

BROADCASTING

THE BUSINESS

RADIO

USAF Air University
 Library Series Unit Acq Branch
 (01-600) 62-7547
 Maxwell Air Force Base
 Montgomery Ala

N3 51R
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 APR 63 ANC

NEWSPAPER

Y 8, 1963

Admen, agencies keeping a close watch on expensive, expansive fall lineup 27

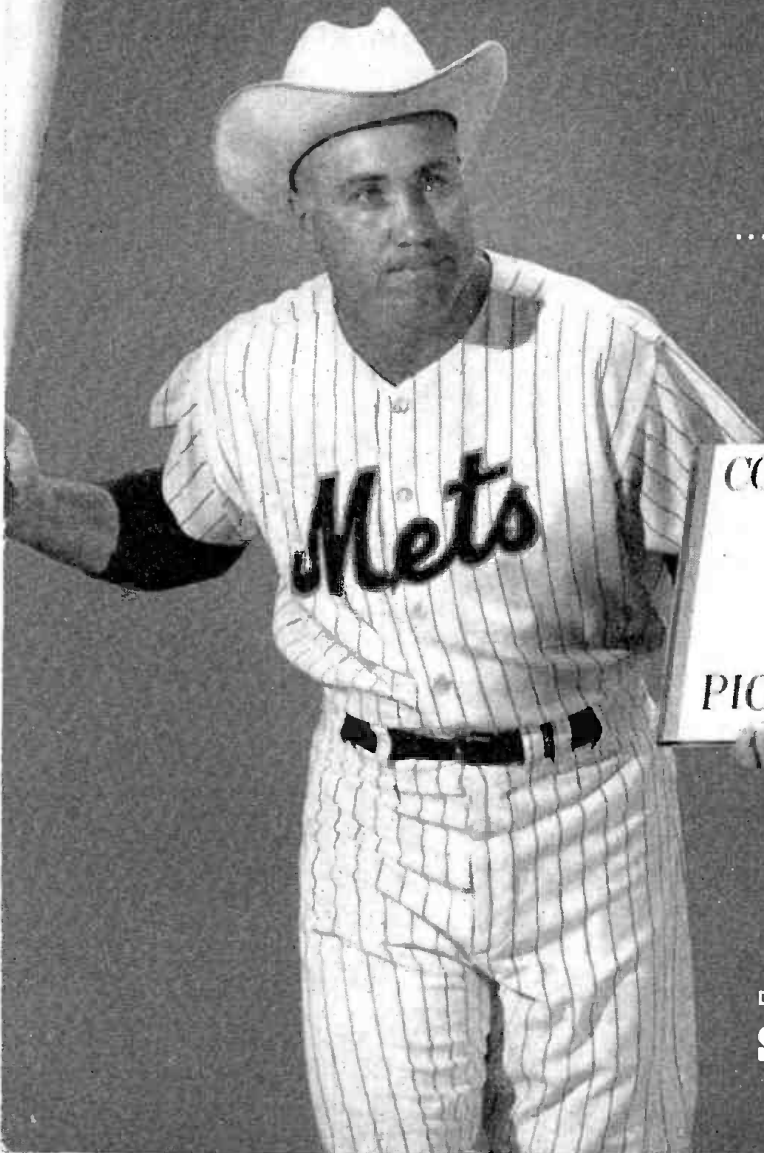
Cox calls commission vote on drop-in plan 'slightly hypocritical' 56

Stabilizing influence seen in billing switches among agencies 48

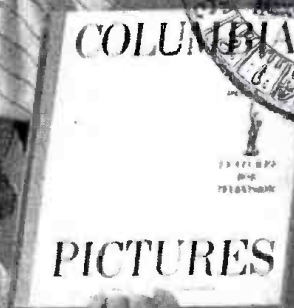
Humble spending \$4 million in first entry into network TV series 32

COMPLETE INDEX PAGE 7

Duke Snider hates to play in Houston!



... It's the only city where the Duke plays that the COLUMBIA features don't!



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

Distributed exclusively by

SCREEN GEMS, INC.



(Thanks and \$100 to A.W.C., San Francisco)

BUNNY

Key to the most exclusive time-buying club in the world is knowledge of product distribution control. Nashville is the only major test market area in the Southeast with local control of more than 90% of the area's retail food outlets . . . administration, buying, warehousing. Buying power tops \$2,872,648,000. Over 96% of the area's 2,052,300 people depend on Nashville for all TV. Quick now, shouldn't Nashville be on your KEY LIST?

WSM-TV
NBC-TV Channel 4

WSIX-TV
ABC-TV Channel 8

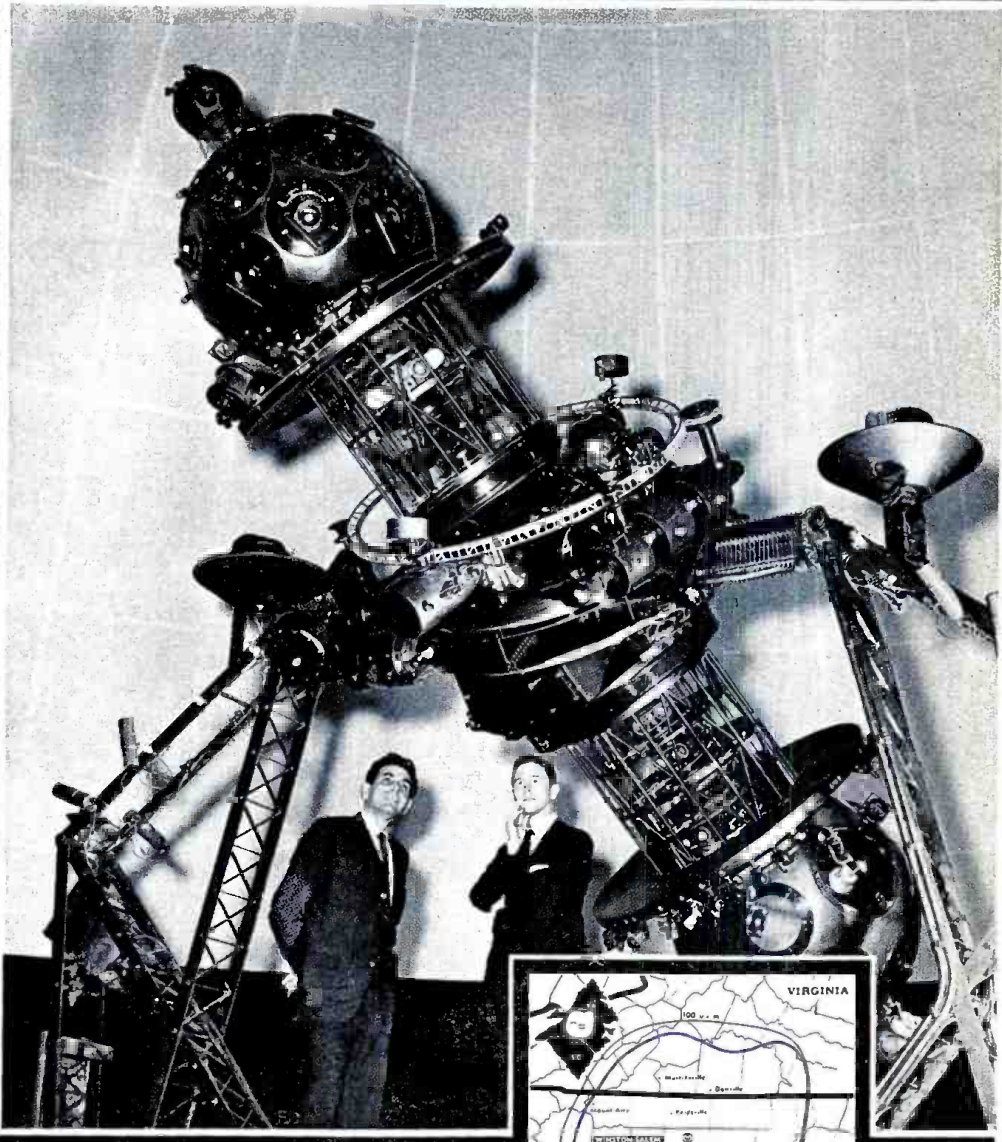
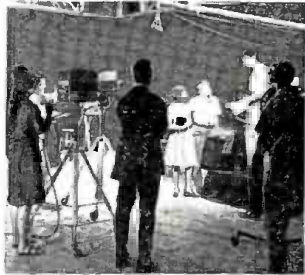
WLAC-TV
CBS-TV Channel 5

NASHVILLE, TENNESSEE



in

CHAPEL HILL



THE SOUTHERN PART OF HEAVEN is how a noted illustrator describes the unique charm of Chapel Hill. Home of the University of North Carolina, Chapel Hill is both village and thriving community . . . cultural center and pleasant place of business . . . small town living and cosmopolitan thinking. Here WFMY-TV weatherman Dave Wright views the heavens at Morehead Planetarium, one of six in the western hemisphere and first in the world to be part of the equipment of an institution of higher learning. Astronauts also study the stars here. Along with cultural attractions, traditions and sprawling campus of over 100 buildings valued at \$75,000,000.00, people also remember Chapel Hill for its gracious way of life, which moved Thomas Wolfe to write, "It's got every other town beat all holler". Chapel Hill — typical of the eager, spirited 51-county area that looks to WFMY-TV for CBS and local interest television programs. Chapel Hill — a nice place to visit, but you wouldn't want to leave there.



Represented nationally by Harrington, Righter & Parsons, Inc.



wfmy-tv

GREENSBORO, N. C.
"Now In Our 14th Year Of Service"

SERVING THE LARGEST METROPOLITAN TV MARKET IN THE CAROLINAS

BROADCASTING, July 8, 1963

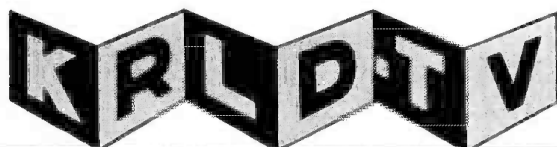


diversity + depth

The diversity and depth of KRLD-TV's programming make it possible for Channel 4 viewers to see and enjoy worthwhile cultural, religious, and educational programs; informative and accurate news and sports coverage; as well as a dazzling array of entertainment. This variety is an integral part of the good life enjoyed by the hundreds of thousands of Texas and Oklahoma men, women, and children who make up our audience.

This variety has made KRLD-TV the dominant station in the area for many years.

Now in its 14th year of quality telecasting, KRLD-TV pledges the conscientious use of all its facilities to maintain and improve the diversity and depth of its programming, and to insure its clients the maximum return on their advertising budgets.



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

'Repeat' complaints

Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee is exercised over large number of summer repeats on networks. He said last week preponderance of complaints to his committee, which has jurisdiction over communications legislation, deal with repetition of programming. He advocated use by networks and stations of summer replacements in form of tryouts for new programs and new talent. He reported that most of broadcast communications received by committee during past two months were critical of network repeats.

Hartford pay TV is 'go'

First anniversary of Hartford, Conn., pay TV tests by RKO General and Zenith passed last week (July 1) without hula-balloo—but far from unnoticed by those principals. Companies had agreed in advance that, although FCC authorization was for three years of tests, they'd take stock after one year, decide then whether to go for three. Word last week was that they're firmly agreed to proceed for full term—or whatever period is necessary to reach decision on pay TV feasibility. Though installation of decoders in Hartford homes has gone more slowly than expected, 3,000 homes are now equipped, and both Zenith and RKO General appear satisfied with their investments. To date these come to \$3.5 million to \$4 million for RKO General; in excess of \$1.25 million for Teco Inc., Zenith affiliate.

Thompson changes

Major radio-TV realignment is in works at J. Walter Thompson Co., New York, nation's largest advertising agency in both overall and broadcast billing. Changes, under direction of William H. Hylan, former CBS-TV sales executive who recently became vice president and director-broadcasting at JWT, include top appointment of William R. Wilgus, vice president and manager of agency's Hollywood office, as associate director of new broadcast department.

Most significant change at J. Walter Thompson will be formation of new broadcast department that'll replace current setup of buying functions for network and spot, now interlocked and lodged in separate media and radio-TV (programming) departments. Though details are still unknown, it's reported spot and network buying will be coordinated more closely under broadcast department. JWT had estimated 1962 billings of \$133 million in radio and TV.

CLOSED CIRCUIT®

Smut or art?

Classic case involving obscenity on air is being handled rather gingerly by FCC which reportedly has sought intervention of Department of Justice. Case involves Pacifica Foundation's KPFA(FM) Berkeley, Calif., which broadcast free verse (FCC has tape) in which four-letter word denoting sexual relations was used. Differences developed at FCC staff level, with some contending that poem was "work of art" and FCC could not get involved in this sensitive area. Upshot was referral to Department of Justice.

Pacifica Foundation is in trouble otherwise with FCC and with Congress. Senate Internal Securities Subcommittee in closed sessions last January inquired into purported "Communist infiltration" and its report may be forthcoming this week. FCC, in addition to obscenity issue, is checking into ownership qualifications and solicitation of funds possibly from undesirable sources, hopes to decide cases before its August vacation. Action thus might coincide with release of report by Senate subcommittee.

Bulls' baby

Wall Street security analysts are advancing CBS stock as increasingly attractive investment. Report of one brokerage house revises earnings-per-share estimate for 1963 upward to \$4.25 from May estimate of \$4 and earlier projection of \$3.75. Another investment house sees earnings capability approaching \$5 by end of 1964. Earnings per share in 1962 were \$3.24.

Breakdown offered by one broker anticipates healthier future for radio as well as TV activities of CBS; foresees radio, which contributed 5 cents to earnings-per-share figure in 1962, as contributing 20 cents by end of this year and 25 cents by end of 1964. TV revenues (\$344 million in 1962) are seen gaining by \$22 million per year, reaching \$388 million by 1964 yearend with attendant gain in earnings per share attributable to TV activities from \$2.70 to \$3.60 over same period.

Shollenberger to Munich

Lewis W. Shollenberger, assistant bureau chief, ABC News, Washington, will become director of Radio Liberty, headquartered in Munich, Germany, this fall. Mr. Shollenberger, 46, was with CBS News before joining ABC. As head of Radio Liberty he will direct installations in Ger-

many, Spain and Taiwan. He will report to Howland Sargeant, former assistant secretary of state, who is president of Committee of Liberation, independently organized nonprofit organization that espouses democratic causes by reaching into Communist-dominated areas.

Membership report

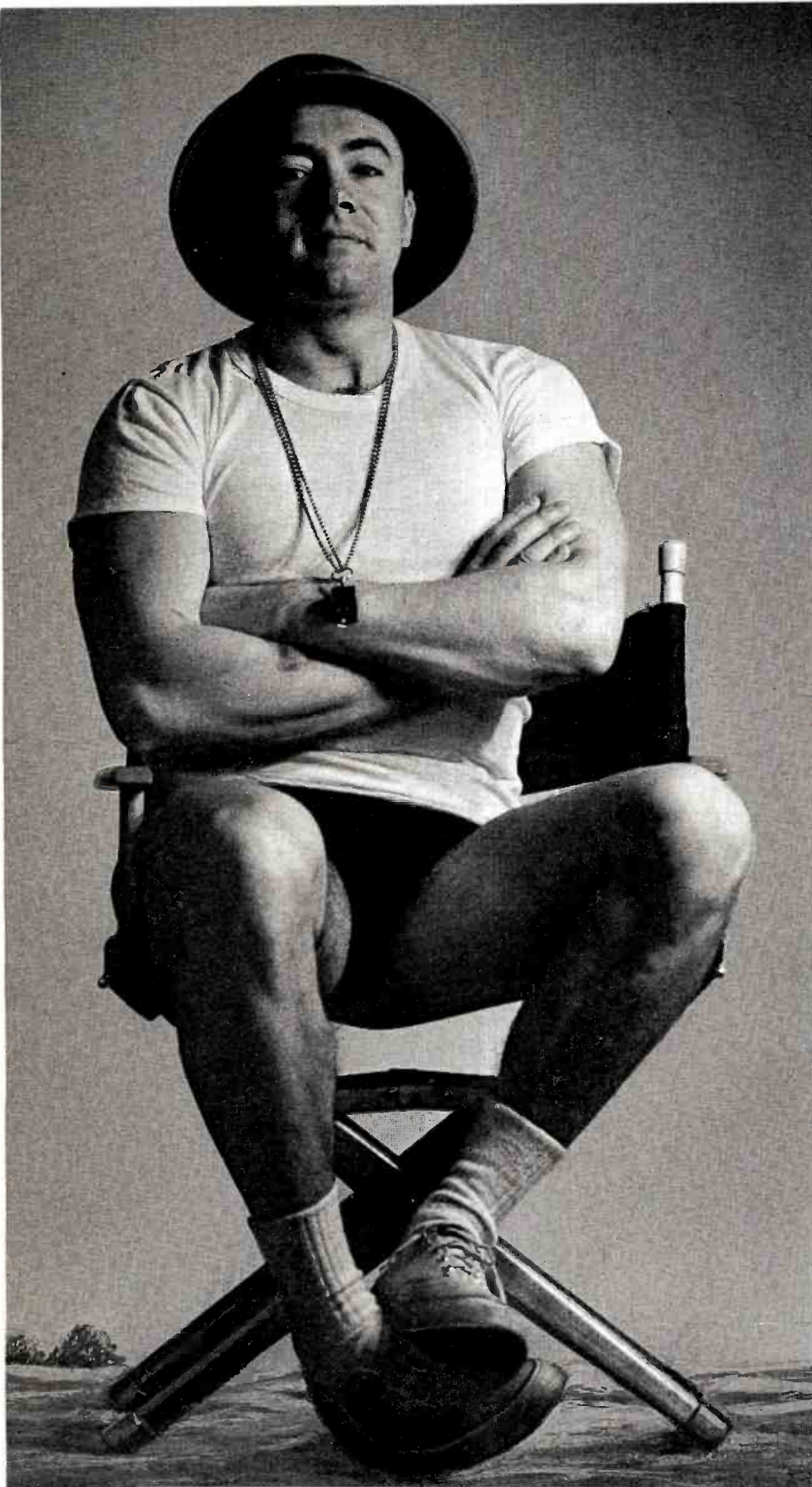
Bid of WDKD Kingstree, S. C., for membership in National Association of Broadcasters was tabled by NAB radio board because of station's difficulties with government. FCC has refused to renew WDKD license on grounds of misrepresentation and alleged smutty broadcasts, and case now is in courts. At same meeting, board accepted as member WGMA Hollywood, Fla., owned by Jack Barry and Dan Enright, who produced *Twenty-One*, one of quizzes disclosed in 1959 congressional investigation to have been rigged. WGMA also is facing renewal difficulties because of role played by owners in quiz scandals, but examiner has recommended renewal (BROADCASTING, May 6).

Meanwhile, most outspoken broadcaster-critic of NAB has had second thoughts about NAB membership. Jack Roth (KONO-AM-TV San Antonio), president of Texas Association of Broadcasters, had told NAB he intended to resign but has changed his mind.

Question of space

TV film syndicators and officials of National Association of Broadcasters will meet in next two weeks to discuss return of film exhibitors to NAB annual convention. Syndicators were invited back for convention last April, but satisfactory accommodations in NAB headquarters hotel, Chicago's Conrad Hilton, were unavailable so TV Film Exhibit was held in Pick-Congress hotel, two blocks from convention proceedings.

Film men have asked for space on one floor for exhibits and hospitality suites and reportedly favor continuing TFE in separate hotel if this cannot be worked out. Syndicators, through Bob Rich of Seven Arts Associated, also have asked NAB for panel discussion on convention program devoted to film and NAB-sanctioned cocktail party. NAB executive said last week association would like to have all convention activities under its aegis in official hotel and "we hope we can work it out."



WE'VE GOT A WAY WITH WOMEN

In 4 Station Detroit
WJBK-TV
(Metro Share*)

45.6%

9 AM to 5 PM

STATION B.....27.8%
STATION C.....17%
STATION D.....9.5%

Call your STS man for life-saving details. He'll show you how Channel 2 can come to your rescue with more sales.

*NSI, M-F Avg., May 26, 1963



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	

STORER
BROADCASTING COMPANY

**STORER TELEVISION
SALES, INC.**
Representatives for all
Storer television stations.

WEEK IN BRIEF

There's big money riding on the new fall network television shows. Twenty-four new programs will take the air. A close look at the economic and artistic aspects of this sweeping fall overhaul. See lead story . . .

TERRIFIC FALL TURNOVER . . . 27

Over a score of major advertising accounts using broadcast media changed their agencies in the first half of the year. They represent \$80 million in overall billings. Signs of stabilization appear in advertising business. See . . .

23 MAJOR ACCOUNT SHIFTS . . . 48

Humble Oil is moving into the national network TV picture with a reported \$4 million buy on NBC. Starting in January, the firm will sponsor 26 one-hour news and special events documentaries. See . . .

HUMBLE BUYS NETWORK SERIES . . . 32

Once again American Association of Advertising Agencies has refused to serve as a voting member of the new Rating Council formed to improve broadcast services. It's willing, however, to provide observers. See . . .

AAAA WON'T VOTE . . . 36

The FCC order reversing its original decision to allow drop-in VHF stations in eight markets drew a plea for reconsideration from ABC-TV plus a stinging rebuke of the reversal by Commissioner Cox. See . . .

COX HITS DROP-IN SWITCH . . . 56

ABC is the only TV network to take a stand against the FCC order outlawing option time. CBS is mainly concerned about its graduated compensation plan. NBC lets reply deadline pass without taking a stand. See . . .

ABC'S LONESOME STAND . . . 54

The FCC is ready to go ahead with its plan to duplicate 13 of 25 clear channels. It has implied that only congressional action can keep it from executing this long-pending move. See . . .

FCC ANSWERS HARRIS LETTER . . . 64

Here's a fascinating prospect. Leonard Jaffe, NASA official, envisions the day—a decade or so hence—when broadcast satellites will retransmit radio and TV programs directly into receivers in the home. See . . .

FROM SATELLITE TO HOME . . . 78

It seemed to be a necessary step when Conelrad was set up as an emergency radio system that would keep the nation informed during a bombing. A new project will start operating Aug. 5, replacing Conelrad. See . . .

CONELRAD TAKING LAST BOW . . . 57

Britain's going commercial in a big way, judging by latest signs. The newest proposal is creation of a second commercial TV network. According to Parliament debate, there is a need for more diversity. See . . .

THIRD NETWORK FOR BRITAIN . . . 74

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DON'T BOTHER TO
COUNT 'EM
THERE ARE

1,760,000 WATTS ON
(ERP)

KERO • TV • 23

NOW THE MOST
POWERFUL UHF IN
THE UNITED STATES

NB FOR

BAKERSFIELD

CALIFORNIA



Transcontinent Television Corporation

Represented by



The Original Station Representing

Henry terms editorializing 'highest duty'

URGES INVOLVEMENT IN CONTROVERSIAL PUBLIC ISSUES

Broadcasters who feel they should participate in molding public opinion in their communities were given solid support by FCC Chairman E. William Henry Sunday (July 7).

Appearing on ABC's *Issues and Answers*, he said editorializing is broadcaster's "highest duty."

Since it's commission policy to license only responsible individuals, he said, FCC should allow broadcasters to involve themselves in controversial issues.

"I think it is very good that they take positions on issues of public importance and knead and mold public opinion," he said.

FCC chairman also defended networks against claim of southern congressmen that chains are biased in covering civil rights stories (AT DEADLINE, July 1). On basis of news programs he's seen, he said, coverage has been fair.

Good News ■ He also said networks are doing good job, in general, in news and public affairs areas. But he expressed hope they would do more probing of controversial issues.

In discussion of FCC's local programming hearing in Omaha last winter, Chairman Henry said commission wasn't "meddling," as claimed by Omaha advertising executive Helen C. Moeller (MONDAY MEMO, July 1).

Chairman, who had conducted hear-

ing, said it's "perfectly in accord with the democratic process . . . to seek to find out what the people are thinking." He said it's "unfortunate" if some consider this "meddling."

Questioned about FCC's current study of how "objectionable loudness" in commercials can be regulated (BROADCASTING, Dec. 24, 1962), he said he thinks announcement will be made "in a matter of months" on results of search for method of measuring loudness.

Asked about most frequent complaints about TV, he had one surprise—"canned laughter." He said most complaints, though, relate to commercials—amount, timing and loudness.

Court sends Orlando TV case back to FCC

Federal court in Washington Friday (July 5) decided to accept reasoning of former FCC Chairman Newton N. Minow in substitution of views of majority of his colleagues.

U. S. Court of Appeals for District of Columbia, in per curiam decision (for court as whole) said FCC should hold oral argument in Orlando channel 9 case to decide whether grant should be continued to WLOF-TV Orlando or go to WORZ that city—or, if it decides, reopen record for new applications.

And, court said, commission should consider fact that WLOF-TV attorney made off-record contacts with former FCC Commissioner Richard A. Mack, even though commission majority found this was done without knowledge of station's principals.

Further, court said, FCC should consider "the serious question" concerning character of WORZ principals.

In FCC decision last January, endorsed by four commissioners with two not participating and with Mr. Minow dissenting in part, WLOF-TV principals were cleared of knowledge of ex parte activities by attorney. Majority held that 1957 grant must be vacated, and agreed that after oral argument it should make new decision between WLOF-TV and WORZ.

In dissent, Mr. Minow contended WLOF-TV principals knew of and affirmed its lawyer's approach to Mr. Mack. He also questioned disposition of charges, made during 1957 hearing, alleging misrepresentations by WORZ

High living

John W. Kluge, president-board chairman of Metromedia, apparently plans to spend good part of his time in Los Angeles, where his company has just added KLAG-AM-FM and KTTV(TV) to its Metropolitan Broadcasting Division. Mr. Kluge has purchased Hollywood Hills home of Frank Sinatra, who has moved into apartment near Sunset Strip.

principals. In both positions he was following recommendations of hearing examiner in initial decision.

Orlando channel 9 case had been sent back to FCC by appeals court (which in turn had received it back from U. S. Supreme Court) after disclosures of off-record contacts by House Legislative Oversight Committee.

After hearings on ex parte charges, commission submitted proposed action to appeals court (BROADCASTING, Jan. 14). Friday's ruling sends it back to FCC for further consideration.

Costa Rican super-power is scuttled by Windsor

Concern over planned super-power broadcasting station in San Jose, Costa Rica, on 625 kc was dispelled last week with word that project has been "held in abeyance" because of engineering and other complications. Wilbur C. Windsor Jr., KJIM Fort Worth, who had acquired station in San Jose, last Friday (July 5) disclosed he would not proceed with plan to place directionalized 50 kw transmitter on "in-between" standard broadcast channel. Protests had emanated from Latin American countries as well as from Herbert Evans, Peoples Broadcasting Co. president and NAB delegate to Inter-American Association of Broadcasters, to prevent "ruinous" interference to Latin American and U. S. broadcasters.

Cuts in color rates announced by NBC-TV

NBC-TV has reduced advertising rates charged for color facilities in belief savings will stimulate advertiser interest in color TV participation. Advertisers are now being notified of new rates, which went into effect July 1. Rate differentials reduced for color production include these chief ones: Large studio facility rental color differ-

MGM buys network time

In unusual placement of movie advertising on network television, MGM has bought time in six NBC-TV shows in September to promote "The VIP's," new Elizabeth Taylor-Richard Burton movie that bows that month. Film company is spending more than \$250,000 for inserts in shows, five of which are in prime time. Commercials beginning week of Sept. 16 are scheduled for *The Lieutenant*, *Monday Night at the Movies*, *Robert Taylor Show*, *Saturday Night at the Movies*, *Mr. Novak* and *Tonight show*.

MGM network placement could represent departure in advertising strategy on behalf of new movie releases. Agency is Donahue & Coe, New York.

ential (added cost of color over black and white) cut from \$125 to \$100 an hour; flat differential for all other studios, which used to range from \$75 to \$110 per hour for color, cut to \$50; live daytime package rate for color commercials reduced from \$250 to \$180 per commercial. Also being changed: For black-and-white or color video-tape "integration," rates are cut from \$60 to \$40 per commercial.

KOB protection case nears conclusion

FCC has reportedly taken what it hopes is "final" step in implementing five-year-old decision in KOB case, which itself has been before commission 21 years.

In order expected to be issued this week, commission is said to have rejected ABC's application for renewal of WABC New York on ground it doesn't provide for protection of KOB Albuquerque, N.M., at night.

Order reportedly invites ABC to submit new application that will provide for such protection, as required in 1958 decision. Under that action, both stations are to operate on 770 kc with 50 kw, each using directional antennas at night (BROADCASTING, Sept. 8, 1958).

Controversy began in 1941, when FCC gave KOB special service authorization to operate on 770 kc with 50 kw daytime and 25 kw nighttime. ABC has been trying to force KOB off its class 1-A channel ever since, with protests to commission and appeals to courts.

In last court decision, in 1961, commission was directed to consider question of whether presence of second station on WABC's frequency at night would have damaging impact on ABC as network, in view of fact that CBS and NBC clear channel stations in New York are unduplicated.

Gardner gets 5 cigar brands

American Tobacco Co. and wholly-owned subsidiary, American Cigar Corp., have named Gardner Advertising as agency for their cigar brands. Brands are Roi-Tan, formerly handled by Lawrence C. Gumbinner, and La Coro-

Coming up—Minow, the author

FCC's former chairman, Newton N. Minow, will co-author book with Larry Laurent, *Washington Post* television-radio critic, to appear next spring. Volume, to run perhaps 350-400 pages, will be collection of essays based on Minow experiences during his 27-month FCC tenure covering all facets of communications (communication satellites, AT&T, but with emphasis on tele-



Mr. Beech



Mr. Huth



Mr. Gurganus

Condit, associate manager for media broadcasting, will succeed Mr. Huth as director of media. **Joseph Beech Jr.**, advertising manager of toilet goods division, named manager of creative services division. He will be responsible for

Paul Huth, director of media for Procter & Gamble, Cincinnati, appointed manager of broadcasting and media division. Mr. Huth will be responsible for TV programming and media buying. **Russell L.**

TV commercial production and art and package design. Divisions headed by Mr. Huth and Mr. Beech are new, replacing advertising production division. **William R. Gurganus**, manager of advertising production division, transferred to international division for European Common Market. Mr. Gurganus will later receive major management post in Germany. All changes are effective July 15.

Abe Schumacher, for past eight months president of Hazel Bishop International, elected executive VP of Hazel Bishop Inc., parent company, New York.

Alex W. Lansberg, Hazel Bishop's financial VP, elected to cosmetic firm's board of directors. Mr. Schumacher is former president of Owl Rexall Drug Co., a director of Rexall Drug Co. and president of Liggett Rexall Drug Co. Mr. Lansberg previously held positions of treasurer and controller and VP in charge of finance for Knox Glass Inc.



Mr. Schumacher

For other personnel changes of the week see FATES & FORTUNES

na Antonio y Cleopatra, Bock y Ca, and Cabanas, all formerly handled by Sullivan, Stauffer, Colwell & Bayles. Change is effective Aug. 1.

New broadcasters buy N.Y. newspapers

Group of new broadcasters which only two weeks ago received FCC approval to buy WVIC Islip, N.Y., have acquired Macy chain of weekly newspapers on Long Island in reported \$750,000 deal.

Sale of WVIC is expected to be consummated July 15; that of newspapers today (July 8). Daytimer WVIC was

sold for \$250,000. It operates on 540 kc with 250 w, and was founded in 1959 by Maurice Weiss.

Principal stockholders in both transactions are Gerald T. Arthur, Wilson B. Stringer and Irving Maidman. Mr. Arthur was senior vice president of Donahue & Coe; Mr. Stringer, vice president of Rowe-Stanford Advertising; Mr. Maidman, realtor and investor.

Filmways cites expansion in 'black ink' report

Filmways Inc. claims to have climbed out of red ink. In unaudited figures disclosed by company July 5, Filmways reports net income of \$187,966 before taxes for nine-month period ending May 31, compared with loss of \$345,703 for same period last year.

After taxes, income was \$83,966 (14 cents a share), while loss in 1962 was \$234,803 (41 cents a share). Company also reported increase of almost \$2 million for same period (\$7,163,038 in 1962, \$9,017,116 in 1963) in production of motion pictures and TV films, TV film rentals and other income. Gains were attributed to expansion of motion picture, TV activities and shift of production of commercials from East Coast to West Coast.



THE GREAT WESTERNS ARE ^HOURS

One sure-fire way to beef up late-afternoon and early-evening television ratings is to program a Western series. And when you run down the list of the great television Westerns, you'll find most of them are hours. Take *Maverick*, *Sugarfoot*, and *Bronco*, for examples. Each of these hours averaged better than a 35% share of audience on the network. Each is going great guns on an off-network basis. During February and March 1963, a total of 65 hours of these three Westerns were running weekdays in various markets between 5:30 and

7:30 pm. Compared to programs on the same stations, same time periods, a year ago, these 65 Western hours reached 35% more homes*—with 48% more men and 24% more women. Now, with the hour-long *Cheyenne* series ready for fall start, stations and advertisers interested in reaching more adults in these time periods will have even greater program flexibility and sales opportunities. For more adults—on either a once-a-week or strip basis—look into the great Westerns. You'll find most of them are hours . . . and they're also ours.

*ARB Reports: Feb/Mar 1963 and 1962

WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y., Circle 6-1000



ALSO: HAWAIIAN EYE • SURFSIDE 6 • THE ROARING 20'S • BOURBON STREET BEAT • LAWMAN

What makes a great salesman?

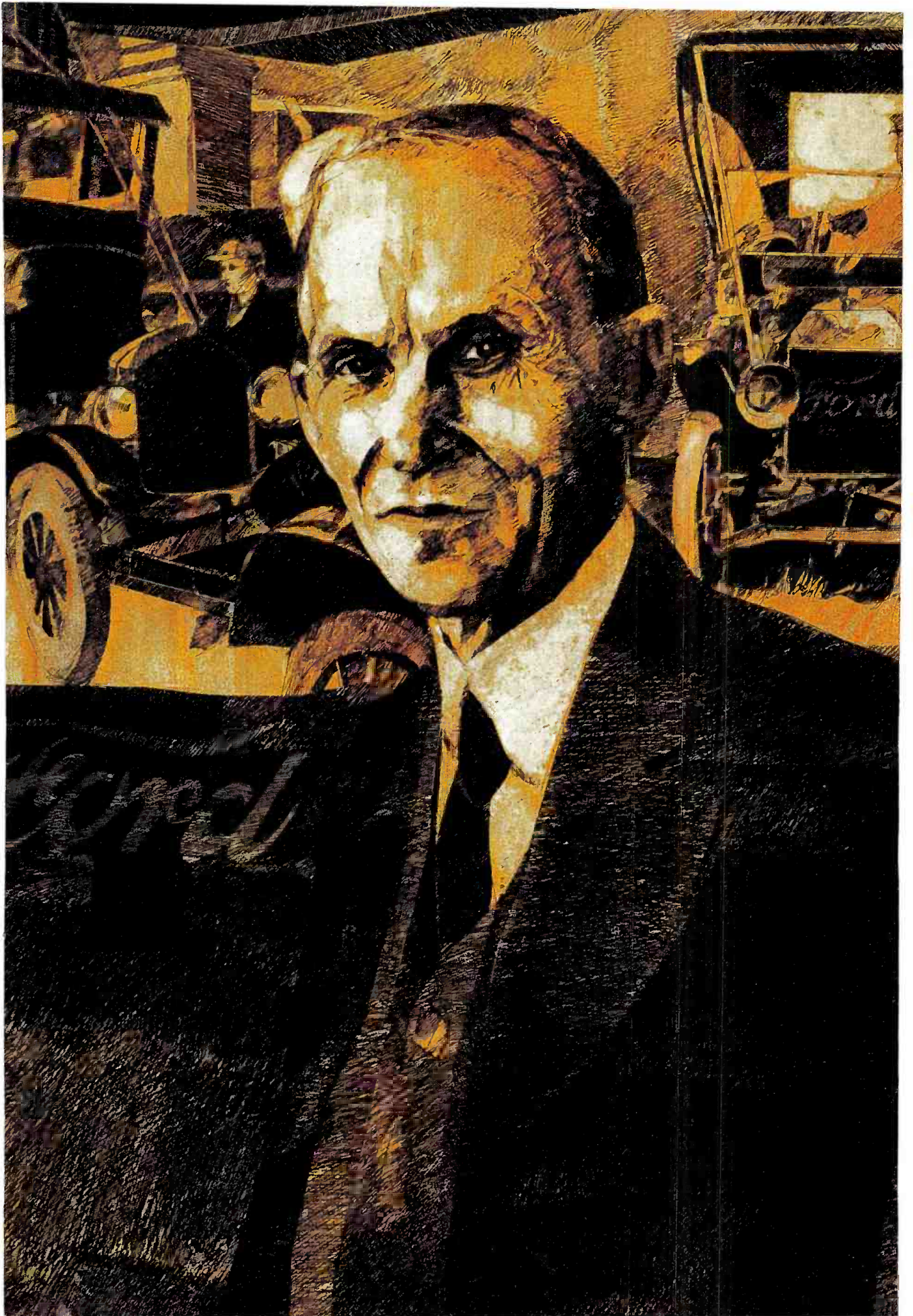
Henry Ford scaled the heights of industrial success by bringing a rich man's toy to the masses. Creating a durable car for the common man, assembling it quickly and economically on a production line, and selling it at a price anyone could afford, "the sage of Dearborn" turned a brick workshop into a billion-dollar corporation — and helped put an entire country on wheels.

The advent of the "horseless carriage" had initiated a clash of manufacturing ideas. Should the automobile be a high-priced luxury, available only to the very wealthy? Or should it be a more utilitarian vehicle, placed within the reach of every pocket-book? Henry Ford's answer was the plain-but-sturdy Model T. Over 15,000,000 "Tin Lizzies" were sold between 1908 and 1927!

Because of one mechanic's vision, an age was transformed. Ford recognized a vital need and found a way to fulfill it. Today, the Storer stations' perceptive understanding of individual community needs is responsible for the great sales successes of Storer advertisers. A commercial message broadcast on one of the community-programmed Storer stations has far *more* impact. In Detroit, Storer's great salesmen are WJBK-Radio and WJBK-TV, two important stations in an important market.

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





**KOOL KATS
LISTEN TO**



WVON

1450 on your radio

- ... All Negro air personalities
24 hours a day
- ... Strong Hooper ratings
- ... Merchandising plan that
creates sales
- 1.2 Million Negroes in
Chicagoland

Represented by or Lloyd Webb
Bob Dore Associates 312-847-2600

FOR SALE

Slightly used TV TOWER. Only 10 years old. One owner—a Code Board Member (used only 19 hours per day). 286 ft. tall; 70 ft. antenna thrown in. Priced for quick sale! As standing, come-and-get-it for \$7,777.77. Available August 1. Reason for selling: New Tower 962 ft. above average terrain (740 ft. above ground) delivers 529,300 TV Homes. Greater coverage in Wheeling/Steubenville Market also for sale. For used TV Tower or more TV Homes, contact Exec VP Bob Ferguson, WTRF-TV, Wheeling 7, West Virginia.

DATEBOOK

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

*Indicates first or revised listing

JULY

June 30-July 12—Fifth annual Advertising Federation of America marketing management and advertising seminar, Harvard Business School, Cambridge, Mass.

July 8-19—ETV Workshop, sponsored jointly by telecommunications division of San Bernardino Valley College and the University of Redlands. For further information, write: Dr. Robert West, director of summer sessions, University of Redlands, Redlands, Calif.

July 9—Annual stockholders meeting, Taft Broadcasting Co., 1906 Highland Ave., Cincinnati, Ohio.

July 10—Annual meeting of Broadcast Pioneers, Park Lane hotel, New York City.

July 10-14—Convention of American Federation of Television and Radio Artists, Ambassador hotel, Los Angeles. Keynote speakers will be California Governor Edmund Brown and Mayor Samuel Yorty.

July 10-20—Fourteenth International Festival of Documentary Film, Venice, Italy.

*July 11-13—Annual convention of Idaho Broadcasters Association, Moscow, Idaho. FCC Commissioner Kenneth A. Cox will be luncheon speaker on Friday, July 12, and Frank Bartholomew, board chairman of United Press International, will be dinner speaker that same day. Other scheduled speakers include Douglas A. Anello, general counsel of the National Association of Broadcasters; Robert H. Alter, vice president of the Radio Advertising Bureau; Rex Howell, president of KREX-AM-TV Grand Junction, Colo.; and James Murphy, executive vice president and general counsel of the Washington State Association of Broadcasters, Seattle.

July 14-16—Summer convention of South Carolina Broadcasters Association. Ocean Forest hotel, Myrtle Beach. A. P. Skinner, general manager of WOLS Florence, is convention's general chairman.

July 14-26—Fourth annual NAB Executive Development Seminar, Harvard Business School, Cambridge, Mass. The general outline of subject matter includes: (1) development of the executive; (2) formulation and execution of competitive strategy; (3) organization and delegation of work; (4) planning, budgeting and controlling costs (5) management of people; (6) review and appraisal of management performance.

*July 15—House Communications Subcommittee hearing on broadcast editorializing.

July 16—Fifth annual International Radio & Television Society fun day at Wykagyl Country Club in New Rochelle, N. Y.

July 16—National Association For Better Radio and Television (NAFBRAT) annual awards banquet, Wilshire County Club, Los Angeles.

July 17—Comments are due on FCC rule-making to control development of AM and FM radio services.

July 18—Effective date for FCC's new automatic logging rules, requiring daily, five times a week inspection of transmitter facilities.

July 20—Florida AP Broadcasters annual meeting, Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a luncheon, afternoon tour of Cape Canaveral and an awards dinner at night.

July 20-23—Twenty-third annual National Audio-Visual Convention, Sherman House, Chicago. Keynote speaker will be George Murphy, vice president of Technicolor Inc. and former actor, producer and motion picture industry spokesman.

July 22—Deadline for comments by interested parties in the FCC investigation of changed rates for private telegraph and telephone lines.

July 25-27—National Broadcast Editorial Conference (NBEC), co-sponsored by Henry Grady School of Journalism and the Georgia Association of Broadcasters, at the University of Georgia, Athens. Keynote speaker is Representative Oren Harris (D-Ark.). Participants include FCC Commissioner Kenneth A. Cox; communications attorney Theodore Pierson of Washington, D. C.; Dr. Mary Ann Cusack, National Association of Broadcasters; Ralph Renick, vice president of WTVJ(TV) Miami; George Campbell Jr., executive vice president of Peoples Broadcasting Corp., Columbus, Ohio; and Howard K. Smith of ABC-TV.

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

AUGUST

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

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

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

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

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

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

SEPTEMBER

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

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

Sept. 6-7—Arkansas AP Broadcasters Association. Speaker: AP Assistant General Manager Louis J. Kramp.

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

Sept. 9-12—New York Premium Show, New York Coliseum.

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

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

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



FAVORITE THROUGHOUT MARYLAND THE BALTIMORE SYMPHONY ORCHESTRA

WBAL-RADIO 1090  **BALTIMORE** MARYLAND'S ONLY 50,000 WATT STATION
 NATIONALLY REPRESENTED BY MCGAVREN-GUILD COMPANY, INC.

BROADCASTING, July 8, 1963

there's no question about ratings
in Minneapolis · St. Paul

WCCO RADIO DELIVERS

58.0

July-Dec., 1960



60.5

Jan.-June, 1961



65.6

July-Dec., 1961



66.6

Jan.-June, 1962



66.7

Sept., 1962-Feb., 1963



67.5%

share of audience

March-April, 1963



SOLID ACCEPTANCE

Picking the top station is no problem in the Minneapolis-St. Paul market. WCCO Radio is in a class by itself . . . with an enormous 67.5% share of audience . . . delivering *twice* as many listeners as all other stations *combined!* It's been this way year after year. Solid acceptance as WCCO Radio steadily and consistently enhances its remarkable audience leadership. For the advertiser, this means top coverage of a giant 124-county market. Actually *two markets in one*: 5-county Twin Cities metro area plus 119 surrounding non-metropolitan counties.

WCCO RADIO

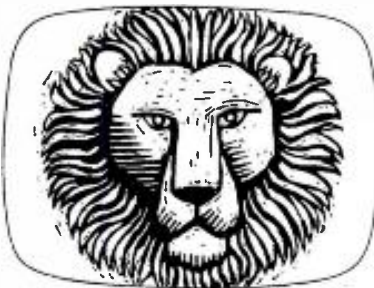
MINNEAPOLIS • ST. PAUL

Northwest's Only 50,000-Watt 1-A Clear Channel Station

Sources: Nielsen Station Index/Station Total/6:00 A.M.-Midnight, 7-day week
NCS '61

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SPOT
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View from the Lion's Den

The New Wave in Kids

■ At times it seems we're being inundated by kids. Moppets or monsters, there are more of them today than ever before. Good for a laugh, a Good Humor, a good night kiss and at times good for nothing. The wiles, the gall and guile of kids communicate, however. Probably a very basic reason why the medium of TV and kids has clicked so big. The new TV season is going to have two new waves of kids breaking on the home screen. Not just new faces, but new TV experiences that will really communicate with kids—and with adults.

■ Strangely, the waves are 100 years apart from each other. Kids of another era are Jaimie McPheeters and the four Kissel boys; Lamentations, Micah, Deuteronomy and Leviticus. Already you suspect something out of the ordinary! It's true. And it's grand. *THE TRAVELS OF JAIMIE MCPHEETERS* goes back to the gold rush days, to spirit and humor and adventure of Huck and Tom, Twain and Harte. Jaimie's a true gem to TV—transplanted right out of Robert Lewis Taylor's Pulitzer Prize novel. Everyone's going to wish he could have been Jaimie on his big adventure West.

■ This is a *really* big show. Big cast. Big entertainment. Big premiere is Sunday, September 15 at 7:30 NYT on ABC-TV.

■ An interesting aside about the scope of this series is that the Kissel kids are played by the *Osmond Brothers*, the quartet that made a hit on the Andy Williams Show (and have recorded an album of those songs on the MGM label). They also do Jaimie's theme, which should roll over the air waves to a hit this fall.

■ And then there's the other new show about kids—the contemporary story of high school students and their teachers. It has the real beat of our times. (But not beat kids.) You'll see them in their natural habitat through the experiences of their young English teacher. That young teacher is *MR. NOVAK*, which is also the name of the series. It comes on strong 7:30 NYT Tuesdays, NBC-TV, September 24. Altogether, it's a bright crop of kids in TV's future, the stations and the viewers.

OPEN MIKE

Why those minus signs?

EDITOR: In the 1963 issue of the *BROADCASTING YEARBOOK*, several FM stations have an antenna listing of minus so many feet. Exactly what does this mean?—*Private First Class Charles Frey, U. S. Army, Redstone Arsenal, Ala.*

[Both FM and TV station antenna heights in the *YEARBOOK* are for antenna height "above average terrain" and are from FCC records. According to paragraph 3.310 (a) of the FCC's rules for FM stations, antenna height above average terrain is defined as "the average of the antenna heights above the terrain from 2 to 10 miles from the antenna for the eight directions spaced evenly for each 45 degrees of azimuth starting with True North." A station in a hilly or mountainous area, with its antenna on the side of the mountain, or in a valley, could therefore have its antenna at a minus reading, or "so-many feet" below average terrain.]

Congratulations . . . but

EDITOR: Congratulations on your customary excellent coverage of the recent National Association of Broadcasters board meeting (*BROADCASTING*, July 1). But may I respectfully disagree with a couple of your conclusions.

Your editorial on the failure of the boards to accept the loosening of the time standards as proposed by the code boards. As far as the radio board was concerned, I sincerely believe that our failure to accept the recommendation of the code board was simply because we felt that their A, B and C proposals would have gutted the code without accomplishing its desired objective.

Members of the radio board are cognizant of the fact that many stations cannot live within the present code time limitations. This is true even of some of our board members. But perhaps there is a better way of adding flexibility to the code to solve the problems of stations who are busier in some seasons, months, days or hours than in others. And we have asked the code board to take another look.

The code is not perfect. It has been changed many times and will be changed again. But I don't see how you can switch this around to an argument for government intervention as you did in your editorial. The mere fact that we are still continuing to try to find ways of making this code work for more and more stations is to me proof of the fact that an industry regulated code is practical and that an inflexible code enforced by government bureaucracy is an absurdity.

Your *CLOSED CIRCUIT* regarding our tabling a \$50,000 appropriation for a program unit within NAB implied that this was a slap at Governor Collins. . . . It was merely proof that the NAB board is deadly serious about spending money to fight government intervention . . . and to research new and accurate methods of measuring broadcasting audience. The board deemed it inappropriate to

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*Reg. U. S. Patent Office
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Throughout the years it has been a rewarding experience to watch WSPA-TV grow in size, coverage, and stature until today it is one of the South's finest television stations. WSPA-TV has served its audience with superior showmanship and a deep sense of civic responsibility. . . . I wish WSPA-TV much success in the years to come. SENATOR OLIN D. JOHNSTON, SOUTH CAROLINA.



I am pleased to extend felicitations and best wishes to the staff and management of WSPA-TV in celebrating seven years of service to the public on Channel 7. . . . Because of excellent programming and a very very responsive attitude on public service needs, I am confident WSPA-TV has a bright future in the field of television broadcasting. SENATOR STROM THURMOND, SOUTH CAROLINA.



As we have watched the growth of WSPA-TV it is difficult for even those of us who witnessed the early dawn of television to remember we of this area have both seen and heard the history which will be written tomorrow. . . . My thanks and congratulations for a job well done. . . . I wish WSPA-TV, its staff and officers the very best for the future. CONGRESSMAN ROBERT T. ASHMORE, SOUTH CAROLINA.



It's a great honor and pleasure for me today to congratulate WSPA-TV on its seventh anniversary. The programs of WSPA-TV have been outstanding, and very much appreciated by the people not only in my district but throughout South Carolina, and our great neighboring state of North Carolina. . . . WSPA-TV will be the leader. CONGRESSMAN WILLIAM JENNINGS BRYAN OORN, SOUTH CAROLINA.



It is a privilege for me to join in the salute to WSPA-TV on the celebration of its seventh anniversary. WSPA-TV has done an outstanding job of fulfilling its responsibilities to the viewing public, and in performing with excellence the function of television. I wish for Station WSPA-TV many more years of successful and dedicated service. SENATOR HERMAN TALMAOGE, GEORGIA.



WSPA-TV serves not only the State of South Carolina but many thousands of people in North Carolina. I am appreciative of the high quality entertainment, the well-planned news and feature attractions which are so characteristic of this outstanding television facility. I extend to WSPA-TV very best wishes for a happy anniversary. CONGRESSMAN BASIL L. WHITENER, NORTH CAROLINA.



Seven years WSPA-TV has served South Carolina, including the people of my district, and well. I think it would be proper here to congratulate the management of the station on the kind of programs they have presented . . . and the public service that they have done for all of us. Good luck, good broadcasting, and many happy returns. CONGRESSMAN ROBERT W. HEMPHILL, SOUTH CAROLINA.



I am glad to have the opportunity of congratulating you and your associates on the seven years of service to Spartanburg and the Carolinas-Piedmont generally. As a representative of Wofford College, I have been particularly pleased with the public service programs that you have carried, especially those related to higher education. CHARLES F. MARSH, PRESIDENT, WOFFORD COLLEGE, SPARTANBURG.



Heartiest congratulations to WSPA-TV, Channel 7, for seven years of outstanding service to South Carolina and the southeast. Wish you continued success in the years that lie ahead. ROBERT C. EDWARDS, PRESIDENT, CLEMSON COLLEGE. Converse College joins many others in expressing its sincere appreciation for the public service you render this region. R. T. COLEMAN, PRESIDENT, CONVERSE COLLEGE.



On behalf of the City of Spartanburg, I extend congratulations to WSPA-TV on its seventh birthday. Channel 7 has been a real service, not only to the City of Spartanburg, but to the entire County and surrounding areas in the Carolinas and Georgia. Under the leadership of Walter Brown and his associates, I am confident that its service in the future will be even greater than its past service.—ROBERT L. STODDARD, MAYOR, SPARTANBURG.

WSPA-TV

7

on

7



A MESSAGE FROM GOVERNOR DONALD RUSSELL

I am very happy to have this opportunity to extend greetings and pay a salute to WSPA-TV and its fine staff and corps of people on this the seventh anniversary. I have known Walter Brown for many years. He is not only a businessman, but he is a great civic leader. He thinks of television as not something that is just a business but more than that—service to the community. . . . With its many fine performers, WSPA-TV has rendered a true public service to Spartanburg and this area. I offer my salute to this your seventh anniversary.

Donald Russell

Governor
South Carolina

WSPA

AM • FM STEREO • TV

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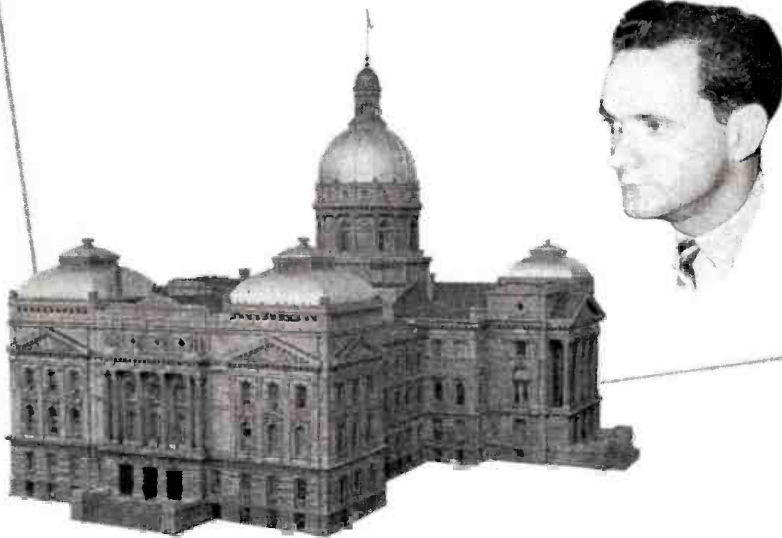
Walter J. Brown, President
Spartanburg, South Carolina

George P. Hollingbery, National Representative



WIBC *The Friendly Voice of Indiana*

Aim-Preferred News!



LEADS IN SERVICE

This is Leo Laurence reporting directly from the State House! For nearly two years WIBC has maintained a full-time broadcast reporter at Indiana's seat of government . . . the first station in the state to do so. We at WIBC firmly believe that each one of our 38 daily newscasts should be concerned with the news that affects citizens of Indianapolis and Indiana economically, politically or socially. That is why we employ a hard-hitting 7-man news staff backed by Radio Press International, complete UPI wires, mobile cruisers with full broadcast capabilities, news feature presentations and consistent editorials.

WIBC Radio News is but one of many features that WIBC offers its huge and loyal audience. Others include farm service, sports and business news and the top music always with WIBC's popular air men . . . personalities that sell.

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50,000 WATTS **WIBC** 1070 KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative



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appropriate money for a totally new venture when it is obvious that the demands on our finances to solve emergency situations in the foreseeable future will be so great.

We didn't kill the program idea. We tabled it until January.—*Ben Strouse, president, WWDC Washington and chairman, radio board of the National Association of Broadcasters.*

Mid-South report

EDITOR: Congratulations for your excellent economic study of industrial Mid-South (BROADCASTING, June 17). It was extremely well done and most interesting.—*Carter M. Parham, president, WDEF Chattanooga.*

Religious broadcasters

EDITOR: I have read with considerable interest and concern the news item "Churchmen take slap at radio-TV" (BROADCASTING, June 17). The Radio and Television Commission of the Southern Baptist Convention stands solidly with you and your magazine in the opinions expressed in the editorial "How to hang separately."—*Paul M. Stevens, director, Radio and Television Commission of the Southern Baptist Convention, Fort Worth.*

EDITOR: [The following] statement has just been formulated by the National Religious Broadcasters' board. I believe [your readers] will recognize its timeliness and appropriateness in view of some of the current discussions going on in the industry. The statement: "National Religious Broadcasters recognizes with deep appreciation the substantial and helpful contributions of time and facilities which the radio and television stations and networks of America have made available on a public service basis to the churches and religious groups of our nation . . . NRB further gratefully acknowledges the eminently fair and American position of many stations and networks . . . who make time and facilities available on a sponsored basis . . . We request radio and television stations not currently making time available . . . on a sponsored basis to reconsider their present policy . . . While radio and television . . . are admittedly not beyond the possibility of substantial improvement, NRB expresses its conviction that new and restrictive legislation and increased government control do not constitute the avenue which will best accomplish the intended improvement . . . Enactment into law and enforcement of the National Association of Broadcasters' codes will not best serve 'the public interest, convenience and necessity.'"—*Eugene R. Bertermann, president, National Religious Broadcasters Inc., 210 North Broadway, St. Louis, 2.*

BUSINESS WEEK: "The regions at both ends expect a boom."

Bert M. Lambe
 President
 WTAR RADIO-TV
 CORPORATION

YES,
 BUT...*

FORTUNE: "The Chesapeake Bay Bridge-Tunnel will pull a cork." Yes, but . . .*

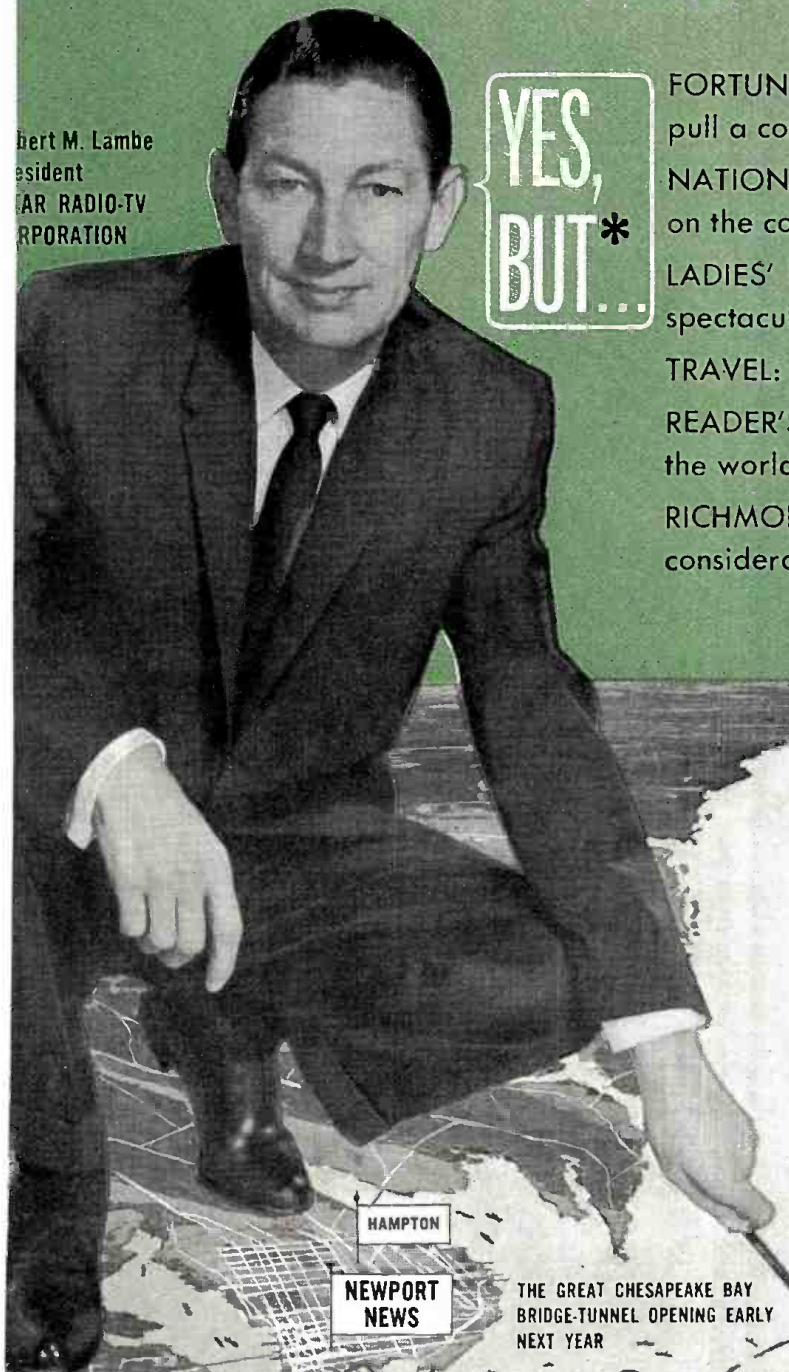
NATIONAL OBSERVER: "It will leap the last hurdle on the coastal Ocean Highway." Yes, but . . .*

LADIES' HOME JOURNAL: "One of the world's most spectacular man made structures." Yes, but . . .*

TRAVEL: "A tourist attraction in itself." Yes, but . . .*

READER'S DIGEST: "One of the 5 future wonders of the world!" Yes, but . . .*

RICHMOND TIMES-DISPATCH: "It should transform a considerable section of three states." Yes, but . . .*



NEW YORK

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HAMPTON

NEWPORT NEWS

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 NEXT YEAR

HAMPTON ROADS

NORFOLK

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CHESAPEAKE

VIRGINIA BEACH

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On that date, "The Big News" will add an entirely new dimension to television news broadcasting. More world news. More local news. More weather reportage. More sports. More exclusive features, such as consumer news reports. More on-the-spot coverage from all sectors of the vast Los Angeles market. A full hour of unprecedented in-depth television journalism prepared by the largest full-time news staff in the West, and reported by the West's most distinguished news broadcasters. Followed at 7 pm by more Cronkite: the new half-hour "CBS Evening News with Walter Cronkite" on the CBS Television Network. Obviously, Southern Californians will be getting more of everything that has already made "The Big News" the leading daily news broadcast throughout the largest metropolis in the nation's number one state.

CHANNEL 2, LOS ANGELES



CBS OWNED · REPRESENTED BY CBS TELEVISION STATIONS NATIONAL SALES

No creative contribution from TV stations?

The oddest thing happened to me over the Memorial Day weekend.

I was sitting on my fat terrace contemplating the annual miracle of June when there was a piercing swoosh and a scarlet saucer fluttered down on the lawn. Out stepped Felix Bleep, probably the outstanding station manager on the planet Mars.

(Don't go away. The whimsy is about to stop and the plain talk begin.)

Bleep joined me on the terrace and injected a martini into a vein with his laser syringe. He began to talk that universal subject: shop. He had just been informed that on Earth affiliated stations were paid to carry network programs.

"Paid to carry the hit shows too?" he said, antenna quivering.

"Yes, even *Ben Casey*, *Bonanza* and *Beverly Hillbillies*," I replied.

"Gosh, on Mars we pay the network for the shows they feed us. We pay a premium for the hit shows. We figure they build our audience so our prime time spots become salable."

"I know, I know," said I sadly, "you are our mirror image."

It's obviously impossible for the industry to go through the looking-glass, but Bleep's question did start me thinking.

A Question ■ Who is making the big money out of television and who is making the big contribution to the medium? The answers should be parallel.

Stars, writers and producers are certainly getting rich and rightly so, since talent deserves its rewards. Agents have made a killing because they are satellite to talent. The networks are not exactly poverty stricken, but it's a constant surprise to the observer how much of a broadcasting company's profit comes from sources other than the network. CBS is the exception among the major networks.

Do the talent and the networks contribute to the medium? Without arguing the degree or the potential, I believe the answer has to be yes.

But the biggest golden eggs go to the stations.

I recently received a broker's prospectus for the sale of stock in a group of television stations. It was unnerving to discover that this group reported a 43% profit on gross annual sales. The prospectus further showed another group of stations with a 44% profit, and a third at 42%.

I am told by reliable sources that

another group whose stock is not available to the public shows a 50% profit each year.

Now I'm sure that with taxes these breath-taking profit percentages end up at a mere 22 or 23%. But even so!

No Creative Contribution? ■ What is true of group operations is undoubtedly also true of many individual station operations. The question we must now ask ourselves is do they make a creative contribution to TV parallel to these profits which nobody begrudges to them? The actors act, the writers write, the producers organize, the agents represent, the networks gamble and sell, and what do the stations do? Anything more than provide air time and get paid for doing so?

If so, I'd like to hear about it. I know that every station points with pride to local programs of a public service nature, to small experiments in the entertainment field, to their own news shows. In order to qualify for their FCC licenses, they must do so. But I can't think of a single major network show that has emerged from the station level. A couple of daytimers, perhaps, but nothing to contradict my feeling that the stations are making the most profit and contributing the least to the improvement of the television medium.

I suggest that the time has come in the brief history of our medium for that contribution to begin.

How? Well, certainly television needs the most help in programing. The critics are right: we are not doing enough that is fresh and new and experimental. The networks are so frantically busy fending off the government, planning, preparing,

supervising, and negotiating next year's programing, while they are coincidentally trying to fix and sell this year's, that they simply don't seem to have the time—and to a certain extent the money—to devote to the research and development which is the lifeblood of any industry.

Particularly ours.

An Idea ■ Here is my suggestion. The stations should assess themselves a percent or two of their station compensation and put it into a big cooperative pot to finance experimental programing. They should select as the head of this fund a showman like Pat Weaver, or Leland Hayward, or David Merrick, and give him the money to develop new writers, new talents, new actors, new ideas. This organization could finance pilot films and tapes which might give pause to a prudent network man because they *are* daring and different in concept.

The pilot could be given a road test on one or more local stations and carefully planned research might demonstrate it to be salable to an advertiser or a network for exposure on a national basis.

Thus a new customer for program ideas would be created and who knows, the venture might come up with some winners and start making some money, which could be plowed back into R and D. Westinghouse seems to be doing just that with Steve Allen and more power to Don McGannon.

If the effort fails, chalk it up to research and development, a cost of doing business, and deductible from the profit and loss statement as an operating expense.



Richard A. R. Pinkham, senior vice president in charge of media and programs, is also a member of the executive committee and a director of Ted Bates & Company, New York. He joined the agency in 1957 after serving at NBC as vice president in charge of television network programs. At the Bates agency, he is primarily responsible for the purchase and supervision of network television shows and spot participations for the agency's clients.

WHAT IS THE MEASURE OF A BROADCASTING STATION?

We believe this to be an important one.

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Advertising

June 20, 1963

Mr. Paul W. Morency
President
WTIC-TV
3 Constitution Plaza
Hartford, Conn.

Dear Mr. Morency:

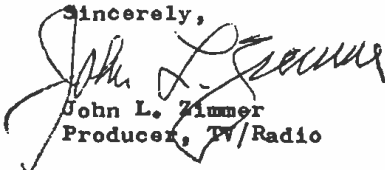
The 1963 Harvard-Yale Rowing Regatta is now a thing of the past, and I want to congratulate you and your staff for a fine job well done under difficult weather conditions on Saturday and the opposite on Sunday morning.

I would also like to extend to you and your staff my thanks for their excellent cooperation in videotaping the six one-minute commercials for our clients United Aircraft and Connecticut General Life Insurance Company. Both were extremely pleased with the end results.

Your studio and technical facilities are the best and it was a pleasure working with your efficient, professional, production personnel.

Best regards to all.

Sincerely,



John L. Zimmer
Producer, TV/Radio

CHICAGO • LOS ANGELES • NEW YORK • SAN FRANCISCO

WTIC  TV3

Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Righter & Parsons, Inc.

FALL'S TURNOVER WILL BE TERRIFIC

- Four of every ten prime-time programs will be new this year
- New shows will cost \$3.5 million in weekly production costs
- Worry stems from fact 72% of last year's new programs failed

With more money than ever before riding on the outcome, advertisers and agencies this fall will be watching audience reaction to the new season's nighttime network television program schedule with what is already building toward unmatched intensity.

Symptoms of their concern are showing now—particularly with respect to new programs. There are 34 of them, or approximately four of every ten prime-time shows (list and description, page 28).

The concern of both agencies and advertisers for the success of their 1963-64 program choices is reflected in a noticeable increase in demand for details on competitors' new programs and the shows in adjoining or opposing time periods, for research on the chances of success beyond mere survival, and for track records of new entries in past years.

New Types Watched ■ The keener interest is generally attributed to the sizable number of new programs, innovations in format, a natural curiosity about the effect that substantial reprogramming by ABC-TV and NBC-TV could have on the lead CBS-TV held this year—but, most important, to dollar commitments that by all accounts will be the biggest in history.

The new programs alone represent weekly production costs of close to \$3.5 million out of \$8.3 million for the whole nighttime schedule, not counting time costs.

In their search for reassurance about the prospects of their own entries, advertiser and agency executives have little to rely on but instinct—and piles of statistics that grow a little taller each year as they methodically sift and add the hits, runs and errors of the most recent season.

Program Studies ■ Several major agencies are currently in the midst of program analyses for their clients, who include some of television's biggest spenders.

This sort of looking ahead by looking back has been in progress for some time this year. A few weeks ago Foote, Cone & Belding, Chicago, reported a

study showing that the current season was the biggest flop-year for new shows in a decade. FC&B reported that 72% of 1962-63's new nighttime series (23 out of 32) did not survive for a second network season, as against a previous dropout record of 66% in 1959-60 and a 10-year average of 57% (BROADCASTING, June 3).

An analysis prepared for BROADCASTING last week by the A. C. Nielsen Co. showed that the survival rate for new nighttime, sponsored shows since 1953-54 averaged 44% a year—a mortality rate of 56%. This ranged from a low of 45% in 1954-55 and 1955-56 to last year's high of about 70%.

By Nielsen's count, western and mystery-suspense categories had the best

record this year—one new show in each, both returning next fall. Highest mortality was in general drama, two new shows surviving out of nine. Three of twelve new situation comedies will be back, and one of four new adventures. Half of the new variety and quiz-audience participation shows failed to survive.

Life And Death ■ But survival and mortality rates tell only part of the story of the problems confronting a new show. Those that do well enough to survive often find it even harder to do well enough to get into the "magic circle" of the top 15 or top 25 programs in audience ratings.

In an analysis currently under way, Benton & Bowles's program department

Drama, variety shows last the longest

Among television network shows that have been on the air for five years, dramatic and variety programs have held up best in public favor. Westerns and mysteries have fallen off most sharply in popularity.

These findings come from a special study by the Home Testing Institute's TVQ Service. The study analyzed the year-to-year TVQ scores of 28 evening programs presented by the networks from 1958 through 1962-63.

The average show in this group, it was found, had a TVQ score of 26 in November 1962, as against a 37 in November 1958—a 30% drop

over the five-year span. Drama, variety, adventure, comedy and news shows were down less than average; musicals, quiz and panel shows, suspense and mystery shows and westerns were down more than average.

A TVQ score represents the percentage of respondents who are familiar with a program and say it is one of their favorites.

Here's the year-to-year report for shows presented throughout the five-year period. The TVQ score is as of November in each year. The number of shows that were on for the full five seasons is shown in parentheses beside the program type.

Type	1962	1961	1960	1959	1958	Pct. change from 1958 to 1962
Drama (2)	23	26	24	25	25	Minus 8%
Variety (3)	18	20	23	22	20	Minus 10%
Adventure (1)	23	25	21	27	28	Minus 18%
Comedy (8)	29	31	34	37	39	Minus 26%
News (1)	20	23	26	20	28	Minus 29%
Musical (2)	26	31	32	35	38	Minus 32%
Quiz and panel (4)	21	24	26	30	32	Minus 34%
Suspense-mystery (2)	31	36	39	47	48	Minus 35%
Western (5)	32	33	38	45	49	Minus 35%
TOTAL (28)	26	29	31	35	37	Minus 30%

What are new shows about? Here's a summary

These are the new shows the television networks have scheduled in prime time on a regular basis for the new season that starts in the fall. Each of the programs is summarized in brief showing title, place on the category and theme and featured roles and production data where pertinent.

ABC-TV

The Travels of Jaimie McPheeters: One-hour adventure drama (Sunday, 7:30-8:30), featuring Dan O'Herlihy and Kurt Russell in action stories about doctor and his son who go to California during gold rush of 1849. Based on Robert Lewis Taylor's 1958 Pulitzer fiction winner. MGM production, produced by Robert Sparks.

Arrest And Trial: 90-minute detective-legal drama (Sunday, 8:30-10) divided into separate 45-segments. First segment deals with police work in capture of suspect; second segment follows same case through legal process of prosecution. Ben Gazzara plays in *Arrest* part, Chuck Connors in *Trial*. Produced by Revue Productions in association with ABC-TV.

100 Grand: Half-hour quiz show (Sunday, 10-10:30) marking return of big-money-prize quizzes in which contestants compete for up to \$100,000. Produced by Larry-Thomas Productions Inc., with Bob Stivers executive producer.

The Outer Limits: One-hour science fiction drama (Monday, 7:30-8:30) created by Leslie Stevens and featuring guest stars on anthology of science fiction adventures. Produced by Joseph Stefano, through Villa Di Stefano Inc., in association with U.A.-Daystar.

The Breaking Point: Psychiatric drama (Monday, 10-11) dealing with mental and emotional illness and role of psychiatrist in their treatment. Paul Richards and Eduard Franz play roles of psychiatrists. Produced by George Lefferts. A Bing Crosby production in association with ABC-TV.

The Greatest Show on Earth: One-hour adventure drama (Tuesday, 9-10) about circus life. Jack Palance and Stu Erwin head cast which will



Jack Palance stars in "The Greatest Show on Earth," Tuesday, 9-10 p.m. on ABC-TV.

also include guest stars. Produced by Stanley Colbert. A Desilu production.

The Fugitive: One-hour adventure drama (Tuesday, 10-11) featuring David Janssen as innocent man unjustly accused of murder seeking to prove his innocence. Produced by United Artists-Quinn Martin Productions in association with ABC-TV.

Patty Duke Show: Half-hour comedy (Wednesday, 8-8:30) with story theme of teen-age look-alike cousins, one fresh from Scotland. Patty Duke plays both roles. Produced and directed by William Asher. A Chrislaw-United Artists Production.

Channing: One-hour drama (Wednesday, 10-11), concerning lives of faculty members and students on a university campus. Henry Jones and Jason Evers featured. A Revue Production in association with ABC-TV; Jack Laird producer.

The Jimmy Dean Show: One-hour comedy-music-variety (Thursday, 9-10), with homespun flavor. Produced by Bob Banner. A Ban-Dean Production.

Here's Edie/As Caesar Sees It: Half-hour variety (Thursday, 10-10:30), with Sid Caesar's satirical presentation alternating with Edie Adams's musical variety show in

Thursday time slot every other week. *As Caesar Sees It* is a Stonewall Production, produced by Leo Morgan. *Here's Edie* is an Ediad Production, producer as yet unnamed.

Burke's Law: One-hour comedy-detective drama (Friday, 8:30-9) featuring Gene Barry as a millionaire, bon vivant, who works as a police detective "for the fun of it." Produced by Aaron Spelling, directed by Hy Averback, written by Albert Beich, William H. Wright. A Four Star Production.

The Farmer's Daughter: Half-hour situation comedy (Friday, 9:30-10) in which Inger Stevens portrays not-so-sophisticated farm girl and her life as a domestic for a Washington congressman. Based on 1947 movie with Loretta Young. A Screen Gems production with Peter Kortner as producer and Harry Ackerman executive producer.

Jerry Lewis Show: Two-hour comedy-variety (Saturday, 9:30-11:30). A Jerry Lewis Production with Ernest D. Glucksman as executive producer.

CBS-TV

My Favorite Martian: Half-hour situation comedy (Sunday, 7:30-8) features Ray Walston as Martian whose space ship crashes on earth, and falls into subsequent adventures with newspaperman (Bill Bixby) who rescues him. Produced by Jack Chertok.

Judy Garland Show: One-hour musical variety (Sunday, 9-10) featuring Miss Garland and various "name" guest stars. Comedian Jerry Van Dyke and singer Judy Henske are regular cast members. Produced by George Schlatter, directed by Bill Hobin.

Glynis: Half-hour comedy series (Wednesday, 8:30-9) that stars Glynis Johns and Keith Andes as husband-wife team who become involved in improbable adventures as "semi-pro sleuths and crime-fighters extraordinaire." Jess Oppenheimer is creator and producer. Desilu is the production company.

Danny Kaye Show: One-hour com-

has charted—among other evidences of program performance—the full 1962-63 season, from the Second Nielsen Television Index (network) report in October 1962 through the first report for June 1963.

That compilation finds that only three of the past season's new programs

made the top 15 listing at least once. These programs were *Beverly Hillbillies* and *The Lucy Show*, which consistently placed in the reports, and the *Jackie Gleason Show*, which made the top 15 part of the time. All three programs are on CBS-TV.

Delving further into the NTI reports,

Benton & Bowles's researchers found only four other programs new in the 1962-63 season had entered the magic circle of top 25. None of the four made it more than twice. The programs: *McHale's Navy* (ABC-TV) *The Nurses* (CBS-TV), *Jack Paar* (NBC-TV) and *The Virginian* (NBC-TV);

edy variety (Wednesday, 10-11) featuring song, dance, comedy by Mr. Kaye and selected guests. Produced by Perry Lafferty, directed by Bob Scheerer for CBS.

East Side/West Side: One-hour drama (Monday, 10-11), with George C. Scott in protagonist's role as social worker facing problems of overcrowded urban population. Don Kranze is producer, Jack Priestley director, and David Susskind executive producer.

Petticoat Junction: Half-hour situation comedy (Tuesday, 9-9:30) in which Bea Benaderet portrays the operator of a small rural hotel whose clientele consists mainly of passengers on a spur line of an almost-defunct railroad. Created by Paul Henning, executive producer of series. Producer is Dick Wesson, director is David Lowell Alexander.



The "Judy Garland Show" on CBS-TV Sunday, 9-10 p.m., will feature Miss Garland and guest stars.

The Great Adventure: One-hour history drama (Friday, 7:30-8:30) in which Van Heflin serves as host of dramas based on events in American history. Produced by John Houseman. Music theme by Richard Rodgers.

The New Phil Silvers Show: Half-hour situation comedy (Saturday, 8:30-9) in which Mr. Silvers plays foreman in a small manufacturing plant and has a number of varied

sidelines, all profit-making. Produced and directed by Rod Amateau.

NBC-TV

Grindl: Half-hour mystery-comedy (Sunday, 8:30-9) featuring Imogene Coca as a domestic. A Screen Gems production in association with NBC-TV. Created by David Swift, who wrote and directed pilot film.

The Hollywood Story: Half-hour film collection variety (Monday, 9:30-10) using footage from old and contemporary films to present various aspects of Hollywood's film tradition. Jack Haley Jr. producer, for Wolpert Productions.

Mr. Novak: One-hour drama (Tuesday, 7:30-8:30), about the life of a teacher in a metropolitan high school. James Franciscus plays the teacher, and Dean Jagger his principal. An MGM production, with E. Jack Neuman as executive producer and William Froug producer.

Redigo: Half-hour action-adventure drama (Tuesday, 8:30-9) set in contemporary American West with Richard Egan playing role of Redigo, central character in former *Empire* series. A Screen Gems production in association with NBC-TV.

The Richard Boone Show: One-hour repertory drama (Tuesday, 9-10), with Richard Boone heading 10-member company. Clifford Odets will serve as script writer-editor, with Buck Houghton producer. A Goodson-Todman production, in association with NBC-TV.

Espionage: One-hour spy drama (Wednesday, 9-10) based on actual stories ranging from pre-World War I until now. Produced in England by Herbert Brodtkin's Plautus Productions, in association with ITC Inc. and NBC-TV.

The Robert Taylor Show: One-hour drama (Thursday, 7:30-8:30), dealing with people who receive help from the U. S. Health, Education and Welfare Department. Robert Taylor plays traveling "trouble-shooter" of department. A Four Star Production, with Bernard L. Kowalski and Bruce Geller as producers.

Kraft Suspense Theater: One-hour



Mr. Boone heads a 10-member repertory company on "The Richard Boone Show," Tuesday 9-10 p.m. on NBC-TV. Clifford Odets is script writer-editor.

general drama (Thursday, 10-11) to share Thursday slot with six Perry Como music specials for presentation throughout season. *Suspense Theater* is a Revue production, with Robert Altman, Robert Brees and Frank Telford as producers.

Bob Hope Show: One-hour comedy-drama-variety-suspense-adventure (Friday, 8:30-9:30) in which Bob Hope presents five comedy-variety shows, then takes dramatic roles in two others, and is host for the remaining programs with varied formats. A Revue Production.

Harry's Girls: Half-hour comedy (Friday, 9:30-10) dealing with a dance team (three girls and a guy), and their comic adventures on tour of Europe. Larry Blyden has lead role. An MGM production, with Joseph Stein executive producer, Billy Friedberg producer, and Richard Kinon director.

The Lieutenant: One-hour drama (Saturday, 7:30-8:30) dealing with problems of young career officer in assuming leadership of Marine infantry platoon. Gary Lockwood has title role. An MGM production, created and produced by Gene Roddenberry, with Norman Felton as executive producer.

all four have been renewed for another season.

In its analysis of plans for the upcoming season the B&B program department has come up with these summary statistics:

New Show Totals ■ There will be 15 new nighttime shows presented this

fall on ABC-TV. These represent 54% of the network's evening programming. In hours they total 14, or 57%.

CBS-TV will have eight new shows or 24% of the evening schedule, representing six hours or 25% of the prime hours.

NBC-TV will have 12 new shows (including *Bill Dana Show*, scheduled on Sunday before 7:30 and therefore not included in the programs capsuled on page 28, which were limited to those starting at or after 7:30 p.m. New York time). The 12 programs represent 46% of NBC-TV's evening shows and 9.5

hours, or 38% of the evening hours.

The total of 35 new shows counted by B&B represent 40% of all nighttime programs on the networks, or 29.5 hours, which is also 40% of the three networks' nighttime hours.

B&B also analyzed shows which are continuing but have been rescheduled in new time periods. The count: 11 on ABC-TV, totaling 9 hours (39% of the ABC-TV programs, 37% of the hours); seven shows on CBS-TV, totaling six hours (21% of the shows, 24% of the hours), and two shows on NBC-TV (8% of the shows and hours). These add up to 20 shows totaling 17 hours, or 23% of total shows and total hours.

Shows Unchanged ■ In this analysis, ABC-TV also has the fewest programs showing no changes: two shows or 7% of the schedule, representing 1.5 hours or 6% of total hours. CBS-TV has 18 shows unchanged—55% of its schedule, totaling 12.5 hours or 51% of its total hours. NBC-TV has 12 shows unchanged (46% of schedule), representing 13.5 hours (54% of total hours).

B&B totals 32 shows with no change. These amount to 37% of the networks' nighttime schedule. In hours they come to 27.5, or 37% of the three-network total.

(The agency for the 1963-64 season counted a total of 28 shows for 24.5 hours on ABC-TV, 33 shows on CBS-TV and 24.5 hours, and 26 on NBC-TV for 25 hours, for a grand total of 87 programs and 74 hours).

The New Look ■ A look at new program types for next season indicates an emphasis on comedy on CBS-TV: *My Favorite Martian*, *Glynis*, *Petticoat Junction*, the *Phil Silvers Show*, all half-hour, and the one-hour *Danny Kaye Show*. There's one entry in each of these categories: general drama (*The Great Adventure*), action-adventure drama (*East Side/West Side*), and musical variety (*Judy Garland Show*).

ABC-TV's array of 15 new shows splits this way: Seven in the general category of action-adventure drama, and six in musical variety and/or comedy. Added to these are a science fiction drama, *The Outer Limits*, and a big money quiz show, *100 Grand*.

NBC-TV is heaviest also in action-adventure drama among the entries (five one-hour programs), has another three anthology general drama types (interspersed with Bob Hope and Perry Como specials) and two new comedies (*Grindl* and *Harry's Girls*, both half hours).

The new entries range far for possible new trends, though some tried categories are sampled. Crime fighting and whodunits, for example, are the backgrounds for many of the new programs but some have a light comedy touch of *The Thin Man* sophistication; still



What are we doing next year? ABC-TV employees at the network's New York headquarters gathered in a studio last week for the answer. They got a preview of the fare the network will be offering its affiliates next fall. A program-by-program sampling of

the 1963-64 schedule was presented to the gathering in an hour film. Among those attending were Leonard Goldenson (l) president, American Broadcasting-Paramount Theaters; Thomas Moore (c) president, ABC-TV, and Frank Marx, president, ABC engineers.

others, such as *Arrest and Trial* and *The Fugitive*, take still a new variant of the cops-'n'-robbers theme.

There'll be a couple of dramatic entries on the networks with the academic life as background (*Mr. Novak* on NBC-TV and *Channing* on ABC-TV). Another military show is being added: *The Lieutenant* (Marine Corps) on NBC-TV. A new entry with a psychiatric motif: *The Breaking Point* on ABC-TV.

A quick summary view: more com-

edy and top stars, more attempts to combine comedy and whodunits, and a substantial crop of action-adventure ranging from spy-thriller *Espionage* on NBC-TV, a health-welfare department troubleshooter's adventures (Robert Taylor on NBC-TV) to a social worker's cases (George C. Scott in *East Side/West Side* on CBS-TV).

CBS-TV to carry N.Y. college courses

Sunrise Semester, a television presentation of college credit courses, moves onto CBS-TV this fall after six years as a local enterprise of WCBS-TV New York.

The series of four separate college courses is made in conjunction with the Washington Square College of Arts and Sciences of New York University, whose faculty members conduct the courses, and TV lectures begin Sept. 23.

A philosophy course, "Introduction to Ethics," will be presented the first semester on Monday, Wednesday and Friday (1-1:30 p.m.), replaced the second semester by a course in classics, "Legacy of Greece and Rome." On Tuesday and Thursday (also 1 p.m.) and Sunday morning (9:30-10), presentations will be "Outlines of the History of Art: Prehistoric Times to Early Renaissance," first semester, followed in second semester by "Outlines of the History of Art: Renaissance to the Present." The network will provide the programs to stations either live or on tape.

Drudgery to dreams

Women want to escape from reality in mid-morning and the way to reach them is through the use of romantic music and soft-sell commercials during this period, according to Hal Davis, general manager of KROD El Paso. The station recently commissioned several regional psychologists to evolve a formula for the daytime schedule and they agreed that between breakfast and lunch women want to "block out diapers, dishes and drudgery." KROD, accordingly, has scheduled a new 9 a.m. to noon strip spotlighting romantic music and limiting public service and public affairs announcements during the period. Mr. Davis suggests to agencies that commercials in the morning schedule reflect the same mood.

Who's generous to a fault? (not us)

True, someone might *think* we were do-gooders the way we get so involved in public service. But we're not really. It's just that we're dynamically interested in the community . . . and so is our audience.

That's why we take extra pains. Like our full-time Public Service Director. He doesn't just attend civic luncheons. Or wait to receive announcements written in long-hand by nice little ladies. He creates. He plans. His goal: building community interest (resulting in an alert audience for your message). He does his job well. For instance, Heart Saturday - practically a full-day's programming devoted to an on-the-air panel of distinguished doctors answering listeners' questions about heart surgery, health, disease. So successful that even with additional lines, our switchboard was jammed for six solid hours. And then there was Hurricane Carla Relief resulting in a full plane-load of food and clothing for disaster victims. Or Sabin Oral

Sunday. Or Income Tax Day. Or a hundred other special events. Adding up to nearly \$250,000 free air time a year for more than 500 different organizations. Sounds like a lot. And it is.

But that's really only half the story . . . when you consider the public service concept behind Southwest Central's authoritative, accurate news . . . or the leadership in community activities by our personnel.

The result? Rapport with our audience. Take advantage of it. Call your Petryman.



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

ANOTHER VALUABLE
ADVERTISING
OPPORTUNITY
ON WNBC-TV
NEW YORK



Delivers a valuable program franchise with an adult audience at an extremely low cost-per-thousand.

HERE'S HOW IT WORKS

YOU BUY full sponsorship on alternate weeks of three 5-minute weather programs at a weekly cost of \$3,000.*

YOU GET a one-minute commercial, plus 5-second opening and closing billboards on the following schedule:

Week 1:

Saturday 11:10-11:15 PM

Week 2:

Saturday 7:10-7:15 PM and
Sunday 11:10-11:15 PM

Rating, reach and cost-per-thousand are exceptional.

*(End rate.)

IT GIVES YOU MORE FOR YOUR TELEVISION DOLLAR

Ask your WNBC-TV or NBC Spot Sales Representative for complete details.

WNBC-TV 4 NEW YORK

BROADCAST ADVERTISING

HUMBLE OIL BUYS NETWORK TV SERIES

\$4-million deal calls for 26 hour programs on NBC-TV

In what is said to be one of the largest TV buys of its kind, the Humble Oil and Refining Co., Houston, will sponsor a one-hour series of 26 documentary programs on NBC-TV, starting Jan. 7, 1964.

Though financial information was not disclosed, it is estimated that Humble will be investing more than \$4 million in this project. The series will consist of 13 new programs and 13 repeats of NBC documentaries.

A spokesman said the programs will mark Humble's first regular appearance on national network TV, though it has bought into network sports programs on a regional basis. The company long has been prominent in local TV news sponsorship through programs carried on behalf of Esso, Enco and Humble in their various marketing areas. The NBC project is said to be an expansion and extension of the local TV news policy pursued by the company.

The NBC-TV programs will be identified as *The Humble Report*, *The Esso Report* or *The Enco Report* in the marketing areas each unit serves.

Nine of the 13 new programs will alternate with *duPont Show of the Week* on Sunday (10-11 p.m.) and the other four will be telecast on Tuesday in the same time period. Among the new programs will be "The Ganges"; "Orient Express—Window on Eastern Europe"; "American Carnival" and "Our Man on the Mississippi."

During the summer, the program will be carried on a weekly basis, utilizing repeats of selected NBC-TV documentaries. A few will be chosen from those carried in the winter and spring and others from past programs, including "U.S. #1: American Profile"; "Shake-

spare, Soul of an Age"; "The River Nile"; "The Chosen Child" and "Death of Stalin."

The network also has an extensive news and special events schedule from Gulf Oil Corp. Gulf has signed for NBC's television and radio coverage of the 1964 national political conventions and elections and has renewed for 1963-64 its sponsorship of the "instant specials" for the fourth year (BROADCASTING, April 29). The contracts for the specials and the convention and election coverage are said to involve more than \$5 million.

Th contract with NBC-TV on Humble Oil was handled by the Houston office of McCann-Erickson.

Petry releases report on clients' color status

In anticipation of a breakthrough in the use of spot TV color facilities, Edward Petry & Co. last week released a study to advertisers and agencies on the status of color at the 32 TV stations it represents.

The study shows there are 666,000 color TV homes in the 32 markets and virtually all the stations are equipped to telecast network color. Seventeen are equipped to telecast color film; four, color tape and five are able to produce live color programs.

The questionnaire on which the study was based was formulated by Petry with the guidance of 14 advertising agency media and TV-radio executives. The questionnaire will be made available to the Television Bureau of Advertising so a similar survey of all member stations may be made.

Other findings of the study: three stations have additional charges for telecasting color commercials; 15 can produce color commercials and 12 have regular local color programs available for participating announcements or full sponsorship.

Combination buy offered

Two Texas stations, KPAR-TV Sweetwater and KCTV(TV) San Angelo, are being offered to national spot advertisers as a single package. The "Tex-a-Twin Combination" stations are primary affiliates of CBS-TV and secondary affiliates of ABC-TV.

The single-rate buy is represented by Advertising Time Sales, New York. The stations remain available individually through the same representative.

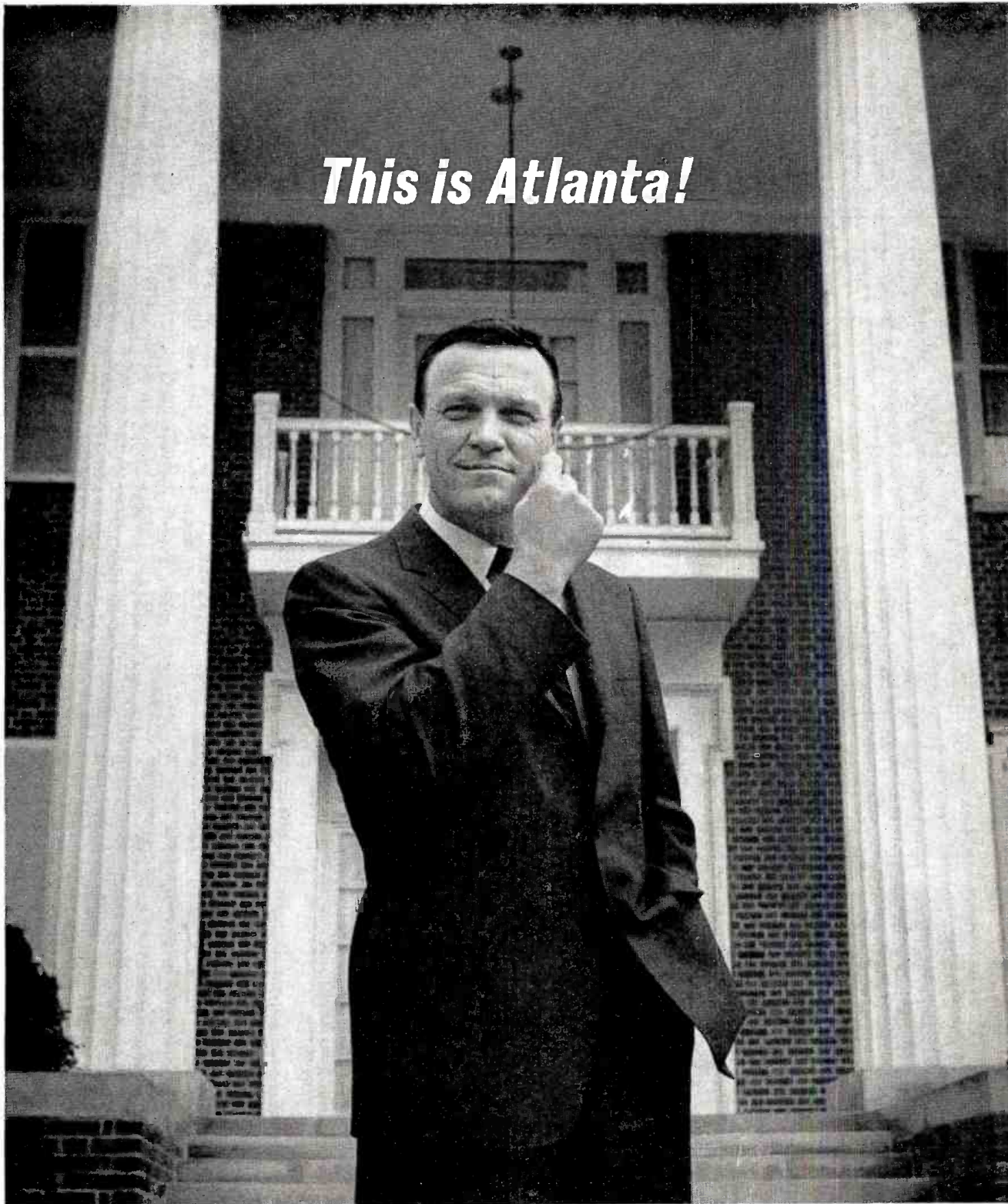
MGM tests color TV

Color television spots are being used in five cities by Metro-Goldwyn-Mayer to advertise its feature film "Captain Sindbad."

The color commercials are scheduled for stations in Cincinnati, Dayton, Indianapolis, New York and Los Angeles.

In Cincinnati and Dayton the spots are being tested against two control cities of equal population using black and white commercials. If the color spots prove successful, they will be used for other MGM releases, a spokesman for the company said.

This is Atlanta!

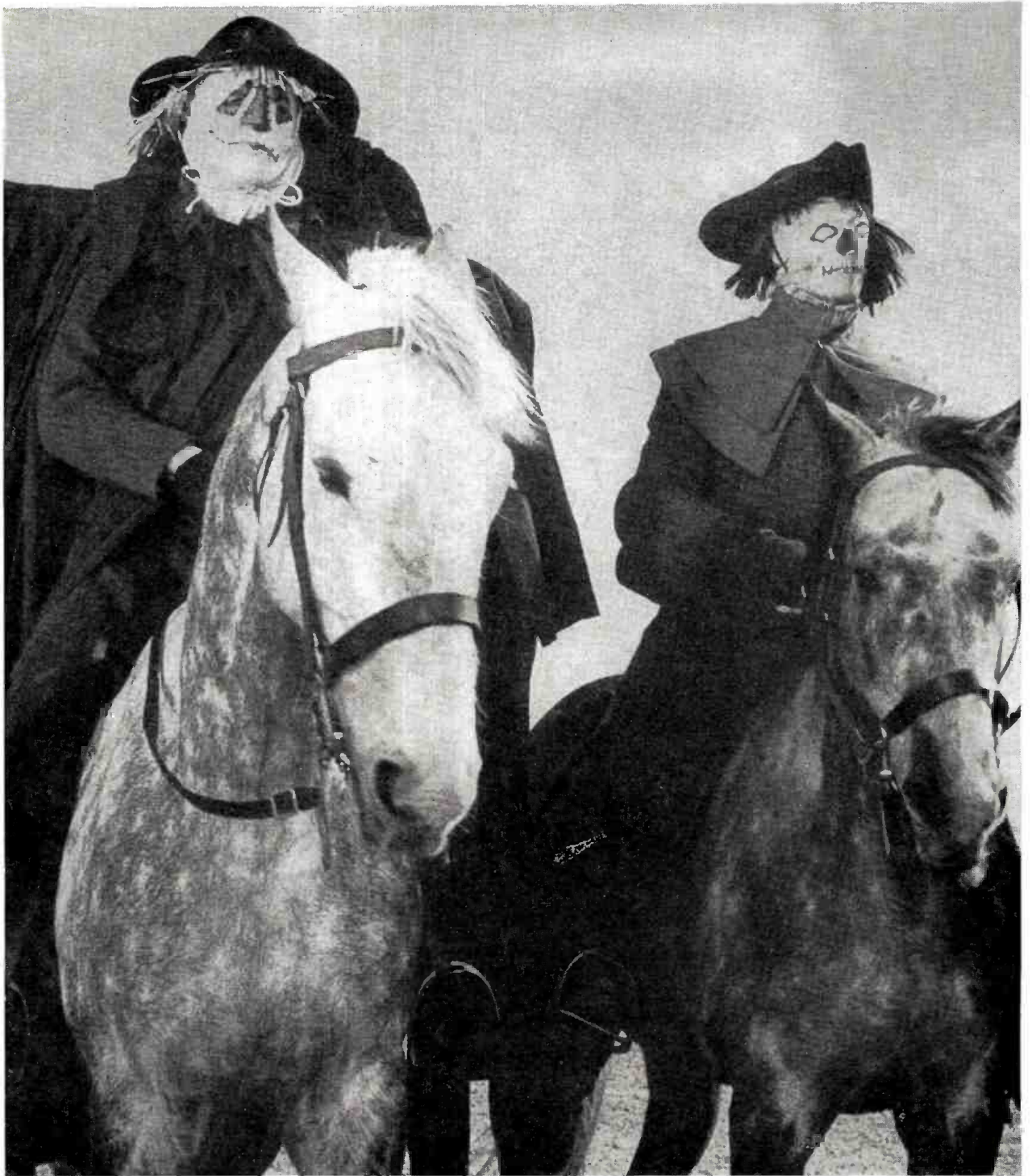


SHERMAN WAS HERE? Eddy Arnold, RCA Victor's "Man In The South", stands on the threshold of White Columns . . . the home of WSB-TV. WSB-TV is a must buy in the South's most important market.

WSB-TV
Channel 2 Atlanta



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



Ticket to Togetherness

When Walt Disney talks about his weekly television series as "family entertainment," he isn't just whistling past a nursery.

The fact: few, if any, showmen in history have approached his genius for entrancing audiences of *all* ages.

There'll be no abatement in this spell-weaving come Autumn; from all indications, "Walt Dis-

ney's Wonderful World of Color" may well outdo itself for NBC-TV's '63-'64 season.

Here are a few upcoming attractions:

"Dr. Syn" — The shot-in-England story of the 18th-century vicar who led a nighttime band of masked smugglers (see large photo above) in protest against Britain's high import-taxes.

"Wahu Bobcat" — A fascinating nature tale—filmed in Florida—of an old, Okefenokee swamp cat whose shaky leadership is being menaced by a

WALT DISNEY'S WONDERFUL WORLD OF COLOR



younger, more powerful member of the species.
“Fly with Von Drake”—An aviation lesson (via cartoon) from Professor Ludwig von Drake, the lovably pompous fowl-of-all-trades who’ll also be dispensing advice this season on such disparate matters as cruising on the Mediterranean and physical culture.
“Johann Strauss”—A musical journey into the waltz-world of the two composers (senior and junior); and the drama of the son’s difficulties in over-

coming the professional opposition of his father. Disney shot this film in Vienna (of all places).
All this and more awaits viewers of “Walt Disney’s Wonderful World of Color,” as the award-winning series that’s won millions of new admirers for its creator since its debut on NBC-TV a couple of Septembers ago. As we’ve been saying, it’s a show for the entire family. Indeed, it could be the greatest force for togetherness since the picnic basket.



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

AAAA DOESN'T WANT TO VOTE

Crichton offers Rating Council three competent observers

The American Association of Advertising Agencies has declined again to serve as a voting member of the Rating Council, set up to improve broadcast program rating services and audit their performance. It proposed, instead, to send a team of three observers, "all highly placed in agency business and all unusually competent in broadcast advertising."

The AAAA's counteroffer—which seemed sure to be accepted—was made last week in a letter from President John Crichton to Donald H. McGannon of Westinghouse Broadcasting Co., chairman of the council and of the National Association of Broadcasters' research committee, which set it up.

In his letter Mr. Crichton also said: "We sympathize with the political and public relations problems faced by broadcasters, but our basic concern is with the improvement of rating services as an aid to our business in reaching buying decisions. For that reason, we are as concerned with an improvement in the accuracy and validity of both national and local rating services as we are with an audit of their existing performance.

"We hope the improvement of rating services will be the long-range aim of the Rating Council. If it is anything less, in our judgment, it will not have fulfilled any of the obligations it has undertaken."

'Liaison' Preferred — Both the AAAA and the Association of National Advertisers had declined from the start to be represented on the Rating Council.

Agency buys video tape

Ampex Corp. last week said it has sold its first broadcast videotape recorder to an advertising agency, Campbell-Ewald of Detroit. The agency has purchased the new transistorized Ampex VR-1100, a \$35,000-unit shown at the spring convention of the National Association of Broadcasters in Chicago. Delivery will be about Nov. 1.

It is understood that Campbell-Ewald will use the video-tape machine to feed a closed circuit television system which links the General Motors and Argonaut buildings in which the agency has offices. The closed circuit system has three channels and some 27 viewing points. Ampex is to supply a loan model VTR to the agency for fall previewing work pending arrival of the VR-1100.

Both said they preferred to work with the council in "liaison" capacities—and have been doing so.

Mr. McGannon's new bid reportedly was invited unofficially by AAAA representatives. Hence a similar second offer was not made to the ANA, although ANA officials were informed of the letter to the AAAA and were made aware that they, too, would still be welcome as full council members.

ANA spokesmen said again last week that they wanted and intended to work closely with the council, but not as members.

Mr. Crichton suggested that the council would "inevitably gravitate" toward the Advertising Research Foundation as it gets into the third phase of its three-part program—long-range methodology studies.

The ARF, he said, "is tripartite, objective, experienced and represents the concentration of research talents available in advertising. Not to utilize its facilities would be, in our judgment, an abandonment of the investment in time and money made in ARF over the last 27 years by advertisers and agencies, and since 1951 by media."

Mr. McGannon had said that the council would like "the full thinking of ARF and such similar groups" and was studying "their most effective use."

Improvement — Mr. McGannon told BROADCASTING last week that, although he still would prefer to have AAAA (and ANA) in voting membership, the "team of observers" plan appeared to be an improvement over the current AAAA arrangement, in that specific experts from leading agencies would be working with the council.

As suggested in the Crichton letter, which was made public by the AAAA last Wednesday, one observer would be drawn from each of three AAAA committees.

One from the special broadcast committee "would be primarily concerned with national ratings and network buying"; one from the media committee, to deal with "the special problems of local ratings and spot buying," and one from the research committee would "be thoroughly knowledgeable about the problems of broadcast research and ratings" and would also maintain liaison with the ARF and its technical committee "which is probably the most highly regarded single group of research technicians in the advertising field."

Donald L. Kanter of Tatham-Laird, Chicago, and William M. Weilbacher of C. J. LaRoche & Co., New York, are chairman and vice chairman of the research committee. Miss Ruth Jones of J. Walter Thompson Co., New York,



Mr. Crichton

and Louis J. Nelson of Wade Advertising, Chicago, head of the broadcast media committee, and Sylvester L. (Pat) Weaver Jr. of McCann-Erickson International and Richard A. R. Pinkham of Ted Bates & Co. both New York, head the special committee on broadcast policy.

Code board notation elicits FTC questions

A news release by the National Association of Broadcasters, quoting the advertising agency for Anacin, has been the source of a Federal Trade Commission inquiry of the agency, Ted Bates and Co., and American Home Products, maker of Anacin.

Two questions are at issue: how recent is "recently" and, if the FTC reviews claims made in a commercial and takes no action, does this mean the commercial is "acceptable" to the government?

Following a June 10 code board meeting, the NAB said it would continue to accept Anacin's "like a doctor's prescription" commercials because the statement had been given specific government approval (BROADCASTING, June 17). The commercials were questioned by the NAB because of a January amendment to the code prohibiting the use of doctors in any way in broadcast commercials.

The FTC reportedly asked Bates and American Home Products to explain the statement to the NAB code board. It is understood that Bates told the Trade Commission last week that the NAB's release constituted an extension or reflection on what was said at the code meeting. Bates said the slogan has been in use 25 years and has been subject of several inquiries by FTC, the latest in October 1961.

The NAB is not a party to the FTC-

A HATFUL OF RAIN



EVA MARIE SAINT, DON MURRAY
ANTHONY FRANCIOSA, LLOYD NOLAN

VOL. 7—"FILMS OF THE 50's"—NOW FOR TV
FIFTY OF THE FINEST FEATURE
MOTION PICTURES FROM SEVEN ARTS

Seven Arts "Films of the 50's"—Money makers of the 60's

SEVEN ARTS

VOLUME SEVEN



**SEVEN ARTS
ASSOCIATED
CORP.**

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

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

TV travel spending up 35% in 1962

Television expenditures by the 12 leading transportation and travel advertisers using TV were 35.2% higher in 1962 than in the previous year, Television Bureau of Advertising announced last week.

The television increases are continuing into 1963 with billings for the entire classification up 158.2% during the first quarter over the like period a year ago (\$3,476,000 compared to \$1,346,000).

In 1962, these advertisers increased the TV share of their total media expenditures to more than 20% from 17.3%.

Total billings by these transportation advertisers amounted to \$34,549,273, of which \$7,369,089 was spent in TV. The twelve firms spent \$5,450,520 in television in 1961.

The leading user of television among the group was Hertz Corp.,

with \$1.9 million in spot and network combined, 60% of its total billings. The Atchison, Topeka & Santa Fe Railway System invested all of its consumer advertising expenditures in television.

Of the advertisers in this category, only Hertz Corp. used network TV. It spent \$1,088,709 on network TV and \$829,550 in spot. TV billings for the other companies listed are for spot spending.

TRANSPORTATION AND TRAVEL MAJOR MEDIA ADVERTISING EXPENDITURES GROSS TIME AND SPACE

	1962 Total TV	1961 Total TV	1962 Magazines	1962 Outdoor	1962 Newspapers	1962 Total	% TV
Hertz Corp.	\$1,918,259	\$1,574,240	\$1,164,943	\$	\$ 91,160	\$ 3,174,362	60.4
Greyhound Corp.	1,803,410	1,444,240	146,614	1,551,789	3,501,813	51.5
Pan American World Airways	832,940	562,750	1,503,663	37,404	3,150,356	5,524,363	15.1
Atchison, Topeka & Santa Fe	654,320	338,380	654,320	100.0
Delta Air Lines	538,740	467,030	201,561	144,374	3,071,681	3,956,356	13.6
Trans-World Airlines	478,160	1,785,173	426,938	5,694,210	8,384,481	5.7
Western Airlines	306,930	252,840	232,738	222,087	671,297	1,433,052	21.4
Pan-American-Grace Airways	208,500	230,600	602,295	158,019	968,814	21.5
Eastern Air Lines	207,090	264,710	196,769	25,350	3,548,779	3,977,988	5.2
Continental Trailways	163,430	158,930	1,158,556	1,321,986	12.4
KLM Royal Dutch Airlines	130,780	354,212	830,426	1,315,418	9.9
Northern Pacific R.R.	126,530	156,800	102,466	107,324	336,320	37.6
Totals	\$7,369,089	\$5,450,520	\$6,290,434	\$856,153	\$20,033,597	\$34,549,273	21.3

Source: Network TV—TVB/LNA-BAR
Spot—TVB-Rorabaugh

Magazines—PIB

Newspapers—Bureau of Advertising
Outdoor—Outdoor Advertising Inc.

Anacin exchange and a code board spokesman said no action will be taken pending resolution of the matter between advertiser and government. Official NAB minutes show that Bates made the following statement during its presentation to code board:

"Some years ago the statement 'Anacin is like a doctor's prescription' was questioned by the FTC in a formal complaint. The ensuing discussions

with the FTC resulted in agreement to qualify the statement with the phrase 'that is, a combination of ingredients.' Following this, the FTC dismissed the complaint by means of a formal order.

"Thus the specific phrasing now declared unacceptable by the code authority was originally worked out with the FTC. It has recently been reviewed again with the FTC and again found acceptable."

Why retailers should use radio advertising

SALESMEN TOLD TO CHANGE THEIR SELLING APPROACH

Any Southern California retailer who wants to grow "will be a broadcast advertiser or be in serious trouble," Alan M. Berger, radio/TV director, Tilds & Cantz, Los Angeles, told the Southern California Broadcasters Association at its final meeting of the 1962-63 season. "What's more," he declared, "I think this applies to retailers who have built their entire reputation on newspaper advertising exclusively.

"It's not a matter of *if* the nonbroadcast or limited broadcast advertisers wake up," the agency executive stated, "it's strictly a matter of *when*. I think this is your real concern. How can you speed up the awakening process?

"First of all, you'll have to change your own outlook," Mr. Berger counseled the radio station executives. "Retail advertising will never be as simple

as national advertising. If you really want retail business, adjust your minds to the fact that it's going to cost you money in terms of profit because you're going to have to spend more time servicing the retail accounts. You're going to have to be more flexible in your copy deadlines. Ability to make immediate copy changes should be one of your strongest points. The 48- or 24-hour deadline is a thing of the past. You see, the retailer has every reason to expect immediate results from radio advertising. The retailer has every right to say, 'I ran the spot at 4:30 and nobody was in the store by 5! Change the copy.' We sophisticates scoff at this. 'Give it a chance to work,' we say. But the heads-up retailer knows that while we're waiting for a spot to work his customer is buying the same prod-

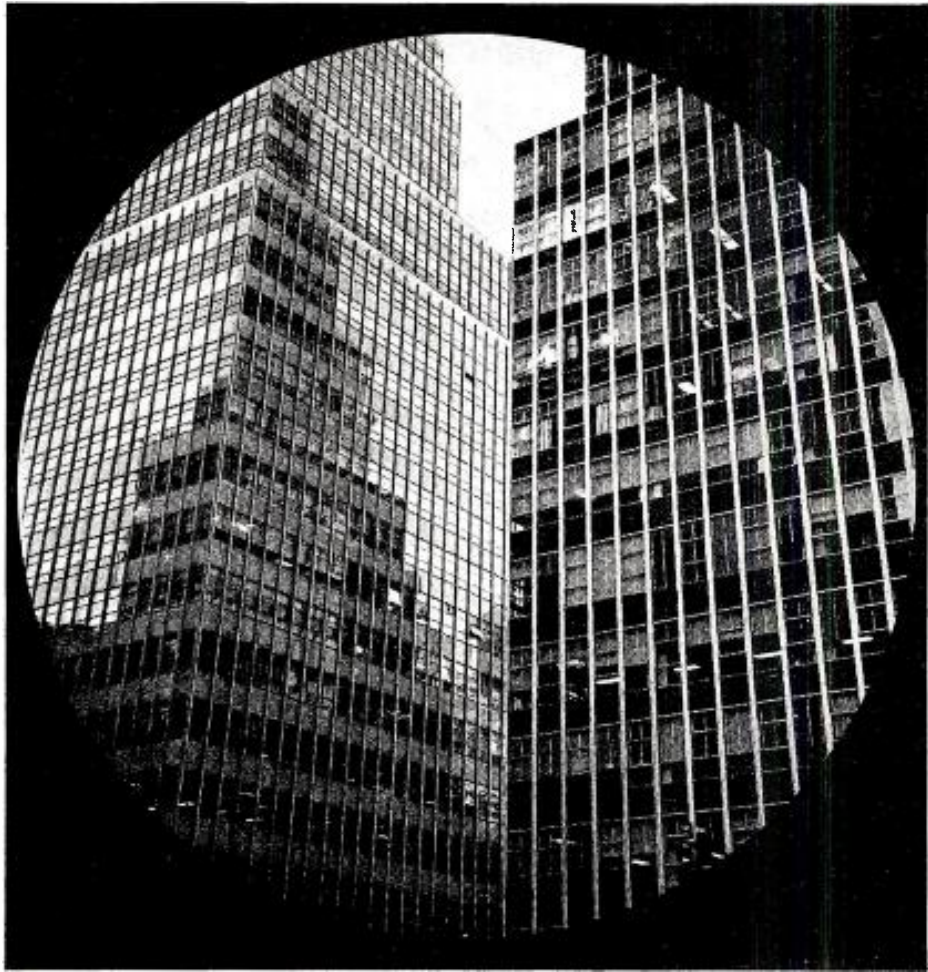
uct at a competitor's place of business. Successful retailers can never wait.

"Very few stores can claim product exclusivity today. A captive market for products is a thing of the past. Retailers must fight for business and that means every spot must work. If you can attune your internal operations to accept this, you'll go a long way towards encouraging retail business. Flexibility—in copy, in schedules, in traffic, in billing—it must be there."

Mr. Berger also voiced the suspicion that radio salesmen often are making their presentations to the wrong person in a retail establishment. "Only the top man, the man with the perspective to put advertising costs and efficiency in relationship to sales results, has the power to cause a reversal of staid, short-sighted policies and I don't think this person is necessarily the advertising manager." At the other end of the scale, he urged the broadcasters to cultivate the young people, just out of college, who are "tomorrow's retail advertising policy makers. . . . I think this is a superb opportunity for radio to make its power known, before these young people fall into the good old traditional thinking and training" that has made the newspaper the chief medium for retailers.

"How about a series of seminars for June business school graduates?," he asked. "Imagine the impact this would have on a person about to start his

How the people of five great cities help choose their own television programs

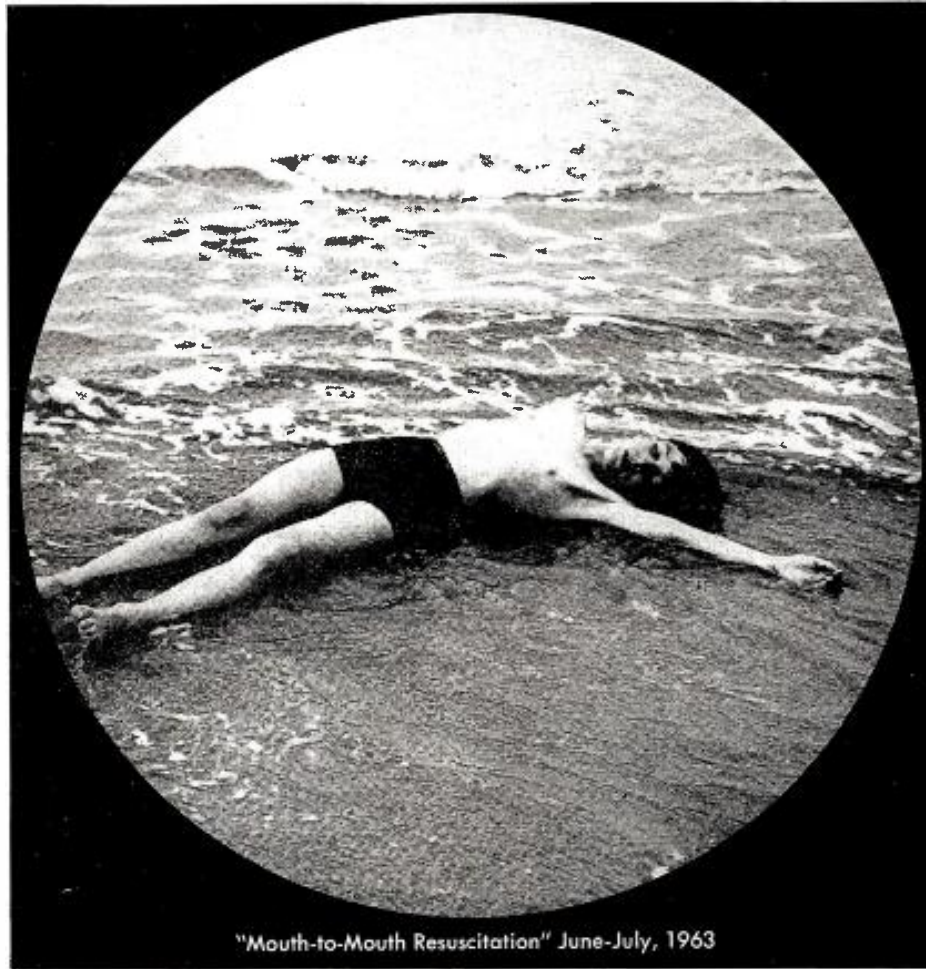


In New York, Chicago, Detroit, Los Angeles and San Francisco, the managers of the American Broadcasting Company's owned television stations go to the public and find out what each community feels it needs on television. On the following pages you will discover how the ABC owned television stations help fulfill these serious civic needs.



WABC-TV NEW YORK, WBKB CHICAGO, WXYZ-TV DETROIT, KABC-TV LOS ANGELES, KGO-TV SAN FRANCISCO

“If it were within your power to save one life this summer, wouldn't you want to know how?”



A new lifesaving method, mouth-to-mouth resuscitation, already has brought many people "back from the dead." People who apparently had drowned, or were suffocated by smoke inhalation, or seemed fatally overcome by electrical shock, were returned the precious gift of life by quick and proper application of the newly-devised lifesaving method.

Anybody, young or old, could administer it—if only he knew how. Working in collaboration with the Red Cross, Station WABC-TV set about to show and tell the people of Greater New York the proper method of using mouth-to-mouth resuscitation.

Timing their efforts to the swimming season, WABC-TV made a series of 60-second, 30-second and 20-second spots—then used them in a manner unprecedented in TV. They devoted all their Public Service time for one entire week to teaching mouth-to-mouth resuscitation.

This lifesaving project is just one example of how WABC-TV works in collaboration with other community leaders to help bring about the solution to some of the problems of the city and the people it serves.



"Every fourth man in Chicago is a Negro. What is he like? What does he feel? How can Chicagoans learn more about their neighbors?"



In meetings with WBKB, responsible citizens of Chicago had devoted much time and thought to this significant problem. Many suggestions were offered, some approved, others discarded.

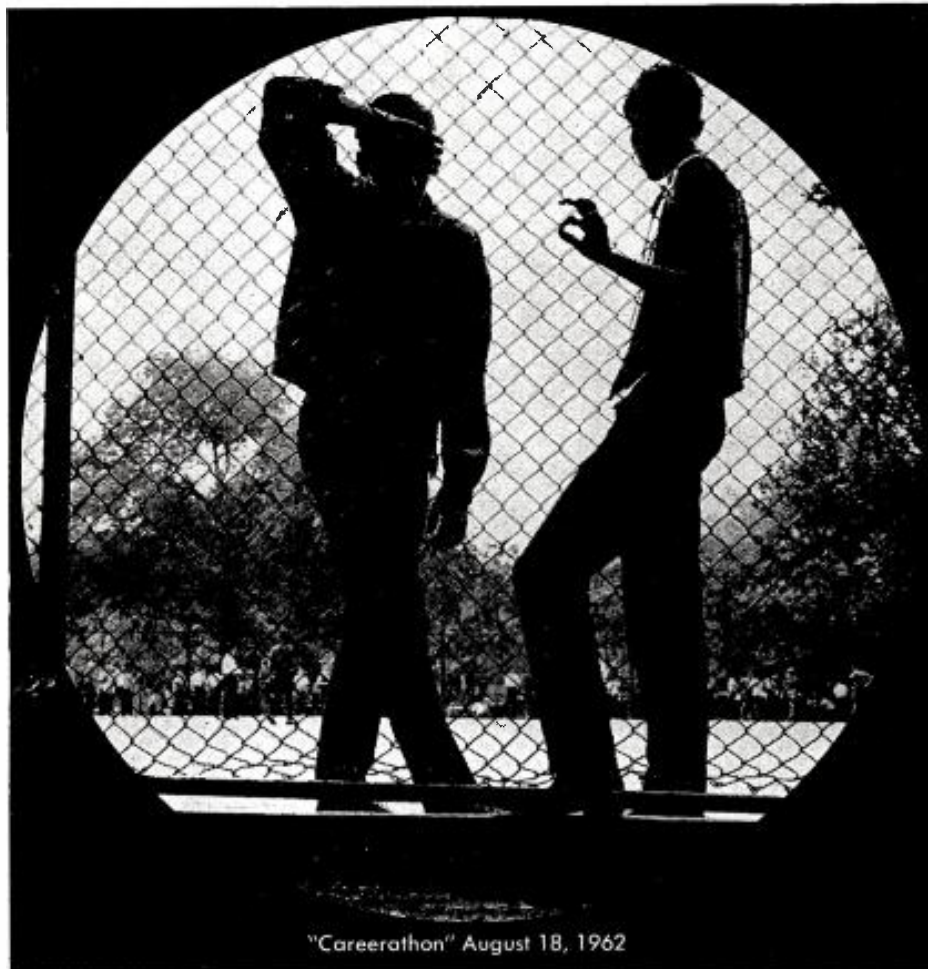
Station WBKB made its contribution to the solution of this problem by producing a film called "The Fourth Man." In this television essay, they follow the journey of a colored family, the Colberts, from Louisiana to Chicago, where they feel their children will find greater opportunity for leading lives in the American tradition.

Mr. and Mrs. Colbert are college-educated schoolteachers. He is a former U.S. Marine. Both are articulate about the hopes and ambitions they have for their family in their new location. They are also aware of the problems any family faces as strangers in a new community.

This 30-minute film presents to the people of the Chicago area a straightforward social document whose sole purpose is to create an opportunity for greater understanding among its citizens. It is a good example of how Station WBKB works hand in hand with other conscientious individuals and groups in the public interest of the community.



“The dropout problem in Detroit schools is alarming. Can television help explain to boys and girls why they should finish school?”



Television could, indeed. And Station WXYZ-TV devised an effective format for attracting the attention of young men and women of school age. In August, just prior to a new school year, "CAREERATHON" was presented to Detroit.

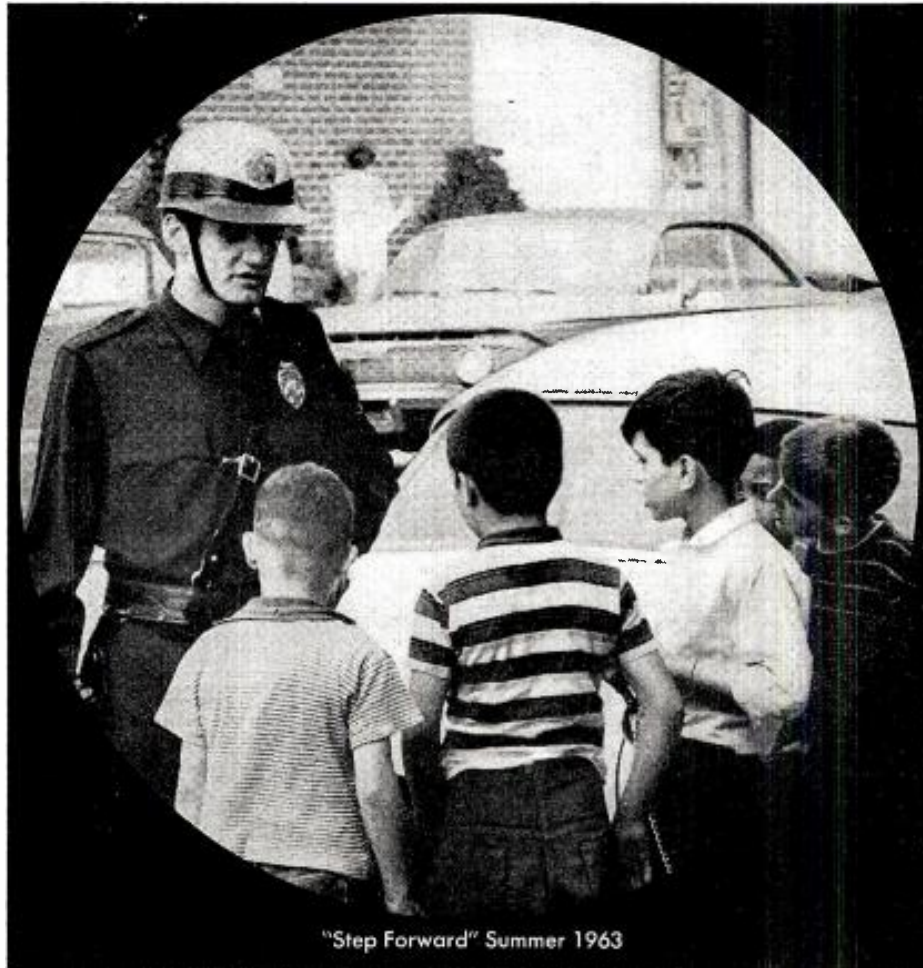
The nucleus of this ninety-minute TV session was a panel of eight prominent Detroiters prepared to answer all questions about schools and careers. The icing on the cake was the setting in the form of a "Sock Hop," with WXYZ Radio Disc Jockeys presenting musically-famous guest stars to provide music and entertainment.

Two hundred teenagers attended the studio dance. Six hundred queries about school were phoned in. Their answers were heard by thousands of youngsters of school age watching the show.

Dr. Samuel Brownell, Superintendent of Detroit Public Schools, one of the panelists, attributed the decrease in dropouts directly to this promotional effort. CAREERATHON is a good example of the teamwork between WXYZ-TV and its neighbors in the Detroit area.



**“The city is outgrowing
the police force. We need
more officers and we
need them fast!”**



Police Chief William H. Parker sounded the warning, and the responsible citizens of Los Angeles listened carefully to what he had to say.

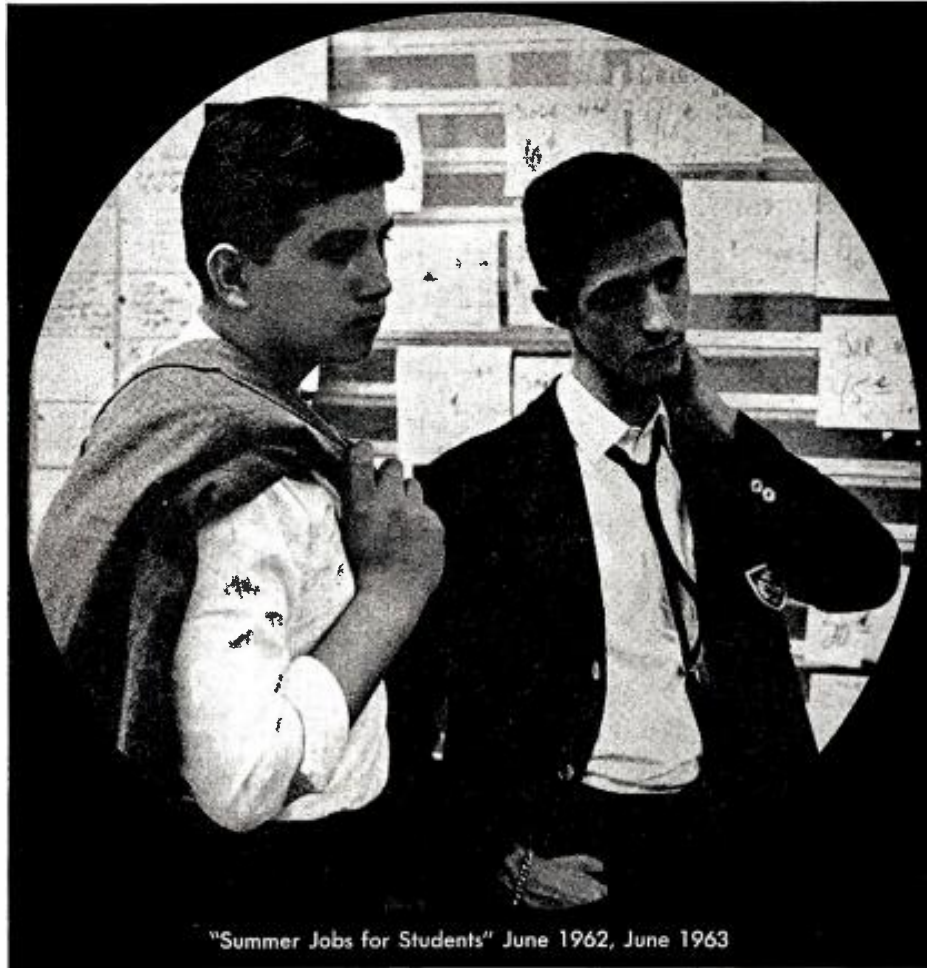
Station KABC-TV went into action. Labeling its project for police recruitment "Step Forward," the station taped a series of 1-minute and 20-second spots, narrated by Jack Webb, to be saturated throughout KABC-TV's programming. Filmed on location at Police Headquarters and the Police Academy, these spots explain the need for more young policemen, and encourage qualified young men to join the force of one of America's largest cities.

KABC-TV is also using radio to spread the word. And billboards. Posters. Bus cards. And theater trailers. A half-hour documentary film. Newspaper ads. Information brochures. All of the facilities of the station are being put to work to assure the success of this campaign.

**KABC-TV
LOS ANGELES**



"51,700 San Francisco area kids will be looking for jobs this summer. How can we help them?"



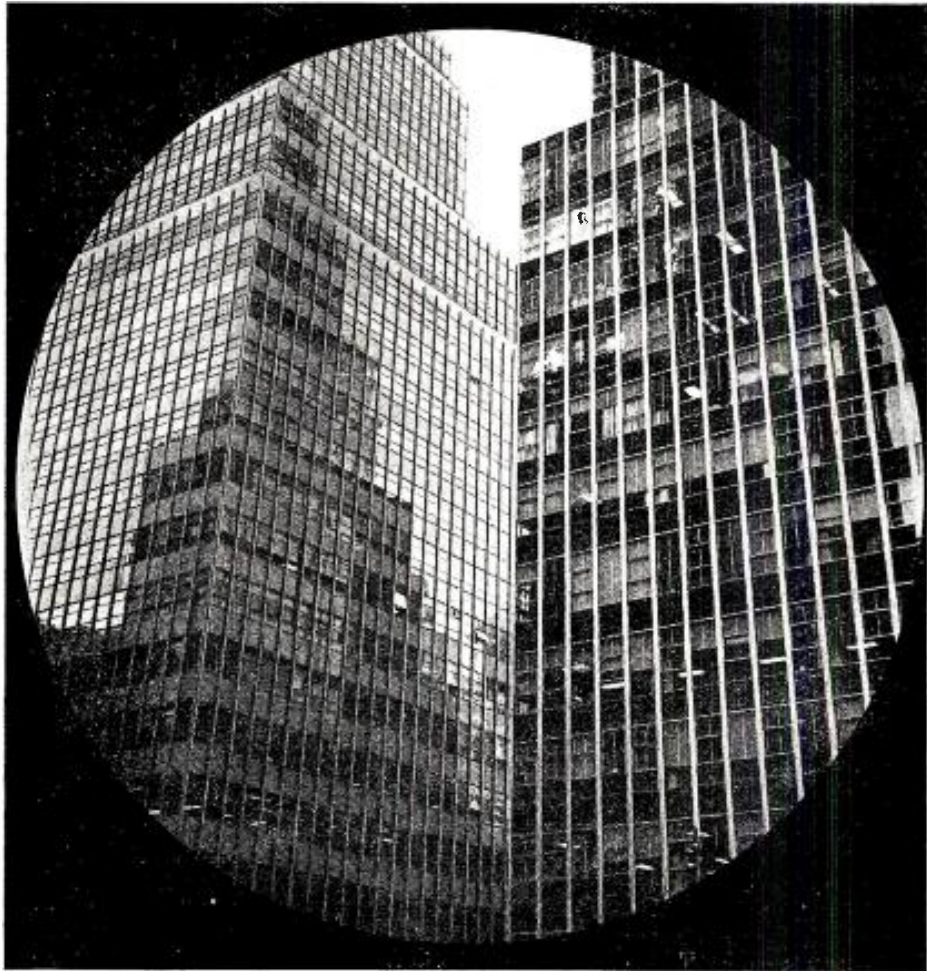
School was letting out. Fifty-one thousand, seven hundred young men and women soon would undertake the grim search for summer work. Jobs were scarce. What contribution could TV make toward helping these young people find employment? Station KGO-TV was an old hand at coping with this kind of problem. In 1961, faced with the very same community crisis, they created a project called, "Summer Jobs For Students." It produced an increase of 63% in summer employment.

In June, 1962, KGO-TV broadened the scope of its activities to meet the need. They telecast special films on the subject, put on a unique one-hour panel program, ran extensive 20 and 60-second spot appeals. The station also worked out a community-wide program with civic officials and the California State Employment Service, and enlisted the wholehearted aid of other area television stations and all other advertising media.

This effort, with KGO-TV in the lead, helped place 15,500 students in summer jobs. For the job it did the station received a special citation from the United States Secretary of Labor, Willard Wirtz, and a commendation from California Governor Edmund G. Brown.



Five great cities breathe, live, grow, struggle with their vexing problems...



The ABC owned television stations are a vital, living part of the five great cities in which they live—and whom they serve. Like all conscientious citizens, they react when friends and neighbors call for help. To devote themselves to the common interest, to enrich the lives of the people with whom they share the metropolis, is not just part of the job. They look upon it as a full-fledged responsibility to be shared by man and his fellows—for the betterment of all.



WABC-TV NEW YORK, WBKB CHICAGO, WXYZ-TV DETROIT, KABC-TV LOS ANGELES, KGO-TV SAN FRANCISCO

business career. The ego-boosting effect alone would probably result in an order several years from now, simply out of gratitude. And, if that young person happened to be the son of a prominent retailer, you might get action sooner than you anticipated."

Russ Hare, secretary, treasurer and research director of Tilds & Cantz, reported that the metropolitan daily newspapers have not only failed to keep pace with the market's expansion, but have actually lost circulation while the population has increased. The suburban papers have added readers as the metropolitan papers have lost them, he said, adding that the same thing is true of retail advertising — the suburban papers have gained retail lineage as the metropolitan dailies have lost it.

Commercials in production . . .

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

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

Atlantic Imperial (gasoline), five 60's for radio (electronic-musical scoring). Charles Barclay, production manager. Agency: N. W. Ayer. Bill Ratcliff, agency producer.

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

Hanna Paint Co. (paint), one 60 for radio (jingle). Hub Atwood, production manager. Agency: Ralph H. Jones Co. Robert L. Schroeder, account executive. Approximate cost: \$1,300.

Landmark branch of Ohio Farm Bureau Federation (feed) one 60 for radio (jingle). Jodie Lyons, production manager. Agency: Byer and Bowman. Ray Wilkin, account executive. Approximate cost: \$1,300.

Grange Mutual Casualty Company of New York (insurance benefits), one 60 for radio (jingle). Al Rinker, production manager. Edward C. Haaf, consultant. Approximate cost: \$1,800.

Greenlawn Trailer Sales Inc., one 60 for radio (jingle). Bud Smalley, production manager. Agency: Hutchinson Advertising. Floyd E. Younkin, consultant. Approximate cost: \$1,300.

Virginia Homes Inc., one 60 for radio (jingle). Edwin Hubbard, production manager. Agency: Corbett Advertising. John Corbett, account executive. Approximate cost: \$800.

Sweet Briar Products (foods), one 60 for radio (jingle). Joe D'Gerlamo, production manager. Agency: Ralph H. Jones Co. Robert L. Schroeder, account executive. Approximate cost: \$1,300.

Ever-Dry Corp. (deodorant), one 60 for radio (jingle) and one TV animation. Bud Smalley, production manager. Agency: Eunice Gibney Advertising. Approximate cost: \$1,800-radio; \$2,500-TV.

Nationwide Saffi-Brake Co., one 60 for radio

April network TV billings

NETWORK TELEVISION GROSS TIME BILLINGS

Source: TVB/LNA-BAR

	April			January-April		
	1962	1963	% Change	1962	1963	% Change
ABC	\$17,237,755	\$18,576,083	+7.8	\$ 67,431,762	\$ 73,652,554	+9.2
CBS	24,193,144	26,414,025	+9.2	98,981,996	103,078,763	+4.1
NBC	21,899,207	23,923,463	+9.2	91,534,724	96,157,548	+5.1
Total	\$63,330,106	\$68,913,571	+8.8	\$257,948,482	\$272,888,865	+5.8

MONTH-BY-MONTH 1963

	ABC	CBS	NBC	Total
*January	\$18,264,011	\$25,912,636	\$24,049,859	\$68,226,506
*February	17,435,404	24,058,084	22,849,778	64,343,266
*March	19,377,056	26,694,018	25,334,448	71,405,522
April	18,576,083	26,414,025	23,923,463	68,913,571

(*January, February and March figures changed as of June 25, 1963)

NETWORK TELEVISION GROSS TIME BILLINGS BY DAY PARTS

Source: TVB/LNA-BAR

	April			January-April		
	1962	1963	% Change	1962	1963	% Change
Daytime	\$18,645,357	\$23,189,592	+24.4	\$ 81,139,033	\$ 93,491,775	+15.2
Mon.-Fri.	15,074,920	18,782,759	+24.6	66,615,678	74,527,376	+11.9
Sat.-Sun.	3,570,437	4,406,833	+23.4	14,523,355	18,964,399	+30.6
Nighttime	44,684,749	45,723,979	+ 2.3	176,809,449	179,397,090	+ 1.5
Total	\$63,330,106	\$68,913,571	+ 8.8	\$257,948,482	\$272,888,865	+ 5.8

(jingle). Al Rinker, production manager. Agency: Beckman Koblitz Inc. Edward L. Koblitz, account executive. Approximate cost: \$1,800.

Taylor Machine Works Co. (farm machinery), one 60 for radio (jingle). Hub Atwood, production manager. Agency: Brick Muller & Asso-

ciates. Ed Dorrity, account executive. Approximate cost: \$1,300.

Liberty House Department Stores, one 60 for radio (jingle). Ernie Bernhardt, production manager. Allen Carden, advertising manager. Approximate cost: \$1,300.

MULTIPRODUCT SPOTS HALTED

KNXT (TV) fighting practice with new count and rate card

The growing practice of multiproduct commercials and the growing annoyance of viewers confronted with ads for five products in a single participating program break have long been discussed and disparaged by responsible broadcasters and advertisers, but all the talk has produced very little improvement. Instead, the idea of squeezing two commercials into a time slot designed for only one is so appealing to economy-minded advertisers that their number is growing day by day.

Now, KNXT(TV) Los Angeles has decided that the time has come to call a halt to a practice that it believes inimical to the best interests of the viewer, the advertiser and the station. KNXT has issued a new rate card, No. 16, effective Sept. 15, which changes the station's commercial policy in a two-pronged move against multiproduct spots.

First, KNXT changes its method of counting commercials. At present, the station's rules permit two commercial announcements in any station break and three commercial announcements in any participating program break. The new policy will permit two product ads in a station break and three product ads in

a program break.

Original Intent — "This change puts the limit on commercials where we originally intended it to be," Ray Beindorf, KNXT general sales manager, explained. "The limit of three commercial announcements was designed to protect the viewer from being hit by too many commercials in too little time and to protect the advertiser from too much close competition which inevitably diminishes the impact of his commercial message. When the viewer becomes confused instead of convinced, everybody loses. Now we're trying to get back on the track again, with fewer product ads that will be less annoying to the viewer, more effective for the advertiser."

The second part of KNXT's approach to the multiproduct announcements is to establish a special MPA rate for them. The new rate card shows two rates for minute announcements, a single-product rate and a multiple-product rate. Multiple-product spots of less than 60 seconds are not permitted.

The class CC rates, for weekday afternoon time, show a base rate of \$550 for a multiple-product spot, versus \$300 for a single-product announce-



We wouldn't risk our artists to any other tape... why should you?

It's a ticklish business recording the world's greatest artists! You never know which take will capture that one magic performance! RCA Victor engineers must be able to depend on every inch of master recording tape to deliver the absolute ultimate in quality performance. That's why RCA Victor Recording Engineers use Red Seal Magnetic Recording Tape. In fact, Red Seal Tape was specially developed for their use.

In one of the newest, most modern plants in the country, Red Seal Tape is manufactured to the highest quality specifications in the industry — and it's now

available for your recording requirements!

Quality control-tested for frequency response, distortion, drop-out noise, print-through, Red Seal Tape is also mechanically tested for coating thickness, anchorage, layer-to-layer adhesion, aging, cupping, slitting tolerances. Every inch has the same magnetic properties, the same recording-bias characteristic, so you can use tapes interchangeably!

Get all the details, fill in the coupon now.

RCA VICTOR
TRADE MARK
 The most trusted name in sound 

Magnetic Tape Products Marketing
 RCA Victor Record Division
 155 East 24th Street
 New York 10, N. Y.

Please rush me specifics on RCA Red Seal Magnetic Tape including all essential physical and magnetic characteristics.

NAME

TITLE

COMPANY

ADDRESS

CITY..... ZONE... STATE.....

23 accounts involved in agency changes

\$48.5 BILLING SHIFT SLIGHTLY BELOW SAME PERIOD LAST YEAR

An estimated \$48.5 million in broadcast billing was involved in 23 major advertising accounts shifting agencies in the first six months of 1963. The moves reflected what may be a continuing stabilizing influence in the advertising business.

The accounts changing agencies represented almost \$80 million in overall billing. The estimates involve only those accounts which use the broadcast media to an appreciable extent.

Both 1962 and 1963 have been fairly quiescent years in agency transfers. In 1961, for example, some 40 major radio-TV advertisers changed agencies by mid-year, while in 1962, only 27 top accounts had shifted allegiance by July 1 (BROADCASTING, July 9, 1962).

The pace-setting account change in 1963 to date has been Beech-Nut with an estimated \$8 million in billing, of which approximately \$7.2 million is earmarked for radio-TV. Beech-Nut moved from Young & Rubicam to Benton & Bowles.

Moving up closely behind Beech-Nut was Alberto-Culver (V-O 5 and Command) with \$8 million billings, gained

by J. Walter Thompson from BBDO (V-O 5) and Compton (Command). The broadcast billing from these two accounts is reported at \$7.7 million.

Account Getters ■ The leading account-getters among the agencies were J. Walter Thompson, Benton & Bowles, Grey and Foote, Cone & Belding. JWT picked up \$8 million in Alberto-Culver and \$2 million in Chesebrough-Ponds, while dropping \$2 million in Helene Curtis and \$2 million in Pittsburgh Plate Glass billing. B&B snared the \$8 million Beech-Nut plum, while losing the \$2.2 million business of the Florida Citrus Commission to Campbell-Ewald.

Grey added an estimated \$7 million in Revlon business, while losing about \$1.1 million of Procter & Gamble billing to Leo Burnett. Foote, Cone & Belding added more than \$7 million from International Harvester, Kitchens of Sara Lee and Ovaltine during the first half of 1963.

A comparatively young agency that is continuing its climb is Papert, Koenig, Lois. It landed the \$4 million National Airlines account from M-E.

Agencies that suffered setbacks dur-

ing the first half of 1963 were BBDO, which lost \$6 million in Alberto-Culver business; Young & Rubicam, which ended its relationship with Beech-Nut (\$8 million) and Tussy (\$1 million), and Norman, Craig & Kummel, which dropped \$5 million in Revlon money.

Still not assigned is \$2.5 million in Lehn & Fink billings (Tussy and Dorothy Gray), which has left Y&R.

Several comparatively small agencies landed good-sized accounts during the first half of 1963. The S. E. Zubrow Co. plucked the \$3 million Fels & Co. business (\$2.4 million in broadcast) from Richard K. Manoff Inc.; Daniel & Charles picked up the \$2.5 million Hazel Bishop account (all in broadcast) from Kenyon & Eckhardt, and Tappinger, Gladney, the \$1.5 million Rayette business (\$1.2 million in radio-TV).

The account moves in the first half of this year, like those up to mid-1962, were not so impressive as those of two years ago. In the first half of 1961, these big shifts were made: Texaco moved its \$12 million account; Liggett & Myers, its \$28 million and Schlitz, \$16 million.

ment. For a 52-week contract for 20 spots a week, the multiple-product rate is \$290, the single-product rate is \$230.

How It Works ■ In practice, the new KNXT policy will work like this: Two product ads will be allowed in the 70-second station break between programs. These may be one 60-second spot and one 10-second spot, or two 30-second spots, but not two 30's and a 10. For the 2-minute and 10-second break in a participating program, such as a motion picture, three product ads are permitted. These may be two 60's and a 10, or two 30's and a 60, but not four 30's and a 10, or two 30's, a 60 and a 10. These limits, combined with the higher price, will, KNXT believes, encourage advertisers to abandon the multiple-spot commercials and return to single-product spots.

Alberto-Culver, which has been addicted to the use of commercials advertising two different products linked only by the phrase, "And now, another Alberto-Culver product," has already purchased a KNXT summer campaign of single-product spots, without waiting for the new rule to go into effect in the fall.

In addition to discouraging the use of multiproduct commercials with the higher rates, the new KNXT card encourages the use of longer, stronger

single-product commercials of 30 and 40 seconds by substantial reductions in rates. The 30-second rate under class CC 20-plan 52-week buy, is now \$215. Under the new rate card it becomes \$145. At present, there is no 40-second rate and the advertiser wanting to use a 40-second commercial would pay

Taped spots preferred

A survey of 83 radio stations in northern and central California and northern Nevada shows more than half prefer to receive spots on tape, with slightly more than one-third preferring spots on disc. However, all stations said they will accept spots on either disc or tape.

Hi Speed Tape Duplicating Co., San Francisco, made the survey for several Bay area agency clients.

Of the stations contacted, 54.2% prefer spots on tape; 27.3% prefer disc; 8.1% had no preference; 56.6% play spots from cartridge machines and 9.8% play tape direct with no transfer.

twice the 20-second rate or \$300. The new card shows a 40-second rate of \$190 for the class CC 20-plan on a 52-week basis.

The problem is not new. More than a year ago the National Association of Broadcasters television board considered multiple-product commercials and concluded that they are of two types: The integrated commercial, which the code defines as "so executed in video and audio presentation that it actually is a single announcement," and the piggyback announcement, which is defined as "so executed . . . that it actually is two or more separate announcements." Under the code rules, the integrated spot may be counted as a single commercial announcement, whereas the piggyback spot should be counted as two or more commercials, one for each product.

Hidden Line ■ "The line of demarcation between an 'integrated' and a 'piggyback' spot is often difficult to draw," Mr. Beindorf commented, "but it's a problem that will no longer concern the KNXT salesman or our advertisers and their agencies. Under our new policy a 60-second commercial is single-product if it contains advertising for one product and it is multiple-product if it contains advertising for two products. This simplification, we

National advertisers changing agencies in past 6 months

ACCOUNT	TO	FROM	BILLINGS (in millions) RADIO-TV		ACCOUNT	TO	FROM	BILLINGS (in millions) RADIO-TV	
			TOTAL	TV				TOTAL	TV
Alberto-Culver V-O 5 shampoo Command	JWT JWT	BBDO Compton	\$6.0 2.0	\$5.8 1.9	Kitchens of Sara Lee baked goods Lehn & Fink	Foote, Cone & Belding Hill Rogers		2.5	1.25
Beech-Nut chewing gum, cough drops, baby foods, Life Savers	B&B	Y&R	8.0	7.2	Tussy Dorothy Gray National Airlines Noxzema Chemical	? ? PKL M-E M-E	Y&R M-E	1.0 1.5 4.0	0.4 0.3 1.0
Hazel Bishop	Daniel & Charles	K&E	2.5	2.5	shave cream skin lotion Pittsburgh Plate Glass glass division	D-F-S D-F-S Ketchum, McLeod & Grove	DCSS SSC&B	0.75 0.75	0.71 0.71
John H. Breck Inc. E. L. Bruce Co. Chesebrough-Ponds Cutex Q-Tips	Y&R North JWT Esty	N. W. Ayer Christiansen DCSS Gumbinner	3.0 1.0 2.0 1.0	2.6 1.0 1.0 0.8	Procter & Gamble Lilt Pert Rayette (Aqua Net hair spray) Revlon	Burnett Burnett Tapinger Gladney	Grey Grey Direct	1.1 0.6 1.5	0.943 *0.635 1.2
Colgate-Palmolive Ad detergent Vel Quik-Solv	D'Arcy Esty Esty	L&N L&N L&N	1.3 2.5 0.75	1.2 2.3 0.75	Living Curl, eye makeup, Touch & Glow, lipstick and nail enamel, Satin Set, Intimate Silicare, Baby's Sili- care, Bronze Lustre, Clean & Clear, Con- tempora, Clearaway, Persuade	Grey	NC&K	5.0	2.2
Fels & Co. Florida Citrus Com- mission oranges	Zubrow C-E	Manoff B&B	3.0 2.2	2.4 1.1	Wander Company Ovaltine W. F. Young Inc. Absorbine Jr.				
H. J. Heinz Co. frozen soup Helene Curtis Suave	DDB M-E	Maxon JWT	2.0 2.0	1.0 1.2	Foote, Cone & Belding Ted Gotthelf	Tatham-Laird JWT		1.8 2.0	1.8 1.9
Isodine Pharmacial International Harvester farm equipment	K&E Foote, Cone & Belding	Reach McClinton Aubrey, Finlay, Marley & Hodgson	1.5 2.5	1.4 0.75					

*test marketing

believe, will eliminate a lot of confusion that now exists.

"As far as we know, KNXT is the first station to take positive action to curtail the number of product mentions permitted in a station or program break. "Although KNXT is one of five TV stations owned by CBS, this move was neither originated nor dictated by CBS headquarters as a common policy. It is our own idea and it applies only to KNXT at present, although we are hopeful that other TV stations will adopt this or some similar method of eliminating overcommercialization."

Just returned from a cross-country trip during which he presented the new rate card to agencies in New York, Chicago and other major markets, Mr. Beindorf reported an enthusiastic reception of the plan by "everyone except the heavy users of multiple-product spots. We hoped we were on the right track when we developed the idea of limiting the number of product mentions," he said, "now we're sure we are."

Business briefly . . .

New England Fish Co., through Geyer, Morey, Ballard Inc., begins what it calls the biggest campaign in the history of the salmon industry this month, with much of the budget being directed to-

ward spot TV exposure in 12 markets. Beginning July 14, the New England advertising will start on WNEW-TV New York, WGN-TV Chicago, WBEN-TV Buffalo, WEWS(TV) Cleveland, WFAA-TV Dallas-Fort Worth, WWL-TV New Orleans, WBRC-TV Birmingham, Ala., KWT(TV) Oklahoma City, KENS-TV San Antonio, Tex., WSYR-TV Syracuse, N. Y., KSD-TV St. Louis, and WRC-TV Washington.

Southern California and Southern Counties Gas Companies, Los Angeles, have extended their joint sponsorship of the two-hour *Evening Concerts* on KFAC-AM-FM Los Angeles to KPRO Riverside and KDB-AM-FM Santa Barbara. The program, which originated at KFAC in 1940, is broadcast Monday-Saturday 8-10 p.m. McCann-Erickson, Los Angeles, is the agency for the gas companies, which are spending more than \$70,000 a year for the broadcasts.

Pharmacraft Laboratories, New York, has purchased three specials to be presented on NBC-TV during the week of Aug. 12-16. Two of the special shows, *The Milton Berle Show* (scheduled for Monday, Aug. 12 (9:30-10:30 p.m.) and *The Bing Crosby Show*, to be presented Wednesday, Aug. 14 (10-11 p.m.), are repeats. The Crosby special

was originally on ABC-TV. Third of the specials, *International Beauty Spectacular*, was previously announced for Friday, Aug. 16 (10-11 p.m.). Agency: Papert, Koenig, Lois, New York.

California Oil Co., through White & Shuford, Denver, will renew NBC's Film's *Hennessey* in 10 markets and will add eight new stations. The 52-week buy begins next fall.

ARB announces new sales department

A new service area, Client Relations for Station Groups and Representatives, has been formed within the sales structure of the American Research Bureau.

Al Petgen, formerly eastern regional manager for station services, will be director of the new department and will continue to manage the New York station services office.

Roger Hoeck, former ARB account executive will become eastern regional manager.

In announcing the new area, J. Ralph Crutchfield, ARB station sales manager, said it was created "to further improve client services tailored especially to the needs of multiple station owners and station representatives."

ABC-TV adds light touch to sales presentations

ABC-TV as of July 1 has been making special sales presentations to agencies for its daytime program schedule in the 1963-64 season. In common with most such presentations, the selling approach is by flip card, but ABC-TV has slipped in a difference.

The new quantity is an introductory film, specially made by the ABC-TV sales office, that runs nearly 10 minutes. Its title: *The Perils of Perlene*.

The mood is set with a light touch by employing a composite of old footage from the era of Hollywood's silent and early talkies. Featured is "that attractive network buyer, Perlene." Perlene is "played" by Pearl

White who appears in some actual sequences taken from her early "Perils of Pauline" films.

In one sequence, Oliver Hardy appears as "the client." Still others of the early Hollywood era (and some associated with today's box office) are seen including such famous names as Stan Laurel, Fay Wray, Florence Vidor, Rudolph Valentino (in a love scene with Vilma Banky), W. C. Fields, Douglas Fairbanks (Senior). Included are a few stills actually posed by ABC-TV people—these depict the "network buyer's rescue team" (this includes Yale Roe, daytime sales executive) and the writer and producer of the film, Elliott Ames (he's shown as "evil

defeated").

Various "sales points" are dramatized including "commercial dispersion," "broad cumulative reach," "personality sell" (Valentino and Banky), "something for everybody," "impact" (Buster Keaton sets off a cannon), "low cost per thousand" and "merchandising."

In the episode dramatizing "broad cumulative reach," a scene from "The Great Train Robbery" is shown.

To keep the presentation moving and humorous, the film presents the daytime program lineup for this fall on ABC-TV but with a wry background still taken from an old flicker (see cuts).



Rep appointments . . .

- WHIM Providence, R. I.: Mort Bassett & Co., New York, as national sales representative.
- WKYW Louisville, Ky.: Spot Time Sales, New York, as exclusive national representative.
- KJIM-AM-FM Fort Worth: The Bolling Co., New York, as national representative.
- KSON San Diego: J. A. Lucas Company, Los Angeles, as national representative.

Commercial division opened

Mark Wilson Enterprises, Hollywood production organization headed by the magician-star of the *Magic Land of Alakazam*, Saturday children's show on ABC-TV, has added a new commercial division.

Martin Aircraft Co. has engaged MWE to develop a display for use at the International Communications Ex-

position in Paris. General Cigar Corp. has contracted for the company to prepare its display at next year's New York World's Fair. Mark Wilson Enterprises is located at 9110 Sunset Boulevard. Telephone is Crestview 4-7683.

Advertising library planned

An international advertising and marketing library, said to be the first of its kind in the United States, will be installed in the World Center in San Francisco by the Advertising Association of the West. The AAW board, meeting in Los Angeles prior to the start of the annual convention, accepted a gift of \$2,000 from Laurence W. Lane, publisher of *Sunset Magazine*, with which to found the new library. Howard Smith, international advertising manager, Bank of America, will head an active promotion committee for the project, which will be administered by a board of library trustees to be appointed by the AAW president, Walter E. Terry.

\$19 million spent on NBC-TV

NBC-TV reports sales representing more than \$19 million for next season in signing 11 advertisers in nighttime, including several in prime time, and 16 in daytime schedule. New sales cover two-week period, starting June 10, and include some sales reported earlier (BROADCASTING, June 24).

Prime-time participants not reported before are Pharmacraft (Papert, Koenig, Lois), H. J. Heinz (Maxon), Luden's Inc. (J. M. Mathes), Chanel Inc. (Norman, Craig & Kummel), Sherwin-Williams Co. (Griswold-Eshleman), Rexall Drug (BBDO).

C&W opens Hartford office

Cunningham & Walsh, New York, has opened a new office in Hartford, Conn., at 100 Constitution Plaza. Robert A. Harris, formerly with Wilson, Haight & Welch, joins C&W in its new office as senior account executive on the United Aircraft Corp. account in Hartford.

FIRST-RUN MOVIES

Saturday Night 11 P.M. on the

"BIG MOVIE OF THE WEEK"



"AS YOUNG AS YOU FEEL"
Marilyn Monroe, Monty Woolley

"DON'T BOTHER TO KNOCK"
Richard Widmark, Marilyn Monroe, Anne Bancroft

"SAYONARA"
Marlon Brando, Miyoshi Umeki, Red Buttons, Patricia Owens

"AUNTIE MAME"
Rosalind Russell, Forrest Tucker

"THE OLD MAN AND THE SEA"
Spencer Tracy

"DAMN YANKEES"
Tab Hunter, Gwen Verdon, Ray Walston

"THE SPIRIT OF ST. LOUIS"
James Stewart, Patricia Smith, Murray Hamilton

"BAND OF ANGELS"
Clark Gable, Yvonne De Carlo, Efrem Zimbalist, Jr.

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

No Wonder — In Maryland Most People Watch

WMAR-TV 

Channel 2 — Sunpapers Television

Television Park, 6400 York Road, Baltimore 12, Md.

Represented Nationally by THE KATZ AGENCY, INC.

RADIO NETWORKS REPORT HIGH SALES

All four look for even better future prospects

The four radio networks reported decided improvements in their sales pictures last week.

ABC announced its "best quarter in many years"; CBS said it was closer to a sellout than it had been in eight years; and NBC indicated it was on the way to its best year since its format change in 1960.

ABC Radio's vice president in charge of sales, Theodore M. Douglas Jr., termed his network's third quarter of 1963 as already 13% better than this year's completed second quarter—previously the high mark for the network in its recent history.

Mr. Douglas said the third quarter "had always been poor in comparison with other quarters," but this year was some 50% ahead of the third quarter of 1962.

NBC Radio disclosed an increase of 16% for the third quarter 1963, as compared to the same quarter last year, and indicated the sales revenues from the first half of 1963 were 10% better than the first half of 1962. The network revealed \$2,658,774 in new and renewed business between April 5 and June 26.

CBS Radio reported that all 63 of its *Dimension* programs had been sold out for the seven days ending July 21,

and said, "this situation generally holds throughout the summer."

"This is the first time the network has enjoyed so nearly a sold-out status in eight years," said George J. Arkedis, CBS Radio vice president, sales.

Robert Hurleigh, president of MBS, said the network's "business continues to keep pace with the increase we experienced in 1962. We are holding firm to rates and increasing them in certain time periods [BROADCASTING, July 1]."

Pearson rep firm merges with Gates/Hall

The merger of Pearson National Representatives Inc. and Gates/Hall Inc. into a new company, Savalli/Gates National Representatives Inc., became effective last Monday (July 1).

Joseph Savalli has operated the Pearson organization as president and principal since the retirement of John E. Pearson in 1961. Pearson operated offices in New York, Chicago, Dallas, Los Angeles and San Francisco. The Gates/Hall organization operated from Los Angeles and San Francisco. The merged company is using the former Gates/Hall office at 6331 Hollywood Boulevard, and the former Pearson office in San Francisco at 58 Sutter Street.

Mr. Savalli is president of the new company and Jim Gates is executive vice president.

WMCA's new card raises rates from 5% to 20%

A new rate card for WMCA New York went into effect July 1, reflecting the station's first substantial rate increases in almost two years.

Rate Card 33 indicates price increases of 5% to 20%. Robert Mazur, station sales manager, said the card "reflects the station's new position in the market."

The new card introduces a 40 Plan for spot buys, to go with the station's former 10, 20 and 30 plans, and the creation of a AAA time classification, replacing the station's AA morning time. The larger rate increases were made in the AAA class, which covers the 6-10 a.m., Monday-Saturday period. AA times now refer only to 4-7 p.m., Monday-Saturday.

Also in advertising . . .

Vehicle for pushing vehicles ■ A children's TV show, programed Saturday mornings, can sell used cars, according to one pleased dealer. Westheimer Dodge, advertising in Allied Artists

TV's *Bomba* on KTRK-TV Houston, reported it sold an average of 40 used cars a week for the past nine months.

4A roster ■ The American Association of Advertising Agencies issued its 1963-64 membership list last week showing 347 member agencies operating 766 offices, an increase of 8 agencies over last year. AAAA estimates its members place three-fourths of all advertising billings in the U. S.

Establishes new office ■ The Henry I. Christal Co. Inc., radio station representatives, has opened a St. Louis office. William J. Budde, formerly of D'Arcy Advertising, is manager.

F. E. Compton & Co., through Tatham-Laird, Chicago, has made its first network television advertising purchase—a series of announcements on NBC-TV's *Today* show to promote its 1963 Compton's Pictured Encyclopedia. The theme of the commercials will be the dramatization of historic events as observed by a youth, whose portrait will be superimposed in the background of the commercial.

New agency ■ Irving B. Gerson Advertising has been formed in Chicago at 79 West Monroe Street. Mr. Gerson recently resigned as advertising-sales promotion director of Elgin National Watch Co.

Agency appointments . . .

■ Caribbean Atlantic Airlines (Caribair), New York, has appointed Richard K. Manoff, that city.

■ The Jeffrey Martin Co., Union, N. J., has appointed Wermen & Schorr Inc., Philadelphia, as agency for Vita-Yums, a candy-form vitamin product formerly marketed by B. T. Babbitt Inc. Initial advertising plans call for extensive use of spot TV.

■ Greenwood Foods, Waterloo, N. Y., a division of the Borden Company, has named the Rumrill Company. Rumrill's first campaign for Greenwood will push the firm's Red Cabbage line in the fall. Print and broadcast media will be used in the New York metropolitan area.

July 10 deadline given WAME in Nielsen suit

WAME Miami has until (Wednesday) July 10 to file revised charges against the A. C. Nielsen Co. in its suit asking \$250,000 damages from the ratings service. A Nielsen move for dismissal of the original complaint was granted by Dade County Circuit Court on the ground it was not legally sufficient, with WAME given a chance to file a new pleading. Nielsen's motion to have the

A new agency label

The phrase "agency research and development" has been suggested by Chirurg & Cairns Inc., New York, as an appropriate label for projects undertaken by advertising agencies at their own expense. John A. Cairns, chairman of the agency, contends that there is need for language that differentiates between such projects and those done at the expense of clients.

Agency research and development would denote agency projects aimed at "improving their skills as creative advertising people, increasing their knowledge of their clients' problems, increasing the efficiency and effectiveness of their services to present and prospective clients and improving the public image of advertising, generally." Mr. Cairns noted that the previously fuzzy distinction between client and agency-sponsored research has been the topic of numerous panel discussions.

GROUP W MEANS NEW PERSPECTIVES . . .



AMERICA: THE ARTIST'S EYE

A series of cameo films blending history and art. Fifteen programs for television tracing America's growth through its art. A Group W-Westinghouse Broadcasting Company-project. Dramatically narrated by Fredric March and Florence Eldridge.

In one program we watch a bare-knuckle prizefight through the eyes of American Primitive George Hayes. In another we share modern artist John Marin's view of "Tunk Mountain." "America: The Artist's Eye" is

more than stunning visual sequences. It's a service to television audiences. To our national museums. To a greater understanding of our country's heritage.

Produced by the combined talent and resources of Group W, "America: The Artist's Eye" represents a Group effort to bring enlightened television to the public. And the Group W stations are in the position to do just that. They have creative manpower, management, and financial resources

greater than the individual station. They have the local flexibility no network can match. These resources represent an opportunity as well as a responsibility to serve their communities in ways neither individual stations nor networks are capable of doing.

With programs like "America: The Artist's Eye," Group W demonstrates the ability of the broadcasting Group to develop new areas of responsible programming.



WESTINGHOUSE BROADCASTING COMPANY

WBZ · WBZ-TV BOSTON · WINS NEW YORK · WJZ-TV BALTIMORE · KYW-KYW-TV CLEVELAND
KOKA · KOKA-TV PITTSBURGH · WIND CHICAGO · WOWO FORT WAYNE · KPIX SAN FRANCISCO

case transferred to federal court in Chicago was denied.

The WAME suit against Nielsen is one of two actions stemming out of the House Special Subcommittee probe of ratings services (BROADCASTING, June 17). The station says ratings companies misrepresented their reports for metropolitan Miami between 1959 and 1962.

WAME's second damage suit, against The Pulse Inc., is pending in the Dade county court. A Pulse motion to dismiss will be heard by the court Aug. 1.

TvAR research shows cumulative audience

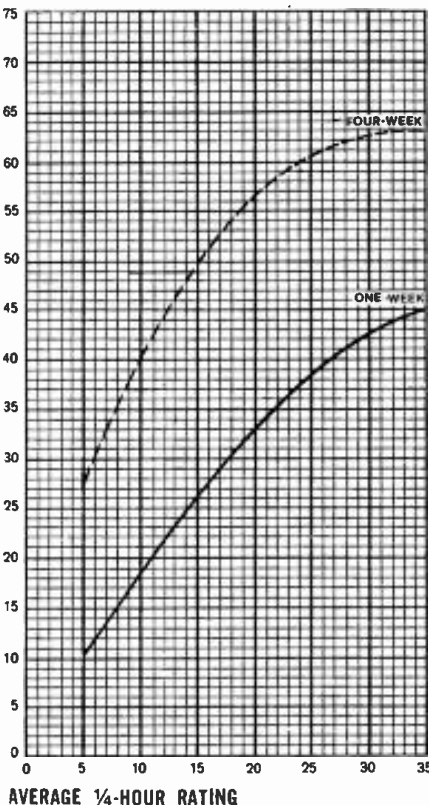
Television Advertising Representatives Inc. is releasing today (July 8) the results of a new research project which shows the one-week and four-week unduplicated audiences for local early-evening and late evening newscasts in major markets.

The results of the research are incorporated in "audience cumulators," graphs plotted from Monday-through-Friday Nielsen and American Research Bureau data in 16 major markets. According to Robert M. Hoffman, TvAR's vice president for marketing and research, a local early evening news program with an average rating of 15, used three times a week by an advertiser, will reach 50% of the TV families in a market over a four-week period (see

accompanying chart).

TvAR plans to issue "audience cumulators" for other types of programs and time periods from time to time.

CUMULATIVE UNDUPLICATED RATING



Calif. Pacific Network formed along Route 101

Seven independent radio stations, all located along route 101 between San Francisco and San Diego, have joined to form a new regional network, the California Pacific Network. This will enable buyers to obtain with a single purchase an audience of over 2.7 million listeners with similar living and listening habits, according to Rex Streeter, KSLY San Luis Obispo, committee chairman.

The stations are, in addition to KSLY: KPRL Paso Robles, KSMA Santa Maria, KDB Santa Barbara, KWIZ Santa Ana, KUDE Oceanside and XEMO Tijuana-San Diego. Savilli-Gates is the representative for CPN.

"The station formats are basically similar," Mr. Streeter commented, "consisting of good popular music, strong national news coverage and outstanding local reporting. We have already developed new network programming which will soon be featured on all stations."

The stations of the CPN "serve cities which to a large extent share climate and industrial, recreation and buying habits," he said, adding that "our listeners are people who live and work on or adjacent to route 101 and continuing studies show that when they change residence it is virtually always to another location along the highway.

GOVERNMENT

ABC TAKES A LONELY STAND

Files only opposition to option time ruling; CBS shows concern for affiliate payment plan

ABC stood virtually alone among the three TV networks last week in asking the FCC to reconsider its order outlawing option time, the networks' time-honored method of assuring station clearances (BROADCASTING, June 3).

CBS, in two petitions, showed it was primarily concerned with the commission action banning the network's graduated compensation plan.

And NBC let the deadline for filing pass without opposition—reportedly because the network feels the commission has the legal authority to outlaw option time.

ABC tied its plea for reconsideration of the order—scheduled to become effective Sept. 10—to the commission's action denying the proposal to drop VHF channels at less than normal spacing in seven two-VHF markets (BROADCASTING, June 3).

ABC, which asked reconsideration of the drop-in order in a separate petition (see story, page 56), said the effect of

the two commission actions is to weaken further its ability to compete with CBS and NBC.

The CBS request for reconsideration of the order was directed at that portion encompassing the network's compensation plan. The network, in a second petition, asked reconsideration of another FCC order issued the same day as the option time decision, declaring the plan a violation of commission rules.

Cites 'Truncated' Lineup — ABC said the option time order fails to consider that the consequences of defections from its "truncated" lineup of stations "would be far more serious than those from the lineups of the other networks." The network pointed out that its lineup for the fall includes 127 primary affiliates, compared with 191 for CBS and 193 for NBC.

Furthermore, ABC said, because it has fewer affiliates among whom it can spread the cost of programs, it can't

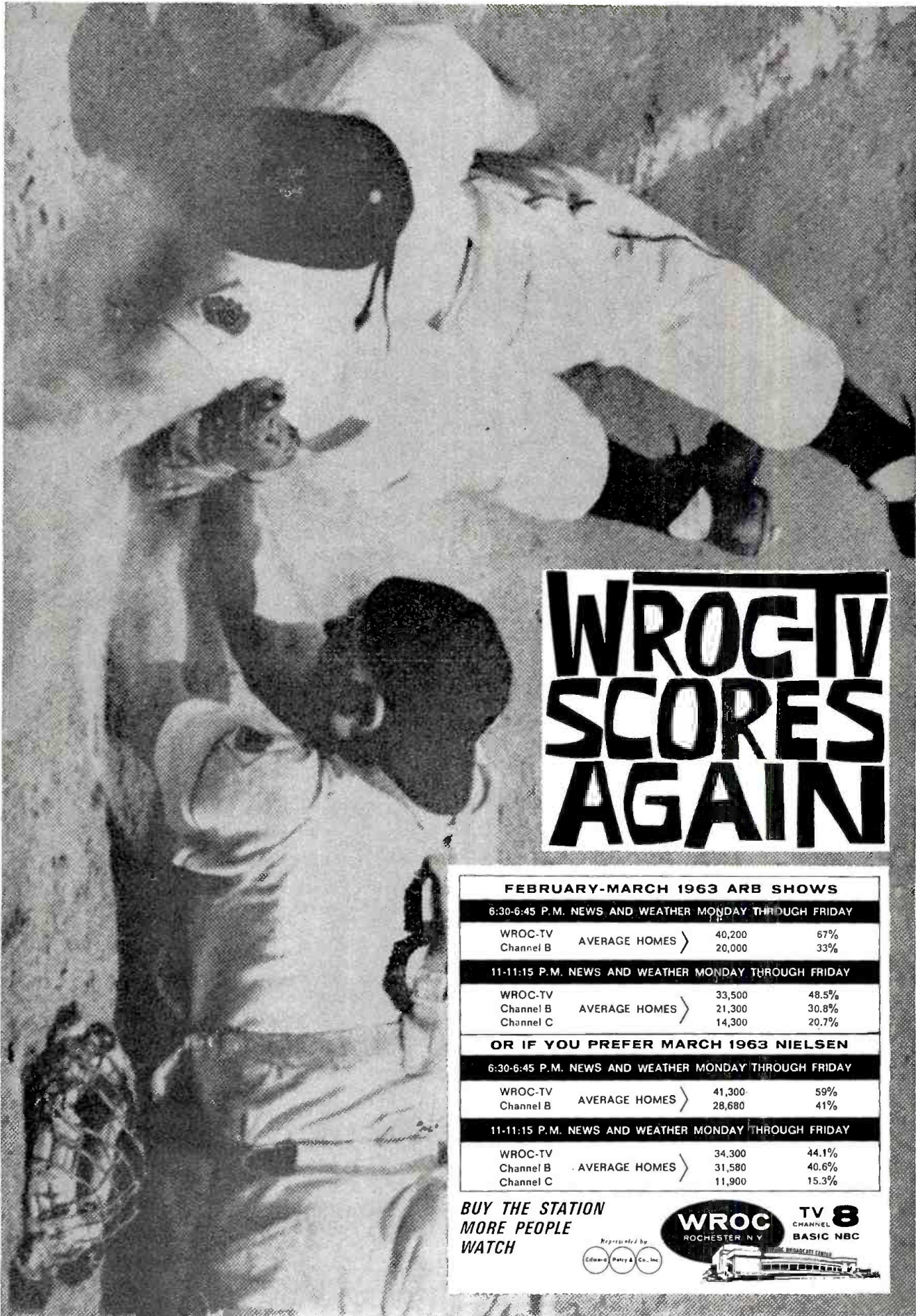
charge as much for time. It said its Class A hour rate will be \$106,500, compared to \$141,590 for CBS and \$139,490 for NBC. But to be competitive on program offerings, ABC says, it must pay as much for material as do the other networks.

ABC said that although it "has made substantial progress as a network," it hasn't been able to close the gap between it and CBS and NBC because "it has been denied equal access to facilities." It said that in 1962 NBC and CBS enjoyed respectively an advantage of \$106.5 million and \$76.5 million in gross billings over ABC.

Problem Compounded — ABC said if the drop-ins had been approved—giving the network an opportunity to pick up additional VHF affiliates—its competitive disadvantage would have been "substantially relieved" and the effect of occasional defections from the network's lineup wouldn't be "as crippling."

But by denying the drop-ins and abolishing option time, it added, "the FCC has placed ABC in double jeopardy and has done violence to its paramount policy of fostering competition among the networks."

ABC also argued that the option time



WROC-TV SCORES AGAIN

FEBRUARY-MARCH 1963 ARB SHOWS			
6:30-6:45 P.M. NEWS AND WEATHER MONDAY THROUGH FRIDAY			
WROC-TV	AVERAGE HOMES >	40,200	67%
Channel B		20,000	33%
11-11:15 P.M. NEWS AND WEATHER MONDAY THROUGH FRIDAY			
WROC-TV	AVERAGE HOMES >	33,500	48.5%
Channel B		21,300	30.8%
Channel C		14,300	20.7%
OR IF YOU PREFER MARCH 1963 NIELSEN			
6:30-6:45 P.M. NEWS AND WEATHER MONDAY THROUGH FRIDAY			
WROC-TV	AVERAGE HOMES >	41,300	59%
Channel B		28,680	41%
11-11:15 P.M. NEWS AND WEATHER MONDAY THROUGH FRIDAY			
WROC-TV	AVERAGE HOMES >	34,300	44.1%
Channel B		31,580	40.6%
Channel C		11,900	15.3%

**BUY THE STATION
MORE PEOPLE
WATCH**



 Represented by 

 WROC-TV 8 CHANNEL BASIC NBC



COX EXPLAINS DROP-IN VOTE

ABC-TV seeks reconsideration as Cox terms FCC's action in case 'slightly hypocritical'

ABC urged the FCC last week to reconsider its order rejecting its own proposal to allocate third VHF channels at substandard spacings to eight markets (BROADCASTING, June 3).

The network, frustrated in its hopes of picking up additional VHF affiliates and thereby strengthening its position with respect to CBS and NBC, said the commission's action runs counter to its professed policy of fostering a nationwide competitive television system.

But some of the sharpest comments about the denial order were offered by Commissioner Kenneth A. Cox, one of three commission members in the minority on the question, in a stinging 25-page dissent that was almost a month in preparation, released last week.

He said the commission majority's rationale for rejecting the drop-ins "re-writes history to obscure what really happened."

Hypocritical ■ He also said the majority's view that the drop-ins would impair the development of UHF in the affected markets "seems slightly hypocritical" in view of the failure of UHF stations in those communities to make little or any headway in the past.

Commissioner Cox and ABC said the drop-ins are needed to provide viewers in the affected markets with a wider choice of programming.

And the commissioner recalled that the drop-in proposal had been approved unanimously by the commission in July 1961 as an interim solution to the

problem of bolstering ABC's competitive position.

"What I cannot understand," he added, "is how the [commission] majority, in the face of this major policy decision . . . can now reject [its] conclusions after going through detailed proceedings lasting nearly two years. . ."

He was critical, too, of the concurring statement issued by former Chairman Newton N. Minow, which reflected dissatisfaction with the commission's inability to reconcile the agency's long- and short-range allocations goals (AT DEADLINE, June 3).

Hope Is Slight ■ He said the former chairman's "hope" that a breakthrough could be achieved was "commendable." But in view of the inability of the commission or the industry over the past 10 years to solve the problem, he said, the likelihood of this now being achieved seems "too slight" to justify rejection of the drop-ins.

The markets that had been ticketed

Wants more time

In another petition filed with the commission, the Association of Maximum Service Telecasters asked that the July 18 deadline for filing comments in the drop-in case be extended to August 9. The association has opposed the drop-in proposal throughout the entire history of the long controversy.

decision was contrary to the evidence developed by the commission. It noted that while networks and their affiliates argued that option time was necessary to network operation and should be allowed, those who had opposed the practice told the commission mere abolition of the practice wouldn't accomplish much, if anything. ABC said the opponents maintained that additional regulations were needed to bar network programs during parts of the broadcast day.

ABC said, however, that if the commission reaffirms its order, it shouldn't abrogate contracts providing for time optioning that were valid when signed. And, the network said, the commission should allow a longer period than it permitted with its Sept. 10 deadline for an orderly transition to the new conditions "that will exist in network-station-advertiser relationships."

ABC noted that the order is to be-

come effective on the eve of the 1963-64 season for which network program and advertisement commitments "approaching a billion dollars have been made on the basis of option time arrangements." When "upsetting established industry practice in the past," ABC said, the commission has allowed a lengthier "turn-around" period.

Under the CBS compensation plan—outlawed by the commission, affiliates are paid 10% of the stations' network rate for the first 60% of the network programs they carry and 60% of the rate for the balance.

The FCC said the effect of this pay scale would be to violate a commission rule aimed at preserving an affiliate's freedom of action to reject network offerings. The commission also said it violates that portion of the option time order outlawing any agreement "which has the same effect as time optioning."

CBS Arguments ■ CBS argued that

for third VHF channels are Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn.; and Charlotte, N. C. In the eighth market, Oklahoma City, the commission approved the reassignment of channel 5 (KOCO-TV) from Enid, but specified the station must observe standard mileage separations specified by the FCC.

In denying the drop-ins, the commission said that the measure was no longer needed to improve ABC's competitive position and that the addition of the third VHF channels would impede development of UHF television. The commission also said enactment last year of the all-channel receiver legislation, which is intended to promote the growth of UHF, had materially changed conditions since the original adoption of the drop-in proposal.

ABC and Commissioner Cox disagreed with all these arguments. The network said that because of its fewer outlets it cannot compete effectively with CBS and NBC. It said in gross billings last year CBS and NBC earned, respectively, \$106.5 million and \$76.6 million more than ABC.

Commissioner Cox said the improvement in ABC's position noted by the commission in its order had occurred prior to the issuance of the original drop-in proposal in 1961, and that since then, the network's position had actually slipped slightly, from 26.8% of network billings to 25.7% in 1962.

The network and Commissioner Cox said hopes of lighting up the hundreds of now-dark UHF channels rest on the all-channel legislation, but the impact of this measure, they say, won't be felt for six or seven years. And in the meantime, they added, the short-spaced VHF drop-ins in seven markets couldn't be

this provision was adopted without adequate notice and in violation of the U. S. Court of Appeals order remanding the option time case to the commission. The issue was in the court on an appeal by KTTV (TV) Los Angeles from a previous commission order declaring option time to be in the public interest.

CBS said both the commission notice's of rulemaking in the matter and the court's remand indicated that only the option time question was to be considered.

Furthermore, CBS said, the "same effect" provision is so vague as to violate the network's right to due process of law. "Nowhere does the commission indicate what this provision means," CBS said. "No guidelines whatsoever are provided for compliance."

The network also said that in applying the provision to compensation plans, the commission is assuming a rate-fixing

expected to impair nationwide development of UHF.

The Solution ■ Both also restated their own solution to the problem—permitting the drop-ins but requiring those receiving the grants to operate dual VHF-UHF operations and, after a period of several years, to switch over to UHF-only.

The network and the commissioner also challenged the commission's argument that passage of the all-channel bill changed conditions. They noted that the commission proposed the drop-ins in July 1961 some six weeks after it had asked Congress to enact the legislation.

Furthermore, they said, Congress was fully aware of the drop-in proposal and said nothing to indicate it disapproved of the plan—as it did of the FCC's companion proposal to deintermix eight other markets by replacing VHF channels with UHF facilities.

Swing Vote ■ The comments of ABC and Commissioner Cox are expected to be read with particular care by Commissioner Lee Loevinger, who took former Chairman Minow's place on the commission last month.

He represents the "swing" vote that could reverse the drop-in decision. And he has said his lack of participation in the proceedings leading up to that action wouldn't necessarily deter him from participating in the question of reconsideration.

Commissioner Cox not only criticized the drop-in order but scored the commission for what he considers its historic failure to come to grips with the TV allocations problem.

The commissioner said that since 1952, when it adopted the table of assignments, the commission has usually avoided hard decisions to immediate

problems in favor of long-range solutions it "hoped" could be implemented without "serious inconvenience" to the public and broadcasters.

As a result, he said, the commission has done little about the two major aspects of the problem—the long-range need to make effective use of the 70 UHF channels and the short-term need to provide all the major markets with competitively equal facilities to permit the development of competitively equal



Commissioner Cox

television networks.

Other Petitions ■ In addition to ABC's comments, the commission last week received petitions for reconsideration and, in some cases, requests for oral argument before the full commission from 10 would-be applicants for the proposed drop-ins.

The companies and the markets in

which they are interested are Megacity Television Inc., Miami Valley Broadcasting Corp., and Greater Dayton Broadcasting Corp., all Dayton, Ohio; Magic City Television Corp. and Birmingham Television Corp., Birmingham, Ala.; Penn Traffic Co., Johnstown, Pa.; Peninsular Life Broadcasting Co., Brennan Broadcasting Co. (licensee of WAPE Jacksonville) and New Horizons Telecasting Corp., all Jacksonville; and Century Advertising Co., Charlotte, N. C.

Most of the petitioners either relied on the arguments in ABC's request for reconsideration or maintained that the blanket rejection of the drop-ins ignored the particular needs of each city. They also said that denial of the proposed drop-ins wouldn't assist UHF development in their communities.

Magic City added a new argument—that the commission's decision "forecloses the likelihood" of local operation of the new facilities. The company said that, in view of the financial risks involved in putting a UHF station on the air, only large companies in the top tax bracket that could write off their losses would be interested in applying for UHF licenses. But these companies, Magic City said, would be "strangers" to the community. Magic City said this pattern of absentee ownership of UHF stations is already developing.

Exception to the commission's order was taken also by Cimmarron Television Corp., licensee of KOCO-TV Enid, Okla., which objected to the requirement that its move into Oklahoma City be at standard mileage separation from KFSA-TV Fort Smith, Ark. KOCO-TV asked for authority to locate its transmitter at the present Oklahoma City antenna farm site, with the use of a directional antenna to protect the Fort Smith station.

power in broadcasting "which has been specifically denied by statute."

CBS said nothing "on the face" of the FCC rule prohibiting arrangements that prevent stations from rejecting network programs "indicates that it has any application to [network] compensation plans."

"By construing the rule in this fashion," the network added, the commission has, in effect, "promulgated a new rule" without complying with the procedural requirements specified by statute.

CBS also said that the commission doesn't have authority to control the compensation a network, or any supplier, offers to pay a broadcaster.

It added that the rule, as interpreted by the commission, discriminates against the networks and prevents them from offering the same compensation arrangements that other program suppliers may offer.

CONELRAD TAKING ITS FINAL BOWS

New Emergency Broadcasting System begins Aug. 5

Broadcasters will have a new Emergency Broadcast System beginning Aug. 5—and after that they can forget for all time the 640 kc/1240 kc Conelrad that they have lived with (and spent over \$20 million to implement) since 1951.

After Aug. 5, all radio stations are eligible to stay on the air during a war alert. In the beginning, however, only AM and FM radio stations holding National Defense Emergency Authorization (NDEA) will be permitted to do so.

There are almost 1,400 AM radio stations now holding such authority from the FCC. By the end of this week, however, it is expected that FM stations which are members of state emergency defense networks will also have the

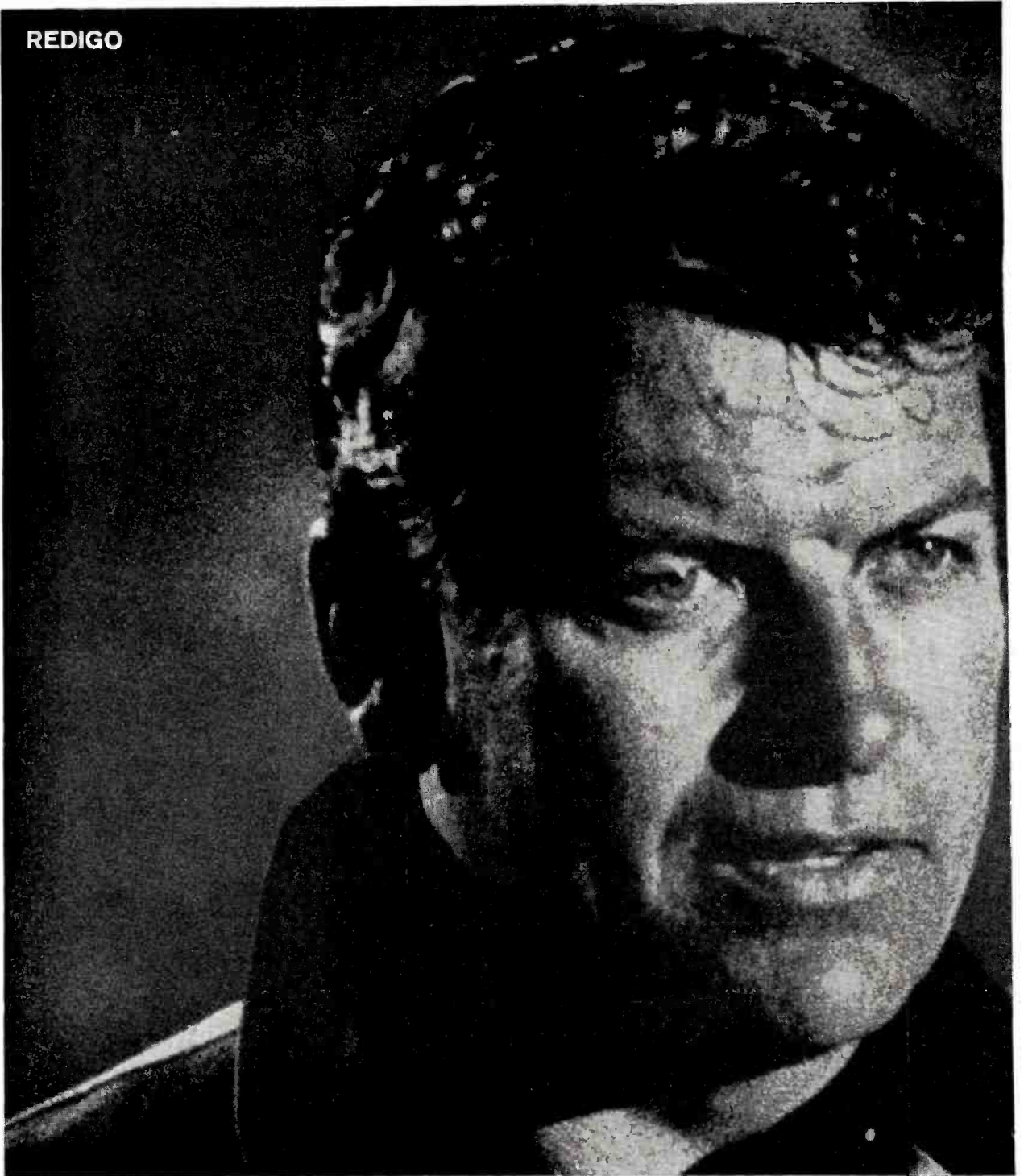
emergency authorization.

Television stations will remain in limbo for a while, it is understood, until the Defense Department makes known its needs for the TV frequencies. The VHF frequencies are used for military communications and weapons systems, and adequate safeguards against interference must be worked out. It is hoped that in a short time arrangement can be made for TV stations to use their audio transmitters in an emergency situation.

Until Aug. 5, it was emphasized by FCC defense officials, the Conelrad system continues in effect.

All 'Go' ■ The basic premise of the new EBS is the use of all stations on their assigned frequencies and powers. The only limitation will be on call let-

REDIGO



Redigo, Willing and Able

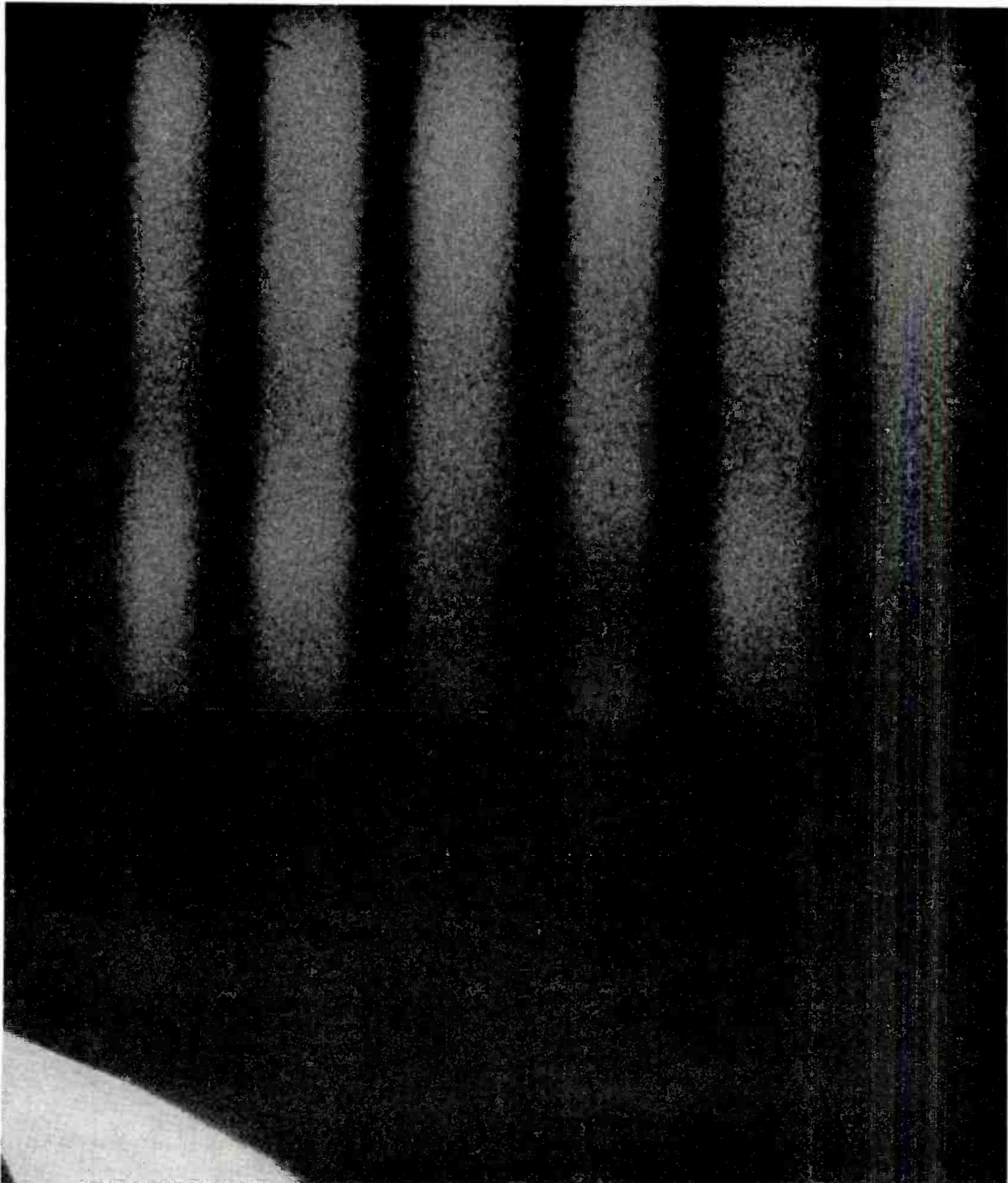
Despite the inevitable non-stop oratory and non-go traffic, last week's Fourth-of-July was a traditionally proud day for the whole nation.

But Jim Redigo's *personal* Independence Day won't be rolling around till September 24. On that evening, NBC-TV viewers accustomed to watching Redigo as manager of the immense Garret holdings on "Empire" will be seeing him—for the

first time—as a rancher in business for himself.

"Redigo"—like its predecessor—will be starring Richard Egan, whom a major popularity survey has just placed in the top 10-per-cent of show-business performers. The new, action-rich dramas will be set in the same, bountiful oil-and-cattle country of the contemporary Southwest.

The quality-bountiful Fall schedule for which this fresh, half-hour series is a part shapes up as one of the most diversified in NBC-TV history. It's



a lineup that ranges from "The Eleventh Hour" to the expanded "Huntley-Brinkley Report;" from the new "Bill Dana Show" to coverage of the National Football League Championship.

Among the people who'll be crossing Redigo's path this season: an impoverished but prideful Indian who would rather risk hunting a deer out of season than accept Redigo's charity; a lovely hitch-hiker trying to escape from the con-man boy friend for whom she's already served a prison term;

a misguided lad who turns to modern rustling to insure a college education for his kid brother.

Star Richard Egan's involvement with these and other troubled souls will, we believe, make "Redigo" one of the most admired adventure series of the new year. By Southwest criteria (and we don't mean Southwest Connecticut) our hero's 25,600-acre ranch is a modest one, but as a springboard for fine drama, it's a spread without borders.



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

Shorter guarantees or better sets?

Representative Jim Wright (D-Tex.), writing to his constituents, said that the average Russian TV viewer would do well to have a degree in electronics to be sure he can watch his favorite program.

Sixty percent of TV sets sold in Russia in 1961 didn't work properly, Representative Wright wrote in a newsletter to his Fort Worth district.

The information was gathered by Joseph A. Gwyer, senior researcher of the Library of Congress, who has been conducting his own private

study of the reliability of various Russian equipment through his reading of Russian technical journals.

In a talk to the American Society for Quality Control in Chicago, Mr. Gwyer quoted N. Psurtsev from a speech given to the Council of the Union of the USSR Supreme Soviet. Mr. Psurtsev, minister of communication, was reported by *Izvestia* on Dec. 9, 1961 to have told his colleagues that 60% of TV sets sold in the USSR in 1961 failed to work within the six-month guarantee period.

ters; during an emergency alert no station may use its sign. This is to prevent any broadcaster from benefiting competitively. Regional and area identification will be permitted.

The only other emergency condition requirement is to follow this system of priorities:

(1) Presidential messages, (2) local programs, (3) state or regional programs, and (4) national news and information. Presidential and national programs will be handled by the networks. Unaffiliated stations may be connected free of charge by AT&T and local telephone companies with any network, provided that they have connecting facilities.

Arrangements for programs from local, state and regional officials should be made by broadcasters, through their state and local industry advisory committees.

Alerting Same ■ Remaining the same is the system of notifying all broadcasters of the alert. This will continue to be transmitted by the federal government to stations via the press wire facilities of The Associated Press and United Press International. The notification messages will include authentication codes.

The new EBS was formulated by a special committee of the National Industry Advisory Committee and submitted to the FCC last month. The commission acted on the recommendations last Wednesday (July 3), after clearing with the Office of Civilian Defense in the Defense Department and the Office of Emergency Planning in the executive branch.

In order to receive a defense emergency authorization, a station must meet the following standards:

■ It must be capable of being interconnected to both the presidential and local common program origination points.

■ It must conform to FCC engineering standards for EBS.

■ It must be a member of its Local

Industry Advisory Committee (LIAC) and must cooperate with other LIAC stations in the origination and broadcasting of local common programs.

■ It must participate in public education in connection with the emergency system.

■ Its hours of operation and the adequacy of its staff and physical facilities will be taken into consideration.

In its announcement last Wednesday, the FCC said that new rules covering the revised war or emergency service have been incorporated in its regulations.

The object of the Emergency Broadcast System is to "fulfill national security requirements while at the same time providing for transmission of vital information to the public," the FCC said. It provides access to broadcast stations "during a war, threat of war, state of public peril or disaster or other national emergency."

Upon receipt of a national alert, the FCC said, all AM, FM stations and TV stations, will discontinue normal program transmissions and make certain prescribed announcements. Those stations not in EBS will advise listeners and viewers to tune to area stations in the system and then go silent.

Stations holding NDEA permits will then begin operating under EBS procedures, with all member stations in an area carrying the same programs.

A special provision for continuing emergency weather warnings has been maintained, the FCC said. Upon notification by the U. S. Weather Bureau of a storm threat to life and property, all AM, FM and TV stations may transmit the emergency notification signal followed by the weather warning—but only during their authorized hours of operation.

Last May the FCC established an Office of Emergency Communications, as a successor to the Conelrad staff. FCC Commissioner Robert T. Bartley is the defense commissioner and Ken-

neth W. Miller, formerly Conelrad supervisor, is chief of the new staff.

Homing Danger ■ The Conelrad system was established in 1951 at the request of the U. S. Air Force which feared enemy aircraft could "home" on broadcast transmissions. Under Conelrad, all broadcasters go off the air on receipt of an alert with only authorized AM stations returning. The Conelrad stations, operating only on 640 kc or 1240 kc, broadcast in clusters of stations and then only intermittently.

Last year the Joint Chiefs of Staff determined that the advent of missiles and their methods of guidance, had outdated Conelrad.

FCC assigns 5 channels for ETV in Pennsylvania

One VHF and four UHF television channels were assigned for educational use in Pennsylvania by the FCC last week, finalizing a request by the Keystone State's Educational Network Study (BROADCASTING, Feb. 25). The group was acting on behalf of Pennsylvania's Department of Public Instruction.

The channel shuffle resulted in the reservation of channel 39, now commercial, as Allentown's educational outlet and assigned educational channels 36 to Altoona, 3 to Clearfield, 65 to Harrisburg and 68 to Scranton. The commission also substituted commercial channel 71 for 65 in Shamokin.

The FCC also announced that permission was obtained from Canadian authorities for the shifts. Commissioners Ford and Cox dissented.

FCC denies request of KSHO-TV for no hearing

KSHO-TV Las Vegas—which has applications pending for renewal of license, assignment of license and transfer of control—last week had its petition to grant its requests without hearing denied by the FCC. The commission also enlarged the issues in the hearing to determine whether the proposed buyer of the station, Television Co. of America Inc., possesses the qualifications to be a licensee.

KSHO-TV is presently licensed to Harry Wallerstein, receiver. TCO, a subsidiary of Nevada Broadcasters' Fund Inc., filed its request for speedy action after the commission announced it would hold hearings on the circumstances surrounding the ownership arrangements of the station (BROADCASTING, March 18).

Commissioners Hyde and Lee dissented to last week's action and Commissioner Cox abstained from voting.

DANNY THOMAS

June 12, 1963

Mr. William Crawford
Vice President and General Manager
Radio Station WDRC
P.O. Box 151
Blue Hills Station
Hartford 12, Connecticut

Dear Mr. Crawford:

I'm surprised - I'm amazed - I'm overwhelmed! In fact - I'm at a loss for words, with the exception of one - - GRATEFUL. I'm grateful to WDRC and to the generous hearts in Hartford for one of the most spectacular responses to our Teenage March Against Leukemia ever held in the history of ALSAC.

When WDRC in Hartford can conduct a campaign which results in over 7000 youngsters canvassing the Greater Hartford area on a Sunday afternoon and producing \$42,000 in three hours, my beliefs are confirmed. My belief in the decency and generosity of our youngsters. My belief in the parents of these youngsters who are still doing a pretty darned good job. And my belief in the power of radio as demonstrated by your outstanding, record-smashing campaign for St. Jude Hospital. Somebody out there's listening! And God bless them all.

I especially want to thank Governor John Dempsey for unprecedented support over your station - your Charlie Parker who conceived and produced our Connecticut campaign for WDRC, much of which you have generously agreed to release for our national use at no cost to ALSAC - and to Joe Barbarette, WDRC News Director, and Jerry Bishop, the "voices" of the Danny Thomas Big D Teenage March Against Leukemia.

Your "don't let them walk alone" plea for leukemia stricken children has been answered with a resounding "we won't" from an audience you can be proud of - both youngsters who marched and adults who gave.

You have rendered a monumental public service.

Gratefully,

Danny Thomas



DT:jr

FCC WANTS MORE SCOPE ON SALES

Requested amendment would foster public interest

The FCC is seeking a greater latitude in making decisions on applications for sale of stations. Hoping to achieve this, the commission last week submitted to Congress a proposed amendment to the Communications Act allowing it to consider whether the public interest might be better provided for by a different applicant, when processing sale or transfer applications.

At the same time Commissioner Robert T. Bartley went one step further, proposing that applicants to buy a facility be required to show that if the sale is approved it will enable the station to provide "an improved broadcast structure."

The commission said that for some time it has been trying to strengthen its position in handling applications for sale or transfer of station licenses and construction permits. It noted that in the past few years bills proposing deletion of the prohibition against alternative applicants being considered have been introduced, but that they all have died with the particular Congress to which they were submitted.

One of the steps cited by the commission which have been taken to improve its procedures is the three-year holding rule. This rule requires that a hearing must be held to approve a sale if the station has not been owned for at least three years by the seller.

The three-year holding rule, the commission said, should prove to be highly effective in "discouraging trafficking in licenses." Last week's proposed amendment was tagged as a further strengthen-

ing of the commission's authority.

Avco In Part ■ The commission said the language for which it now seeks deletion was added to the act in 1952, and was to "annul the commission's former 'Avco' procedure." The "Avco" procedure required proposed sales be publicized locally, and competitive bids to buy the facility were accepted.

This procedure was dropped in June 1949, after it often proved to be the cause of "severe economic and other hardships." However, the 1952 amendment has had a broader effect than just eliminating the "Avco" procedure, the commission said. It has excluded the consideration of all other applicants who might be interested.

The commission, however, said it did not consider the proposed amendment as a reinstatement of the auction plan that existed under the "Avco" procedure. It said that for all practical purposes the 1952 amendment allows the broadcast owner to choose his own successor and that the public interest "may be subordinated to the private interests" of the seller and buyer.

The agency said that if its latest amendment is passed it would, for instance, be able to accept a competitive bid from an educational group along with the proposed commercial buyer. The educational bid would have to be roughly equal to the commercial bid in such a case.

"At the very minimum, the commission should have the authority to consider the application of the educational group to determine whether the public

interest would better be served by a grant to the educational group rather than to the person selected by the transferor," the FCC said. But at the present time, the commission noted, it can't even consider a competing application.

The commission added that there could be "other unique situations" in which it would want to consider an application by a group other than the one proposed by the seller. But it believes "such situations would be the exception and not the rule."

A Step Beyond ■ Commissioner Bartley, in a separate statement, said the commission's proposed amendment is fine as far as it reaches. However, he would like a further amendment requiring that a buyer of a station to show that he can be expected to foster improvement in the facility's service.

The commissioner holds that if a sale of a station will not result in improvement then how can the transaction be considered as in the public interest.

The buyer would be required to show integration of ownership with management, local residence, responsibility, diversification of media, community interest and several other points. If such a showing could substantially be made in the application, a grant without a hearing would be possible, according to Commissioner Bartley.

FCC takes final action on three fine cases

Fines against three stations were imposed in their final forms last week by the FCC, which reduced the fine levied against WRVB-FM Madison, Wis., and affirmed the original penalties aimed at two Lafayette, La., stations, KLFY-TV and KPFL.

Clarifying explanations paid off for WRVB-FM, originally fined \$1,000 for an unauthorized assignment of license (BROADCASTING, Oct. 15, 1962). The station was assigned from a company wholly owned by Paul A. Stewart to a firm 81% owned by Mr. Stewart. The FCC reduced the fine to \$500 because the error was the result of misunderstanding and inadvertence and because the station filed an application to cover the assignment (BROADCASTING, May 6). Last week's further reduction took note of the fact that WRVB-FM is a non-profit religious station and that Mr. Stewart has "consistently sustained losses of several thousand dollars a year in the operation of the station."

The fines levied against KLFY-TV and KPFL—\$1,000 and \$250 respectively—were for the broadcast of teaser announcements. Originally imposed in April (BROADCASTING, April 15), the fines were made final last week. Commissioner Cox did not participate.

WPAZ loses court battle with local newspaper

A Pennsylvania radio station lost one battle in a legal fight with a newspaper in its community when the Pennsylvania Supreme Court last week ruled that state courts have jurisdiction over "a violation of a property right and a claim of unfair competition."

The case involves a suit by the Pottstown (Pa.) *Mercury* against WPAZ of that city asking that the radio station be enjoined from using local news printed in the newspaper.

"The newspaper has carried on a campaign to prevent us from getting the news," Herbert Scott, president of the 1 kw daytimer (on 1370 kc) said last week. He said that the newspaper has succeeded in drying up news sources. The station has not knowingly, he said, lifted a story

from the *Mercury*. It has used such stories as leads in checking out local news, he acknowledged.

A motion by the station that the suit be dismissed on the ground that it belongs in federal court, since it involves charges of copyright infringement was denied by a county court. This denial was appealed to the state supreme court.

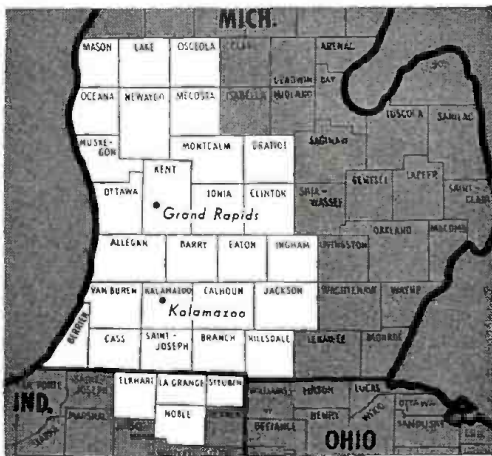
In its ruling, the Pennsylvania high court stated:

"If the news company can establish by proof that the broadcasting company has, without authority, used the local news items gathered through specialized methods and by the trained personnel of the news company, such unauthorized use constitutes a violation of a property right."



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And ARB (March '63) shows WKZO-TV pulling hard during daytime, too; for example, averaging 75% more homes than Station "B," 9:00 a.m.-noon, weekdays.

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TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/CADILLAC-TRAVERSE CITY
/WWUP-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
/KGIN-TV GRAND ISLAND, NEB.

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FCC ANSWERS OREN HARRIS

Commission won't extend clear channel moratorium, agency reply leaves next move up to Congress

If Representative Oren Harris (D-Ark.) wants the FCC to delay its plans to duplicate 13 of the nation's 25 clear channels any longer, he will have to convince Congress that it should issue the request.

This is the implication of a letter the commission sent last week to Representative Harris, who is chairman of the House Commerce Committee. The letter wasn't released by the congressman's office, but details of it were learned from various sources.

Representative Harris, in a letter to FCC Chairman E. William Henry two weeks ago, suggested that the commission ask the U. S. Court of Appeals for permission to recall the order duplicating the clears pending the development of information requested by the committee (BROADCASTING, July 1).

But it's understood the commission's reply indicated the agency would not ask the court for a remand. The matter is in the court as the result of ap-

peals taken by several clear channel stations from the commission's order, which was issued on Sept. 14, 1961. The commission is said to have informed Representative Harris that the information requested in his letter is available.

The Harris letter was received by the commission five days before the July 2 expiration of a one-year moratorium the House of Representatives had asked the commission to observe in the clear-channel case (BROADCASTING, July 9, 1962). And the congressman's suggestion that the commission study the matter further was regarded as an attempt to induce the commission to extend the moratorium voluntarily.

Higher Power - The letter was also taken as an effort to prod the agency into granting higher power to the clears. The House resolution in which the moratorium was requested called on the commission to disregard a 1938 Senate resolution setting a 50 kw power limit on AM stations if it found higher power

A stay of execution

WBMT Black Mountain, N. C., whose license has been revoked by the FCC (BROADCASTING, July 1), got an extension on the effective date of the revocation from the commission last week. The date was moved from Aug. 25 to Sept. 1 in order to allow the station additional time to wind up its affairs.

The 500 w daytime station on 1350 kc, licensed to Eugene and David P. Slatkin, was charged with "extensive and continuing misrepresentations" when the FCC revoked its license. Commissioner Cox did not participate in last week's extension.

for the clears would be in the public interest.

But in view of the commission's letter—which was delivered to Representative Harris's office on July 1—the next move is up to him. The congressman, who was out of Washington last week, could not be reached for comment on whether he would attempt to shepherd another resolution through the House.

The commission's reply reportedly was approved by a 3-2 vote, with Chairman Henry and Commissioners Robert T. Bartley and Rosel H. Hyde in the majority. Commissioners Robert E. Lee, who has long advocated higher power for the clears, and Frederick W. Ford, who favors grants for experimental use of higher power, dissented. Commissioners Kenneth A. Cox and Lee Loevinger were absent.

In replying to questions asked in the congressman's letter, the commission acknowledged that no grants of higher power have been made—requests from five clear-channel stations were rejected last November.

But the commission reportedly said it has not ruled out higher power, at least for the 12 clear channels not affected by the order. It noted that it is now considering a request from WLW Cincinnati to experiment with 750 kw as well as petitions for rulemaking from the Clear Channel Broadcasting Service and WSM Nashville for a rulemaking to permit the clears to operate with powers in excess of 50 kw.

No Service Loss - The commission is said to have informed Representative Harris that duplication would not result in service area losses for the clears. The agency noted that stations duplicating the clears would be required to protect them out to their 0.5 mv/m 50% skywave contour.

Furthermore, the commission said, duplication would not preclude higher

McNamara's reply 'disturbing' to Moss

Representative John E. Moss (D-Calif.) last week continued to press the Department of Defense on access of civilian newsmen to the scene of military aircraft accidents (BROADCASTING, June 24). Representative Moss, chairman of the House Government Information Subcommittee, last week released his latest letter to Defense Secretary Robert S. McNamara terming the government's position on the subject "very disturbing."

Representative Moss demanded a "responsive and more comprehensive reply" from the Air Force on its jurisdiction in banning civilian photographers on nongovernment property. The congressman asked these questions of Secretary McNamara:

1. What is the specific statutory authority authorizing the military to use force against a civilian at the scene of an accident in a civilian area?

2. What steps are the military departments taking to insure adequate instruction of all personnel who may be involved in the implementation of the existing regulations?

3. What are the current efforts which are designed to prevent mis-

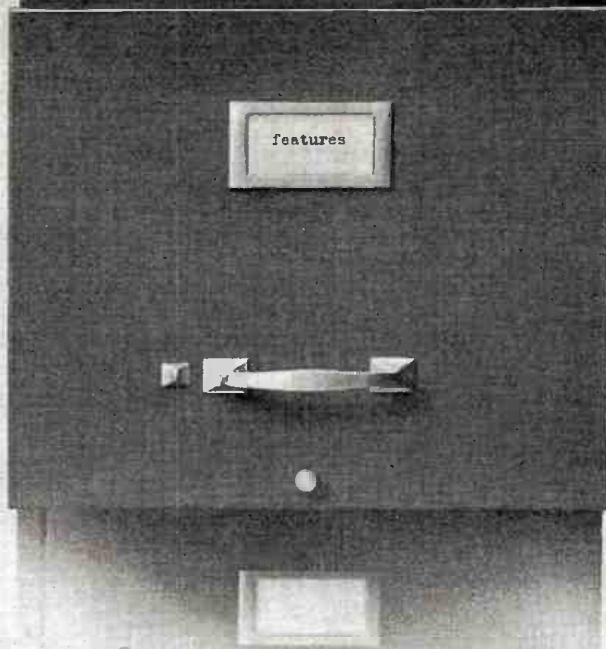


Representative Moss

takes in the handling of civilians?

4. What modifications in regulations are being considered at this time by the military departments?

Representative Moss advised the Defense Department not to take any final actions until the subcommittee has been informed, and indicated that public hearings may be necessary on the entire problem.



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IRS not 'antibusiness,' liberalizes rules

"Final" regulations by the Internal Revenue Service on business travel and entertainment expenses which are deductible for tax purposes have been released by IRS.

The new regulations are somewhat more liberal than the proposed rules issued March 30 (BROADCASTING, April 2). IRS Commissioner Mortimer Caplin said the regulations are "clearly aimed at curing abuses—they're not antibusiness."

Designed as companions to IRS record-keeping requirements published late last year (BROADCASTING, Dec. 31, 1962), the new rules are designed to implement 1962 changes in the tax laws by Congress. IRS plans to release at a later date a set of questions and answers on hypothetical situations explaining the regulations.

Under the new regulations, taxpayers will be able to deduct the cost of business meals, entertainment and beverages if the atmosphere is conducive to business without "distracting influences such as a floor show." To be deductible, the expenditure

need not be "directly related" to business but must follow or precede a "substantial and bona fide business discussion." IRS also clarified the matter of expenses for wives, ruling they are deductible.

The proposed requirement that a taxpayer must show that he had an expectation of deriving immediate business as a direct result of the expenditure was amended to recognize less business expectations. Also under the proposed rules, deduction for club dues would be allowed only if the club was used primarily for business. In the final order, the "primarily for business" was deleted.

Deductions for goodwill entertaining also will be allowed under the rules and the definition of the term "business associate" was liberalized. In addition, "business" entertaining in the home will be deductible if the entertainment was not socially motivated.

The new regulations actually were effective Jan. 1 but IRS said that it will not require strict compliance until July 31.

studio equipment, channel 15 station, total \$173,258.

Interested parties have until July 30 to file comments with HEW on the above proposals.

FCC grants AM's over WQXR's protest

The FCC last week upheld the importance of having an area served by its own local outlet, even at the expense of a degree of interference to an established, but nonlocal, station.

This was the crux of the commission decision in granting the application of Grossco Inc. for a new daytime AM station on 1550 kc in West Hartford, Conn. WQXR New York, which operates on 1560 kc with 50 kw, had petitioned against the grant on the grounds that interference to its signal would deprive listeners in that area of its programming. An application of Berkshire Broadcasting Corp. for a station on 1500 kc in Hartford was dismissed.

The commission also granted the application of Patchogue Broadcasting Co. for a new AM station on 1570 kc in Riverhead, N. Y. WQXR had also complained that interference similar to that of the proposed station in West Hartford would result. The Patchogue operation will be the second local AM Riverhead station and was deemed of more importance locally than the lost programming from WQXR.

Both the Grossco and Patchogue cases were taken to the court of appeals by WQXR following denial of its petitions in 1961. The court remanded the case back to the FCC this April (BROADCASTING, May 6).

The commission's latest decision said that the agency did not see that WQXR's programming is indispensable to local residents of the West Hartford and Riverhead areas. WQXR's service is "outweighed by the need for local operations," the commission decided.

The commission last week also approved the application of WQXR to modify its daytime operation by using a directional antenna until local sunset at Bakersfield, Calif., where KPMC operates on the same frequency as WQXR.

Another delay in Denver

Granting a request by Channel 2 Corp., formerly Gotham Broadcasting Corp., the FCC last week extended from July 3 to Oct. 3 the deadline for the start of pay TV operations on the company's KCTO(TV) Denver. The station is the former KTVR(TV).

The Macfadden Teleglobe Pay TV system has been accepting applications for the service for months (BROADCASTING, March 11). This is the second delay in commencing operations that has been granted by the FCC.

powers for the clears. It said stations assigned to the clear channels at night could be required to afford the necessary protection.

In a related development last week, WJR Detroit, one of the clears affected by the duplication order, asked the commission to set for hearing the petition of KFMB San Diego to operate full-time on 760 kc, the frequency now occupied exclusively by WJR.

The commission has proposed assigning KFMB to 760 kc in view of a U.S.-Mexico broadcasting agreement that requires the commission to find a new channel for the San Diego station.

But WJR maintains that the commission, under its rules, cannot duplicate the clear channel without that station's consent unless the agency, "after a public hearing" determines that the change will promote the public convenience or interest.

CATV operators win telephone pole rights

Connecticut Governor John Dempsey has signed into law a bill giving the state Public Utilities Commission authority to license community antenna TV systems in cities and towns. The bill also empowers the PUC to require telephone and power companies to lease space on their poles for CATV lines.

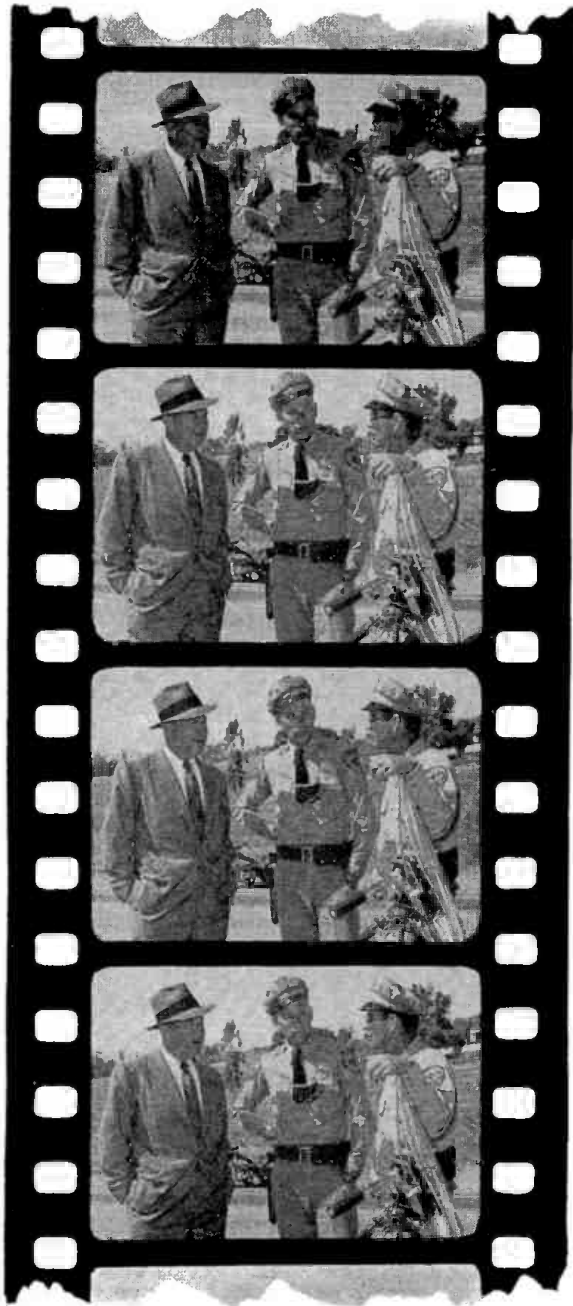
The Southern New England Telephone Co. has refused to permit CATV

systems to use its poles in the past on the grounds such use was not authorized by existing law. Community antenna operators in Connecticut have been fighting the SNET position for years and successfully pushed the new law through the legislature.

HEW gets 6 requests for matching ETV funds

Six requests for matching funds under the federal assistance program for noncommercial education television facilities have been received by the Department of Health, Education & Welfare. A fund of \$1.5 million is now available at HEW to aid stations but these first six requests would consume most of this money.

HEW will review applications prior to actual grants. The first six were received from: Chicago Educational Television Association, \$309,099 to activate channel 20 at total project cost of \$401,022; Pennsylvania State University, University Park, \$239,580 to start channel 69 at total cost of \$479,161; New Jersey Educational Television Corp., Montclair, \$339,091 for channel 77, total \$664,196; South Carolina ETV Center, Columbia, two applications, \$59,965 for channel 7 at Charleston, total \$119,930, and \$285,261 for channel 29 at Greenville, total \$453,357; Hampton Roads Educational Television Association, Norfolk, Va., \$129,943 for



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Racing blackout proposal draws more fire

NAB LEADS ATTACK ON PLANNED FCC RESTRICTIONS

The National Association of Broadcasters, several state broadcaster associations and the Thoroughbred Racing Associations have attacked the FCC for attempting censorship by promulgating proposed rule changes limiting the broadcast of horse races and racing news.

The FCC last week granted a request by the Florida Association of Broadcasters that the deadline for comments be extended until today (July 8).

The commission has said that the proposed changes are intended to curtail use by illegal gambling operations of the racing information aired by radio and television (BROADCASTING, April 15). Races or racing news would be exempt from the rules if such a broadcast were not followed by another for at least two weeks. A further exception to the rules would allow a station to broadcast, twice during a calendar year, a full day's racing card—providing that the track is within 100 miles of the station. A blanket exemption was provided for all races having a \$25,000 or more purse, in view of the national interest which is generated by such large races, the commission said.

NAB said the commission not only lacks the authority to adopt such blanket restrictions, but charged the agency with violating the Communications Act's provision which prohibits censorship. The association also said that the proposed changes are in violation of the freedom of speech and press guarantees of the Constitution. The NAB was joined by broadcaster associations of New York, Maine and Maryland-District of Columbia in questioning the legality of the rule changes. The power to license doesn't give the power to censor, the

Maryland-D.C. association said.

The Thoroughbred Racing Associations said "no more direct a prior restraint would be possible than a rule precluding particular types of broadcasts." The FCC's authority to review a station's performance at renewal time doesn't permit the agency to "trespass" on constitutional guarantees in prescribing conduct it considers contrary to the public interest, TRA said, adding that the courts have interpreted the Communications Act's no-censorship provision as leaving the choice of programming to the licensee.

A Purse No Measure ■ The NAB told the commission that a \$25,000 purse is no assurance that the race is free from illegal gambling interests, or that information concerning such a race will not substantially aid them. The association also pointed out that the blanket limitation of \$25,000 discriminates against the smaller tracks. This view was also voiced by the Thoroughbred Racing Associations and the American Quarter Horse Association.

The NAB proposed that the FCC handle violations by broadcasters of gambling laws on a case-by-case basis.

Storer Broadcasting Co. said that the commission has indicated that the rule changes are justified as further implementations of the policy of Congress to curtail illegal gambling by prohibiting transmission of illegal information by telephone and telegraph. However, Storer accused the commission of going "beyond that policy." The company pointed out that Congress' 1961 statute doesn't provide either penalties or prior restraint for the telephone and telegraph companies; rather only that they cease carrying such information when

notified as to its illegality.

Storer suggested amendments to the rules to provide broadcasters with the same considerations. If licensees don't adhere to such a policy, Storer said, the commission has the sanctions of revocation and fines which may be invoked.

The Florida broadcasters, at their annual meeting held June 19-21 in Jacksonville, adopted several resolutions, one of them suggesting that the commission adopt the Florida laws governing the broadcast of racing information. Florida law prohibits the airing of such news for a period beginning one hour before the first race and 30 minutes following the posting of final results of each race.

The National Association of State Racing Commissioners charged the commission with attempting to "blackout" legitimate news. It said that if the changes become effective they will injure only the licensees of the commission and not the illegal gamblers.

FCC bureau recommends WTSP-TV be dropped

The FCC's Broadcast Bureau last week recommended that the application of WTSP-TV Inc. for channel 10 in St. Petersburg-Tampa, Fla., be disqualified from the comparative hearing for the channel. The bureau charged that the applicant did not possess the necessary character qualifications.

The five other competing applicants followed the tone of the bureau in censoring WTSP-TV.

WTSP-TV was awarded the channel in January 1962, but the record was ordered reopened later that year and the grant was stayed. The reopening was requested to examine the programming and character qualifications of WTSP-TV's principals Sam G., N. Joe and Farris E. Rahall (BROADCASTING, Dec. 10, 1962). Messrs. Rahall own WLCY St. Petersburg.

The bureau charged WTSP-TV with upgrading the public service programming on WLCY in order to obtain a favored position in the hearing for channel 10. As soon as the record was closed such programming was cut down and after the grant was given ceased almost entirely, the bureau maintained. The bureau called WLCY's programming and WTSP-TV's exhibits "a sham" and recommended that WTSP-TV be disqualified from further participation in the hearing.

Joint comments by Florida Gulfcoast Broadcasters, Suncoast Cities Broadcasting Corp., Tampa Telecasters and Bay Area Telecasting Corp. also charged misrepresentation in WTSP-TV's programming proposals and record. A separate filing by the City of St. Petersburg (WSUN-TV) rounded off the opposition.

FCC gives UHF CP holders a little nudge

The FCC last week turned its attention to long-dormant UHF construction permits and darkened UHF stations in its campaign to promote the growth of upper-band television.

The commission wrote 51 UHF permittees and licensees of stations that have suspended operations, and asked them their future plans. Nine educators were among those queried.

Commission officials frankly acknowledged the letter, which was adopted unanimously, could be taken as notice the agency wants the authorized stations put on the air. Some of the cp's are 10 years old.

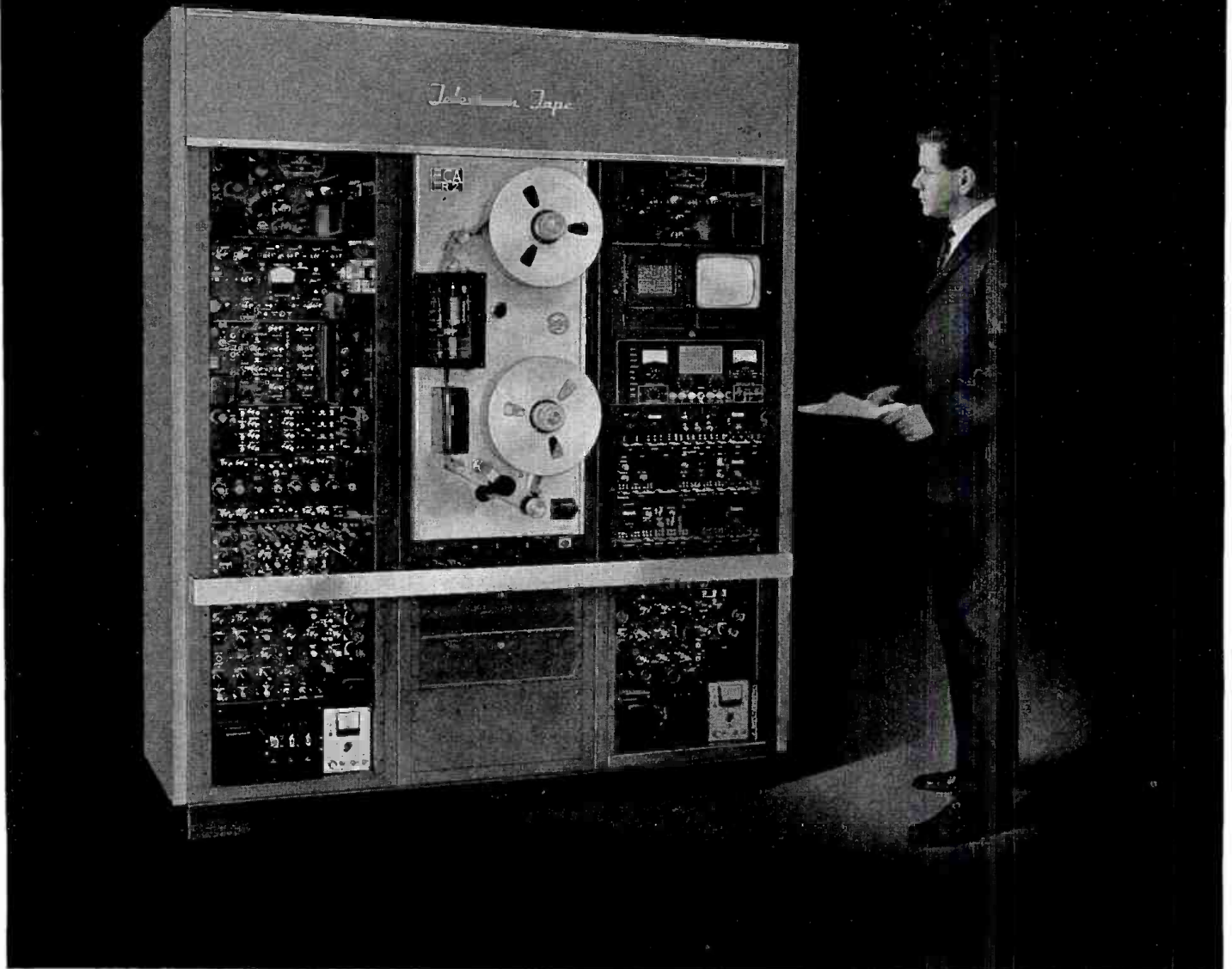
This is the second time in less than

a year the commission has indicated its impatience with procrastinating UHF permittees. The commission last December notified those holding UHF CPs that it would examine carefully all requests for extensions of time in which to build and would reject those that didn't contain compelling reasons (AT DEADLINE, Dec. 10, 1962).

The commission is said to feel that, with the passage of the all-channel bill which is intended to assist the development of UHF, there is less justification than ever for those who hold UHF authorizations not so use them.

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Support grows for Section 315 suspension

SEVERAL GOVERNORS FAVOR SENATOR PASTORE'S BILL

Support for the permanent suspension of Section 315 as it applies to candidates for all federal offices and governorships of states seems to be mounting.

Last week, Senator John O. Pastore (D-R.I.) received more evidence of what could be potent political backing for his S 252. A dozen governors submitted comments on the equal time issue, most of them favoring Senator Pastore's proposal to exempt from Section 315 not only presidential and vice presidential candidates, but also nominees for senator, representative and governor. All were in response to a query from Senator Pastore.

Senator Pastore is the chairman of the communications subcommittee of the Senate Commerce Committee, which two weeks ago held a three-day hearing on various bills to revise Section 315 (BROADCASTING, July 1).

Other Bills ■ In addition to S 252, under consideration by the senate committee are S 251, suspending for the 1964 campaign only the provisions of Section 315 for presidential and vice presidential candidates; S 1696, repealing entirely Section 315, and HJR 247, already passed by the House of Representatives, which is similar to S 251.

S 251 is also sponsored by Senator Pastore; S 1696 is proposed by Senator Vance Hartke (D-Ind.) and co-sponsored by six Democratic senators.

Of the comments received from governors last week, the following (all Democrats) favored S 252:

William L. Guy, North Dakota; George C. Wallace, Alabama; John W. King, New Hampshire; Otto Kerner, Illinois; Richard J. Hughes, New Jersey; William Wallace Barron, West Virginia; E. Millard Tawes, Maryland; Matthew E. Welsh, Indiana.

Republican governor John H. Chafee of Rhode Island told Senator Pastore he favored S 252, but opposes "repeal of Section 315."

Democratic governor Terry Sanford of North Carolina wircd that he "favors suspension" but did not educate.

Previously, three governors had told the committee they favored S 252. They were Mark O. Hatfield, Oregon, and Bert T. Combs, outgoing Kentucky governor, both Democrats, and George D. Clyde, Utah, Republican.

Two state governors had come out for outright repeal: Paul Fannin (R), Arizona, and Edmund D. (Pat) Brown (D), California.

Five other governors had told the committee they favored other revisions of Section 315:

John Anderson Jr. (R), Kansas, re-

moval of restraints through suspension but not repeal; John N. Dempsey (D), Connecticut, suspension only for candidates for federal office; Donald Russell (D), South Carolina, suspension but with "adequate safeguards"; Tim M. Babcock (R), Montana, suspension for 1964 only; John M. Dalton (D), Missouri, suspension for presidential and vice presidential candidates only.

Another Broadcaster ■ Also filed last week was a communication from Tom Chauncey, KQOL-AM-TV Phoenix, and KOLD-AM-TV Tucson, favoring complete repeal of Section 315. Otherwise, Mr. Chauncey said, he favored S 252 or S 251, in that order.

The record has been kept open until July 15. There is no plan at this time for the committee to meet on the bills.

Football blackouts subject of new bill

Paducah, Ky., 135 miles from St. Louis, has been without National Football League telecasts since 1961 on days when the St. Louis (football) Cardinals are at home. As a result, a two-pronged attack against the NFL and CBS (which has a two-year contract to telecast the league games) began last week with introduction of a bill in the House of Representatives and a request for an FCC investigation.

Representative Frank A. Stubblefield (D-Ky.), whose district includes Paducah, offered a bill on Monday (July 1) which would make the 75-mile statutory rule now applicable to collegiate games mandatory for professional contests (CLOSED CIRCUIT, July 1).

WPSD-TV Paducah, an NBC affiliate, requested the investigation because it claims CBS and the NFL have imposed an "unjustifiable television blackout" of the city. In a related complaint that the station will file with the Department of Justice, it is asking investigation of the NFL "for its violations of the antitrust laws."

The legislative action, according to the congressman's office, is aimed at spelling out the "intent" of the 1961 law which implied that professional contests would fall under the spelled-out 75-mile college game limitations. The bill has been sent to the Judiciary Committee.

The NFL has said the decision on the actual limitation of a television boundary is left to the discretion of the individual team. Where a club feels that a signal from an outside area is beam-

ing into its 75-mile area with appreciable effect on attendance, the club can request a blackout, the NFL said.

KFVS-TV, the CBS affiliate in Cape Girardeau, Mo., is approximately 85 miles from St. Louis and covers Paducah. However, the station did not carry the Cardinals home games in 1962.

WPSD-TV, in a letter to the FCC, said CBS, NFL and the Cardinals "have consistently refused to grant requests for . . . permission to telecast any NFL game on those Sundays when the Cardinals are playing at home."

The Paducah station says it doesn't care which station carries the games as long as the Paducah area gets "unrestricted access to the telecasts of NFL games that are being enjoyed by millions of other Americans elsewhere in the United States."

Wisconsin broadcasters ask KWK reconsideration

The Wisconsin Broadcasters Association has by a unanimous vote adopted a resolution to request the FCC to reconsider its final decision to revoke the license of KWK St. Louis.

The WBA noted that the owners of KWK have operated WEMP Milwaukee for the past 17 years in a responsible manner and indicated that it is inconceivable that there could have been diversions from a responsible operation at KWK. KWK filed its request for a reconsideration two weeks ago, and suggested several alternative sanctions that the commission might impose upon it and still be sure that the broadcast industry would "receive the message" in the case (BROADCASTING, July 1).

KWK asked last week that the commission grant the station a stay of the effective date of the revocation—it was ordered off the air by July 29. The St. Louis station said that its plea for reconsideration raised substantial questions of fact and law, so that there is a chance the commission will decide upon a lesser sanction. The stay was requested pending a decision on the reconsideration request, or until 90 days after all litigation has been concluded. The FCC's Broadcast Bureau, however, has agreed to only a 30 day stay.

Dodd says CBS newsmen presented Castro views

Senator Thomas Dodd (D-Conn.) charged last week that CBS permitted one of its newsmen to present "totally pro-Castro representations" over the network. The Connecticut senator said that news media have an obligation to check into the character and loyalty of their newsmen as well as their ability in releasing the 1962 closed-door testi-

mony of Robert Taber, a former CBS newsman, before the Senate Internal Security Subcommittee.

Mr. Taber, also the first executive secretary of the Fair Play for Cuba Committee, told the subcommittee that he had never been a member of the Communist Party. He also said that in his opinion Cuban Premier Fidel Castro is not a Communist.

Senator Dodd described the Fair Play Committee as "the chief public relations instrument of the Castro network in the U. S." He noted that Mr. Taber had been a CBS employe for 10 years and had traveled from Havana to Prague on a Cuban passport in 1961. "It is something to ponder," he said, "that a man like Taber would worm his way into a top position on the CBS staff."

A CBS spokesman countered that Mr. Taber did not have a "top position" on the CBS News staff and was assigned to Cuba for only two months in early 1957. "Taber's association with CBS was terminated in 1960," the network said. "While he was in our employ, his superiors had no reason to question his objectivity."

Henry defends FCC position on CATV

The FCC "has in no way sought to harass" the community antenna TV industry, Chairman E. William Henry has told Representative Thomas G. Morris (D-N.M.).

In rebuttal, Brown Walker, president of a Roswell, N.M., CATV, told the same congressman that the CATV industry cannot exist under proposed FCC regulations that are "neither fair nor a workable solution."

Representative Morris, whose office has served as the clearing point for the Henry-Walker "debate," has forwarded Mr. Walker's latest comments to the FCC for reply.

A CATV system can adversely affect the public interest because of its impact on local TV service, Chairman Henry maintained in his letter to the congressman. "It is no answer to say that the public in the area will be getting TV service (if a local station goes dark) . . . because that service is not local in nature," he said. The FCC is seeking an arrangement which would permit the existence of both a CATV system and a local TV station, the chairman said.

To this end, he explained, the commission currently is considering rule-making which would require a system to carry the signals of a local station and would prohibit it from duplicating, from an outside source, the programs of the local station for 30 days. "The

CATV, in addition to carrying the local station, would still have several signals or services to provide the public," Chairman Henry maintained.

Mr. Brown disputed this contention by the chairman. Under restrictions calling for a delay, a single local station could pre-empt the programs of all three networks, carrying one network at the regular time and delaying the shows of the other two. "Obviously, this would leave the CATV with nothing to show except the local station," Mr. Brown maintained.

The community antenna industry agrees for the most part that a single,

local station is entitled to a prohibition against simultaneous nonduplication from an outside station, he said. "However, the addition of the 30 day before and after restriction . . . is neither a fair nor a workable solution and the CATV industry cannot exist under such regulations."

Under such a rule how can a system explain to a customer that it is in the public interest not to show a program which the customer knows is scheduled at a certain time and day on a network other than the one the local station is repeating at the particular time, Mr. Brown asked.

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TV station managers surveyed on pay scales AVERAGE SALARIES RANGE FROM \$19,000 TO \$39,000

A confidential survey representing a selected cross-section of television station general managers showed their average salaries range from \$19,000 to \$39,000 (see table).

Results of the survey, conducted by Ben K. West, vice president and general manager, KOCO-TV Enid-Oklahoma City, became known when copies were sent to the participants.

Based on a return of more than 25% of those queried, the general managers in the second through tenth markets (no replies were received from New York) were paid from \$32,000 to \$50,000. In the 76th through 100th markets the salaries ranged from \$9,750 to \$37,500. In 39% of the stations, scale is salary plus commission, or bonus.

Replies from the first 15 markets listed compensation "based solely on yearly salary. In some cases stock options were offered. . . . Bonus arrangements ran from a flat \$3,000 to \$10,000, others as high as 15% of annual salary.

While some managers reported going

as long as nine years without a base pay increase, 30% of the respondents said they receive annual increases.

The fringe benefits were covered in the questionnaire, with 78% reporting they belong to a country club. Of this number, 57% "consider this a company expense."

Ninety percent of the respondents belong to other social clubs and almost two-thirds of this number (63%) consider these memberships "a company expense."

Retirement plans are set up for 50% of the general managers, and 44% have a company car.

More than half of the respondents (60%) have been in broadcasting over 20 years, with 45% in the industry from 21 to 30 years. Only 10% have 11 or less years experience.

Fifty-three percent of the general managers reported they had been in this capacity for 10 years or less. However, 30% said they had been general managers between 16 and 20 years.

Sales proved the most common lad-

der to a managerial post with 59% coming up in the ranks through sales. Another 31% began in the announcing and talent ranks and 10% began as engineers.

YEARLY BASE SALARY

Market size (ARB)	Low-high	Average
2-10	\$32,000-\$50,000	\$39,000
11-25	26,000- 50,000	37,200
26-50	14,000- 45,000	27,375
51-75	10,000- 35,000	19,100*
76-100	9,750- 37,500	20,125

* Although the average base salary in this category was slightly less than some smaller markets, commission and bonus arrangements more than made up the difference.

Metromedia assumes KTTV(TV) operation

The sale of KTTV(TV) Los Angeles from the Times Mirror Co. to Metromedia Inc. became official last week, with \$7.5 million of the estimated \$10 million price coming from the sale of notes by Metromedia to private institutional investors (BROADCASTING, Jan. 21).

The notes were sold at 5.75% and come due in 15 years. Handling the financing were Kuhn, Leon & Co. and Carl M. Loeb, Rhoads & Co.

The purchase of KTTV raises to five the number of VHF television outlets owned by Metromedia. Others are WNEW-TV New York, WTTG Washington, KOVR Stockton, Calif., and KMBC-TV Kansas City, Mo. UHF stations owned by Metromedia are WTVH Peoria and WTVF Decatur, both in Illinois. The corporation also owns WNEW-AM-FM, KMBC-AM-FM, WHK-AM-FM Cleveland and WIP-AM-FM Philadelphia, as well as the Ice Capades and the outdoor advertising firm of Foster & Kleiser.

Metromedia is also in the process of acquiring two more radio stations. The FCC has approved the corporation's purchase of KLAC-AM-FM Los Angeles, and FCC action is pending on the acquisition of WCBM-AM-FM Baltimore.

Robert W. Breckner, president and general manager of the station, will remain in charge of KTTV.

NETRC drops its two radio branches

The two radio branches of the National Educational Television and Radio Center were cut adrift last week as NETRC moved to channel all its future efforts into television.

Left to go their separate ways were the Broadcasting Foundation of America, an organization founded in 1955 and a member of NETRC since 1960, and the Educational Radio Network, an

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eight-station eastern network founded in 1961 and a member of NETRC since last year.

BFA now services some 300 educational and commercial stations with a type of "Voice of America" in reverse in which it supplies news and cultural programs from abroad to American cities.

ERN provides seven hours of daily programming for its eight eastern affiliates, which are interconnected for two-way broadcast using leased land lines and off-air relay, making it possible for almost all the programs to originate with the stations and not the network itself.

NETRC President John F. White said he believed educational radio "will be playing an important role in this country's cultural life in the near future," but said he felt "all our efforts are needed to provide regularly to the American people an alternative television of the highest quality."

Wisconsin broadcasters won't let up on Proxmire

It would appear that Senator William Proxmire (D-Wis.) may be getting weary from his exchange of correspondence with the Wisconsin Broadcasters Association but the state broadcasters do not intend to let up until he either retracts his criticisms of broadcasting or comes up with facts to substantiate his recent charges.

WBA President Bruce Wallace, WTMJ-AM-FM-TV Milwaukee, said Wednesday he has received another letter from the senator but there still is little progress in resolving differences arising from Senator Proxmire's attack on radio and television. (BROADCASTING, June 24). But WBA won't give up, he said.

Mr. Wallace said it seemed to him that the senator is getting tired of the dispute, which also highlighted the WBA summer convention in Three Lakes, Wis., June 28. In his report to the membership there, Mr. Wallace said the association will continue pressing Senator Proxmire by letter until the senator documents his charges or states they were merely expressions of his own opinion and not based on fact.

Senator Proxmire, in a Senate speech May 21, described radio and TV as a "stultified over-commercialized bog" and said TV especially has been characterized by "planned and promoted corruption of the public taste."

Mr. Wallace told the WBA meeting the time is long overdue for broadcasters to stand on their feet and demand that all critics document their charges against radio and television.

John F. Hurlburt, wvmc Mt. Carmel, Ill., told the WBA meeting that if

BROADCASTING, July 8, 1963



NBC-TV promotion meetings end

Promotion managers of NBC-TV affiliates wound up a series of regional seminars in San Francisco June 28 at the Jack Tarr hotel. Previous meetings were held in New York, New Orleans, Chicago and New York. Purpose of the seminars was to delineate advertising and promotion plans for next season.

Pictured above on the dias (l to

r): Larry Grossman, director, advertising; Al Rylander, vice president, promotion; Louis Hausman, vice president and general executive; Julian Goodman, vice president, news; Syd Eiges, vice president, public information (speaking), and Ellis Moore, vice president, press and publicity (for story of Mr. Moore's resignation last week, see page 87).

broadcasting gets more regulation "it will be our own fault because we will have allowed it to happen." He said there is "considerable irony in the fact that advertising which stimulates sales

which produce profits which make a tax base which produces funds for salaries of the men who harrass the goose that is laying the golden egg, this very advertising is questioned."



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WNOE has open house at new studios

WNOE New Orleans held a four-day open house last week at its new studio-office building at 529 Bienville Street. The three-story building, with 13,500 square feet, cost \$250,000 to purchase and refurbish, according to the station. Located in the French Quarter, the first floor contains offices with engineering facilities. Studios are on

the second floor.

Shown in the main control room (l-r): John L. Vath, general manager, WSMB New Orleans; Cleve J. Brien, assistant manager and general sales manager, WNOE; James A. Noe Jr., president and general manager, WNOE; Mac Ward, news director, KNOE-TV Monroe, La., and WNOE disc jockey, Bill Taylor.

Media reports...

Concert on KHJ-TV ■ KHJ-TV Los Angeles will broadcast a two-hour concert from the Hollywood Bowl on Aug. 7, at 8:30-10:30 p.m., an all-Gershwin program which will be taped on July 27. The event follows last year's successful broadcast of an all-Tchaikovsky program from the bowl, when KHJ-TV provided the first TV coverage ever given one of the "Symphony Under the Stars" concerts (BROADCASTING, July 30, 1962). This year's concert will be sponsored by the Security First National Bank of Los Angeles, through Donahue & Coe. The same advertiser also picked up the \$30,000 tab for the first bowl telecast a year ago.

Joins CBS Radio ■ KXLR North Little Rock, Ark., joined CBS Radio July 1. The fulltime station, operated by Arkansas Broadcasting Co., is on 1150 kc with 5 kw day and 1 kw night.

CBS pay raises ■ CBS granted pay increases and other benefits for salary grade employes, effective last Monday (July 1). Depending on their classification, employes received raises ranging from \$3 to \$4.50 a week. Other gains: four weeks vacation after 20 years; a half-day off on Good Friday for employes requesting it, and straight-time hourly rate for time worked between 7½ and 8 hours on scheduled work days.

'Awareness '62' ■ WJXT(TV) Jacksonville, Fla., has published its fourth annual report on its offerings in the areas of news, cultural, public affairs and documentary programs. The station reportedly devoted 1,166 hours to this

CBS Radio adds affiliates

Two stations, KXXX Colby, Kan., and KUEN, Wenatchee, Wash., will become affiliates of CBS Radio on July 15.

KXXX, operated by Town and Farm Co., broadcasts at 790 kc with a power of 5 kw. KUEN, owned by KUEN Inc., operates on 900 kc with 1 kw. Both are daytime stations.

INTERNATIONAL

Britain plans 2d commercial network

PARLIAMENT TOLD IT SHOULD BE AUTHORIZED IN '65; START IN '66

The government of the United Kingdom hopes to authorize a second commercial television network during 1965. It would go on the air in 1966. This was announced by Postmaster General Reginald Bevins during a debate in the House of Commons on the new television bill. Mr. Bevins said that in principle he entirely agreed that in the field of broadcasting no government had any right artificially to deprive the public of services when frequencies were available.

"On the whole I agree that the government and the [Independent Television] Authority should in the future do all they can, and certainly more than they have done in the past, to promote genuine competition in the field of commercial television."

The government intends to authorize a second commercial network as soon as it feels it could be a success.

A second commercial network will be authorized in 1965 if there aren't any insurmountable financial or other obstacles at the time, he added.

The postmaster general said that ITA needed reasonable time to prepare detailed plans for a second network. If the government gave the go-ahead now it is virtually certain that no new companies would enter the field. The most decisive factor is financial and that is why 13 of the 14 existing program companies are against a second network now.

Debate ■ Before Mr. Bevin's announcement of a target date for a second commercial TV network a Con-

servative member of Parliament had moved an amendment authorizing the postmaster general to allow ITA to set up a second network in such areas as the authority might decide not later than Oct. 1, 1965. The amendment was in effect a request for a second network to be started before October 1965.

Former Chancellor of the Exchequer Selwyn Lloyd was cheered by fellow Conservatives when he declared: "This medium of information and entertainment is so powerful that there should be maximum diversity. I want as many channels as possible as quickly as possible." There were great dangers that a single network could have too much power. It was like having a single newspaper, he added.

A Labor member said he wanted to

type of programing during 1962. The 24-page booklet entitled "Awareness '62" contains program descriptions in addition to 36 photographs to illustrate its contents.

Crosley to extend 90-minute live TV shows

Crosley Broadcasting Corp. is extending its 90-minute daily local live concept to WLWI(TV) Indianapolis in the fall. The *Don Melvojn* morning show will be patterned after the Ruth Lyons *50-50 Club* and the *Paul Dixon Show* on WLWT(TV) Cincinnati; the *Jimmy McClain Show* on WLWD(TV) Dayton, and the *Dean Miller Show* on WLWC(TV) Columbus, all Ohio.

Speaking at a three-day sales and program meeting of Crosley sales executives in Cincinnati, John T. Murphy, president of Crosley, and James D. Shouse, chairman of the board, restated their belief in the value of local live programing.

Also announced were documentaries planned by the special unit Crosley formed in 1962. Among these will be *Emergency Ward*, *Adoption*, *Citizen* and *The Two Faces of Gambling*.

QXR adds new affiliates

The QXR Network has announced six new affiliates—three of them in new markets, and three replacing former affiliates. Affiliates in new markets are WGKA-AM-FM Atlanta, WCRB-AM-FM Waltham (Boston), Mass., and KFML-AM-FM Denver. Replacing former affiliates are WQMG(FM) Greensboro, N.C., WBMI(FM) Meriden, Conn. and WPBS (FM) Philadelphia.

see another commercial network but it was wrong to have one until lessons had been learned from the second BBC network.

Another amendment introduced by a Conservative was aimed at giving program companies which covered two areas a double reduction in liability to the levy on net advertising revenue. He pointed out that these companies had higher expenses because they had to have dual sets of offices and studios. He also mentioned that advertising revenue of the largest TV companies had fallen slightly while that of newspapers had increased.

Postmaster General Bevins said that inequalities had arisen not because of split franchises but for other reasons, and it seemed to him entirely reasonable that the authority should use its already existing powers to iron out these inequalities.

It was estimated that the collective profit of the big four companies after paying the levy [but before corporation

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DATELINE: Peru

by Fernando Herrera

Just four years old, the infant TV industry holds great promise

The television industry in Peru is a relatively infant one. My station, Surperuana, channel 2, in Arequipa, is only four years old. There is a total of only 15 stations in Peru, with five in Lima. Our stations receive their revenues in much the same manner as in the U. S. with the exception of the government station in Lima.

In Arequipa, population 180,000, we have two stations and a developing competitive situation which I think is the key to better TV. There are perhaps 15,000 TV sets in Arequipa, but our viewers per set count is understandably higher because of the expense of owning a set in Peru. There are no networks although Surperuana does have an affiliation with channel 13, Pan-Americana-TV, in Lima.

Although our systems for televising programs are about the same, here the similarity ends. Our equipment is small by U. S. standards. For instance, at Surperuana-TV we operate with only one camera, hand-made by us from a number of different parts. Because there are no networks, all of our pro-

graming is local. But, like the U. S. stations, we find it is very expensive to do too much live programing. Consequently, we show films from 3 o'clock to midnight. Two hours of the day from April to December, (our school year), are devoted to educational shows. The station works with the educational leaders of the area in the production of these programs.

Nobody Even Talks About It ■ We, don't have the live weather programing that the U. S. has because our weather doesn't change enough to warrant devoting TV time to it. I am amazed at the equipment involved in U. S. weather-casts.

In Peru the top shows include *Perry Mason*, *Cheyenne*, *River Boat*, *Maverick*, *The Flintstones*, *Disneyland*, and *International Show Time*. These shows come to us already dubbed by companies in Mexico or Costa Rica. No dubbing is done in Peru.

One of the most amazing things about American TV is the precision with which it operates: programs and commercials are on and off with precision.

In Peru we lose a half of a minute here, a minute there, and by the time we should be signing off at midnight, we actually are five to ten minutes behind time.

We have much to learn from the American handling of commercials. Our commercials are four, five and six minutes in length plus 60-second spots during programs. I now realize this is too long. I hope upon my return to Peru to encourage restriction on the length of the commercials and perhaps make for better over-all television.

Until a few months ago. Surperuana tried to sell entire shows to sponsors, but recently we have started to sell minute spots to the various advertisers. Most of the commercials are made up in Lima and sent to Arequipa.

The biggest advertisers in Arequipa are soaps, detergents, toothpastes, and women's cosmetics, a mixture of American and Peruvian products. The American advertisers are leading brand names. For example in the field of cosmetics are found such advertisers as Helena Rubenstein, Max Factor, Pond's,

income tax was deducted] would be more than \$42 million in 1964-65. The amendment was withdrawn.

Tax Defended ■ At a previous day's debate on the new television bill Mr. Bevins said it was an utter absurdity to say that the government had the smallest wish to destroy the commercial network. He was defending the proposed levy on TV companies' net advertising revenue. He stressed that the levy would offer encouragement to the companies to carry on while at the same time protecting the taxpayers' interests. The clause in the bill giving effect to the levy and an amendment altering the original scales of the levy were passed without a vote. The amendment increased from \$3.5 million to \$4.2 million the revenue that is not subject to the levy. This means that a company would not pay any levy on the first \$4.2 million of net advertising revenue.

Speaking on the levy the postmaster-general said it was an attempt to correct a weakness in the 1954 Television Act [which established commercial television in Britain] which only manifested itself some years afterwards.

"This was, of course, the absence of any provision for economic rentals bearing a proper relationship to the value of the public concession enjoyed by the program contractors."

The increase in the amount not sub-

ject to the levy would help all companies, whatever their size. But the small companies would get the greatest benefit.

In the first full year the levy ought to produce \$47.6 million. Assuming that operating costs were then about \$9.8 million higher than in fiscal year 1962-63 the companies should be left with profits before tax of about \$42.6 million.

This figure allowed for net advertising revenue of \$197,680,000; income from program sales of approximately \$22,960,000; and costs of \$130,480,000 which included payments to ITA, plus the \$47.6 million levy, leaving a balance of approximately \$42.6 million. This balance would be subject to regular corporation income tax.

Fair Return ■ Mr. Bevins said that if any company believed it would lose money because of the levy it was not obliged to continue as a program contractor after 1964. A collective profit of more than \$42 million was a very fair return either in relation to turnover or capital used, he claimed.

Dealing with another criticism of the levy, that its top rate of 45% would cut larger companies' incentives, Mr. Bevins said that on the contrary they would have every incentive to earn higher revenues.

A third suggestion was that the new scale would so harshly affect the big

four companies that the smaller ones which used a lot of the big four network programs would be first in peril. That was incorrect, Mr. Bevins said, because it assumed falsely that the big four would no longer be able to produce enough network programs for sale. They would still have the resources to do so and since the levy would not apply to income from program sales the incentive to produce and sell programs to the smaller companies would be greater than at present, rather than less.

If this encouraged the smaller companies to produce more programs and get them networked so much the better. There would be more genuine competition between companies.

A Labor member said that over the past three or four years there had been a sickening growth of colossal profits within the television companies, particularly in the big four. At the same time they had been charged with bowing down to the devils of sex and crime, too many repeat programs and an undue percentage of American films.

A Conservative member said that if television standards were low the reason was that too much money had been made too easily.

Advisory Group ■ Another labor member proposed a new clause to the bill giving the postmaster-general power to establish a general advisory coun-

Fernando Herrera, commercial director of Surperuana-TV in Arequipa, Peru, currently is at WTRF-TV Wheeling, W. Va. He is the first Latin-American station representative to come to the U. S. as a result of the National Association of Broadcasters tour of Latin American in 1962. Robert Ferguson, vice president and general manager of WTRF-TV volunteered to accept Senor Herrera for an eight-month training period at WTRF-TV, with travel paid by the U. S. Information Services and living expenses in Wheeling paid by the station.



and Dorothy Grey.

Our largest local and also largest national advertiser is Products Victoria, makers of flour goods, crackers, candies, etc. Another large local advertiser is Electronica Peruana, S. A., a television set assembly plant in Arequipa, and the only one in Peru. Parts for the assembly line come imported while the furniture is made in Peru. This plant is the result of another Peruvian-American cooperative effort. Jack Dwyer, a long-time American resident of Arequipa, was the pioneering force for Electronica and also for Superuana.

Cost of an hour's commercial time

on a station is approximately \$50.

In order to encourage more local advertisers to buy time, we plan to set up with channel 4 in Cuzco and channel 2 in Tacna a three-station package for advertisers.

The problems of the industry in Peru are rather obvious but not so easily solved. However, from my experience at WTRF-TV and the education I have received from TV in the U.S., I feel that I will be able to return home with suggestions, possible solutions and the knowledge to help my station and my country give a higher quality of service to our viewers.

cil to advise him on the operation of the television acts. He said, "We should try to provide for the proper, orderly consideration of complaints, suggestions and proposals coming from the consuming public."

The postmaster-general said that while there was a good case for having an advisory council for ITA he did not think there was one for having such a body advising the postmaster-general.

So far no decision had been taken about an ITA advisory council but he expected that it would be made "within a month's time or so."

As to anxieties about television violence, the bill gave ITA power to create a code covering violence, especially in programs seen by young children.

The clause was rejected by 194 to 154.

Another clause was moved providing that at least 30% of TV films should be British. Labor M.P. Maurice Edelman said he was astonished at the patience with which the public watched old-fashioned films from America. It was appalling that they should put up with such rubbish, he said.

Assistant Postmaster-General Ray Mawby said ITA stated that about 40% of the films on the commercial network were British. In 1962 BBC-TV percentages were 65% American, 1% other foreign countries and 34% British. The clause was withdrawn.

Domestic radio sales increase in Canada

Canadian-made radio receiver sales were up and Canadian-made television receiver sales were down slightly from last year for the first four months of this year, according to figures of the Dominion Bureau of Statistics. Canadian-made radio receiver sales totaled 213,594 units in this year's January-April period compared with 190,518 in the same period last year. Major increase was in sales of automobile receivers from 94,720 last year to 115,102 this year.

Made-in-Canada television receiver sales totaled 118,474 units against 119,253 in last year's first four months.

Imports of radio receivers for the calendar year 1962 were 804,114 units, mostly transistorized sets. A total 16,364 TV receivers were imported in the year.

Labor unions oppose British television tax

Unions representing all occupations in British television lobbied Members of Parliament at the House of Commons when the report stage of the new television bill was reached. They urged members to oppose the bill on the grounds that the levy on net advertis-

ing will be a disaster to the commercial network.

Among the 16 unions which took part in the lobby are Equity, the Electrical Trades Union, the Association of Cinematograph and Television Technicians, the Musicians' Union, the Screenwriters' Guild, and the National Association of Theatrical and Kine Employees.

This was the first time all the entertainment unions have protested in unison against the levy. The unions, which are linked in the Federation of Film and Television Unions, said that their protest was not made to protect the television companies but program standards which they fear will fall if the levy is imposed.

Abroad in brief...

Sales overseas ■ CBS Films has sold *The Defenders* in Panama, Saudi Arabia and Costa Rica to up its sales in foreign countries to 24.

CBC-TV adds morning programs ■ Regular morning programming will be seen for the first time on the Canadian Broadcasting Corp.'s national television network in October. CBC will telecast a number of educational programs from 10 to 11 a.m., then will start its afternoon programming at 2 p.m.

Dutch video tape ■ The Dutch Philips Co. reports development of a video tape recorder which employs 1-inch wide tape and a tape speed of 38 centimeters per second.

24-hour services renewed

Canadian Broadcasting Corp., has reactivated its radio network in both English and French on a 24-hour basis in the event of a national emergency. The 24-hour services were started a year ago, dropped in October, and started again on June 30, feeding music to maintain contact among stations when affiliated and some CBC stations are not on the air. At key stations the staff will be on duty around the clock. The CBC's unmanned low-power relay transmitters, about 100 across Canada, will be in operation on a 24-hour basis.

Ford grant to Nigeria

A \$420,000 grant to Nigeria Broadcasting Corp. was part of \$7,558,500 in grants and actions announced last week by the Ford Foundation for research, training and experimental programs on problems of population growth.

The Nigerian grant was described by the foundation as being "in continued support of its educational radio broadcasts to schools. The funds will be used for advisors, studio equipment and trucks."

Satellite television direct to home sets?

NASA'S JAFFE SAYS ITS POSSIBLE IN 12-20 YEARS

A communications satellite broadcasting directly to home receivers has been envisaged a decade or more in the future by a high U. S. space official.

Leonard Jaffe, director of communications systems, National Aeronautics and Space Administration, discussed space broadcasting in a speech July 3 to the First World Conference on World Peace Through Law held at Athens, Greece.

Speculating about a broadcast satellite retransmitting radio or television programs directly to the individual home receiver, Mr. Jaffe said that this kind of satellite is at least a decade in the future "and perhaps as much as 12-20 years."

The reasons, he said, involve power and stabilization of the satellite. "The battery-and-solar-cell type of power supply," he explained, "which we now use in the spacecraft limits the power output of the satellite transmitter to a few watts—10 watts at most. The problem of stabilizing the satellite in space limits us to moderately directional transmitting antennas on board the satellite. These two limitations dictate that our ground stations be as large, complex and costly as they are today.

"Obviously, the average home radio or TV receiver falls far short of any capability to receive usable signals from satellites as we know them today."

When the power capabilities of satellites are raised to "many kilowatts,"

when the satellite can be stabilized with enough precision to permit use of highly directional antennas and when such antennas can be erected in space, "only then can we begin to think seriously of a satellite to carry programs directly into individual homes," Mr. Jaffe declared.

Occasional Needs ■ Another uncertainty, he observed, is the "exact nature" of the requirement. Most of the needs for intercontinental broadcasting are only occasional today and can be met through the use of a common carrier satellite.

"On the other hand," he added, "there may be a very strong requirement for direct broadcast satellites to disseminate educational and cultural programs on a national, regional or subcontinent basis."

This is the second time Mr. Jaffe has referred to direct broadcasting from a communications satellite. Earlier this year, at a UN conference in Geneva

Digital TV is out of the 'talking' stage

If the FCC ever decides to take another look at the technical standards used in television, the resulting changes could very well make the present system look like the horse and buggy days.

One possibility which exemplifies the TV of the future is television by the numbers, or digital TV. This may permit more stations being assigned to the presently crowded VHF band.

A method of digital TV has been developed by Ball Brothers Research Laboratories Corp., Boulder, Colo., a subsidiary of the famous Muncie, Ind., glass jar maker. It has been manufactured and is in use today by U.S. military services.

The Ball Brothers' system uses 20 or more million "bits" per second on a standard video bandwidth. The regular system, referred to as "analog" by engineers (it flows along from beginning to end, as contrasted to digital which reports only separate items), is converted to bits at the transmitter. These are broadcasts using a pulse modulation transmission. The bits are reconverted into the regular system at the receiver and displayed on the receiver screen as usual. Devices to make these changes at the transmitter and receiver are, of course, required.

Advantages claimed for digitalizing:

■ It may permit closer spacing of TV stations because the digital system reduces co-channel interference.

■ It produces a better picture because pulse modulation is more resistant to man-made and natural interference.

■ It improves picture quality in fringe areas because a receiver need only recognize a pulse, not the exact amplitudes as in the present system.

■ Digital synchronization increases the vertical resolution of the picture (now one of the weak links in picture quality). An improved vertical resolution would improve the overall definition of the whole picture.

This last asset may be utilized soon. Ball Brothers is working on a system to incorporate this advance in present TV standards. As explained by Jack A. Rickel, Eastern manager of the laboratories, if digital techniques are applied to present synchronization methods, a major improvement in picture definition can result immediately.

Mr. Rickel also stressed the advantages of digitalized TV for relaying. Under present systems, relay stations are placed about 30 miles apart; with the digital system, towers could be 60-70 miles apart.

Eliminate Repetition ■ One of the potential benefits resulting from the use of pulse modulation, Mr. Rickel emphasized, is a significant reduction in bandwidth—through the use of a storage device to retain those portions of a TV picture which are static and do not change for significant periods of time. For example, in

a baseball game, the playing field and the stands do not change during the course of the game. Yet, each picture transmitted by TV cameras today repeats this scene over and over again.

If a method could be developed to "store" this static scene for the length of the program, the bandwidth required to accommodate all the information needed for a TV picture could be cut to one-twentieth of the present 4.5 mc.

Ball Brothers is working on this problem, Mr. Rickel acknowledged, and believes it has overcome some of the barriers toward a solution.

This same theory, of overcoming what engineers call redundancy, was discussed two years ago by William Coombs of the National Bureau of Standards' Boulder Laboratories in Colorado.

In a talk to the Washington chapter of the Institute of Radio Engineers, Mr. Coombs suggested that if a subject were sampled, only 5% of the scene would have to be transmitted. The remainder, being static, could be scanned once and stored (BROADCASTING, Feb. 20, 1961). This would mean, he explained, that the bandwidth could be reduced. Since the mode of transmission would be pulse modulation, however, the reduction in bandwidth would not be as great as it might appear from the smaller amount of information which must be transmitted.

Mr. Jaffe referred to studies on direct broadcasting by satellite to homes and the need for "tremendous energy" required to be radiated to accomplish this.

Among the few proponents of direct broadcasting is Robert P. Haviland, satellite and space engineer with the General Electric Co. He contends that direct broadcasting is possible, with enough power, a directional antenna and a synchronous satellite (BROADCASTING, Nov. 12, 1962).

Counterproposal to Sarnoff plan offered

A long-smouldering dispute on the future of American overseas communications systems has flared into the open and it may take a congressional hearing to reach a decision.

The focus of the controversy is Brigadier General David Sarnoff's suggestion last April that the Communications Satellite Corp. be authorized to buy out all international communications companies to become the U.S. "flag" carrier in the transoceanic communications field (BROADCASTING, June 3). The idea was broached by the RCA chairman in a letter to Comsat Chairman Leo D. Welch.

A counterproposal—that all international carriers in the "record" communications business be merged into a single company—was made last month by Harold S. Geneen, president of the International Telephone & Telegraph Corp. This essentially was in answer to General Sarnoff's proposal.

On June 27, General Sarnoff urged immediate congressional hearings in a letter to Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. The IT&T plan, General Sarnoff said, "would be a disservice to the public and an exercise in futility." He also challenged the inference in Mr. Geneen's note that RCA would be willing to sell its communications subsidiary (RCA Communications Inc.) to "a monopoly of international record carriers organized under IT&T leadership."

General Sarnoff seeks, he has said, to place Comsat on a revenue-producing basis. Mr. Geneen feels Comsat should continue as organized, a "carrier's carrier" (leasing its circuits to established or future carriers for overseas transmission; not to individual users).

Technical topics...

Catalogue available ■ A new AM-FM-TV and audio equipment catalogue is being made available to broadcasters by Gates Radio Co., Quincy, Ill.

VOA contract ■ A \$225,000 contract to design and manufacture a new 50 kw shortwave transmitter for the Voice of

Relay's record

The first six months of Relay I, placed in orbit late in 1962, have resulted in successful operations, the National Aeronautics and Space Administration said last week. Since early January the satellite, built for NASA by RCA, has been used for 85 public demonstrations, including 37 TV, 29 radio and facsimile, teletype and data transmissions. U. S. television networks used the space relay 22 times, including a color TV program received by American viewers. Eurovision, the European television network, has used Relay 15 times. In the last month it has been used by U. S. television networks to cover the President's trip to Europe, the death of Pope John XXIII, and the election of Pope Paul VI.

America network has been awarded to Continental Electronics Manufacturing Co., Dallas, by the U. S. Information Agency. Continental, a subsidiary of Ling-Temco-Vought Inc., won the contract for a total of six transmitters in competitive bidding.

Storer to distribute video tape recorder

Sales to broadcasters of products developed and manufactured by Machtronics Inc., Mountain View, Calif., were taken over today (July 8) by Storer Programs Inc., wholly owned subsidiary of Storer Broadcasting Co.

In making the announcement, Terry H. Lee, Storer vice president for business planning and development, said initial emphasis will be on the MVR 15, a 68-pound portable video tape recorder. Made specifically for television, Mr. Lee said Machtronics is adapting the unit to meet all broadcast requirements and make it available for fall schedules.

The new sales arm of the Storer organization will be headed by Hank Davis, Storer Programs Inc. marketing manager.

Network Use ■ Storer, which said MVR 15's had been ordered for its five stations (WITI-TV Milwaukee; WJBK-TV Detroit; WSPD-TV Toledo, Ohio; WAGA-TV Atlanta, and WJW-TV Cleveland), said interest in the unit has run high since NBC used it for the Gordon Cooper space shot.

Two units were used in ABC's recent



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Mr. W. J. Howells, Jr.
Dept. NY-36, RCA International Division
Central and Terminal Avenues
Clark, New Jersey

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coverage of the President's trip to Europe. Both NBC and ABC engineers report the portable reduces the number of places previously called "inaccessible."

The MVR 15, which was shown at the National Association of Broadcasters' convention in Chicago in April is a one-piece unit, completely transistorized and operates from a common wall socket using only 350 watts.

Mr. Lee said the portable will be demonstrated in key cities soon.

RUB-A-DUB-DUB

NBC finds soap and water is a good camera cleaner

Time was when the task of cleaning a television camera was considered to be equalled in delicacy only perhaps by a frontal lobotomy or splitting an atom.

Removing the dirt and grease accumulated on the cameras during the rigors of studio or mobile assignment required hours of dusting, wiping, brushing and applying blasts from a hand blower. The job was costly, time consuming, and not totally satisfactory.

It remained for William Trevarthen, NBC vice president, operations, to come up with the simple solution to the complex problem—dumping the cameras in soap and water, a process he had observed Tektronix Corp. using in cleaning test equipment. It worked.

At NBC's New York center of oper-

ations, a water trough was built, large enough to handle a camera or whatever else needed a bath, and there the equipment was sprayed with a hose powered by an ordinary compressor. To make things simpler, any brand of household detergent was found to be effective, except the sudsy kind. Suds cause bubbles which hide the fine parts.

The drying process requires 24 hours, with the cameras placed in a specially built cabinet heated to 140 degrees.

The whole washing and drying apparatus cost the network \$300, and NBC officials report a marked improvement in the quality of picture transmission. Engineers also say the new process makes repairs easier because the vari-colored wires, which come out of the "laundry" like new, are easily identified.

RCA sets new record in home instrument sales

Record sales of color television sets is June helped RCA to a new high in total home instrument dollar volume for the first half of 1963.

Total home instrument dollar volume in the first six months of the year increased 19% above the previous high set in the comparable period a year ago, W. W. Watts, group executive vice president and board chairman of RCA Sales Corp. announced.

In June, Mr. Watts said, color TV sales were 170% ahead of the same

month of 1962. They were 48% better than the last record month of September 1962, he added.

Sales of total home instruments by RCA were 46% above the previous June high in 1962 and 30% ahead of the former best month, also September 1962.

Raymond W. Saxon, president, RCA Sales Corp., predicted an "exceptionally good second half" in 1963 with distributor orders for color sets nearly double those of last year and orders for black-and-white units about 15% above the second half of 1962.

'STEP-UP-TO-COLOR' SET DeForest plans receiver that can be converted

American Television Inc., Chicago, maker of the DeForest line of television receivers, plans to introduce late this month a new black-and-white set which will be a "step up" model to color later by simply plugging in Motorola's new 23-inch rectangular color tube when it becomes available in the open market.

The new DeForest step-up set line would begin at about \$400, according to U. A. Sanabria, American Television president. His firm's full color line, introduced last year, has been selling 10-to-4 over monochrome in the Chicago area, he said.

Mr. Sanabria explained that the new step-up-to-color set will include complete color circuitry but will function with a normal 23-inch monochrome picture tube. Later when the Motorola tube is available, he said, the set will promptly convert to color for the price of a new Motorola color tube—about \$70-to-\$80 he estimated—plus about \$15 labor. The set will operate in monochrome from all three color signals, he said, not just the green.

American Television appeared to have placed itself upon record as the first potential customer for Motorola's new tube. Motorola has announced it is re-entering color and that its new 1964 line of color sets will include both standard RCA 21-inch 70-degree round picture tubes and Motorola's own new 23-inch 92-degree rectangular tube (BROADCASTING, July 1). The rectangular tube is 6 inches shorter than the round tube.

The Motorola tube design was offered to the manufacturing market earlier but it had no takers. Motorola's decision to use the tube itself has involved a \$4 million tooling-development investment in conjunction with National Video Corp., Chicago, which is producing the tube for Motorola. Full production on the new line will be underway by the end of the year. Motorola said it will take all the output at first.

Mr. Sanabria said American Televi-

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sion also will expand use of its cartridge power pack in the DeForest line of monochrome sets, a service-convenience feature which has been tested in the Milwaukee area for several years. All works but the picture tube are contained in one module which the set owner takes to his serviceman for repairs.

Mr. Sanabria said he hopes to set up a system for 24-hour repair service through key filling stations in metropolitan markets where the set owner may leave his TV cartridge for repair and pick up a "loaner" unit for the interim. American Television also is planning new manufacturing plants in San Diego and Puerto Rico and is negotiating with

Wilcox-Gay Corp. for eastern distribution.

RCA last week advised set manufacturers that it does not now plan to introduce a new color picture tube in the near future.

A spokesman for the company said that in November 1962, RCA informed manufacturers that the introduction of a 90-degree round color picture tube would be deferred for approximately nine to 15 months. The tube was originally scheduled to appear earlier this year.

The spokesman added that RCA will continue to produce the 70-degree round color picture tube.

FINANCIAL REPORTS

Competition reduces WJAR-TV net profit

The introduction of a third TV station in what had been the two-station Providence, R.I., market caused a drop in revenues for WJAR-TV that city, it was reported last week by the licensee, the Outlet Co., department store. The new station is WTEV(TV) New Bedford, Mass., whose new transmitter is about 20 miles from Providence. Providence also has WPRO-TV.

In its first quarter report ended April 27, the Outlet Co. showed revenues from broadcasting, less expenses, and other revenues from service charges and miscellaneous sources as \$432,406. This compares with \$646,501 in the previous year's period. At the June 27 meeting of the board of directors, a dividend of 25 cents a share was declared; payable Aug. 1 to stockholders of record July 19.

Three months ended April 27:

	1963	1962
Earned per share	\$ 0.25	0.48
Retail sales	3,619,932	3,565,191
Revenues from broadcasting, less expenses; service charges and other miscellaneous sources	432,406	646,501
Total Revenues	4,052,338	4,211,692
Cost of goods sold and operating expenses	3,789,408	3,712,685
Earnings	262,930	499,007
Federal taxes	138,400	259,933
Net earnings	124,530	239,074

Nielsen reports its earnings are up

Contending that congressional inquiries into ratings services had no material effect on its business for the latest quarter or for the year to date, A. C. Nielsen Co. announced last week a dividend increase from 15 cents to 17½ cents a share of common stock.

The dividend is payable Aug. 1 to stockholders of record July 12. The increase reflects a 13% rise in revenues

for the nine months ending May 31 as compared to a similar period last (\$29,575,945 to \$33,448,783).

Nine months ended May 31:

	1963	1962
Earned per share on 1,710,000 shares outstanding at 5/31/63	\$ 1.34	\$ 1.24
Revenues	33,448,783.00	29,575,945.00
Profit before taxes	5,641,661.00	4,691,004.00
Federal and foreign income taxes	3,342,496.00	2,566,475.00
Net income	2,299,165.00	2,124,529.00

NTA seeks drop from AMEX

National Telefilm Associates, Los Angeles, has asked permission to be delisted from the American Stock Exchange. The Securities & Exchange Commission, in a routine procedure, gave interested parties time to ask for a hearing.

Six months ended March 31:

	1963	1962
Operating profit	\$302,000	\$...
Amortization	913,000	...
Loss	611,000	8,189,000*

*Includes special inventory writeoff of \$5.5 million.

RKO shows net increase

RKO General Inc. and subsidiaries had a net income of \$3,425,624 for the six months ended May 31, General Tire & Rubber Co., parent company of RKO General, has reported in announcing its financial figures for the fiscal half year. For the comparable six months in 1962, RKO General's net income was \$2,436,248. General Tire reported net sales of \$476,186,707 and income of \$14,504,653 (84 cents a share) compared to \$432,751,400 and \$11,720,164 (68 cents a share) respectively, for the same period in 1962.

Adler wants AMEX listing

Ben Adler, president of Adler Electronics Inc., New Rochelle, N. Y., announced last week that the company will apply for listing on the American Stock Exchange. The company stock is currently traded over the counter.

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NAACP to pass radio-TV-film resolutions

SPOKESMAN SAYS NOW IS TIME FOR ACTION, NOT TALK

"Very firm and strong" resolutions against all racial discrimination in the broadcasting and film production fields were expected to be adopted Saturday at the close of the annual convention of the National Association for the Advancement of Colored People in Chicago. The resolutions were expected to cover both employment and programing.

Prediction of the action was made earlier in the week by Herbert Hill, national labor secretary of the NAACP. He said that after 25 years of on-and-off negotiations the Negro has heard enough talk and that "at this convention we are planning action."

Hint of the impending demands had come earlier with disclosure that the staff of the FCC is studying the subject to determine whether the commission can act against stations that discriminate in hiring practices and possibly in programing (BROADCASTING, July 1).

Hobart Taylor Jr., executive vice chairman of the President's Committee for Equal Employment Opportunity, a Tuesday speaker, was asked if he already has had or expects to have talks with FCC Chairman E. William Henry about the problem. He declined a direct answer but admitted, "I have been reflecting on that." Mr. Henry, who is close to Attorney General Robert F. Kennedy, is known to be interested in the subject.

Possible Actions ■ What actions might NAACP members take with respect to radio-TV? Mr. Hill, who said he doesn't like the word "boycott," said that initially the organization probably would call for mass "selective buying" campaigns against broadcast sponsors but that eventually "sit-in" demonstrations might be ordered in network and

station studios.

Mr. Hill said that regional and local NAACP leaders were to meet in closed sessions with organization officials on Friday to discuss policy for implementing the resolutions expected the next day at the final formal membership meeting. "We wish to negotiate first," Mr. Hill explained, "but we won't be party to interminable postponements. We mean business this time."

Contrary to earlier expectations, broadcasting did not receive any attention during the Tuesday open meeting on labor practices. Speakers and delegates devoted themselves to more general and broad civil rights issues. Mr. Hill strongly criticized government officials and agencies for their do-little policies.

Edward N. Hodges III, executive director of the Michigan Fair Employment Practices Commission, in his talk before the Tuesday meeting included advertising agencies and radio-TV stations among those industries where Negroes will find potential employment in the next decade. But they will have to be trained and prepared for such jobs, he said.

Later Mr. Hodges said his state agency has received only four or five complaints about discrimination against Negroes in the advertising field in the past several years. All were resolved successfully, he said. No case has arisen which involved radio or TV, Mr. Hodges said.

'Token' Employment ■ Mr. Hill said there is only "token" employment of Negroes in broadcasting apart from Negro-oriented stations. He said the best situation is in New York, "but still token," followed by Chicago.

The NAACP labor secretary said he

is returning to Hollywood July 18 for meetings with representatives of the movie and TV film production industries and the craft unions. He said the Negro's quarrel is with the "lily white" craft unions and not the performing unions. Local mass protest actions will follow quickly if the sessions stall, he indicated.

In programing and commercials the Negro is treated like the "invisible man," Mr. Hill charged. He said producers are guilty of "artistic dishonesty" and "social irresponsibility" for false depiction of the Negro as a citizen and individual.

He used a motion picture, "The Longest Day," to illustrate his point, however. Mr. Hill said that during the World War II invasion of Normandy there were 1,700 Negroes hitting the beaches, not counting the thousands more working behind them in support missions. Yet, he said, "not one Negro is depicted in the film."

KNXT(TV) expands hour news show to 90 minutes

Expansion of news coverage by CBS-owned television stations continued last week with announcement by KNXT(TV) Los Angeles that it was increasing its weeknight *The Big News* program from 60 minutes to 90 minutes, effective Monday Sept. 2 (6-7:30 local time). The program will combine an hour of local, state, and national news with the new half-hour network offering, *CBS Evening News with Walter Cronkite* from 7 to 7:30 p.m.

Earlier, another CBS-owned station, WCBS-TV New York, announced establishment of its own news staff independent of the network (BROADCASTING, June 10), and shortly thereafter, the five CBS-owned stations disclosed plans for operation of a Washington news bureau, also to function independent of network coverage and for the benefit of the five CBS-owned stations only (BROADCASTING, June 24).

SAG gets increased minimum rate schedule

Increased minimum scales for actors employed in several TV series made with electronic cameras on short shooting schedules have been negotiated by the Screen Actors Guild. Contracts signed with Tido Inc. (Don Fedderson) and Emmy Productions call for minimum program fee of \$165 (instead of \$100) for a player employed for one day and speaking more than five lines. Overtime on this one-day contract is figured at a straight time for the ninth and tenth hours and double time there-

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after. For a player with less than five lines the fee is \$100 a day. SAG defines a line as consisting of not more than 10 words. All actors employed for two days or more will be paid a minimum of the regular day player rate of \$100 a day.

When an actor is guaranteed employment for two or more consecutive days for work on "strip" programs or for performances in more than one program, he will receive from \$320 for two days to \$615 for five days. For network reruns the actor is to get a total of 320% of minimum residuals, paid at the rate of 75% each for the second and third runs, 50% each for the fourth, fifth and sixth runs, 10% for the seventh and 5% each for the eighth and ninth runs. Residuals for syndication reruns are based on the percentages stipulated in the SAG television agreement.

Information show added to CBS Saturday lineup

Next fall's lineup of Saturday morning children's programming on CBS-TV was announced last week with the addition of two cartoon series and an informational program leading the list of changes.

Details of the new half-hour informational series which will be produced by the public affairs department of CBS News, have not been released.

Placement of the two new cartoon series *Quick Draw McGraw* and *Tennessee Tuxedo* between *The Alvin Show* and *Mighty Mouse Playhouse* gives the network a two-hour block of cartoons.

The complete Saturday morning schedule: *Captain Kangaroo*, 8-9; *The Alvin Show*, 9-9:30; *Quick Draw McGraw*, 9:30-10; *Tennessee Tuxedo*, 10-10:30; *Mighty Mouse Playhouse*, 10:30-11; *Rin Tin Tin*, 11-11:30; *The Roy Rogers Show*, 11:30-noon; *Sky King*, noon-12:30 and the new children's educational series, 12:30-1.

Susskind's 'Open End' headed for WPIX(TV)

David Susskind's *Open End* discussion program, which was discontinued on the Metropolitan Broadcasting television stations last May, reportedly will be carried by WPIX-TV New York beginning next fall. A New York outlet is considered "vital" to the program's continuance.

A spokesman for WPIX confirmed that negotiations were in progress with Mr. Susskind and said it was likely the taped show would come to the station next season, probably in a Sunday night time period.

The controversy between Mr. Susskind and Metropolitan Television had



Mr. Reed Mr. Firestone Mr. Schwimmer Mr. Liebenguth Mr. Seidelman Mr. Kotler

A rerun of the syndicators

In the article on option time in BROADCASTING, July 1, identifications of the syndicators' pictures were transposed. Pictured were Seymour Reed, president, Official Films; Len Firestone, vice president and general manager, Four Star Distribution

Corp.; Walter Schwimmer, president, Walter Schwimmer Inc.; Jacques Liebenguth, sales manager, Storer Program Sales; Robert Seidelman, vice president, syndication, Screen Gems, and Joseph Kotler, vice president, Warner Bros. TV division.

arisen over contested control of subject matter, guests and format of the program (BROADCASTING, May 6). It had been produced at Metropolitan's WNE-TV studios in New York.

Commenting on control of the program, the WPIX official said "we feel the basis of *Open End* is in its freedom of expression. We have great respect for Mr. Susskind's judgment." A representative of Mr. Susskind's production

company, Talent Associates-Paramount Ltd., said the producer was negotiating for "a long range association of more than one year in any case."

Further production plans of Mr. Susskind came to light last week when it was announced that he has already taped the first play of a projected *Command Performance* series which will showcase the works of modern playwrights. The first production is of

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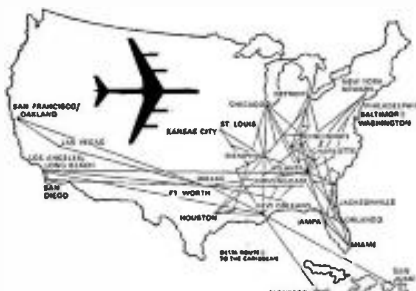
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Edward Albee's "American Dream." As projected the series would consist of 26 plays by such authors as Berthold Brecht, Harold Pinter, Thornton Wilder and Arthur Miller. Videotape Center Inc., whose facilities will be used in production of the plays, has joined Talent Associates-Paramount in a 50-50 partnership backing the venture. As planned, the video plays would cost an average of \$65,000 each.

Mr. Susskind reportedly feels that the end of network option time and the consequent possibility of new openings for syndicated product, merit further efforts in "quality production."

NBC-TV 'balances' its Saturday kids' schedule

NBC-TV's lineup of Saturday morning and early afternoon children's programs for the 1963-64 season has been revised with "emphasis on balance," according to a network announcement.

The 9:30 a.m.-2 p.m. block of children's fare consists of adventure, comedy, fantasy and information programs ranging in presentation technique from puppets to live action. Over 50% of these shows will be color-cast.

The Saturday morning schedule: *The Ruff 'n' Reddy Show*, 9:30-10 a.m.; *The Hector Heathcote Show*, 10-10:30; *Fireball XL-5*, 10:30-11; *Dennis the Menace*, 11-11:30; *Fury*, 11:30-noon:

Sergeant Preston of the Yukon, noon-12:30 p.m.; *The Bullwinkle Show*, 12:30-1, and *Exploring*, 1-2.

Film sales . . .

Rifeman (Four Star): Sold to WBIR-TV Knoxville, Tenn.; KORK-TV Las Vegas; KOLN-TV Lincoln, Neb.; WAVY-TV Norfolk-Portsmouth-Newport News, Va.; WLOS-TV Asheville, N. C.; KTVH-TV Hutchinson-Wichita, KTVC-TV Ensign, KAYS-TV Hays, KLOE-TV Goodland, all Kansas; KOCO-TV Enid, Okla.; KVAL-TV Eugene, Ore.; KOLD-TV Tucson, Ariz.; KNTV-TV San Jose, Calif.; WSPD-TV Toledo, Ohio. Now sold in 52 markets.

The Lone Ranger (Telesynd): Sold to WRAL-TV Raleigh, N. C.; WLBZ-TV Bangor, Me.; WHBF-TV Rock Island, Ill.; KVOO-TV Tulsa, Okla.; WISC-TV Madison, Wis.; KTHV-TV Little Rock, Ark.; KLFY-TV Lafayette, La. and KOTA-TV Rapid City, S. D. Now sold in 95 markets.

Program notes . . .

Civil rights editorial ■ WINS New York presented a documentary editorial on civil rights, narrated by Mark Olds, general manager of the station, on July 4 (11:30 p.m.-12 midnight). *The Unfinished American Revolution* was repeated on July 7 and will be broadcast again July 14. The voice of President

Will radio soap operas make a comeback?

There's some sales kick left in the memory of the radio soap opera, a number of radio stations are finding in playing the 58-second soap opera spoofs prepared by Mark Century, New York, radio programming service.

The "soap opera" produced by Mark Century is a series of whimsical sketches under the umbrella title of *Papa's General Store*.

Stations can sell the series to local advertisers. Mark Century reports that of the 41 stations, which now subscribe to its "Radio A La Carte" service, about half have advertisers on the soaps.

Thirty segments are sent to the stations each month on the premise that each station will play a segment per day. But, according to Mark Century, a number of stations have stepped up their play to two a day because of sponsor acceptance.

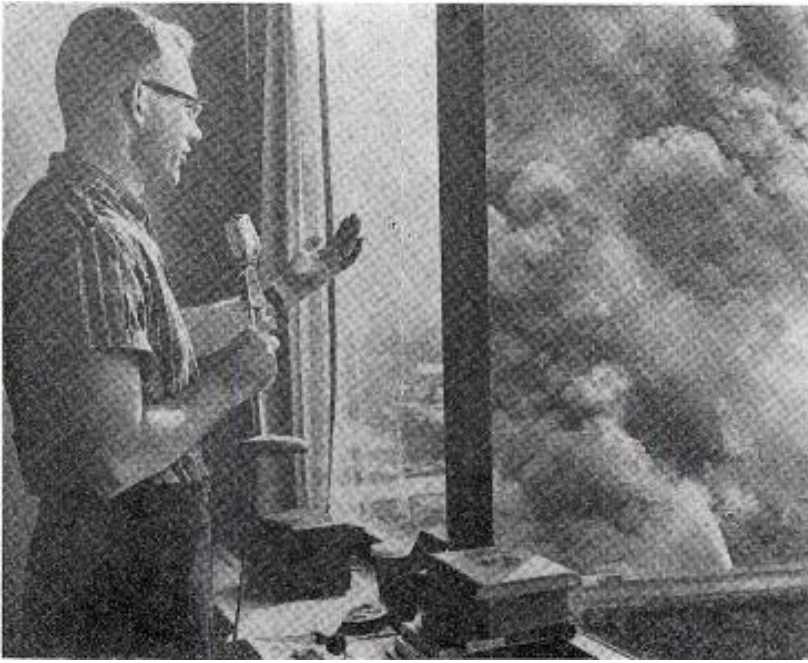
The first batch of 30 comic soap sketches was sent to station subscribers in May, followed by another 30 in June. Some stations, under prodding of advertiser interest,

got all 60 at once to permit the twice-a-day scheduling.

Nostalgic Humor ■ The series great success is keyed particularly to the nostalgia, albeit in a ludicrous format, of radio's heyday in the soap opera (daily "dramatic" serials often staples of the soap advertisers).

A reading of a few scripts points up such openings as this: "Anncr: It's time for *Papa's General Store*, the unusual story about the Fern Family . . . The heartwarming saga of a small town and the small people who live in it. Music: Up Briefly." An ending, after various questions of Will Mama Fern catch Freddy Fern? etc., goes like this: "Tune in tomorrow for our next episode which asks the question . . . If the cliffs of Dover are white, will little boy blue?"

Notes Mark Century: It hopes to see a soap company or a chain selling soaps buy the spoofs in several markets. The producer of the spoofs says this would be a "natural" in the radio business as housewives still remember the old soap operas.



WPDQ finds fires no trouble to report

Chuck Dent, WPDQ Jacksonville, Fla., newsman reports on a \$60,000 warehouse fire as seen from the 13th floor office window of the station's

news director, Ed Grant. Two other blazes at a hotel and a glass company were reported from the same window in a one-month period.

Kennedy is juxtaposed with recordings of racial incidents in New York and elsewhere during the program.

Wanted: homes ■ A 13-minute film on the plight of hundreds of homeless children, titled *A Child Waits*, had its initial showing yesterday (July 7) on WNBC-TV New York (9-9:15 a.m.). It will be offered to TV stations and community organizations throughout the country. It was produced by Harvest Films Inc. for the Federation of Protestant Welfare Agencies, whose children's agencies are seeking adoptive or foster boarding homes for these youngsters.

Series adds stations ■ *Boating Tips*, a series of 45-second radio programs produced by Alan Sands Productions, New York, has been purchased by WHDH Boston; WMEG Eau Gallie, Fla., and WNAV Annapolis, Md.

Music to sip juleps by ■ SESAC Inc., New York, is syndicating two music series designed for summer listening. *Summer Serenade*, a package of 10 LP albums featuring symphony and pops orchestras, and *The Cool Hot Summer*, 10 LP's consisting of dance music, are each available for \$19.95.

TV's 'Golden Tee' ■ CBS Films has been appointed to handle domestic syn-

dication of *The Golden Tee*, a 90-minute color special on the finer points of playing golf. The program is being produced by Jack Douglas.

'Hawk-Eye' pilot planned

United Artists Television and Coco Inc. have announced plans for joint production of a one-hour TV film series for the 1964-65 season.

The pilot production, called *Hawk-Eye Inc.*, takes its theme material from the adventures of a traveling documentary crew. Julian Claman will write and produce the show and David Oppenheim, originator of the series idea, will be associate producer.

'Heritage' available

The Golden West Broadcasters, Los Angeles, is distributing a long-playing recording containing 23 features from its *Heritage* series. The programs are "restatements of the basic principles that have made America the stronghold of freedom." The recording is available to all stations requesting it. The series was originated by Golden West's KMPC Los Angeles, and has been broadcast on other Golden West stations: KSFO San Francisco, KEX Portland and KVI Seattle.

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FATES & FORTUNES

BROADCAST ADVERTISING

Charles A. Pratt, director of advertising and public relations for Alberto-Culver Co., Melrose Park, Ill., elected VP of company. **Gus S. Kass**, technical director, and **Philip H. Weldon**, director of sales for beauty division, were also elected Alberto-Culver VP's. Mr. Pratt, former account executive with NBC-TV network, joined A-C 3½ years ago. Mr. Kass, former VP of Lanolin-Plus, also joined Alberto-Culver 3½ years ago. Mr. Weldon has been in charge of firm's beauty division since 1960 and was previously VP and sales manager of Halliwell Inc.



Mr. Pratt

Herbert G. Drake, senior VP, account group head and member of board of directors of Ted Bates & Co., New York, joins San Francisco office of N. W. Ayer & Son, with responsibilities for account services and development.

Fred E. Phillips, former executive with Klau-Van Pietersom-Dunlap, joins recently formed Milwaukee advertising agency of Cooper, Strock & Scannell

(FATES & FORTUNES, June 24) as VP and account group manager. Other K-VP-D executives joining Cooper, Strock & Scannell are **Herbert E. Grayson**, VP in charge of merchandising and promotion; **St. Clair O. Dixon**, production director; and **Cecil M. Hunt**, account executive.

George Sapin, account supervisor in Boston office of Fuller & Smith & Ross, elected vice president. Mr. Sapin supervises Raytheon account.

Hal Dickens, account supervisor on Coca-Cola Co. account at McCann-Erickson, resigns to join Grant Adv. as VP and account supervisor. Mr. Dickens will be responsible for supervision of Dr. Pepper Co. account through Chicago, Dallas and other Grant offices.

Harry N. D. Fisher joins Stemmler, Bartram, Tsakis & Payne Inc., St. Louis, as vice president in charge of public relations division.

Norman A. Topper, secretary of Merwin and Jesse Levine Inc., New York, elected VP in charge of administration and media director. Mr. Topper joined agency in 1955.



Mr. Schmunk

John R. Schmunk joins creative and planning staff of Meermans Inc., Cleveland advertising agency, as VP.

Blake Johnson joins Geyer, Morey, Ballard, New York, as radio-TV producer. Mr. Johnson was formerly with Kenyon & Eckhardt. **Gilbert S. McKean**, former merchandise manager of RCA Victor records division, joins agency as copywriter. **Boleslaw Czernysz**, art director at Young & Rubicam, joins GMB as art director. **John P. B. Hood**, formerly with Arch Nadler Associates in advertising and sales promotion, named copy-contact executive.

William H. Ohle, **Martin H. Snitzer** and **Harold G. Fillson** elected vice presidents of Leo Burnett Co., Chicago. Messrs. Ohle and Snitzer are account supervisors, and Mr. Tilson is media department manager.

Robert K. Morrison, **John C. Ryan**, and **C. Arthur Stangby** elected VP's of Ted Bates & Co. Mr. Morrison joins Bates as associate research director after having served as research group head until 1962 when he left agency. Mr. Ryan has been with Bates since 1957, and is director of economics and statistics division. Mr. Stangby is account

executive who joined Bates in 1960 after serving as media manager of S. C. Johnson & Son.

Walter B. McQuillan, account executive with Radio Advertising Bureau since 1960, named to newly created post of sales administration manager.

Baxter Finley, account executive with Warwick & Legler, joins account management staff of Geyer, Morey, Ballard, Los Angeles.



Mr. White

Robert F. White, assistant treasurer of J. Walter Thompson, New York, elected treasurer. **Walter L. Herman**, also assistant treasurer, elected to new post of comptroller. Mr. White has been with agency since 1921. Mr. Herman joined J. Walter Thompson in 1959.

Robert H. Savage, **John H. Porter** and **Carl Sautter** elected VP's of Ogilvy, Benson & Mather, New York. Messrs. Savage and Porter are account supervisors, and Mr. Sautter is account and copy supervisor.

Henry Zon, associated since 1959 with Maurer, Fleisher & Associates, Washington advertising and PR firm, elected VP. At same time, firm has changed its name to Maurer, Fleisher, Zon & Associates.

Dr. Jack J. Goodman appointed director of research and development for Noxzema Chemical Co., Baltimore, Md. Mr. Goodman joined Noxzema last January and will be responsible for coordination for all laboratory research and quality control. He was formerly associated with E. R. Squibb and Sons, S. B. Penick and Co. and Toni Co. where he was responsible for activities in areas of research and evaluation of processes and products.



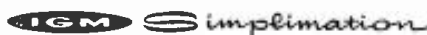
Mr. Goodman

Frank Howlett and **Louis Spino**, assistant media directors for broadcast and print buying respectively at Lennen & Newell, New York, appointed associate media directors responsible for media



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planning, development and contact for specific accounts. **Robert Kelly**, senior broadcast buyer at L&N, and **Ernst Moeller**, senior print buyer, appointed assistant media directors of agency.



Mr. Kotowski



Mr. Rushton

Leonard Kotowski and **Edmund F. Rushton** elected VP's of D. P. Brother & Co., Detroit. Mr. Kotowski joined agency in 1960 and is creative supervisor on Oldsmobile account. Mr. Rushton joined Brother in 1954 and is creative supervisor on AC Spark Plug account.

Stephen M. Vengrove, copywriter at Fred Wittner & Co., New York, joins Needham & Grohmann, that city, in similar capacity.

Bruce E. Goldman, formerly of Young & Rubicam, joins creative staff of McCann-Marschalk. New York.

THE MEDIA

Charles R. Kinney, VP handling sales and administrative assignments at Peters, Griffin, Woodward, New York, elected VP for West Coast with offices in Los Angeles. Mr. Kinney served with radio and TV stations in Ohio and Pennsylvania in sales and management posts before joining PGW eight years ago.



Mr. Kinney

Henry O. Nybo, regional account executive at KSJB Jamestown, N. D., promoted to general manager. **Deano Day** appointed KSJB program director.

Ron Strother, assistant manager of KYOR Blythe, Calif., appointed general manager of KROP Brawley-El Centro, Calif. Both stations are owned by Southern California Group.

Larry Mazursky, assistant general manager of KWK Pasadena, Calif., named national sales manager of this all-Spanish language station.

John T. Papas joins Spot Time Sales, Chicago, as account executive. Mr. Papas was formerly on sales staff of WJJD Chicago.

Richard N. Burns and **Anthony G. O'Malley** appointed assistant directors of new business affairs-sales unit, CBS-

Martin named CBA chief

Jerry Fitch, vice president and general manager of KGLN Glenwood Springs, elected president of Colorado Broadcasters Association, succeeding **Bob Martin**, president and general manager of KMOR Littleton. **Ralph Atlass**, president and general manager of KIUP Durango, was named president-elect of association, and **Paul Blue**, assistant to president of KLZ-AM-FM-TV Denver, secretary-treasurer. Executive secretary is **Isabell L. Prien**.

TV. Unit is designed to consolidate contract functions formerly divided between network sales and business affairs. **Bernard S. Krause**, director of business affairs, will supervise new unit. Mr. Burns served as director of contracts and assistant business manager prior to his new post. Mr. O'Malley was manager-sales agreements for business affairs.

Merryle S. Rukeyser Jr., director of program publicity for NBC press department, named director, press and publicity. His appointment follows resignation of **Ellis O. Moore**, VP, press and publicity, over differences in policy. Mr. Rukeyser joined department in 1958 as staff writer and had been with Young & Rubicam, Albany (N. Y.) *Times-Union* and International News Service before that. Mr. Moore joined department in 1952, became director two years later. He was elected VP in December of last year.

George L. Sansbury, senior member of production staff of WBTW(TV) Florence, S. C., moves to station's sales department as sales representative working in North and South Carolina. **Woody L. Durham** joins WBTW's announcing staff, replacing **Jim Player**, who resigned.



Mr. Allen

Peter R. Allen, sales executive in Blair Radio's New York office, named manager of organization's Detroit office, succeeding **Charles Fritz**, recently appointed general manager of ABC-owned WXYZ Detroit (FATES & FORTUNES, July 1). Mr. Allen, who joined Blair in July 1960, is former salesman for WXYZ-TV and account executive with D. A. Marks advertising agency.

Mel Noe, member of KNXT(TV) Los Angeles engineering department, named

engineer-in-charge. Mr. Noe has been with CBS since 1937 and with CBS-owned KNXT for past two years.

Edwin A. Pamcoast Jr., former secretary of The Bolling Co. and recently on sales staff of WFTL Fort Lauderdale, Fla., joins sales staff of WLOD, that city.

George Andrick, commercial manager of WSAZ-TV Huntington, W. Va., elected president of Sales and Marketing Executives Club of Huntington.

Manny Sternfeld, administrator of sales pricing and financial evaluation for NBC-TV network, appointed business manager of WRC-AM-FM-TV Washington, NBC-owned stations.



Mr. Sternfeld

Mr. Sternfeld joined NBC in February 1957 as financial analyst for WNBC-AM-FM-TV New York. He was appointed manager of accounting for stations in 1959, and business manager for NBC-TV's unit managers in 1960.

Dan Shannon, operations manager of KING-FM Seattle, named program director of KING, succeeding **Pat O'Halloran**, who resigned as operations manager to become national sales manager

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of KBOI-AM-FM Boise, Idaho. **James F. Wilke**, KING-FM music director-announcer, succeeds Mr. Shannon as FM outlet's operations manager.

Al Becker, producer-director at WMSB(TV) East Lansing, Mich., joins WHYI-TV Wilmington, Del., as production manager. Both are ETV outlets.



Mr. Grill

Jay Grill, general sales manager of KOGO-TV San Diego, Calif., assumes added duties as station manager. Mr. Grill, formerly of KGO-TV San Francisco, moved to KOGO-TV in 1954 as sales manager. Prior to joining KGO-TV he was partner in TV production company of Grill & Fenton; partner in West Coast advertising firm of Byrne & Grill, and sales manager of San Francisco lumber firm and well-known musician.

Paul Heyn, with WBBM Chicago since 1942 and supervisor of operations since 1953, promoted to chief engineer. Mr. Heyn succeeds **William P. Fligel**, a 30-year veteran with CBS in Chicago, who retires for health reasons.

Ralph Trieger, for five years media director and account executive at R. Jack Scott Adv., Chicago, joins WIND, that city, as national sales coordinator and research director. Earlier Mr. Trieger had been advertising manager for H-A Hair Arranger and sales promotion manager at WBBM-TV Chicago.



Mr. Trieger

Dorothy Mugford, formerly of WNEP-TV Scranton, Pa., named to public relations division of Miami Valley Broadcasting Corp. (Cox stations), with headquarters temporarily at 107 N. Welles Ave., Kingston, Pa.

Box named PR chairman



Mr. Box

John F. Box Jr., executive VP and general manager of WIL St. Louis, named chairman of 1963-64 radio public relations committee of National Association of Broadcasters. Other members of committee are **Carleton D. Brown**, WTVL Waterville, Me.; **Kenneth R. Giddens**, WKRQ Mobile, Ala.; **John R. Henzel**, WHDL Olean, N. Y.; **Rex G. Howell**, KREX Grand Junction, Colo.; **Jack W. Lee**, WPRO Providence, R. I.; **Robert T. Mason**, WMRN Marion, Ohio; **Loyd C. Sigmon**, KMPC Los Angeles; and **Lester G. Spencer**, WKBY Richmond, Ind.

Charles D. Walker Jr., business office manager of ABC-TV network film department, appointed assistant to Frank G. Ralston, director of network's film department. **Marcellette Wade** replaces Mr. Walker as business office manager.

Arnold Rabin, former producer-writer for NBC and chief of English language TV services for United Nations, appointed administrator of special projects for WNDT-TV Newark-New York.

Martin Morgan, member of announcing staff of WLOS-TV Asheville, N. C., promoted to chief announcer.

Margie Huguet, member of WISN-TV Milwaukee sales service staff since 1961, named manager of sales service department, succeeding **B. J. Rafenstein**, who resigned.

Kelly Burnett joins KOOL-AM-FM Phoenix, Ariz., as disc jockey.

PROGRAMING

Joseph E. D'Imperio, senior counsel for RCA Victor Records, New York, elected divisional VP in charge of business affairs, succeeding **William W. Bullock**, VP, who retired. Mr. D'Imperio joined RCA in November 1955. Mr. D'Imperio was assigned as full-time attorney in May 1957 and became division's senior counsel in June 1960.



Mr. D'Imperio

Norman Grant, director of color coordination for NBC, will resign position July 31 to become president of Tele-Color Inc. Tele-Color is newly formed company of specialists acting as consultants on color TV and as producers of color TV programs. For past 12 years Mr. Grant has been with NBC as producer, network art director, director of operation control and planning and RCA-NBC liaison man on all aspects of color quality control. Prior to joining NBC he headed radio-TV department of Western Adv., Agency, Chicago.

Ellis Shook, production manager of WTTG(TV), elected president of Washington chapter of Academy of Television Arts and Sciences. He succeeds **Jim Silman**. Other officers elected are **Lewis Shollenberger**, director of special events for ABC News, first VP; **John Batchelder**, air personality at WMAL-AM-FM-TV Washington, second VP; and **Rhoda Raider**, radio-TV director of Alvin Raider Adv., Washington, secretary-treasurer.



Mr. Franklin

Tom Franklin, on-the-air editor of *Executive Wire*, a new five-minute daily business and financial news program on KFI Los Angeles, appointed western manager, with headquarters in Los Angeles, of National Television News, a Detroit-based organization which sends free newsfilm on behalf of major national companies to television station news departments throughout U. S. Mr. Franklin will continue as editor of *Executive Wire*.

John F. Meyers, director of programing for CBS Films, joins Theatre-Vision Color Corp., subsidiary of National General Corp., as production coordinator. Theatre-Vision is developing national closed circuit color TV network for theaters.

Jack McCall, a former Marine officer, signed by MGM-TV in dual role of actor and technical advisor for *The Lieutenant* series. Mr. McCall will ap-



pear in four episodes of new full-hour series which makes its debut this fall on NBC-TV.

Herbert Hirschman appointed executive producer of *Espionage* series, new hour-long suspense drama on NBC-TV (9-10 p.m., EDT) starting this fall. Mr. Hirschman has produced number of segments for such series as *Dr. Kildare*, *Twilight Zone*, *Perry Mason*, *Hong Kong*, *Playhouse 90*, *Studio One*.

Charles Marquis Warren, executive producer last season on Revue Productions' 90-minute series, *The Virginian*, signed to an exclusive contract by Desilu Productions to develop new television projects for syndication.

EQUIPMENT & ENGINEERING



Mr. Clammer

Edward S. Clammer, veteran of 20 years in various sales and engineering capacities with RCA, joins Visual Electronics Corp., with headquarters in Bethesda, Md., as government sales manager. As broadcast field sales engineer at RCA he handled sales of TV broadcast equipment to stations and government contractors and agencies from headquarters in Washington. In his new position Mr. Clammer will be available to consult with government agencies regarding Visual's new line of solid state equipment, including zoom image orthicon camera.

Jack Hall appointed technical director of General Film Laboratories Inc., Hollywood, a division of Pacific Industries Inc.

Nat C. Myers Jr., formerly vice president of Teleprompter Corp., New York, joins communications products and services division of Fairchild Camera and Instrument Corp., Plainview, L. I., N. Y., as director of marketing. Mr. Myers will be responsible for marketing programs supporting Fairchild's Cinephonic Mark IV automatic film projection systems and other audio-visual communications equipment.



Mr. Myers

Chester W. Paulson, former marketing manager for Westinghouse Electric Corp.'s portable appliance division in Mansfield, Ohio, joins North American Philips Co. (American subsidiary of Philips of Eindhoven, Dutch electronics firm), New York, as VP in charge of

MBA elects Bentson



Mr. Bentson

Larry Bentson, president of WLOL - AM - FM Minneapolis - St. Paul, elected president of Minnesota Broadcasters Association, succeeding **Sherm Headley**, assistant manager of WCCO-TV Minneapolis-St. Paul. Other officers elected are **Robert Rich**, WDSM-AM-TV Duluth, first VP; **James Hambacher**, KBUN Bemidji, second VP; and **Robert DeHaven**, KYSM Mankato, secretary-treasurer. New directors are **Al Highton**, KDLM Detroit Lakes; **Robert Benedict**, KATE Albert Lea; **Jim Goetz**, KAGE Winona.

marketing for consumer goods division. Mr. Paulson joined Westinghouse in 1945. **Robert P. Freitag**, division sales manager for Chicago Metallic Mfg. Co., Lake Zurich, Ill., appointed eastern regional sales manager for Norelco Shaver division of North American Philips, with headquarters in New York.

Victor Brociner, research manager of University loudspeakers division of Ling-Temco - Vought and one of founders of Philharmonic Radio Co., joins H. H. Scott Inc. (hi-fi equipment), Maynard, Mass., as special assistant to firm's president, Herman H. Scott. Mr. Brociner will devote his major efforts to fields of engineering, planning and scheduling, and coordination of engineering and sales.



Mr. Brociner

Dr. G. Russell Tatum, president of Vitro Laboratories, Silver Spring, Md.,

elected VP of Vitro Corp. of America, New York, parent company. Dr. Tatum will be responsible for all technological activities of corporation and will also continue in charge of Vitro Labs division.

Paul J. Robichaud named mechanical components product manager for U. S. Engineering Co., a division of Litton Industries, Van Nuys, Calif.

NEWS

Leonard Allen, manager of news for NBC News, New York, appointed director of operations for NBC News' Washington bureau. Mr. Allen joined NBC News in 1942. He was appointed TV news editor in 1952, manager of TV news film in 1958, manager of foreign news in 1960 and news manager in 1961. Mr. Allen coordinated coverage from abroad of such tours as that of former President Eisenhower in Far East in 1960. President Kennedy's meeting with Premier Khrushchev in Vienna in 1961, and Mrs. Kennedy's trip to India and Pakistan in 1962.



Mr. Allen

Wayne Seal, announcer in WLOS-TV Asheville, N. C., news department, promoted to assistant news director.

Olin B. Sansbury Jr., formerly of *Florence (S.C.) Morning News*, joins news staff of WBTW(TV), that city.

John Schubeck, **Al Taylor** and **Don Farmer** join news staff of WRCV-AM-FM Philadelphia.

Murray Weggate, former news director of KUMA Pendleton, Ore., and KCRA Sacramento, Calif., has developed his own radio-TV news service, Broadcasters News, Sacramento, to provide daily beepers of boards and meetings, governor's news conferences and silent and

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SOF's (sound-on-film) to TV stations. **Cecil Helms**, former independent film cameraman, handles news service's film coverage.

Jerry Webb of KIMA Yakima, Wash., joins news staff of KIRO-TV Seattle.

Paul Crouch joins news department of WBT-TV Charlotte, N. C.

Donald Herbert and **Steve Geer** join news staff of WTOP-AM-FM Washington. Mr. Herbert is former newscaster, writer, producer and host of various series of news documentary programs at WPTV(TV) Palm Beach, Fla. Mr. Geer was newscaster at WBEN-TV Buffalo.

INTERNATIONAL



Mr. Ingraham

Sears W. Ingraham appointed managing director of Noxzema International division of Noxzema Chemical Co., Baltimore, Md. Mr. Ingraham joined firm in 1962 from Colgate-Palmolive International and has served as general manager for Noxzema's European, Asian and African markets until present time. As head of Noxzema International he will have complete responsibility for all of company's foreign operations.

Edward P. Lawless, member of public relations committee of Ontario Medical Association and former senior sales executive with *Readers Digest*, elected executive VP of TVB of Canada, with headquarters at Toronto.

Theodore O. Simpson, VP and associate creative director of Gardner Adv., St. Louis, joins Gardner's British affiliate, Butler & Gardner Ltd., London. Mr. Simpson joined Gardner in 1948.

Giancarlo Rossini, VP in charge of Kenyon & Eckhardt International, elected to agency's board of directors. Mr. Rossini joined K&E in 1961 and was previously with Gardner Adv. K&E has offices in London, Madrid, Sao Paulo, Brazil, and Caracas, Venezuela.

Harry Gallant, **Gerald A. Raffelman**, **Jack Sturman** and **Murray E. Buckstein**, all senior executives of Muter, Culiner, Frankfurter & Gould Ltd., Toronto advertising agency, elected VP's.

Morley Safer, TV assignment editor and reporter in London for Canadian Broadcasting Corp., promoted to correspondent, replacing **Donald R. Gordon**, who has resigned to become assistant professor of political science at

Detroit reps elect Joyce

William W. Joyce, vice president of The Katz Agency, elected president of Detroit chapter of Station Representatives Association for 1963-64. Other newly elected officers of association are **James R. Sefert**, account executive with Peters, Griffin, Woodward, vice president; and **Stuart Mackie**, account executive with Blair Television, secretary-treasurer.



Mr. Joyce

Calgary division of University of Alberta. **Philip H. Calder**, radio assignment editor and reporter in London for CBC, appointed staff correspondent in West Germany. Mr. Calder will be stationed at Bonn to report on political and economic developments in such cities as Berlin, Brussels and Geneva.

B. E. Legate, general manager of Association of Canadian Advertisers, Toronto, named managing director.

Ed Yanish, manager of Filmpro Ltd., Toronto, appointed general manager of Bonded TV Film Service (Canada) Ltd., that city. **Peter Campbell**, traffic manager of Robert Lawrence Productions Ltd., Toronto, named manager of Filmpro Ltd.

Jacqueline Grenier appointed coordinator of French-language radio and television commercials and programs of Norman, Craig & Kummel (Canada) Ltd., Toronto.

ALLIED FIELDS

Floyd Anderson, managing editor of *Central California Register*, newspaper of Monterey-Fresno diocese in California, and presently president of Catholic Press Association of U. S., named director of press department of National Catholic Welfare Conference and of its NCWC news service. Mr. Anderson succeeds **Frank A. Hall**, director for 30 years, who has retired.

James K. Petersen, producer-director at WUFT-TV (educational ch. 5) Gainesville, Fla., appointed director of radio-TV for Florida Atlantic University, Boca Raton. Mr. Petersen joined WUFT-TV in 1961 and was also assistant professor in School of Journalism and Communications of University of Florida at Gainesville.

Clark T. Cameron, formerly of Opinion Research Corp. and author of *America's Tastemakers*, joins Universal

Marketing Research Inc., an affiliate of Alfred Politz Research, New York, as director of special projects.

Dr. Frederick W. Williams joins Bureau of Advertising of American Newspaper Publishers Association, New York, as marketing consultant. Prior to joining bureau, Dr. Williams headed his own research and consultant firm, Williams Research Council.

DEATHS

Hugh Kendall Boice, 79, retired VP in charge of sales for WQXR New York, died July 1 at Hunterdon County Medical Center in Flemington, N. J. Before joining WQXR in 1940, Mr. Boice served as VP of Benton & Bowles and VP in charge of sales for CBS. He retired in 1948. Among survivors are his widow, the former Eleanor White, and a son, Hugh K. Boice Jr., VP and general manager of WEMP Milwaukee.



Mr. Boice

Alicia Patterson, 56, one of heirs to Patterson-McCormick publishing and broadcasting interests, died July 2 in New York of stomach ailment. Mrs. Paterson through her family had connections with WPIX(TV) New York, WGN-AM-TV Chicago, WDAL-AM-TV Duluth, Minn., *Chicago Tribune* and *New York News*. Mrs. Patterson—with her husband, Harry F. Guggenheim, mining tycoon—founded and published *Newsday*, largest daily newspaper on Long Island.

Arthur Simon, 60, VP and advertising director of *Radio-TV Daily*, died July 1 of coronary occlusion. Mr. Simon joined *Radio Daily* in 1937. He left to manage radio stations and returned to trade magazine in 1950. Mr. Simon was one of founders of Broadcast Pioneers Foundation and served as president in 1960. He was also past president of New York chapter of Broadcast Pioneers.

Omer M. Glunt, 79, radar and television pioneer, died June 27 at his home in Stockton, N. J. At time of his retirement in 1949, Mr. Glunt was director of Bell Telephone Co.'s Whippany, N. J., operation. He worked on development of sound motion pictures and radio broadcast transmitters, and in 1927 supervised Bell Telephone's first television broadcast.

Edmund R. Strauchen, 53, president of Strauchen & McKim Inc., Cincinnati advertising agency, died June 28 at Christ Hospital there. Mr. Strauchen is past chairman of board of governors of Cincinnati Council of American Association of Advertising Agencies.

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Washington 6, D. C.
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Nothing is sacred in a treasure hunt

SCUBA GEAR, TURKISH TOWELS NEEDED TO FIND CLUES

Nearly 600 agency timebuyers and account executives poked into unusual corners of Chicago and New York as participants in the Crown Stations' treasure hunt. The goal in each city: \$15,000 in prizes.

On June 17 agency teams visited Chicago's lakefront, flophouse district, a filled hotel swimming pool and an art studio with the scene shifting to New York on June 24, where agency men dropped in on the Overseas Press Club, the men's steam room of a YMCA, the United Nations and other sites in search of clues.

The Chicago team of winners: Stephen Werth, Leo Burnett Co.; William Wilson, Young & Rubicam; Tom Spasari, Arthur Meyerhoff & Co.; Phil Zimmerman, Toni Co., and Suellen Thomas, McCann-Erickson.

In New York the winning team was made up of Bill Brady, Benton & Bowles; Lee Beck, Dancer, Fitzgerald & Sample; John Clugstone, Geyer, Morey, Ballard, and Cliff Bottway, Ogilvy, Benson & Mather. In Chicago Mr. Spasari drew the top prize of an MG sports car, as did Mr. Clugstone in New York. Other members of the winning teams received RCA color TV sets. Teams that ranged from second to fifth won such prizes as hi-fi consoles, Sony micro-TV sets, Polaroid cameras and miniature black poodle puppies.

Each agency participant was required to submit a suggested trade paper advertisement for the Crown Stations as his admission ticket. In Chicago the five winners were Larry Claypool, Kenyon & Eckhardt; Tom Henry, D'Arcy; Joe Matthews, BBDO, and Mike Miles and Bill Eckhart, Burnett. In New York the winners were Doris

Gould, Daniel & Charles; Bob Singer, Friend & Reiss; Nancy Dockry, Dancer, Fitzgerald & Sample; Elaine Art, Papert, Koenig, Lois, and Howard Goldfinger, Compton Advertising. They received transistor radios.

Crown Stations President Stimson Bullitt, vice president Otto Brandt and other officials attended the New York and Chicago events and were assisted by executives of the John Blair Cos. and Edward Petry & Co.

Similar events will be held this fall in San Francisco and Los Angeles on behalf of the Crown Stations—KING-AM-FM-TV Seattle; KGW-AM-TV Portland, Ore., and KREM-AM-TV Spokane, Wash.



John Clugstone of Geyer, Morey, Ballard, New York, accepts the keys to a new MG sports car from the Crown Stations President Stimson Bullitt.

Take me to your spinach

Popeye has competition in Andy Amy, promotion manager, WFGA-TV Jacksonville, Fla.

Mr. Amy won King Features' fitness contest, a tie-in with Popeye's physical fitness campaign—a promotion carried by 43 television stations.

He won the contest by doing nine pull ups, 36 sit ups and then, in 10 seconds, five squat thrusts. The muscleman won a 10-foot aluminum boat. To each of the losers went a 10-inch plastic boat, good for bathtub floating, or other semi-strenuous exercise.

Drumbeats . . .

Earthy tribute ■ A "garden of 100 trees" will be planted in Israel in honor of KTVU(TV) Oakland-San Francisco. The tribute, from the Jewish National Fund, was presented for the station's "unflinching support and sincere interest in humanitarian causes and in the State of Israel."

Pie from the sky ■ KXOA Sacramento, Calif., sent three helicopters on a mission over the city to drop certificates on selected target areas. Among them

Farmer's favorite

Rosalie Bowman, 18, chosen "Iowa's Favorite Farmer's Daughter" for 1963, will represent the co-sponsors of the contest, the Iowa Electric Light and Power Co. and the WMT stations (WMT-AM-TV Cedar Rapids, KWMT Fort Dodge) at Midwest farm events this year.

Miss Bowman was selected from 314 entrants in the sixth annual contest. Among her prizes are a trip to Washington, a portable TV and a transistor radio.

were 10,000 gift certificates redeemable at a center next to the station's studio. Prizes were a Ford car, Doughboy swimming pool, 100 transistor radios and \$20,000 worth of records. Those bringing the airborne notes to the center were asked to contribute to a Lions Club benefit.

Fore ■ A television set was presented to each of the three winners in WRDW-TV Augusta, Ga., contest to see how high a golf ball dropped from the station's new 1,520-foot tower would bounce. First place winner was Jane Cornell, G. M. Basford Co.; second, Wayne Silbersack. Sullivan, Stauffer, Colwell & Bayles; third Betty Nasse, Grey Advertising. After dropping eight dozen golf balls, the high bounce was given as 124 feet, 1½ inches.

Family day ■ WNAC Boston will have 1,000 families as its guests Saturday (July 13) at Pleasure Island amusement park. Families will be chosen from postcards sent to the station.

Sandlot salutes ■ Throughout the summer Dex Card, WERE Cleveland, will present certificates of merit to sandlot baseball players in the Cleveland area. Of the 15 chosen each week, one will be "player of the week" and receive a plaque from the station plus tickets to Cleveland Indian baseball games.

Something new ■ WTOP Washington is offering listeners a "News Map of Our Expanding World" for a 25-cent handling charge. But, in a move to encourage study by young people, the station is offering the map to students at a reduced rate of 20 cents.

Ding-Dong ■ A full-scale replica of the Liberty Bell led the bell ringing on WJZ-TV Baltimore's *Buddy Deane Show*, July 4. The bell was transported to Baltimore from St. John's College in Annapolis, Md., where it has been kept since the state won it in 1950.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 27 through July 2 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV station

APPLICATION

Roswell, N. M.—Taylor Broadcasting Inc. VHF channel 10 (192-198 mc); ERP 92 kw vis., 55 kw aur. Ant. height above average terrain 953 feet, above ground 996 feet. P. O. address 512 West Second Street, P. O. Box 910, Roswell. Estimated construction cost \$324,820; first year operating cost \$260,000; revenue \$325,000. Studio location Roswell, trans. location Hoke Ranch Road, 6 miles west-northwest of Hagerman, N. M. Geographic coordinates 33° 08' 15" N. Lat. 104° 25' 27" W. Long. Type trans. RCA TT-10AH, type ant. RCA TF-12 AH. Legal counsel Rhyne & Rhyne, Washington; consulting engineer Guy C. Hutchinson, Arlington, Tex. Principals: W. C. Taylor (50%), Homer F. Glover (5.7%), Gene Reischman (27.3%), J. Kenneth Smith (11.3%) and J. Raymond Harris (5.7%). Taylor Broadcasting is licensee of KBIM-AM-FM Roswell, and related company, Taylor Enterprises Inc., is licensee of KGRT Las Cruces, N. M. Ann. July 2.

Existing AM stations

APPLICATIONS

KRED Eureka, Calif.—CP to decrease nighttime power from 5 kw to 1 kw and change from DA-N to non-DA operation. Ann. July 2.

WHSL Wilmington, S. C.—Mod. of CP (which authorizes new AM) to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 1.

Existing FM station

APPLICATION

WBIR-FM Knoxville, Tenn.—CP to change frequency from 93.3 mc, channel 227, to 103.5 mc, channel 278, increase ERP to 25.5 kw, increase ant. height above average terrain to 1,720 feet, install new trans., install new ant. and change site. Ann. July 1.

Ownership changes

ACTIONS BY BROADCAST BUREAU

KDTH Dubuque, Iowa—Granted transfer of control of licensee corporation, Telegraph Herald, from Fred W. Woodward individually to Mr. Woodward and family, which through trusts and individually control 67.5% of stock; other ownership remains stable. No financial consideration involved. Action June 28.

WGAP Maryville, Tenn.—Granted assignment of license from Frank H. Corbett (77.5%) and Harry C. Weaver (22.5%), d/b as Aluminum Cities Broadcasting Co., to Mr. Corbett (100%). Consideration \$13,860. Action June 28.

KOGT Orange, Tex.—Granted acquisition of positive control of licensee corporation,

Sabine Area Broadcasting Corp., from Hadassah Jacobs (8 1/2%) and Mrs. John Levy and Mrs. Robert Sherman (each 4 1/8%) to Edwin T. Lovelace Jr. (66 2/3% after transfer, 50% before). Consideration \$20,500. Action July 1.

APPLICATIONS

WQTY Arlington, Fla.—Seeks assignment of license from Sam G. Farris E. and N. Joe Rahall (each 33 1/2%), d/b as Rahall Broadcasting Inc., to Jones College. No financial consideration involved, as assignment constitutes gift to college. Jones College is business school. Ann. July 1.

WHEW Riviera Beach, Fla.—Seeks assignment of license from Robert Hecksher (100%), d/b as Public Service Broadcasting, to Don R. and Lee H. Colee (each 50%), tr/as Colee Enterprises Inc. Consideration \$170,000. Mr. and Mrs. Colee have wide broadcast experience. Ann. July 2.

WSEB Sebring, Fla.—Seeks assignment of license from William K. Diehl and Milton J. Hinlein (each 30%) and others, d/b as Highlands Broadcasting Corp., to H. Philip Nesbitt (63.69%), Emil L. O'Neil (31.85%) and others, tr/as Dixon Industries Inc. Consideration \$32,500. Dixon has application pending to buy WHFS(FM) Bethesda, Md. Ann. July 1.

WXYJ Jamestown, N. Y.—Seeks transfer of control of licensee corporation, Air Waves Inc., from Tayloradio Corp. (87.5%) to Lowell White Paxson (87.5%). Consideration \$185,000. Mr. Paxson is 40% owner of WACK Newark, N. Y. Ann. July 1.

KLOO Corvallis, Ore.—Seeks assignment of license from William C. and Marilyn Q. Hurley (each 50%), d/b as Willamette Valley Radio Inc., to Randolph S. (75%) and Murlaine N. (24%) Arntzen and Gladys Neice (1%), tr/as Mur-Rand-A Broadcasting Corp. Consideration \$117,500. Mr. Arntzen is past owner of motel; Mrs. Arntzen is telephone operator; Mrs. Neice is housewife. Ann. July 1.

KLBK-AM-TV Lubbock and KWAB-TV Big Springs, both Texas—Seek transfer of control of licensee corporation, Grayson Enterprises Inc., from large group of stockholders who own 55% of company to Theodore Shanbaum, Ellis Carp and Lee Optical and Associated Companies Retirement Pension Plan Trust, who now own 45% of stock and after transfer will control 100%. Consideration \$900,882. Ann. July 2.

Hearing cases

INITIAL DECISIONS

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of People's Broadcasting Co. to change facilities of WPBC, on 980 kc, from 1 kw-D, to 5 kw, DA-1, unl., and move trans. and studio location from Minneapolis to Richfield, Minn. Action July 2.

Hearing Examiner David I. Kraushaar issued initial decision looking toward denying, for engineering reasons, applications of Salem Broadcasting Co. to increase power of WJBD Salem, Ill., from 500 w to 1 kw, continued operation on 1350 kc, D, and

Leader Broadcasting Co. for new station on 1350 kc, 500 w-D, in Edwardsville, Ill. Action July 1.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward denying, for engineering reasons, application of St. Martin Broadcasting Co. for new station on 1570 kc, 250 w-D, in St. Martinville, La. Action July 1.

OTHER ACTIONS

Commission granted petition by Florida Association of Broadcasters for extension of time from July 1 to July 8 to file comments in matter of amendment of part 3 of rules to regulate broadcast of horse-racing information; extended time for replies from July 16 to July 23. Action July 1.

Granted temporary authority to Ocean City Broadcasting Corp. (proposed assignee) to operate WETT Ocean City, Md., for period not exceeding 90 days. Authority was granted on finding that prompt restoration of broadcast service by WETT will enable station to meet current seasonal community requirements and emergencies. Station went silent with commission permission from Feb. 27, 1962, to May 7, 1962, and has been silent since October 1962. Ocean City Broadcasting Co. assumes risk of adverse commission action, if any, on pending application for assignment of license from WETT Corp. to Ocean City Broadcasting Co. Action June 28.

Routine roundup

ACTION BY REVIEW BOARD

Scheduled oral argument for July 31 in proceeding on AM application of Dolph-Petty Broadcasting Co. (KUDE), Ocean-side, Calif., in Doc. 14518. Action June 28.

ACTIONS ON MOTIONS

By Hearing Examiner Isadore A. Honig

Granted motion by Higson-Frank Radio Enterprises, applicant for new AM in Houston, in Doc. 14357, and corrected transcript of hearing except as to item proposed for volume 5, page 440, line 10. Action June 27.

Formalized by order certain procedural dates reached at June 27 prehearing conference in proceeding on AM application of O. K. Broadcasting Corp. (WEEL), Fairfax, Va., in Doc. 15079, and continued July 25 hearing to Sept. 24. Action June 27.

By Hearing Examiner Forest L. McClenning

In proceeding on AM applications of Ponce Broadcasting Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, both Puerto Rico, in Docs. 14994-5, corrected June 26 order to change July 26 date in ordering clause to June 26. Action June 27.


By Hearing Examiner Chester F. Naumowicz Jr.

In consolidated AM proceeding on applications of Charles W. Stone for renewal

Continued on page 99

EDWIN TORNBURG

& COMPANY, INC.



**Negotiators For The Purchase And Sale Of
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- 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 6, D. C.

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

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Management opportunity. Wanted: A salespartner, with experience in sales field proven. Preferably family man. Must have cash to invest. 20% stock available to right party, with possibility of 50%. Station value \$75,000.00 in market of 3 other locals. Located in Utah in 2nd largest metropolitan area. 125,000 population. Box J-3, BROADCASTING.

Wanted . . . top flight assistant to management of group radio stations programing foreign languages and religion. Necessitates some traveling for supervision. Salary and bonus. Send photo and all information in first letter covering operational background and sales experience. Your letter will be held in strict confidence. Box J-50, BROADCASTING.

Real attractive offer for quality experienced manager am fm radio. Big station coverage. KWOA, Worthington, Minn.

Assistant news director. Must have 1st phone license. No maintenance. Good typist. Strong on interviews, local news. Mobil units. Must have good news delivery. Top starting salary. Will consider man with limited experience in news. Paid vacations, insurance, other extras. Single station market. Full time 5kw. Send background resume, news tape, photo, personal detail to Jim Jae, KHMCO, Hannibal, Missouri. If in local area call for interview.

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programing departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain. good salary plus. Please write fully. Box G-13, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five market. Box H-128, BROADCASTING.

Young, aggressive salesman wanted by major midwest market. Stable organization offers all the fringe benefits. Rush resume and record to Box J-29, BROADCASTING.

Sales Manager wanted. Top opportunity in 100,000 market. Midwest. Need idea man who is real driver. Must be experienced and have good past record. Write fully. Box J-43, BROADCASTING.

Virginia station is looking for an experienced salesman with announcing background. This is a permanent position with many fringe benefits. Send tape resume and references to Box J-77, BROADCASTING.

Help Wanted—(Cont'd)

Sales

California, KCHJ, Delano. 5000 watts, 1010 kc. ½ millivolt 244 miles. Serving 1,300,000. \$500 guarantee, 25% commission. Send experience, photo.

Opportunity knocks! Salesman resigned to accept sales management position at smaller station. We were just at the brink of adding a third salesman—so here is the opportunity if you can sell, can become part of the community, can get along with the staff, and are ready for a first rate operation. We have a group hospital plan, and a pension plan. Staff doesn't have much turnover—two have been here 15 years. New man will have a protected account list already billing in excess of guarantee—but guarantee's there too. Management one of the nation's most active in broadcast circles. Our town is a quad city area of more than 35,000 located 75 miles from Chicago. Great place to live, great people—this may be your opportunity. Send photo and resume to Bill Dahisten, General Manager, WLPO, LaSalle, Illinois.

Sales account executive needed—Must have previous advertising sales experience. Address General Sales Manager, WITH, 7 E. Lexington St., Baltimore 2, Md.

Announcers

Capable deejay newsman. Illinois adult music kilowatt. Fine opportunity for qualified announcer who can gather, write and deliver news in professional manner, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume. Box H-138, BROADCASTING.

Experienced Spiritual announcer for Chicago Negro programmed station. Must be reliable and be established spiritual personality in your market. Send tape, resume, and picture to Box J-46, BROADCASTING. All replies in confidence.

Are you an experienced announcer interested in associating with an adult formatted station? If you are reliable with a pleasing delivery, your future is assured with this well known Virginia operation. Send tape, resume and references to Box J-78, BROADCASTING.

Warm personable announcer wanted for leading Houston adult music station. Immediate opening. Experienced and resonant voice a must. Send tape and resume to Box J-88, BROADCASTING.

Midwest chain operation has several openings for 1st phone personalities and newsmen. Security and opportunity for advancement are both available. Send tape and resume to Box J-120, BROADCASTING.

Opening for announcer with restricted permit. Non-personality type operation. Good news and commercial delivery required. Want young, single man, KVWM, Showlow, Arizona.

Modern radio group seeks dj's and newsmen. Stations #1 in competitive midwest medium markets. Experience desired, but talented newcomers considered. Positions now open so send tape/resume today to Box J-124, BROADCASTING.

Help wanted: Make money; live in a sportsman's paradise. Experienced announcer with first phone needed immediately. A real opportunity with growing organization. Contact Davis, KCAP, Helena, Montana.

Help Wanted—(Cont'd)

Announcers

Needed immediately air personality with first phone. Opportunity for program directors post soon. Southern California modern swinging station. Send tape resume, KKOK, Lompoc, California.

First phone announcers, some engineering. WAMD, Aberdeen, Maryland.

Expanding southeastern group needs announcer-newsman, announcer-salesman, and announcer. Send photo, complete resume, tape first letter. Bill Murchison, WBCA Radio, Bay Minette, Ala.

Announcer, first phone (no maintenance), experienced concert music broadcasting, for established am/fm (fm stereo); pleasant conditions, fringe benefits. Send tape and resume: WCRB, Boston 54, Mass.

Swinging deejay with 1st phone for #1 top 40 station. Minimum technical schedule. Immediate opening. Call or write C. A. Bengtson, WENE, Endicott-Binghamton, New York. Phone Stillwell 5-3351.

Good combo man wanted at WHRT, Hartselle, Alabama.

Announcer, 1st phone—5,000 watt midwest independent has immediate opening. Emphasis on air work, little maintenance. Run own board. Send tape, photo, references, complete resume, first letter, WMIX, Mt. Vernon, Illinois.

It's a fact—First phone announcers earn more money. Secure your future with an FCC first class license. Five (5) weeks. Guaranteed. Free Placement for graduates of Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

Technical

Proficient radio engineer for Southwest resort city. Box J-98, BROADCASTING.

Chief engineer for directional am in major midwest market, who knows all phases of maintenance. Prefer one who is good announcer, and can do some production. Box J-105, BROADCASTING.

Chief engineer and announcer—wants to relocate. Preference country. 3 years experience in announcing, engineering and sales. Box J-128, BROADCASTING.

Engineer-announcer with maintenance ability for Massachusetts station. Living accommodations provided. Box J-143, BROADCASTING.

Chief engineer Washington. Experienced chief for career with independent am-fm station. Flagship of dynamic growing group. Good salary, benefits and future. Contact present chief: Kendall, or President: Arundel, WAVA, Arlington, Va., Phone KEnmore 6-9000.

First phone combo with general maintenance ability for fast expanding fm station. Write WFA-Waukegan, Ill. or phone ON 2-0540.

Chief Engineer—for 5-kw-da. Must be qualified for complete maintenance and be able to do some announcing. Send complete information and salary requirements to WION—Box 143—Ionia, Michigan—or phone 2-300, between 8:00 and 9:00 am Est.

Experienced studio engineer, permanent position, first phone required. Please forward resume and references to: Mr. A. H. Jackson, supervisor, Engineering Dept., WTIC-AM-FM-TV, 3 Constitution Plaza, Hartford 15, Connecticut, Telephone 525-0801.

Help Wanted—(Cont'd)

Production—Programing, Others

Newsman with local news experience—gathering, writing and airing. Established am-fm station in growing New York suburban area. Pleasant working conditions, good salary. Send tape and resume to Box J-14, BROADCASTING.

Program manager needed by radio station in Southeast Missouri city. All replies confidential. Box J-17, BROADCASTING.

Sports director for radio-tv in big ten city. Accurate and authoritative play-by-play a must. Also experience in writing and aggressively covering local sports for daily radio and tv shows. Send resume, photo and football play-by-play tape to Box J-96, BROADCASTING.

Dedicated news director for midwest vhf located in state capitol . . . must be good administrator who can organize his staff and stringers into an efficient, hard hitting department. Public affairs documentaries, creative writer and top on-the-air performance necessities. If this is you, send resume, photo and audition tape to Box J-97, BROADCASTING.

Wanted: Live wire newsman not afraid to make contacts and work. Must be able to write as well as report news. Excellent salary and opportunity for advancement. Send full particulars 1st letter Box J-129, BROADCASTING.

News editor wanted for middlewest day-timer, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

Opening for experienced news and farm director. KWOA, Worthington, Minn.

Immediate opening for newsman. Strong in local news coverage. Good job and good future for right man. Call manager of Radio Station WHUT, 644-1225, Anderson, Ind.

Immediate opening for experienced nite news editor. . . Journalism background. . . Excellent working conditions. . . Send resume, picture, tape, references, to Ralph Allinger, WIBX, P.O.B. 950, Utica, N. Y.

Wanted: by midwest, medium-size market. good music station—first class licensee with announcing, news sales, or continuity experience. Send resume and audition tape to Box 192, Urbana, Ill.

SITUATIONS WANTED

Management

Attention net affiliates! Successful manager medium market net station looking for large market challenge. Have strong ratings through creative programing. Rep experience. Strong community activities. Presently employed, married, college educated, best references. Box J-48, BROADCASTING.

General manager: Promoted for larger market & opportunity. Now successful general manager in medium western market, with record of top performance. Family man, 36, polished sales leader, & programer. Excellent personnel. Accept only full responsibility. Let's go, I'm ready. Box J-86, BROADCASTING.

Need a manager? Employed in Florida's largest market willing to learn and work diligently for small or medium market. Florida preferred but consideration of others. Box J-135, BROADCASTING.

Manager/sales manager. 15 years time selling experience, local retail, regional. Thorough knowledge station operation. Wants full responsibility for small or medium market station. Highest industry references. Box J-139, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General/Sales manager: Currently operation major market radio station now awaiting commission approval for sale. Offer ownership extensive background in sales with wide experience in finance and business brokerage. Gladly supply ability and character references. Call or write: Marvin Tavel, President, Radio Station WMET, 350 N. E. 71st St., Miami 38, Florida, Phone: 754-5939.

Manager-engineer—desire first management position. Sixteen years announcer, engineer, sales. Prefer Texas. Excellent credit and references. Joe Morgan, San Saba, Texas. Phone 915-372-3679.

Sales

Seven day a week selling manager who can deliver ability, integrity and dependability, plus a cost-conscious, profit-wise operation to your station. Best references covering twenty years experience in all phases. Now employed, interested in mutually profitable association. Box J-8, BROADCASTING.

Aggressive young man, 13 years broadcasting experience, all phases, seeking sales-management position small medium market. Eventual investment. College Grad., creative, excellent air personality, writer. Box J-23, BROADCASTING.

Am looking for sales position that offers advancement and money in return for results. Age 39, college graduate, 16 years experience in all aspects of radio. Participation in community projects. Bud Ward, P. O. B. 695, Milledgeville, Georgia. 452-8226.

15 years in advertising. Former merchandiser. Management caliber. Mature. Radio experience. Wishes to relocate in Midwest. Box J-15, BROADCASTING.

Announcers

Coastal areas. Modern, mature announcer, bright show. Not screamer. Four years experience, two as program director. Presently employed, not enough bread. Have ticket. Box J-5, BROADCASTING.

Top 40 personality with P. D. background, first phone. Experienced all phases, married, family. Box J-7, BROADCASTING.

Announcer-Narrator, Radio-tv, seeks calm, stable position in small station away from Hollywood hysteria. For resume, write to Box J-11, BROADCASTING.

Boston Area. Announcer/dj with first phone seeks part-time work while attending college. Box J-19, BROADCASTING.

Announcer-dj. Production voices. 2 years experience. Veteran. Prefer northeast. Box J-33, BROADCASTING.

DJ—1 year middle of road experience. 22, single. Wants to swing. Box J-39, BROADCASTING.

Attention: New York, New Jersey, Connecticut need apply. Experienced announcer. Specialty rests particularly on newscasting, disc-jockey and on commercials. Box J-55, BROADCASTING.

Announcer: 5 years experience, all phases. 27 yrs. old, married, vet. Will travel to any med. to metro market. Presently employed. Box J-72, BROADCASTING.

Announcer—dj. Married. Wants to relocate. Box J-79, BROADCASTING.

Six years experienced all phases modern format programing. 1st phone. Family man. Box J-81, BROADCASTING.

Young married announcer. Seeking permanent position. New England. Two years experience. All phases. No drifter. Box J-83, BROADCASTING.

Announcer—five years experience. Studying for first phone—family man. Box J-84, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Air personality, dj. Authoritive newscaster, expd. all phases of radio broadcasting, desires position & prefers western location. Box J-93, BROADCASTING.

Attention—Indiana top 40 stations: My style will up your ratings. One year experience commercial radio, hops. At 19, I'm already news director at fm stereo. Box J-95, BROADCASTING.

DJ-newsman—5 years experience. Seeking right station, right market. Box J-100, BROADCASTING.

Disc-Jockey—newsman—experienced—top 40 format—bright happy sound. Box J-102, BROADCASTING.

Never went to Harvard—but still work with Vigah! Announcer—engineer—sports-caster. Top forty, middle-road or good music—you name it—I've done it! Seven years experience. Have first phone, references and resume. Worked all shifts on air. Prefer midwest. Must have \$150 weekly. Available immediately. Box J-104, BROADCASTING.

Bright happy morning man. Negro, first phone. great on news. Box J-112, BROADCASTING.

Jock, fast, funny, clever, major market experience. Prefer top 40. Box J-113, BROADCASTING.

5 years experience—dj, announcer, morning man. Northeast, 31, family. Box J-114, BROADCASTING.

First phone personality announcer with 7 years experience, tight board, production conscious. Ready to move up. Want \$160 to start. Box J-117, BROADCASTING.

Clipping jokes to read is not my idea of a humorous morning personality. So I created my own, and it's funny with a capital GH (as in laugh). Sample? Box J-121, BROADCASTING.

Announcer-newsman; experienced in both, seeks larger market. Family, college. Box J-127, BROADCASTING.

Midwest—all night man—adult music—prefer jazz—experienced—medium or major market—available in August—\$155 minimum. Box J-134, BROADCASTING.

Available immediately, first phone, experienced, will work combo. No tapes. Box J-136, BROADCASTING.

Colored dj, 13 months experience. Completed 3 broadcasting schools, and have worked within twenty miles of Chicago. Run controls, tight productions, good adlib. Will relocate. Box J-142, BROADCASTING.

Top c&w man available, ten years experience, original promotion idea's. Mr. Country Music Disc Jockey U.S.A. 1956. Experienced in management, sales, programing. Ideal for station wanting to change to c&w. Will go anywhere for \$8,000 per year. Box J-148, BROADCASTING.

Eight months experience: dj, news, tight board. Prefer small to medium market in northeast or midwest. Fred Toff, 728 North Wyane, Piqua, Ohio, 513-773-3447.

Announcer. 1st phone, \$85. No car. Walter Piasecki, 2219 N. Parkside, Chicago.

Creative, intelligent "announcer seeking cosmopolitan market. Smooth, sincere, personable performer . . . no gimmicks, just good programing with individual touch. Box J-145, BROADCASTING.

Technical

First phone, some experience, age 19, available immediately. Box H-245, BROADCASTING.

Engineer, 1st phone. 13 years am-fm experience. Chief engineer 2½ years. Maintenance, construction, production, technician. Box J-87, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Chief engineer-announcer. Experienced construction, maintenance, production, copy, sales. Adult programming Southeast preferred. Box J-90, BROADCASTING.

First phone, no experience. Willing to learn. Presently airline radio operator. Age 35, married. Box J-91, BROADCASTING.

Experienced engineer wants to join engineering staff. First phone. No objection to light announcing. References. Box J-141, BROADCASTING.

Combo, excellent engineering background, good voice. Need experience at broadcast level hence you can afford me. Age 35, will relocate. Dave Davis, 26 Central Ave., Shelby, Ohio.

Production—Programing, Others

I'd sooner radio. Mature, dependable broadcaster with Master's degree in tv seeks position of responsibility with solid, well-equipped am, network affiliate, medium market, pleasant climate. 6 years experience, 3 as P. D., New York state. Pleasant voice, authoritative delivery. Production-minded, detail conscious. Thorough knowledge of music. Station management my goal. 28, married, 1 child. Box H-268, BROADCASTING.

Midwest preferred—Currently working at 5,000 watt Mutual Affiliate. Seeking position in sales, news gathering and writing. B. S. degree in Broadcasting. Box J-82, BROADCASTING.

Versatile, responsible, professional, 28, married, 2 children, degree. Writer, producer, announcer, manager, ed. Center wished opportunity in major market. Good tv appearance. Skilled public affairs, news, pr. Publicity. Box J-85, BROADCASTING.

Reporter/writer/photographer—5 year radio experience. Will take tv presently employed, married, one child. Free to move. . . . Details upon request. Minimum \$150.00 week. Box J-92, BROADCASTING.

Bright, enthusiastic modern dj or pd with production ability and talent. Imaginative program director desires change. Contests-fun-games-listeners-satisfied sponsors. Seven years in modern radio. Write for complete details and tape. East coast preferred. Box J-108, BROADCASTING.

Need a school trained photographer with first phone? Experienced in hi powered am, fm, tv. Will consider other branches of electronics. Box J-108 BROADCASTING.

News director: Record of success in all phases radio news. College radio-tv major. 3 years experience. Authoritative delivery. 26, married. Can build your news department into number one in market. Box J-111, BROADCASTING.

First phone—country and western fifteen years—top rated. Know how to operate board and follow format—married—no problems—top quality news—tape—brochure—references on request. Box J-115, BROADCASTING.

First phone—newsman and play-by-play—all sports—vast experience—top rated—family man—gather—write—report news with authority—tape—brochure—references on request. Box J-116, BROADCASTING.

Creative talent seeks challenging opportunity. Performing, programing, production. All media considered. Box J-144, BROADCASTING.

13 years radio & television announcing and directing experience. Prefer now to direct talents and experience as program director. Box J-146, BROADCASTING.

Twenty years experience. Last ten radio-television news reporter-photographer. Extensive documentary and editorial work. 1416 S. W. 150th, Seattle 66, Washington.

Situations Wanted—(Cont'd)

Production—Programing, Others

Experienced copywriter-announcer. Midwest location, preferably Ill. Bob Wisch, 3729 N. Albany, Chicago 18, Ill. Phone: CORNELIA 7-7364.

Glorioski! Open end comedy bits . . . complete with scripts and tapes. Send \$1 for sample tape to: Funny Productions, 938 Jones St., Battendorf, Iowa.

Triangle alumnus. Top chain, plus major tv ad agency are best references. Seasoned announcer. Incomparable background all phases, including journalism. Pennsylvania's major markets desired. Call Gil Fryer, 814-OW 54395. For SOF & tape write P. O. B. 113, Hollidaysburg, Pennsylvania.

TELEVISION

Help Wanted—Sales

Immediate opening for an experienced tv time salesman in a fast growing tv market. Network affiliated station. Salary plus commission. The right man can expect a five-figure gross income. Reply To: Harry C. Barfield, Station Mgr., WLEX-TV, Lexington, Ky.

Announcers

Versatile television announcer wanted. Must be able to handle booth, weather, sports, children's programs. Ability more important than experience. Send salary requirements, resume, photo, tape or film to Box J-13, BROADCASTING.

Network affiliated station, southeastern market, has opening for tv announcer with good background as MC. Must also be proficient in news, weather, and editorial writing. Send resume, picture, references and tape. Box J-22, BROADCASTING.

Technical

Qualified studio engineer with Ampex vtr experience. Also one transmitter engineer, some experience, large new studios, RCA transmitter. More new equipment arriving. Full power channel 2 contact KOOK-TV, Billings, Montana's largest metropolitan area. Phone Collect: Chief Eng., Hobart Palne, 252-5611.

UHF station needs man for combined board and transmitter shift. Wire or phone M. J. Lamb, WIMA-TV, Lima, Ohio.

Qualified tv engineer trainee with first phone for Texas vhf. Box J-99, BROADCASTING.

Engineer of good character, best technical qualifications for south Texas vhf. Box J-101, BROADCASTING.

Experienced technicians for permanent positions beginning September. Apply now. Salary to \$9,000. Send resume and references. Chief Engineer, WTTW, 1761 E. Museum Dr., Chicago 37, Illinois.

Experienced tv studio engineer, temporary job. First phone required. Please forward resume and references to: Mr. A. H. Jackson, Supervisor, Engineering Dept., WTIC-AM-FM-TV, 3 Constitution Plaza, Hartford 15, Connecticut, telephone 525-0801.

Engineer for upper N.Y. tv station. Must be strong on equipment maintenance. Send complete resume 1st letter, Box J-150, BROADCASTING.

Production—Programing, Others

Need experienced copywriter for central Illinois tv-radio operation. Send photo, complete resume sample copy and tape to Box J-125, BROADCASTING.

Experienced newsman wanted by tv-radio operation in central Illinois. Send tape, experience, and references to Box J-126, BROADCASTING.

Help Wanted—(Cont'd)

Production, Programing & Others

SE University etv upgrading production staff. Immediate opening for production manager, producer-director, studio supervisor. Heavy experience in live production necessary, college degree preferred. Send complete resume, recent photo and salary requirement. Box J-137, BROADCASTING.

Newsman. Radio and television, capable leg and airman with small market station experience, who can gather, write and air news; journalism education background preferred; married; veteran; stable and dependable with good references; salary commensurate with experience and ability. Write or phone W. P. Williamson, Sr., WKBN, Youngstown, Ohio, Sterling 2-1145.

TELEVISION

Situations Wanted—Management

Tv station manager, available immediately. 20 years' broadcasting experience in small-medium radio-tv markets, all phases management. All replies confidential. Resume upon request. Box J-118, BROADCASTING.

General and/or sales manager. . . 10 years top tv management in medium or major market. . . Excellent record of organization, sales and profits. . . Box J-119, BROADCASTING.

Announcers

Personable young tv announcer-newsman with "class" wishes to join growth station. Bright-mature delivery. Experienced also as pr manager for NBC-TV affiliate. Will settle. Immediate availability. Box J-80, BROADCASTING.

Interested in television production. Has some experience in camera, audio, stage managing, special effects. B. A. degree at Columbia College. Box J-94, BROADCASTING.

Qualified, mature television announcer, newsman. Employed, ranking northeastern station. Seeks advancement. Married, relocate. Box J-123, BROADCASTING.

Triangle alumnus. Top chain, plus major tv ad agency are best references. Seasoned announcer. Incomparable background all phases, including journalism. Pennsylvania's major markets desired. Call Gil Fryer, 814-OW 54395. For SOF & tape write P. O. B. 113, Hollidaysburg, Pennsylvania.

Technical

First phone engineer over 2 years tv studio experience. California only. Box J-1, BROADCASTING.

Production—Programing, Others

Director producer-writer, 7 years experience looking for progressive station. Available July 1st. Box H-129, BROADCASTING.

If there is a station in Florida, or deep south, with a chief engineer looking for stable technician, I'd sure like to talk with him. Diversified experience with transmitter, studio, microwave, and associated equipment. There's no hurry, so if you're just planning to add to your staff how about writing me? Box J-147, BROADCASTING.

Over ten years producing, directing, continuity, announcing. Commercial and educational television. College degree. Seeking advancement. Box J-122, BROADCASTING.

Situations Wanted

Production—Programing, Others

Desire supervisory position with production department or with television promotion. Seven years experience as director-producer midwest market, floor manager-unit coordinator in nations eighth city, cameramen on network sports events. Promotion background with New York State political party. College. Single. Box J-140, BROADCASTING.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCASTING.

Want to buy W. E. 506-B-2 fm transmitter for spare parts, in particular the three tubular tuning assemblies in D-153823 power amplifier unit. J-20, BROADCASTING.

Wanted used microwave towers to support two 10 foot parabolic antennas. 150 foot self-supporting, 200 and 300 foot guyed models. Box J-103, BROADCASTING.

AM proof of performance test set, audio oscillator or distortion analyzer. State price, condition. KBLL, 2433 Montana Ave., Helena, Mont.

For Sale

Equipment

One G.E. color film scanner, new '58. Includes two Eastman-Kodak model 300 continuous motion projectors in excellent condition. Also includes a dual 8 slide disc slide system. Also includes preview facilities for film and slides. Is currently in regular use and well maintained. Ideal way to get into color film and slides inexpensively. \$27,500. Box H-8, BROADCASTING.

Federal 3 kw transmitter fm model 192-A. \$1500 cash. Will demonstrate operation. Bob Adams, KUTE, 217 W. Broadway, Glendale 4, Calif.

FM Multiplex station monitor, Nuclear Electronics cost \$1250—now like new \$325. Andrew 3 tower phase monitor good condition \$100. Both \$400 or trade for good used Magnecord or Ampex tape. WEAW, Evans-ton, Ill.

Schafer Spotter with memory unit. Records 200 commercials and selects next scheduled spot at random. First quality equipment, tape deck is by Ampex—finest made. Remote control unit permits announcer to by-pass memory unit and select any of the 200 commercials. Perfect alone, or as first step to automation. Make an offer. Bill Dahlisten, WLPO, LaSalle, Ill.

2 DUMONT TV camera chains—TA 124A complete with viewfinders, cable, etc. Consider all offers. Station Manager, Box 7158, Austin 12, Tex.

Reconditioned Collins cartridge equipment with full 90 day guarantee. Cartridge play-backs priced at \$225.00 and recording amplifiers at \$165 each. Ampex 601 at \$295.00, two Magnecord PT6A recorders with amplifiers at \$200.00 each. Southeast Audio Co., Jacksonville, Florida, Phone 305-356-3007.

Used UHF 1 kw RCA Transmitter excellent condition, immediate delivery, a bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

Xmission Line; Teflon insulated, 1 1/4" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television/radio transmitters, monitors cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Business Opportunities

Syndicator salesmen calling on radio, tv stations. Sales representation in exclusive territories available. Excellent commissions, including renewals. Box J-130, BROADCASTING.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. \$5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Sportscasting—Significant book of principles essential to play-by-play and sports news reporting. Clothbound, \$5.00 SPORTSCASTERS, 1361 Maple Dr., Logan, Utah.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 10, October 9. For information, references and reservations write William B. Oden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

INSTRUCTIONS—(Cont'd)

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting date for this accelerated class is September 9th. For free brochure write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

RADIO

Help Wanted—Announcers

ANNOUNCER

Bright, fast paced tight production. No Rock and Roll! 1st ticket desirable and will bring more money. Play-by-play experience also desirable. Job is ready now, but will wait for the usual notice. Send tape & resume to

Box H-200, BROADCASTING

Help Wanted—Technical

Manager of Engineering

FOR MULTIPLE STATION OPERATION WILL BE REQUIRED TO SUPERVISE STATION CHIEF ENGINEERS AND DEVELOP TECHNICAL PLANNING FOR ALL PHASES OF CORPORATE ENGINEERING. STRONG THEORETICAL AND PRACTICAL BACKGROUND IN BOTH AM AND TV ENGINEERING A NECESSITY. MUST BE FREE TO TRAVEL THROUGHOUT THE UNITED STATES AND HAVE AN EXTENSIVE KNOWLEDGE OF FCC POLICIES AND PROCEDURES AS WELL AS A GOOD MANUFACTURER RELATIONSHIP.

Box J-107, BROADCASTING

TELEVISION

Help Wanted—Sales

TV SALESMAN

CALIF. STATION NEEDS EXPERIENCED TV SALESMAN. DRAW PLUS GENEROUS COMMISSION. SEND RESUME.

BOX J-6, BROADCASTING

TELEVISION

Help Wanted—Technical

TV Studio Technician
 EAST COAST CHANNEL 12 NEEDS STUDIO TECHNICIAN WITH FIRST CLASS LICENSE, SWITCHER AND VIDEOTAPE EXPERIENCE ESSENTIAL. WANT COMPLETE RESUME, REFERENCES, SALARY REQUIREMENT AND PHOTOGRAPH.
 Box J-61, BROADCASTING

Situations Wanted

Production, Programing & Others

**COMPETITIVE?
 YOU BET!**

10 years. Radio, Last 4 as Prog. Dir. 6 Yrs. Radio-TV. Sales Oriented Programming-Prod.-Promotion. Experienced at Building Image for Top 40 Format and Middle Road Station. College, Married, Civic Minded. Medium-Major Market in West-Southwest Preferred. Will Consider All Challenging Offers. For Resume, Photo, Tape and, or VTR Write,
 BOX J-149, BROADCASTING

Employment Service

JOB HUNTING
 ALL BROADCAST PERSONNEL PLACED MOST MAJOR U. S. MARKETS MINOR-MARKET MIDWEST SATURATION WRITE FOR APPLICATION NOW
BROADCAST EMPLOYMENT SERVICE
 4825 10th Ave. So. Minneapolis 17, Minn.

Looking For a **JOB?**

Sherlee Barish
 BROADCAST PERSONNEL
 16 East 52nd Street, New York, N.Y.

Miscellaneous

COVERAGE MAPS
 Quality Printing - Accurate Data Sample & Details on Request
 Continental Broadcast Service
 8135 Wynnwood Road
 Minneapolis 27, Minnesota

WANTED TO BUY

Stations

WANTED
 Small to Medium Market Station OR CP. PREFER LOUISIANA, MISSISSIPPI, OR TEXAS. MUST BE PRICED RIGHT. REPLY HELD IN STRICT CONFIDENCE.
 BOX J-109, BROADCASTING

WANTED TO BUY

Stations—(Cont'd)

**EXPERIENCED BROADCASTER
 Will Buy Station**

In order to give veteran staff members an opportunity to advance, Broadcast Pioneer will buy Station (radio) in Wisc., Mo., Kty., Ind., Ill., Ohio, Mich., or adjacent. Any size up to (+ or - \$300,000). Must be priced for possible improvement in value. Cash or terms. Reply in confidence to:
 Box H-255, BROADCASTING. We probably know each other.

WANTED: FULL-TIME

Metropolitan AM station billing over \$100,000. Must be in large city and have growth possibility. Mail Full Particulars to:
 Apartado 19,356
 Mexico 4, D. F.

For Sale

Stations

MODEL FM STATION FOR SALE

Established independent FM station in metropolitan Southeastern market serving coverage area of half-million homes from ideal mountain-top site. Entire operation housed in new building beside major highway. Low overhead operation with semi-automation and ready for low-cost conversion to stereo. Finest equipment purchased new. Established audience and quality clients. Also multiplexing background music to twenty clients with unlimited opportunity for expansion. Exclusive taped music franchises for both main channel and background services. Owners must sell due to press of other interests. Terms. Box H-225, BROADCASTING.

MIDWEST FULLTIME STATION

Located in large underradioed growth market. 1963 gross running ahead of last year's \$250,000. Priced at \$400,000 with terms available.
 BOX H-298, BROADCASTING

FULLTIME 5 KILOWATT

One of the best buys in the 50 states. Low frequency—excellent operation. Grossed well over \$200,000 in 1962. Priced firm at \$250,000 with 29 percent down.
 BOX H-297, BROADCASTING

NORTHEAST

Profitable daytimer grossing over \$85,000 under absentee management. Can be improved greatly with owner-operator. Price \$100,000 cash or \$125,000 with good terms.
 BOX J-109, BROADCASTING

NORTHERN NEW ENGLAND

FULLTIMER IN SINGLE STATION SMALL MARKET. EXCELLENT EQUIPMENT. COMBINATION OPERATION ON OWN LAND WITH MODERN BUILDING.
 Box J-110, BROADCASTING

For Sale

Stations—(Cont'd)

MOUNTAIN STATE

5 kw low dial fulltimer, 1962 gross over \$130,000. \$21,000 down will handle. Balance on easy terms. Golden opportunity for owner-operator.
 Box J-138, BROADCASTING

CENTRAL CALIF. DAYTIMER

Well-Equipped kilowatt. Good market. Total price \$75,000 with \$25,000 down. Balance over 10 years to qualified broadcaster who will manage station.
 Box H-296, BROADCASTING

MAJOR MIDWEST MARKETS

Daytimer with low dial position and fixed sign on. Good earnings; Excellent potential. \$225,000 down with long terms on balance.
 Box J-151, BROADCASTING

GUNZENDORFER

NEVADA—5000 W. DAYTIMER—Great Mkt. Asking \$175,000 with 1/2 Down. "A GUNZENDORFER Exclusive."
 CALIFORNIA—SOUTH DAYTIMER Growing Mkt. asking \$7500 assume \$9000 contract—"A GUNZENDORFER Exclusive."
 WASHINGTON 1 STATION Mkt. with real estate asking \$122,000 with \$18,500 down. "A GUNZENDORFER Exclusive."

**WILT GUNZENDORFER
 AND ASSOCIATES**

Licensed Brokers Phone OL 2-8800
 864 So. Robertson, Los Angeles 35, Calif.

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
 P. O. BOX 9266 - GL 3-8080
 AUSTIN 17, TEXAS

STATIONS FOR SALE

CALIFORNIA. Medium market. Fulltime. \$30,000 down.
 GROWING WESTERN MARKET. Fulltime. Gross \$200,000. Priced at \$300,000.
JACK L. STOLL & ASSOCS.
 Suite 600-601 6381 Hollyw'd Blvd.
 Los Angeles 28, Calif. HO 4-7279

N. E.	small	fulltime	\$100M	29%
Ala.	single	daytime	75M	terms
S. E.	small	profitable	90M	cash
Tenn.	single	daytime	48M	terms
S. E.	small	local	23M	SOLD
Mass.	medium	regional	185M	29%
Pa.	suburb	daytime	120M	terms

And others.
CHAPMAN COMPANY
 2045 Peachtree Rd. N.E., Atlanta 9, Ga.

**You Can't Top A
 CLASSIFIED AD**

BROADCASTING
 THE BUSINESSWEEKLY OF TELEVISION AND RADIO

of license and for change of facilities of KCHY Cheyenne, Wyo., and Fort Broadcasting Co. for renewal of license of KDAC Fort Bragg, Calif., in Docs. 14816 et al., granted applicant's request to extend from July 1 to July 15 date for exchange of direct written case. Action June 28.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of July 1

WHA1 Greenfield, Mass.—Granted increased daytime power on 1240 kc. from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions.

KPGE Page, Ariz.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; conditions.

W72AA Iron Mountain, Mich.—Granted license for UHF TV translator station.

K82AQ Grand Portage, Minn.—Granted mod. of CP to change type trans. for UHF TV translator station.

W72AA, W77AA Iron Mountain, Mich.—Granted assignment of CPs for UHF TV translator stations to U.P. T-V Systems Inc.

KJFL-TV Durango, Colo.—Granted mod. of CP to change ERP to 0.11 kw vis. and 0.07 kw aur., ant. height to minus 760 feet, type trans. and type ant., and make change in ant. structure and equipment; condition.

Actions of June 28

Douglas Entertainment Co., Douglas, Wyo.—Granted CP for new VHF TV translator station, on channel 4, to translate programs of KSTF(TV) (ch. 10) Scottsbluff, Neb.

KLUR(FM) Wichita Falls, Tex.—Granted license.

K11AB Ismay, Mont.—Waived Sec. 1.323 (b) of rules and granted CP to replace expired permit for new VHF TV translator station.

K10CI, K12BS, K05BX, Breckenridge and Blue River Valley, both Colorado—Granted CPs to replace expired permits for new VHF TV translator stations.

WCIT Lima, Ohio—Granted mod. of CP to make changes in DA system (reduce height), change ant.-trans. location and type trans.; condition.

W82AD Frostburg, LaVale and Cresap-town, all Maryland—Granted extension of completion date to Sept. 1 for UHF TV translator station.

Granted licenses for following VHF TV translator stations: K11BH, K13BF, Diamond TV Corp., Diamond Valley, Harney County; K04AC, Pelton Telecasters, Gateway and Mud Springs; K04CB, Plush T.V. Inc., Plush; K03BZ, Rogue River Translator Association, Rogue River; K05BT, Picture Gorge T.V., Kimberly; K13FB, Pongosa TV Club, Medical Springs; K03BQ, Ukiah T.V. Association, Ukiah; K03AX, Umatilla River T.V. Association Inc., Umatilla River Valley; K02DB, Scottsburg Community Television Association, Scottsburg; K07DS, Toketee Falls Improvement Club, Toketee Falls; K04CE, Valley Falls T.V. Inc., Valley Falls; K07BS, Elwin B. Heckert, Lower Evans Creek at Rogue River; K03BN, K07EP, K11EX, Video Utility Corp., Bend, all Oregon; K07DH, Ark Valley TV Inc., Lamar, Colo.; K03BE, K07EU, K13EQ, K04CP, Northern Television Inc., Clear, Nenana, Soldotna, Kaslof, Kenai and Sutton, all Alaska; K02BV, K07DB, K10DG, K13DE, Eagle Valley TV Corp., Sheephorn and State Bridge area, Avon, Eagle, Edwards, Gypsum and Wolcott, all Colorado; K02CA, K04BY, Victor Volunteer Fire Department, Victor, Colo.; K08CI, Peetz Lions Club, Peetz, Colo., and Mount Vernon, Sidney Draw and Lorenzo, all Nebraska; K09FC, K04CL, Midnight Sun Broadcasters Inc., Nenana and Soldotna and Kenai, all Alaska; K03BT, Kilaua Community TV Association, Kilaua, Hanalei and Coast Guard Station, Kauai, Hawaii; K03BH, K08BU, Holly TV Inc., Holly; K04CR, K06AR, K07FI, Creede TV Association, Creede and Masonic Park Rural Area; K02BL, K04BG, K06BM, Battle Mountain T.V. Association, Minturn and Gilman; K02CR, K07FA, K09FA, Valdez TV Club, Valdez; K08EC, K12DQ, K11FR, Moffat County, Maybell, Williams Fork Rural area and Hiwatha; K06CX, K13EW, Buena Vista

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 2

	Lic.	ON AIR Cps.	NOT ON AIR Cps.	TOTAL APPLICATIONS for new stations
AM	3,807	47	143	364
FM	1,094	23	94	191
TV	519	59	85	126

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, July 2

	VHF	UHF	TOTAL TV
Commercial	486	92	578
Non-commercial	47	21	68 ¹

COMMERCIAL STATION BOXSCORE

Compiled by FCC, May 31

	AM	FM	TV
Licensed (all on air)	3,801	1,088	518
Cps on air (new stations)	53	29	60
Cps not on air (new stations)	130	91	85
Total authorized stations	3,984	1,208	663
Applications for new stations (not in hearing)	223	181	67
Applications for new stations (in hearing)	151	13	54
Total applications for new stations	374	194	121
Applications for major changes (not in hearing)	255	92	46
Applications for major changes (in hearing)	50	3	7
Total applications for major changes	305	95	53
Licenses deleted	0	0	0
Cps deleted	0	2	2

¹Includes 3 stations operating on unreserved channels

Television Inc., Buena Vista, Salida and Poncha Springs; K10EA, Hinsdale County Chamber of Commerce Inc., Lake City; K06CK, Crystal River TV Association, Redstone and Upper Crystal River Valley; K12BG, Egeria Park TV Association, Yampa; K06DA, Town of Alma, Alma; K13EO, Lake George Volunteer Fire Department, Lake George and Florissant; K02BS, Upper Colorado TV Association, Dotsero and area between Cabin Creek and Dotsero; K06CZ, Dotsero T.V. Association, Dotsero; K13EL, Town of Grand Lake, Grand Lake; K11FM, Edward E. Schultz, Estes Park; K07FQ, Placerville TV Association, Placerville; K12DR, K09DT, Baca TV Co., Richards, Campo, Regnier, Graft, Pritchett, Oklarado and Buster; K07EL, K09EM, LaVeta TV Association, LaVeta and rural area; K07DR, Crook Community

TV Association, Crook; K07CA, Franklin and Carleton Currier, Currier Ranch, Colbran, and specify type trans.; K02DI, Granada Community TV, Granada and area; and K12AM, TV Committee, Wray, all Colorado.

Action of June 27

W06AB Jamestown, N. Y.—Granted extension of completion date to Oct. 13 for VHF TV translator station.

Action of June 24

United TV Association, Fleming and Haxtun, both Colorado—Granted CPs for new VHF TV translator stations, on channels 8 and 12, to translate programs of KOA-TV (ch. 4) Denver.

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*

1735 DeSales Street, N.W., Washington, D. C., 20036

Please start my subscription immediately for—

- 52 weekly issues \$8.50
- 104 weekly issues \$14.00
- Payment attached
- 52 issues & 1964 Yearbook \$13.50
- Please bill
- 1963 Yearbook \$5.00 (so long as supply lasts)

name _____ title/position* _____

address Business
 Home

city _____ zone _____ state _____

company name _____

*Occupation Required



WILL CHILDHOOD BE THE ONLY FREEDOM THEY WILL KNOW?

Personal freedom can slip away a little at a time, as quietly as children grow. It can be destroyed by forces from *within* our borders. Subtle forces—like the steady expansion of federal government in business, and the effect it has upon our daily lives.

Already our federal government owns many thousand businesses, from bakeries to sawmills. In the

field of electricity alone the output of federally owned plants has risen from less than 1% of the industry's total in 1935 to more than 15% today. And advocates of government-in-business press constantly for more.

They advocate a dangerous course. When any government owns business, it can control both goods and jobs. It adds economic powers to

its vast political powers. When it does that, it can tell you where to work, where to live, even what to do or say. Then freedom has slipped quietly away.

More government-in-business could rob our children of the self-reliance they have just begun to learn. And it could rob them of the freedom which they still enjoy.

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OUR RESPECTS to Edgar Jay Scherick

Network TV salesman turns program chief

One inauspicious way to begin a career in the entertainment world is to sing happy birthday greetings as a Western Union messenger. As Edgar Scherick remembers the experience, his first job, it was not without the rigors attendant on more sophisticated employment.

He recalls that a copyright infringement suit brought a halt to his usual delivery of the birthday message. Before the ASCAP-BMI feud could be resolved he had learned to sing the words to the tune of "Yankee Doodle," another song in his repertoire.

If the latter half of the above story is apocryphal, there is no question about the authenticity of the first-job claim. (He held it during summer vacations from high school.) That Mr. Scherick had a number of embarrassing moments, standing before message recipients in full-throated song, is well documented.

One month ago Edgar Jay Scherick became ABC-TV's vice president for programing, having come a considerable distance since the first job and not on the wheels of his messenger bike. For Mr. Scherick, the network reinstated an office encompassing all programing. Most recently the highest job in the department had been designated "vice president, nighttime programing."

Rapid Climb ■ The happy circumstance for Mr. Scherick, who at 38 finds himself at the top of the network's programing ladder, is the result of independent thinking and fast moving. And he appears not the least winded by his rapid climb.

Out of high school in 1941, he joined the L. H. Hartman agency (since absorbed by Grey Advertising) in New York. A year of "watering Mr. Hartman's plants and odd jobs in the mail room" had a part in convincing him of the need to further his education.

His first year at Hobart College, Geneva, N. Y., was interrupted when he enlisted in the Air Force in 1943. In 1946 Staff Sergeant Scherick, then a meteorologist, left his weather station assignment in Iceland to resume his educational endeavors as a second year transfer student at Harvard. He walked out of Harvard three years later with a magna cum laude degree under his arm and a Phi Beta Kappa key in his pocket.

Before he returned to New York again in 1950 Mr. Scherick had already demonstrated an interest in broadcasting. As a Harvard student he helped form the New England University Radio Group which did a series of shows for WHDH Boston, called *What's It to You*, treating Boston area problems.

His first taste of commercial broad-

casting came when he joined Dancer-Fitzgerald-Sample as an assistant time-buyer on the Procter & Gamble account.

Sports Specialty ■ An interest in sports and sports programing were to shape the future for Mr. Scherick. Following his association with D-F-S and a stint with CBS-TV as a sports specialist, he took the step that turned the corner for him. With a mixture of fortitude and "that lonely feeling" that accompanies independence, he formed his own company, Sports Programs Inc., to negotiate for and produce live sporting events. He had seen growing opportunities for regional sports hookups and "wanted in" on the ground floor. His business was capitalized at the grand sum of \$600.

His first venture in the field was purchase of Big Ten basketball rights, in conjunction with Sports Network. He had the bait in his mouth until Standard Oil of Indiana took him off the hook, buying half the package for \$200,000.

Mr. Scherick's Sports Programs, which began producing for all three networks, started drawing him closer and closer to ABC-TV. The network had had an unpleasant experience with an NCAA football package but was under heavy pressure from affiliates to branch further into the sports area.

Year-Round Package ■ The idea for full-network sports presentations on a 52-week basis evolved under Mr. Scherick's direction. The result: ABC-TV's *Wide World of Sports*. The advantages of advertising continuity offered by the concept were obvious and by ranging far and wide for a variety of events in diverse countries, prices for

TV rights were kept at a minimum.

While Mr. Scherick was heading his own company he was serving ABC-TV as executive producer for *The Fight of the Week*, NCAA football and basketball games, American Football League games, *Big League Baseball* and *Make That Spare*.

The work for ABC cemented his affiliation there and in February 1960 the inside outsider was appointed vice president in charge of TV network sales. At the same time his Sports Programs Inc. became the owned sports production arm of the network.

Edgar Scherick has a reputation among his peers and subordinates as an "out-spoken, straight-from-the-shoulder shooter." The double-barreled adjective may be well deserved.

Network TV's Albatross ■ He's worried about the image which advertisers have of network television and is not afraid to say so. He suggests that some advertisers and agencies have begun to take for granted a medium which "continues to deliver audiences at costs which are fair and competitive. Television is being penalized for its hits," says Mr. Scherick. "Our bonus has become the albatross around our necks. A *Ben Casey* comes along and attracts an unusually large audience, and people forget that other programs are producing efficiently and feel short-changed because they haven't a run-away hit."

Mr. Scherick thinks the networks lack an effective trade association. He proposes formation of such a promotion group "above and beyond any existing associations and made up solely of the three networks, designed to sell network television."

When Mr. Scherick was jumped from network sales into the top programing position last month no one was surprised by the appointment.

A thorough knowledge of program sales, a handy tool in the programing job, was not the only asset working in his favor.

He can hold forth impressively on the subject of next season's schedule but is equally comfortable in discussions of the relative merits of American historians, classics, poetry and other more academic topics. He says, quite seriously, that he suspects he missed his calling when he passed up ichthyology (the study of fish). ABC is thankful that was one of his "roads not taken."

He lives in Manhattan with his wife, Carol Ruth (nee Romann) and three children: Christine, age two-and-a-half; Gregory, one-and-a-half, and J. J., six months.



Mr. Scherick

The fairness fallacy

POLITICIANS have seized upon "fairness" as the catch-all word to justify any claim for broadcast time or any attempt to regulate the practice of journalism by radio and television broadcasters.

It is in the name of fairness that the Congress has retained most of the restrictions of Section 315, the political broadcasting law. It is in the name of fairness that an effort has been started in the House to impose new restrictions on broadcast editorializing.

It was in the name of fairness that years ago the FCC adopted a prohibition against all editorializing, and it was in the same name that the FCC later withdrew its prohibition but replaced it with a requirement that an editorializing broadcaster had to provide opportunity for the presentation of opposing views.

It has been difficult for broadcasters to resist all these encroachments on their journalistic freedom without also appearing to object to the principle of fairness, a principle which, like motherhood and the divinity of J. Edgar Hoover, is not to be questioned in any public forum these days. Fairness is indeed a quality to be desired. It is also a quality that rarely can be measured to the satisfaction of all. What is fair to one may be unfair to another, as events of a fortnight ago clearly demonstrated.

As reported in this publication last issue, the National Association for the Advancement of Colored People announced the beginning of a campaign to get a better break for Negroes on radio and television. In the same week Senator Strom Thurmond (D-S. C.) delivered a bitter attack upon television networks for slanting the news in favor of Negroes and their campaign for civil rights.

Senator Thurmond claimed it was unfair to "the American people of the South" when networks accorded detailed coverage to the killing of Medgar Evers, the NAACP leader in Mississippi, and less to that of a white photographer in Lexington, N. C. No doubt there are many who would agree with Senator Thurmond. Yet their standards of fairness in the situation that he cited would hardly compare with those of a newsman of different outlook. The killing of Mr. Evers was premeditated murder for which a white supremacist has been indicted. The killing of the white photographer was, according to all available evidence, a regrettable accident during a riot in which wild shots were fired.

If the fairness doctrine continues to mature into an instrument of national policy, the time will come when in any story concerning which there may be rival views the broadcast newsman will be obliged to ration air time according to arithmetical formulas instead of seasoned news judgment. This procedure would be "fair" all right. It would also be the death of broadcast journalism.

The latter may, in fact, be what some politicians want.

National emergency

AFTER too many months of temporizing, the National Association of Broadcasters has declared war against its government tormentors.

The job now is to implement the unanimous decision of the joint radio and television board to carry the fight to Congress and to the people. This is no easy task. By giving this project "first priority" the board sensed the attitudes of broadcasters everywhere who had despaired of rationalizing with the FCC.

Although it has always been repugnant to the elite, the

NAB's reason for being is and always has been that of maintaining an effective lobby. One facet is lobbying the lawmakers; the other lobbying the public—the latter politely called public relations.

In recent years the NAB has not been successful on either count. If it had been, broadcasters would not be in such deep trouble and the FCC would not have gotten away with its broadcasters-be-damned concept.

A freshman radio board member—John Coyle of KVII Dallas—marshalled the resolution against undue government encroachment through the radio board and then, armed with its unanimous vote, through the joint board. The resolution, redrafted by a committee, calls for a strong legislative committee—operating at the grass-roots level—to indoctrinate Congress on the regulatory actions which constitute threats to the freedom of broadcasting.

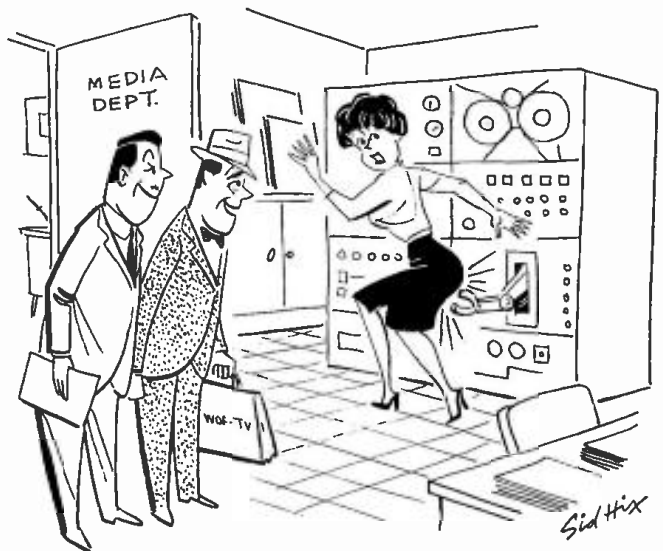
It also provides for a continuing "public information program" to acquaint the American people "with the problems and perils of excessive federal control over broadcasting."

The public has been the forgotten man in the conflict between broadcasters and the FCC. As long as his programs haven't been too seriously affected, the average citizen couldn't care less. Now he is to be told that what the FCC is effectuating by devious means approaches thought control and cannot help but have a debilitating effect on the well-being of broadcasters and on their ability to supply the programs the public wants.

The logical first step should be to assign Paul Comstock, NAB vice president for government affairs, to coordinate the new activities. Mr. Comstock, Florida attorney, since he joined the NAB last September has shown aptitude in congressional liaison and has acquired a good grasp of broadcasters' problems.

The FCC has a regiment of bright young men who will now work overtime in devising counter-attacks. They have been eminently successful in getting a majority of the FCC to go along with them.

Congress, it appears, will be in session all summer and possibly all year. Next year there are the national elections. For the broadcaster a national emergency exists. The time to act is now.



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