing, Others

Production manager—performer. Leading VHF in Southwest has opening for top flight production man with proven creative abilities and thorough knowledge of production techniques. Prefer man who is versatile performer in his own right and who can assume top rated, personality type weather show performing along with administrative responsibilities. All replies strictly confidential. Box P-272, BROADCASTING.

Traffic Mgr., artist and engineers needed. Must have previous experience. Write operations mgr., KCOY-TV, P.O.B. 166, Santa Maria, Calif.

We need immediately—Experienced TV director for midwest market. Write or wire: WNEM-TV Saginaw, Mich. Attention: Lew Furlin.

TELEVISION

Situation Wanted—Sales

Executive-type salesman—experienced major and medium markets interests in sound permanent connection. Seven years television, ten years radio sales and management. Mature, married, sober. Excellent record, best references. Box P-246, BROADCASTING.

Merry Christmas! Ambitious young television salesman with management potential and two years experience with major market broadcaster. Seeking position with alert group broadcaster or representative firm. Box P-273, BROADCASTING.

Announcers

Experienced announcer in all phases of TV. Married with one child. Age 29. Desire relocation in larger market. Box P-224, BROADCASTING.

Production Programing & Others

Want to locate in an active operation. Production, direction and technically oriented. Two degrees. 25, male, married. Minimum \$7,000. Box P-196, BROADCASTING.

Kids show . . . tried and proven brand new show. For VTR phone 213-332-3398. Box P-27, BROADCASTING.

TV news director in medium market. Now top-rated newscaster in major market. Thorough reporting, writing, filming experience. \$750 minimum. Box P-155, BROADCASTING.

WANTED TO BUY

Equipment

GE XT-1A 1 KW AM transmitter, Robinson turntables, Rust remote control equipment, 4X500F tubes, Wollensack T-1500 tape recorders, state condition and price. Box P-50, BROADCASTING.

WANTED TO BUY

Equipment (Cont'd)

Eight-bay Andrew FM, antenna. Box N-284, BROADCASTING.

UHF station going on air needs all equipment—transmitter, cameras, tower, antenna etc. Be specific. Give prices. Box P-221, BROADCASTING.

Self-supporting tower, 200-300 feet, suitable for microwave. WJBF-TV, Augusta, Ga.

Wanted: 2 RCA TP-16 film projectors or equivalent—used. Good working order. Also interested in other professional TV equipment. Send details to Box P-237, BROADCASTING.

Wanted—used TV camera—TK 30 or 31 preferred—used TV projectors and microwaves. State price and condition. Rashid Export—191 Atlantic Ave., Brooklyn.

Wanted good used 3 cartridge playback machines. 1 cartridge playback recorder. 1 console. Rush all information, price. Box P-279, BROADCASTING.

Wanted: Complete used Automated equipment for radio station. Schaffer, A.T.C. etc. Box N-271, BROADCASTING.

Need 3 kw transmitter, 4 to 10 bay antenna, dual board, all components for FM station. Box P-260, BROADCASTING.

FOR SALE—Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

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.

Television film camera RCA TK-20A with accessories in good condition. Inspection or inquiries invited. Box P-45, BROADCASTING.

RCA TT5A tuned to channel 2. Priced to sell quickly. Write Box M-23, BROADCASTING.

Reversible geared motors, ideal for remote control, 24 volts AC or DC. \$10.00 each write Box P-72, BROADCASTING.

Sacrifice 4 sets RCA TV eye Vidicon cameras in good working condition. \$200 each. Paul McAdam, Box 691, Livingston, Montana.

Machenzie repeater system. 1 CPR record unit. 5 CPB playback unit. 150 cartridges and miscellaneous supplies. \$750. Magnecord PT6-6 complete recorder. Richard Haskey, KGUD, Santa Barbara, California.

Antenna relay EF Johnson DPDT contractor 145-202-13 brand new \$65.00. WHAI, Greenfield, Mass.

For sale: Gates spot tape used less than one year. Original cost \$1,000 will take \$400. WQXT, Palm Beach, Fla.

Three (3) Blaw-Knox 200 ft. self-supporting towers galv. in excellent condition. P. O. B. 575. Vidalia, Georgia.

1 PT6 Magnecord, perfect condition, with cases, \$250.00. Presto limiting amplifier \$75.00. 2 relay racks \$40.00 each. M.C. Jones micromatch reflectometer, new in factory sealed wrapper No. 442—B12 new \$300—\$110. P60 Magnacord tape deck new heads, perfect, \$175.00. 2 PT6 drive motors \$15.00 each. P-269, BROADCASTING.

FOR SALE

Equipment (Cont'd)

UHF 1 kw continental transmitter, modified for color, presently tuned for Channel 18. Offering does not include the filter-plexer. Transmitter in excellent condition—\$9,500.00. Contact J. W. Robertson, Chief Engineer. WLEX-TV, Lexington, Kentucky.

Gates ST101—Spot tape recorder. Remote control unit, extra new tape roll, assorted spare parts included. Good condition. \$425.00 Sparta Electronic Corporation, 6450 Freeport Boulevard, Sacramento, California. 95822.

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.

168 hours—A complete summary of the week in review, accenting the major stories of the past 168 hours. A perfect 15 minute program, spiced with actualities, and the sounds of the news—Air Mail Special Delivery for week-end broadcasting. Top audience response—Added depth and prestige—amazingly low cost. Write Box N-125, BROADCASTING.

"Broadcast Comedy" a free publication available to disc jockeys doing light comedy. Write, including call letters—Show-Biz Comedy Service (Dept. BC) 65 Parkway Court, Brooklyn, N. Y. 11235

INSTRUCTIONS

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Continued from page 69

establish technical feasibility of system for purpose of studying impact and effect of TV advertising. Action Dec. 12.

■ By memorandum opinion and order, commission denied petition for reopening of record and rehearing filed by William S. Halpern and Louis N. Seltzer, d/b as Burlington Broadcasting Co., directed to June 14 decision which denied application and that of Burlington County Broadcasting Co. for new AM stations on 1460 kc, 5 kw, unli., in Burlington and Mount Holly, both New Jersey, respectively, and which granted application of John J. Farina, tr/as Mount Holly-Burlington Broadcasting Co. insofar as it sought daytime operation with same facilities in Mount Holly; also denied Farina's motion to strike reply pleading of Burlington Broadcasting Co. Action Dec. 11.

■ Commission granted license renewals for following: WCSC-TV Charleston, S. C.; WFBC-TV Greenville, S. C.; WSOC-TV Charlotte, N. C. Commissioners Ford and Cox dissented to all three renewals, latter issuing statement. Action Dec. 4.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order, denied petition by Broadcast Bureau for reconsideration of board's Sept. 18 decision which granted portion of application of Birch Bay Broadcasting Inc. for nighttime operation of KARI Blaine, Wash., on 550 kc, with 1 kw, DA. Board Member Nelson concurred; Board Member Pincock absent. Action Dec. 16.

■ By memorandum opinion and order in consolidated proceeding on applications of La Fiesta Broadcasting Co., and Mid-Cities Broadcasting Corp. for new AM stations in Lubbock, Tex., (1) remanded proceeding to examiner for further hearing and preparation of supplemental initial decision; and (2) added issue to determine type and character of program services to be offered by La Fiesta and Mid-Cities; whether such program services would meet requirements of populations and areas which would gain service upon grant of proposals; and extent to which programming of other existing stations meets requirements of populations and areas to be served. Board Member Sloane not participating. Action Dec. 13.

■ Granted petition by Des Moines County Broadcasting Co. to extend time to Dec. 20 to file exceptions to initial decision in proceeding on application for new AM in Burlington, Iowa. Action Dec. 13.

■ Granted petition by C. M. Taylor to extend time to Dec. 23 to respond to petition by Holston Broadcasting Corp. to enlarge issues in proceeding on applications for new AM stations in Blountville and Elizabethton, respectively, both Tennessee. Action Dec. 13.

■ By memorandum opinion and order (1) granted petition by Raul Santiago Roman, Vega Baja, P. R., for waiver of Sect. 1.594 of rules insofar as it requires publication immediately following release of order specifying time and place of commencement of hearing in proceeding on AM application, and (2) accepted tendered notice. Action Dec. 12.

■ Granted applications of Albany Electronics Inc. for new VHF TV translator stations on channels 10 and 12, Laramie, Wyo. Action Dec. 12.

■ Dismissed as moot request by C. M. Taylor to extend time to Jan. 8, 1964, to respond to petition by Holston Broadcasting Corp. to enlarge issues in proceeding on applications for new AM stations in Blountville and Elizabethton, respectively, both Tennessee. Action Dec. 12.

■ By memorandum opinion and order in consolidated proceeding on order to Radio Station WTIF Inc. to show cause why license for WTIF Tifton, Ga., should not be revoked, and application of WDMG Inc. for renewal of license of WDMG Douglas, Ga., denied WTIF and WDMG petition for review of examiner's ruling that Broadcast Bureau has burden of proof as to revocation issues and applicant has burden of proof as to renewal issues or, in alternative, for clarification of procedure. Action Dec. 11.

■ Granted petition by Rhinelander Television Cable Corp. to extend time to Dec. 23 to file exceptions to initial decision in proceeding on application for new AM in Rhinelander, Wis. Action Dec. 11.

ACTIONS ON MOTIONS

By the Office of Opinions and Review

■ Granted request by Stuart W. Epperson to extend time to Dec. 20 to file opposition to Broadcast Bureau's application for re-

view in proceeding on application for new AM in Winston-Salem, N. C. Action Dec. 12.

■ In consolidated FM proceeding on applications of Blue Island Community Broadcasting Inc., Blue Island, Ill., et al., in Docs. 12604 et al., granted request by Blue Island to extend time to Dec. 24 to file oppositions to motion to reopen record. Action Dec. 12.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner James D. Cunningham to preside at hearing in proceeding on revocation of licenses of Mrs. Elizabeth G. Coughlan's FM stations WELF (FM) (Citadel Broadcasters of Du Page) Glen Ellyn, Ill., and WELG (FM) (Citadel Broadcasters) Elgin, Ill.; scheduled hearing for Jan. 30, 1964. Action Dec. 16.

■ Designated Examiner Basil P. Cooper to preside at hearing in proceeding on application of The Noble Broadcasting Corp. for renewal of license of WILD Boston; scheduled prehearing conference for Jan. 30 in Washington and hearing for March 16, 1964, in Boston. Action Dec. 13.

■ Designated Examiner Walther W. Guenther to preside at hearing in proceeding on applications of The Central Connecticut Broadcasting Co. for assignment of licenses of WHAY New Britain, Conn., to Connecticut-New York Broadcasters Inc.; scheduled prehearing conference for Jan. 16 and hearing for Feb. 11, 1964. Action Dec. 12.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at Dec. 13 prehearing conference in proceeding on FM applications of Jupiter Broadcasting Inc. (WSAI-FM), North Cincinnati Broadcasting Co. (WAEF-FM) and Edward D. Scotch, all Cincinnati, in Docs. 15218-20, continued Jan. 15 evidentiary hearing to Feb. 24, 1964. Action Dec. 13.

■ Granted petition by Whiteville Broadcasting Co. (WENC), Whiteville, N. C., to continue certain procedural dates in proceeding on AM application and to continue Jan. 8 hearing to Jan. 22, 1964. Action Dec. 11.

By Hearing Examiner James D. Cunningham

■ Pursuant to informal conference and agreements reached with counsel for applicant and Broadcast Bureau in proceeding on application of North Caddo Broadcasting Co. for new AM in Vivian, La.; (1) cancelled Dec. 23 prehearing conference; (2) scheduled Jan. 6, 1964, for parties to exchange exhibits; and (3) continued Jan. 6 hearing to Feb. 3, 1964. Action Dec. 16.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of Boardman Broadcasting Inc. and Daniel Enterprises Inc. for new AM stations in Boardman and Warren, respectively, both Ohio, granted petition by Daniel Enterprises for leave to amend application to show certain replacements of directors of Daniel Enterprises and parent corporation Robins Enterprises; by separate order, upon request by Boardman, scheduled further prehearing conference for Dec. 13. Action Dec. 11.

By Hearing Examiner Charles J. Frederick

■ On own motion, continued Jan. 15 hearing to Jan. 29, 1964, in Tifton, Ga., at place in city to be announced, in matter of revocation of license of WTIF Inc. (WTIF), Tifton, and application of WDMG Inc. for renewal of license of WDMG Douglas, Ga. Action Dec. 17.

By Hearing Examiner Millard F. French

■ Granted petition by Norristown Broadcasting Inc. (WNAE), Norristown, Pa., to continue Dec. 16 hearing to Jan. 8, 1964, in proceeding on AM application. Action Dec. 12.

■ 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., granted petition by Wellersburg to extend time from Dec. 10 to Jan. 15, 1964, to file proposed findings and from Dec. 17 to Jan. 22, 1964, for replies. Action Dec. 10.

By Hearing Examiner Annie Neal Hunting

■ By orders in Rochester, N. Y., TV channel 13 proceeding in Docs. 14394 et al (1) granted petition by Rochester Area Educational Television Association Inc. for leave to amend application to show election of Herman R. Goldberg as trustee, succeeding Dr. Robert L. Springer, deceased, and related information; on own motion, reopened

record and incorporated facts stated in amendment and again closed record; and (2) granted motion by eight applicants to strike pleading "Statement of Concurrence by Rochester Telecasters Inc. with proposed findings of fact and conclusions of Broadcast Bureau concerning financial qualifications of Rochester Area Educational Television Association" to extent that consideration will be limited to statements commenting upon, or expressing position concerning, matters referred to in proposed findings by Broadcast Bureau. Action Dec. 13.

By Hearing Examiner David I. Kraushaar

■ By orders in proceeding on applications of Salem Television Co. and Salem Channel 3 Telecasters Inc. for new TV stations on channel 3 in Salem, Ore., in Docs. 15165-6, (1) granted petition by Salem Television Co. for leave to amend application to bring up to date financial showing; and (2) scheduled further prehearing conference for Dec. 18. Action Dec. 16.

■ In proceeding on applications of Salem Television Co. and Salem Channel 3 Telecasters Inc. for new TV stations on channel 3 in Salem, Ore., granted petition by Salem Channel 3 Telecasters for leave to amend application to bring up to date financial data. Action Dec. 11.

By Hearing Examiner Jay A. Kyle

■ Granted motion by KYOR Inc. (KYOR), Blythe, Calif., to extend time from Dec. 13 to Dec. 20 to file reply findings in proceeding on application of Geoffrey A. Lopping for new AM in Blythe. Action Dec. 13.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Broadcast Bureau to extend time from Dec. 12 to Dec. 30 to file proposed findings in proceeding on AM applications of Ponce Broadcasting Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, both Puerto Rico. Action Dec. 12.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted motion by Kate F. Fite to correct transcript in proceeding on AM application of John Self, Winfield, Ala. Action Dec. 16.

■ Granted request by Lakewood Broadcasting Service Inc. (KLAK), Lakewood, Colo., to advance Dec. 19 hearing to Dec. 18 in proceeding on AM application of Denver Area Broadcasters (KDAB), Arvada, Colo. Action Dec. 16.

■ Scheduled hearing conference for Dec. 19 in proceeding on AM application of Denver Area Broadcasters (KDAB), Arvada, Colo., for purpose of determining procedural rules to govern remainder of hearing. Action Dec. 12.

By Hearing Examiner Sol Schildhouse

■ In proceeding on applications of TVue Associates Inc. and United Artists Broadcasting Inc. for new TV stations on channel 23 in Houston, granted petition by TVue for leave to amend application to show withdrawal of 10% stockholder who also serves as director. Action Dec. 13.

By Hearing Examiner Herbert Sharfman

■ In proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Tex., held in abeyance until evidence is taken at remand hearing action on Beamon's late filed petition for leave to amend application to show 85-foot change in location of ant. towers and availability of additional funds to finance acquisition of ant. site. Action Dec. 13.

■ By memorandum opinion and order in proceeding on application of Beamon Advertising Inc. for new AM Daingerfield, Tex., granted motion by Broadcast Bureau opposing taking of depositions, and deposition of W. E. Key Jr., proposed to be taken on Dec. 16 in Daingerfield shall not be taken. Action Dec. 12.

By Hearing Examiner Elizabeth C. Smith

■ In consolidated AM proceeding on applications of Piedmont Broadcasting Co., Travelers Rest, S. C., Hentron Broadcasting Co. and The Mountaineer Corp., both Hendersonville, N. C., in Docs. 15108-10, granted motion by Hentron Broadcasting Co. on behalf of three applicants to continue Dec. 18 hearing to Jan. 17, 1964. Action Dec. 17.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Dec. 17

*WDCN-TV Nashville—Granted license. KNDO(TV) Yakima, Wash.—Granted license covering changes.

WEAU-TV Eau Claire, Wis.—Granted license covering change in ERP and type trans. (main trans. and ant.).

KCBD-TV Lubbock, Tex.—Granted license covering changes and installation of aux. ant. system (main trans. and ant. and aux. ant. combined).

K13FQ Burley, Idaho—Granted license for VHF TV translator.

WYTV(TV) Youngstown, Ohio—Granted mod. of license to change name to Youngstown Television Inc.

KSNM Pocatello, Idaho—Granted renewal of license.

WGRM Greenwood, Miss.—Granted CP to install old main trans. as alternate-main nighttime and aux. daytime trans.

WMGR Bainbridge, Ga.—Granted CP to install new trans. as main nighttime and aux. daytime trans. (DA-N).

*WSOU(FM) South Orange, N. J.—Granted CP to replace expired permit to install new ant. and make changes in ant. system.

WCMM-FM Brunswick, Me.—Granted CP to replace expired permit.

KCFM(FM) St. Louis—Granted CP to replace expired permit to make changes in ERP, ant. height and transmitting equipment and install new ant.

KCOY-TV Santa Maria, Calif.—Granted mod. of CP to change ERP to 64.6 kw vis. and 32.4 kw aur.; change type trans. and type ant.; redescribe studio location, and change ant. height to 1940 feet.

KRIL-FM El Dorado, Ark.—Granted mod. of CP to change type ant. and make changes in transmission line.

13AK Manchester, N. H.—Granted mod. of CP to change trans. location for VHF TV translator.

WBIR-TV Knoxville—Granted extension of completion date to Jan. 31, 1964.

Actions of Dec. 16

KHYD(FM) Fremont, Calif.—Granted renewal of license.

KCBS-FM San Francisco—Granted SCA on subcarrier frequency of 67 kc; conditions.

WAYL(FM) Minneapolis—Granted SCA on subcarrier frequency of 67 kc.

K06AY Santa Clara and Washington, both Utah—Granted mod. of license to include KSL-TV (ch. 5) Salt Lake City as primary TV station (now authorized to rebroadcast programs of KLAS-TV [ch. 8] Las Vegas) for VHF TV translator.

KEEZ(FM) San Antonio, Tex.—Granted CP to change ant. trans. location, install new ant., increase ant. height to 450 feet and make changes in ant. system (increase height); remote control permitted.

K08DJ Mitchell, Neb.—Granted CP to replace expired permit for new VHF TV translator and specify name as Free Community T. V. Channel 8, Mitchell Retail Division, Mitchell Community Club.

W03AA Berkeley Springs and Great Cacapon, both West Virginia—Granted mod. of CP to change type trans. and make changes in ant. system for VHF TV translator.

WTEL Philadelphia—Granted extension of completion date to June 14, 1964.

Actions of Dec. 13

WNAV Annapolis, Md.—Granted renewal of license (aux. and alternate main).

KTEE Idaho Falls, Idaho—Granted request to cancel license; delete call letters. (This action is result of Nov. 29 action which granted assignment of license of KIFI Idaho Falls to The Benay Corp., KTEE's licensee.)

Actions of Dec. 12

Granted SCA on subcarrier frequency of 67 kc for following: WRIG-FM Wausau, Wis.; WJAC-FM Johnstown, Pa.

KFDA Amarillo, Tex.—Granted license covering use of present main trans. as main trans. daytime and aux.-nighttime trans.

K07FR, K09FU, K11FV all Dryden, Wash.—Granted licenses for VHF TV translator stations.

WHOO-FM Orlando, Fla.—Granted request to cancel SCA.

WROW Albany—Granted CP to make changes in nighttime pattern.

*WCFM(FM) Williamstown, Mass.—Granted CP to increase ERP to 34 w and install new trans.; ant. height minus 760 feet.

K11AV Cimarron and Dawson, both New Mexico—Granted CP to replace expired permit for new VHF TV translator.

WHNR(FM) McMinnville, Tenn.—Granted mod. of CP to change type trans. and type ant. and increase ant. height to minus 46 feet.

KBNO(FM) Houston—Granted mod. of CP to change type trans. and type ant., decrease ERP to 18 kw, increase ant. height to

470 feet and make changes in ant. system (increase height).

WERX Wyoming, Mich.—Granted extension of completion date to May 27, 1964.

Actions of Dec. 11

KUID Moscow, Idaho—Granted CP to replace expired permit for noncommercial educational FM.

Granted renewal of licenses for following translator stations: K09ES, K09FF, K11EZ, K11FJ, K13ER, K13EZ, Apple Valley T.V. Association Inc., Cashmere and Rural upper Squilchuck area, both Washington; K07BC, K11AS, K13DL, Chief Joseph Community Services Inc., Bridgeport, Wash.; K07BD, K09AR, K11AR, Odessa TV Club, Odessa, Wash.; K03AI, K05AM, K12BI,

ETV grants, applications

Following applications for matching federal funds for educational television have been granted by secretary of Department of Health, Education and Welfare:

■ Duluth, Minn. — Duluth-Superior Area Educational Television Corp.; \$212,625 to activate channel 8 at Duluth-Superior; estimated project cost \$425,250.

■ Bay City, Mich.—Delta College District; \$183,920 to activate channel 19 at Bay City; estimated project cost \$305,864.

■ Athens, Ga. — Regents of University of Georgia; \$136,109 to expand facilities of channel at Athens; estimated project cost \$181,479.

■ Kansas City, Mo. — School District of Kansas City; \$102,000 to expand facilities of channel 19 at Kansas City; estimated project cost \$136,000.

■ Denver—School District No. 1, Denver; \$58,688 to expand facilities of channel 6 at Denver; estimated project cost \$78,251.

Following applications for matching funds have been received at HEW subject to approval of secretary:

■ Miami—Board of Public Instruction of Dade County, Fla.; \$71,606 to expand facilities of channel 2 and 17 at Miami; total project cost \$95,475.

■ Portales, N. M.—Regents of Eastern New Mexico University; \$279,266 to activate channel 3 at Portales; total project cost \$558,533.

K07CB, K09EM, K11BT, Oroville Television Association Inc., Oroville, Wash.; K08CN, K11EY, K13EP, Peoples TV Association Inc., Soap Lake, Ephrata, Larsen A.F.B., and Moses Lake, all Washington; K09FO, Spokane Television Inc., Spokane, Wash.; K03CA, K05AP, K13CD, Trout Lake TV Association, Trout Lake, Wash.; K07CV, K11DC, K13DA, Wells & Wade Fruit Co., Azwell, Wash.; K79AG, Burlington-Edison School District #100, Skagit County, Wash.; K70AM, K75AA, K79AM, Manson Community TV Inc., Manson and Chelan, both Washington; K73AP, K77AO, K83AJ, Quincy Valley T.V. Inc., Quincy, Wash.; K08BY, K12BZ, Grand Coulee T.V. Inc., Grand Coulee and Electric City, both Washington.

KARR-FM Great Falls, Mont.—Granted mod. of CP to change type trans. and ant. and decrease ant. height to 11 feet.

Revocations

Commission ordered Mrs. Elizabeth G. Coughlan to show cause why licenses of WELF(FM) (Citadel Broadcasters of Du Page) Glen Ellyn, Ill., and WELG(FM) (Citadel Broadcasters) Elgin, Ill., should not be revoked, and to appear at hearing to be held at time and place to be specified later. Action Dec. 11.

Rulemaking

PETITION FOR RULEMAKING FILED
■ WJPD Ishpeming, Mich. — Requests amendment of rules so that channels 222 and 239 be reassigned to Ishpeming and channels 261A and 296A be reassigned to Marquette, Mich. Received Dec. 9.

Processing line

Notice is hereby given, pursuant to Sect. 1.571(c) of commission rules, that on Jan. 21, 1964, standard broadcast applications listed will be considered as ready and available for processing. Pursuant to Sect. 1.227(b)(1) and Sect. 1.591(c) of commission's rules, application, in order to be considered with any application appearing on attached list or with any other application on file by close of business on Jan. 20, 1964, 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 Sect. 1.571 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 Jan. 20, 1964, or (b) earlier effective cut-off date which listed application or any other conflicting application may have been virtue of conflict necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sect. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sect. 1.580(1) of commission rules for provisions governing time of filing and other requirements relating to pleadings. Applications from top of processing line:

■ WITA San Juan, P. R.—Electronic Enterprises Inc. From 1140 kc, 500 w, unil., to 1140 kc, 500 w, 10 kw-LS, unil. (BP-15392)

■ WCAU Philadelphia-CBS. From 1210 kc, 50 kw, unil., to 1210 kc, 50 kw, DA-1, unil. (BP-15446)

■ WPRY Perry, Fla.—WPRY Radio Broadcasters Inc. From 1400 kc, 250 w, SH, to 1400 kc, 250 w, 1 kw-LS, unil. (BP-15994)

■ KRMD Shreveport, La.—Radio Station KRMD. From 1340 kc, 250 w, unil., to 1340 kc, 250 w, 1 kw-LS, unil. (BP-15997)

■ KENE Toppenish, Wash.—Radio Broadcasters Inc. From 1490 kc, 250 w, unil., to 1490 kc, 250 w, 1 kw-LS, unil. (BP-15999)

■ KVNI Coeur d'Alene, Idaho — North Idaho Broadcasting Co. From 1240 kc, 250 w, unil., to 1240 kc, 250 w, 1 kw-LS, unil. (BP-16001)

■ KOSA Odessa, Tex.—Odessa Broadcasting Co. From 1230 kc, 250 w, unil., to 1230 kc, 250 w, 1 kw-LS, unil. (BP-16002)

■ KOTE Fergus Falls, Minn.—Northland Broadcasting Corp. From 1250 kc, 500 w, 1 kw-LS, DA-N, unil., to 1250 kc, 1 kw, 5 kw-LS, DA-2, unil. (BP-16003)

■ Baker, Mont.—Baker Radio Corp. 960 kc, 5 kw-D (BP-16007)

■ KBIM Roswell, N. M.—Taylor Broadcasting Co. From 910 kc, 5 kw-D, to 910 kc, 500 w, 5 kw-LS, DA-N, unil. (BP-16009)

■ WFA Fort Payne, Ala.—Robert H. Johnson. From 1400 kc, 250 w, unil., to 1400 kc, 250 w, 1 kw-LS, unil. (BP-16010)

■ Plymouth, Mass.—Pemigewasset Broadcasters Inc. 1240 kc, 250 w, unil. (BP-16012)

■ WFLB Fayetteville, N. C.—OSTB Inc. From 1490 kc, 250 w, unil., to 1490 kc, 250 w, 1 kw-LS, unil. (BP-16013)

■ KGVJ Greenville, Tex.—Radio Station KGVJ Inc. From 1400 kc, 250 w, unil., to 1400 kc, 250 w, 1 kw-LS, unil. (BP-16014)

■ KEUN Eunice, La.—Tri-Parish Broadcasting Inc. From 1490 kc, 250 w, unil., to 1490 kc, 250 w, 1 kw-LS, unil. (BP-16015)

■ WTBC Tuscaloosa, Ala.—Tuscaloosa Broadcasting Co. From 1230 kc, 250 w, unil., to 1230 kc, 250 w, 1 kw-LS, unil. (BP-16017)

■ KLVJ Levelland, Tex.—Levelland Broadcasters. From 1230 kc, 250 w, unil., to 1230 kc, 250 w, 1 kw-LS, unil. (BP-16018)

■ KCBN Reno—B.E.C. Inc. From 1230 kc, 250 w, unil., to 1230 kc, 250 w, 1 kw-LS, unil. (BP-16028)



IT'S YOUR MOVE, BUSINESS

Business needs every kind of man. But for strategy moves, it counts more and more on the college man.

That is because higher education gives executives the mentality and skill, the capability and specialized knowledge so necessary to shoulder the management burden.

Today business is absorbing the largest share of the college product. By this measure, it owes higher education the largest share of debt.

There is no time like the present to face this obligation. The cost of leadership has gone up. Our colleges are in a squeeze. Many need libraries, classrooms and teachers.

These are the needs of a growing society. But automation is adding another demand, namely, that we educate our national manpower to wider usefulness.

College is business' best friend—support the college of your choice.

OUR RESPECTS to James Edson Duffy

His performing ambitions have been forgotten

As James Duffy headed home from a sales trip to Indianapolis in 1954 he knew he had reached the fish-or-cut-bait point in his career. As a 27-year-old account executive for ABC Radio he had just suffered through an agonizing sales presentation and embarrassment that remains vivid in his memory.

The pitch was to a transfer and storage company that was expected to buy three five-minute news segments on the network and it fell to Mr. Duffy to get the advertiser to decide on a "voice" for its shows. He had a recording of five voices, "all resonant and dignified," each of which he preceded with a suitable exposition of individual qualities before playing for the prospective client. Reaching the piece de resistance he described a sound that would "lend dignity to any company's image."

The next voice flubbed its lines, goofed again, launched into profanity and left the assemblage of auditioners silent. The pall was cast and tension reigned. (Note: He made the sale.)

Mr. Duffy never saw himself originally as a salesman. Yet today he maintains "nothing can raise your spirits like a good sale," and he says it with such ebullience that he jumps up from his desk to finish the phrase on his feet.

James Edson Duffy was born in Decatur, Ill., on April 2, 1926. As a copy boy for the *Milwaukee Sentinel* in 1941 he had demonstrated an interest in journalism, but later events were to show that electronic media had a much stronger magnetism for his aptitudes than the pull of print caused by any printer's ink that might have been running through his system.

His tour of military duty between 1944 and 1946 had not materialized quite as he had imagined it due to the machinations of what was then the Army Air Corps. He had entered an air cadet program for flight training but his whole group was diverted and assigned to the 935th Guard Squadron. "In simple terms," he says, "I was an MP."

After the service and during his second year at Beloit College in Wisconsin he was asked to work for the school's news service, covering college sports for papers in the Midwest. The job was one for an enterprising spirit to capitalize on and he did just that.

The manager of WBNB-FM Beloit asked him to announce the college's basketball games, a job he quickly accepted. In a frenetic afternoon of work he could announce a game for the station, run down to the scorer's table and type out 10 quick stories for wire services and the area's papers and later col-

lect checks from papers, college news service and the station.

In 1948 and 1949 he worked for the same station as a disc jockey, announcer, continuity writer, even as a salesman on occasion. But two AM's had just entered the market and he wasn't too sure of his future. "We had rights to Beloit College basketball games," he says, "and people listened to them, but they went out and rented FM sets to do it."

Jim Duffy still saw himself as a newscaster or disc jockey and he went to Madison to audition for such a job with the ABC affiliate there. But he was swayed by the offer of a job as publicity writer in the ABC office in Chicago and he never got back to the performing side of the medium.

From that point in July of 1949 till today, the itinerary of Mr. Duffy might be likened to the swift execution of one's turn in a hop-scotch game with the organizational charts of ABC-TV and radio as the playing area: 1952, promotion manager for ABC central division; 1953, account executive for ABC Radio in Chicago; 1955, account executive for ABC-TV; 1957, sales manager for ABC Radio central division; 1960, to New York as national director of sales for ABC Radio; 1961, ABC Radio vice president in charge of sales; 1962, executive vice president of ABC Radio.

And now, at the age of 37, Mr. Duffy sits in ABC headquarters at West 66th Street in Manhattan as vice president

in charge of TV network sales. He took over the position last June when his predecessor, Ed Scherick, was moved up to programming vice president for the TV network. Coming in when he did, Mr. Duffy was party to one of the biggest network TV gambles in the history of the medium, the introduction of 14 new season shows—all in one week.

Jim Duffy sees selling TV as a challenging, high-stakes business and points without hesitation to factors that make it a tricky profession. "In this job you can't lean on last week's experience. You're dealing with a medium that's constantly changing so you've got to look constantly for new sales concepts. Unlike radio, you have a terrific amount of inventory to work with. While network radio has evolved toward a basically static program format, with nighttime TV, every year's a new ball game."

Mr. Duffy does see room for some stabilization in network TV operations from the sales angle. He forecasts a trend toward more program sponsorship, less scatter buying, a change he would welcome.

He worked with ABC Radio during its readjustment years: from the days when advertisers were coming in and getting out sporadically with their own programming ideas to its present insistence on a more uniform program base.

Between May 1960 when he came to New York as national sales director of the radio network and June of this year when he took over the TV sales job, the sales of ABC Radio rose 120%.

In his present position, Mr. Duffy gets more time at home than in the past—last year he spent 60% of his time on the road on sales and affiliate relations missions—but says sadly he has virtually no time to indulge in activities outside his work any more. He once took singing lessons but now he's all salesman, his onetime ambition as a performer forgotten.

Of all the positions he's held in the ABC organization Mr. Duffy looks back with special respect on his term in Chicago as promotion manager for ABC central. That's where he feels he had a chance to see the big picture. Jumping up through the ranks as he has, with never too much time in one spot, such a background was welcome. With six months logged in his present slot he speaks with a confidence tempered by respect for the complexities of selling a TV network's wares.

Mr. Duffy was married in 1947 to the former Betty Jane Zuehsow. They live in Cos Cob, Conn., with their four children; Jay, 12 years old; Terry, 9; Diane, 6, and Marcia, 5.



Mr. Duffy

Rotating chairmanship?

REPRESENTATIVE H. R. Gross (R-Iowa), who is regarded as a conscience of Congress, wants Congress to bar its members and members of the executive branch from holding ownership interest in radio and television stations, presumably on grounds of conflict of interest.

Mr. Gross, when he was first elected to Congress in 1948, had been a prominent newscaster in Iowa for 12 years and perhaps regards himself as an expert. He was motivated by the ownership since 1940 of station properties by Mrs. Lyndon B. Johnson, the new First Lady. One of Mrs. Johnson's first acts, upon assumption of the Presidency by her husband, was to place her broadcast properties in a trust revocable only should Mr. Johnson retire from public office.

Mrs. Johnson's action should be applauded, not criticized. According to the most recent BROADCASTING compilation, there were some 20 members of Congress who held interests, directly or indirectly, in broadcast properties. These interests are on the public records for all to see. There is nothing hidden about them.

If ownership in broadcast stations is to be precluded, what about ownership in newspapers, or communications companies or in companies that may participate in government contracts or subcontracts? Carried to the extreme it might mean that only professional politicians, with no outside holdings, could qualify for either elective or appointive office. Only where there are obvious conflicts of interests should public officers be precluded from holding private business interests.

Mr. Gross does make one point that warrants consideration. Since the President names the chairman of the FCC, the question of subservience to the executive rather than the legislative branch has been raised.

The answer may be found in the law which created the Interstate Commerce Commission—oldest of the independent agencies. There the chairmanship is rotated annually among the 11 members, irrespective of party. The 1964 chairman, for example, will be an Idaho Republican, and the vice chairman a Republican from Virginia. The ICC, incidentally, of all of the major independent agencies, seems to have least difficulty in getting along with Congress and the public.

Not because of the Gross allegations but because it would enhance its status as an independent agency, President Johnson should consider endorsement of legislation providing for rotating chairmanship at the FCC.

Time to quit the kidding

NOW that they have succeeded in heading off an FCC proposal to adopt commercial limitations as government rules, broadcasters will be tempted to forget the subject and turn to other matters that may be on their minds.

The temptation ought to be resisted, because the root problem that led to all the trouble has been totally ignored. The FCC has been persuaded to drop its rulemaking. The House Commerce Committee majority has been persuaded to vote out a bill that would prohibit the commission from taking up the matter again. But the commercial conditions that precipitated the FCC's interest and the National Association of Broadcasters codes which the FCC had threatened to adopt still are untouched and largely unthought of. As long as these matters go unattended, the possibility of another major dust-up over commercials will always exist.

The real reason that the FCC could not bring itself to adopt the NAB code restrictions on commercials as its own

regulations was that nobody could prove that the restrictions could be realistically applied, under either private or government enforcement, to all kinds of stations in all kinds of conditions. The commercial time limits in the NAB codes have been based entirely on subjective judgments. They represent what the code boards have decided is an acceptable compromise between the broadcasters' potential for private gain and the public's range of tolerance for commercial quantity and program interruption.

At no time, in all the history of the NAB code operations, has any serious research been conducted to find out whether five minutes of commercials in a half hour make more or less sense than four minutes or 15 minutes. It is little wonder that when defenders of the codes begin to talk about the codes' significance, their arguments run more to general endorsements of motherhood and flag than to specific assertions of true values.

Yet if serious research were to be conducted into the limits of public tolerance (or into meaningful measurements of commercial effectiveness, which is the same thing), it would be almost certain to prove that standardization is unrealistic. Research would only confirm what thinking broadcasters admit privately: that no fixed rules can successfully be written to cover all kinds of commercials in all kinds of positions in all kinds of programs in all kinds of time periods on all kinds of stations.

Under present circumstances, there would seem to be little reason to continue the pretense that the commercial time standards of the NAB codes are either right or wrong for the broadcaster or for the public. To cling to such a pretense is to postpone the advancement of television and radio.

Broadcasters united in common action to turn aside the threat of an across-the-board rule on commercialization by the FCC. The experience ought to have taught them that across-the-board rules in their own apparatus of self-discipline are equally undesirable and unworkable.

What is needed is first an admission that the time standards of the NAB codes have never been based on objective studies and second an effort to find out more than is now known about the reaction of various audiences to various commercial placements. The pursuit of that course of action would in the long run improve broadcasting's product and, we must add, broadcasting's profits.



Drawn for BROADCASTING by Sid Hix

"Now here's how they handled a case like mine on The Eleventh Hour!"

Hungry for flavor?

**Kprc-tv's
got it!**



Flavor you never thought you'd get from any Houston TV set!

You'll never know how satisfying Houston television can be until you try KPRC-TV. Fine, flavor—rich showmanship goes into KPRC-TV. Then, the famous channel two

brings out the best taste of the commercials. Sound too good to be true? Buy a pack of KPRC-TV commercials today and see for yourself. COURTESY OF *The American Tobacco Company*

Channel Two makes the difference



HOUSTON'S *Kprc-tv*

Edward Petry and Company, National Representative

NBC RADIO

HAS MONITOR ON WEEKENDS

NBC RADIO

HAS NEWS ON THE HOUR; AND

NBC RADIO

HAS EMPHASIS AND SPORTS; AND

NBC RADIO

HAS WONDERFUL AFFILIATES; AND THAT'S

NBC RADIO



The Mark of the Finest in TV Tape Recorders



The TR-22, with its excellence of design and brilliance of performance, attracts attention wherever it's in operation. Fully transistorized, it does away with problems of power, heat and space, reduces maintenance. It provides highest standards of quality and reliability. Any studio can benefit from this symbol of the finest in TV Tape.



The Most Trusted Name
in Television





WASHINGTON



Washington D.C. is our local beat.

Network news programs from Washington, fine as they are, can't cover all the stories that affect particular states. Our Washington Bureau can. Bill Roberts, Carl Coleman and Norris Brock file radio and TV reports daily to our stations on matters of area importance. They're backed by more than 20 of Washington's top specialized reporters, the bureau men of TIME, LIFE and FORTUNE. Thus we join the world's most important news city to our audiences. We have done so, on a full-time basis, since 1958.

We believe that group operators—a third force in broadcasting—can offer unique services to the communities their stations serve. As a division of Time Incorporated, Time-Life Broadcast is especially gratified to be able to deliver those services in the area of news and public affairs.