



BROADCASTING

THE BUSINESS

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SERIALS AND

NEWSPAPER

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AND RADIO

NOVEMBER 4, 1963

CBS-TV is ahead, but the national Niensens show a three-network race 31

Agreement with RAB on joint study awaits imprimatur of NAB board 40

Initial stock offering for pay TV produces no shortage of subscribers 66

FCC steps up its tempo in effort to break renewal logjam 76

COMPLETE INDEX PAGE 7



NORTH DAKOTA STATE UNIVERSITY
NOV 6 1963
LIBRARY



new show

NEW NAME



WKMJ IS NOW

WKNR

THE STATION THAT KNOWS DETROIT



A dramatic change to emphasize new programming, new research, new influence in Dynamic Detroit.

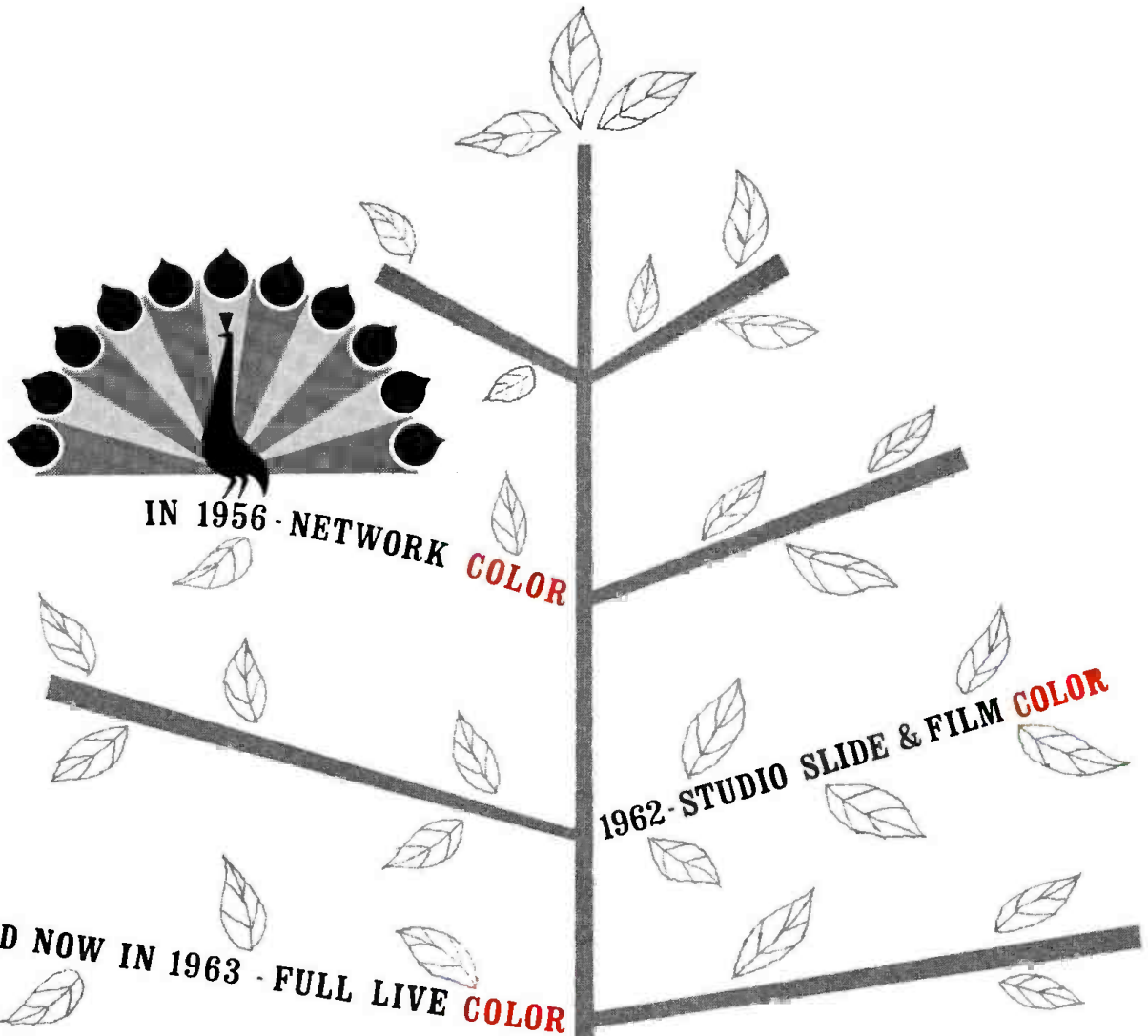
In the weeks to come we'll be revealing to you the WKNR Index of Detroit, an exciting collection of new facts about the lives, habits and availability of the people who make up the nation's fifth major market.

The new data have provided the basis for every minute of WKNR's new sound. It will also be the basis for new buying patterns to extend your reach in Detroit.

Walter Patterson, Executive Vice President and General Manager

Mrs. Fred Knorr, President, KNORR BROADCASTING CORPORATION

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER COMPANY



COLOR

WDSM-TV—the first and only complete color TV channel in Northern Minnesota, Northern Wisconsin and upper Michigan.

Facilities for telecasting color slides, color film and live color studio presentations.

Give your commercials the extra PLUS of COLOR on WDSM-TV.

Peters Griffin and Woodward—National Representatives
 Bill Hurley, Minneapolis—Regional Representatives
 TV Representatives Ltd.—Canadian Representatives



W D S M - T V

Duluth—Superior

*Covering the second largest market
 in Minnesota and Wisconsin*

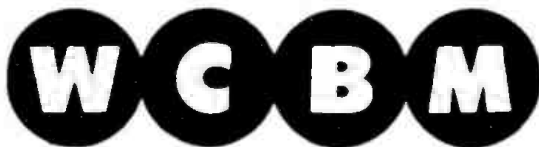


“SPECIALIST in Adult Music”

Meet Elane Stein, music supervisor, at WCBM Radio. It's her job to select the music . . . the right music . . . the kind *adults* prefer . . . that is aired on WCBM. Elane's selections include popular music . . . show tunes . . . semi-classical and classical music. She knows that carefully selected good music plays a vital part in WCBM's adult-level programming policy.

Adult music—likeable personalities—CBS features—and news, local and regional covered in depth by WCBM's top staff of legmen, plus reports from national and international news services—all combine to reach the adult audience—the *buying* audience.

Adult-wise, the wise buy in your Baltimore schedule is WCBM Radio!



National Sales Representative

Metro Radio Sales

A SERVICE OF METROPOLITAN BROADCASTING

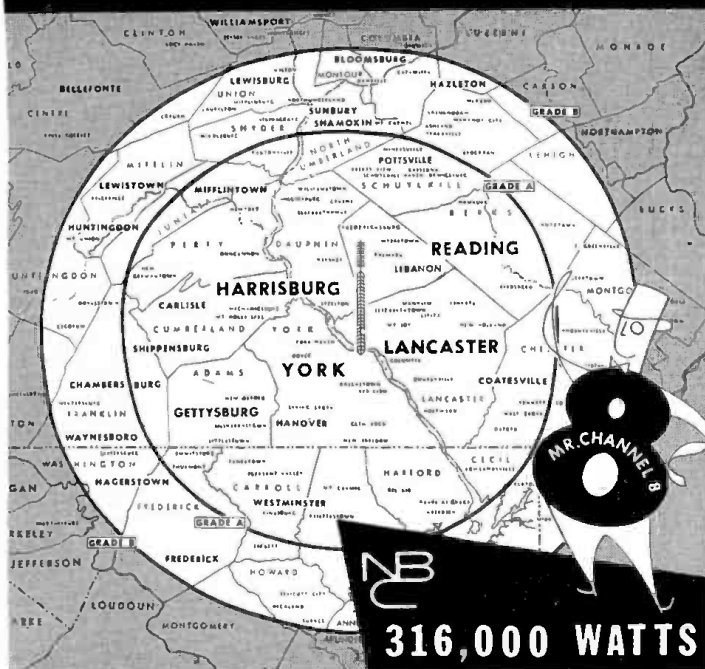
A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland



Food sales

\$824,492,000

MULTI-CITY TV MARKET



The growing WGAL-TV market lives well. Your product advertised on Channel 8 moves profitably. WGAL-TV does an outstanding selling job because—in its market—it is more sales-productive than any other station, has more viewers than all others combined.*

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

Market figure: SRDS 1/63

WGAL-TV

Channel 8

Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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

In everybody's pocket

Unprecedented interest in new season's first TV network ratings had A. C. Nielsen Co. in deep swivet last week. Despite Nielsen copyright and explicit limitations on disclosure by subscribers, its ratings were bandied all over—and in fullest detail. Nielsen, which traditionally releases only top 10's for nonsubscribers, spent week wrestling with two-pronged problem: not only to detect whoever was flaunting nondisclosure requirements, but to devise ways to make sure it doesn't happen again.

Worst blow for Nielsen may have been first one: On Monday, even before ratings were supposed to be out, New York Times had long story purporting to give highlights, subsequently also published top 40 list and gave rankings of all new shows. By then, Nielsen pocketpieces were almost as easy to find as Madison Avenue, and most intimate detail could be had by practically anybody with a telephone and a friend. Upshot: Nielsen almost certainly will take new steps shortly to prevent unauthorized disclosures next time around.

Code showdown?

Fur may fly at first meeting of new National Association of Broadcasters executive committee this week to discuss with President LeRoy Collins future of NAB codes. Meeting of five-man committee was called by joint board chairman, William B. Quarton, WMT-AM-TV Cedar Rapids (BROADCASTING, Oct. 28). Since then Governor Collins has been testy with his staff and with others.

The late shift

Madison Avenue insiders attest to what appears to be general, though tacit, understanding among major cigarette TV network advertisers to move out of periods when their commercials can be seen in homes before 8:30 p.m. Withdrawal, they say, won't be abrupt but should be discernible by next season. Agencies are hard put to satisfy desire of cigarette clients who want "good buys"—programs attracting mass audiences but made up mostly of adults—but also are sticklers for product protection, particularly aggravated for tobacco firms because they all have numerous brands advertised in nighttime TV, network and spot.

Presto, chango

Congressmen, including Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee, were dismayed early last

CLOSED CIRCUIT*

week when only four broadcasters had filed appearances for hearings this week on bill to prohibit FCC from controlling length and frequency of broadcast commercials. But after grass-roots activities, picture changed completely and by week's end 20 broadcasters had asked to testify at three-day hearing Nov. 6-8.

Scores of broadcasters had complained to congressmen, and several state delegations came to Washington in person, but few had been willing to testify at hearings, evidently fearing possible reprisals. Most larger entities plan only to file statements.

Zenith conversion

Zenith Radio Corp., which runs WEFM (FM) Chicago virtually as non-commercial good music outlet except for rare Zenith product promotion, may soon announce it will retain former NBC vice president, Jules Herbiveaux, as consultant to study possible conversion of WEFM to regular commercial operation. Zenith itself occasionally uses radio-TV media, but puts most of its ad budget in newspapers (story page 51).

Double dealing?

Although FCC has made no public mention of double billing for 18 months, investigations of practice are currently under way by agency's Office of Complaints and Compliance. Major national advertisers, which provide co-op funds for use by local distributors, have been asked to furnish FCC with copies of bills sent by specific stations. In such cases, FCC reportedly has "strong allegations" that station involved has double billed. Letters to manufacturers make no mention of such charges. Several double billing cases currently are pending at FCC. In winter of 1962, FCC warned licensees that practice was fraudulent (BROADCASTING, March 19, 1962).

More in the pot

National Association of Educational Broadcasters thinks it has found way to add some 700 station assignments to present television allocations, without disturbing existing criteria or arrangements with border nations. NAEB commissioned Atlantic Research Corp. to make allocations analysis by computer, will announce results soon.

Purpose behind NAEB's computer project is to get more educational

station reservations than are provided in FCC's new allocation plan (BROADCASTING, Oct. 28). NAEB has said educational TV will need 1,200 stations in next decade. In FCC's new plan, only 700 stations would be earmarked for educators. It's probable that NAEB will ask that its longer allocations list be considered as alternative to FCC's new proposal.

Casualty report

It's now quite certain that new Allen Funt program series—*Candid Camera* type but with reverse twist (BROADCASTING, Oct. 28)—is slated for replacement for ill-fated *Glynis*, new entry this season on CBS-TV's Wednesday, 8:30-9 p.m. period. More certain, however, is that *Glynis's* fate has been sealed. It'll be first new entry on CBS-TV this season to get its walking papers after initial 13-week run.

Hanging in space

Usual troubles have developed at International Space Communications Conference in Geneva, which may wind up this week. New and emerging nations—mainly in Africa—which have not developed their communications are concerned about allocation proposals, for fear of having assignments pre-empted. USSR reportedly was siding with this view, but for different reason: It isn't as far advanced in space communication techniques as U. S. and wouldn't mind delay. But experts hope that reasonable compromise agreement would be reached for orderly use of communications in outer space.

Nothing moves

FCC's concern with backlog of work isn't limited to license-renewal applications (see story page 76). Backlog of pending transfer applications is also considered serious. According to commission's last report to Congress on subject, 148 such applications had been pending more than three months as of Aug. 31.

Part of problem, at least, is claimed to be lack of personnel. Normally four lawyers process applications. But fewer than that were on job during summer because of vacations and illnesses. To speed processing, four extra lawyers were taken from other tasks and assigned to transfer branch. Although they are now beginning second month on special assignment, no appreciable dent in backlog has been made.

(compliments of a friend*)

A
FRIEND
IS
SOME-
ONE
WHO
BEATS
THE
DRUM
for
YOU



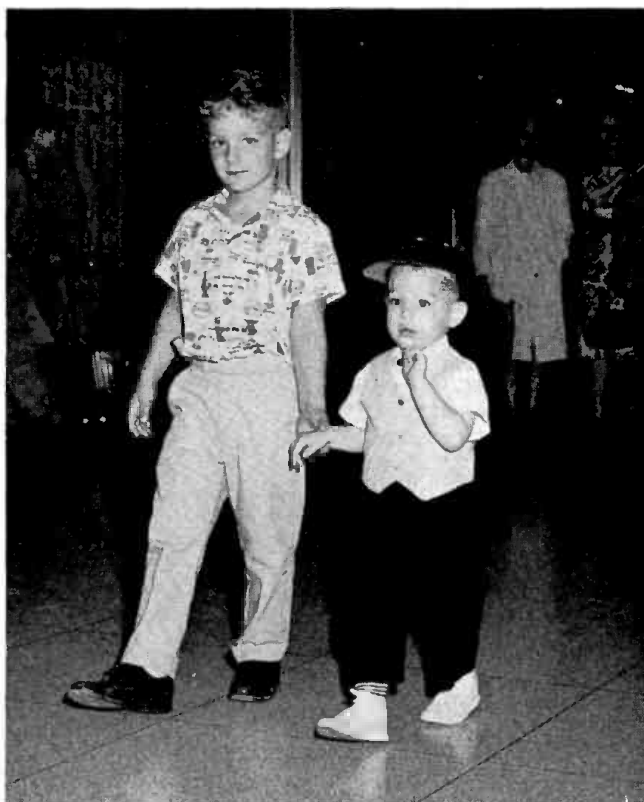
A
FRIEND
IS
SOME-
ONE
WHO
GIVES
YOU
THE
INSIDE
STORY



Nobody knows a back yard better than the people who live in front of it. Count on us to give you usable, complete facts and figures on the Omaha market, with reference to your particular product.

We'll beat the drum for you in the Omaha market, telling all of your customers about your advertising campaign on KMTV.

A
FRIEND
IS
SOME-
ONE
WHO
SHOWS
YOU
AROUND
TOWN



We'll show you around town . . . and introduce you to wholesalers, retailers, brokers and others on your marketing firing line.

A
FRIEND
IS
SOME-
ONE
YOU
CAN
DEPEND
ON



In Omaha, depend on KMTV.

See Petry for YOUR FRIEND IN OMAHA*—KMTV-3!

WEEK IN BRIEF

They're studying the TV form sheets on Madison Avenue. First Nielsens are in and agency and network executives ponder who's to get the ax. Ratings show CBS leading in top shows, NBC and ABC neck and neck. See . . .

NECK AND NECK FOR PROGRAM LEAD . . . 31

RAB and NAB agree to joint financing of study in radio research—or do they? NAB board members notified of agreement, told to disregard notification, and then notified again by Collins. See . . .

AGREE TO JOINT STUDY, BUT . . . 40

Madison Avenue generally is critical of governmental intrusions in the business of broadcasting. Crichton enunciates consensus of agencies on time limitations, program control, network licensing. See . . .

AGENCIES CRITICAL OF FCC . . . 44

TV billings are up 11%, radio's 14%, financial management executives are told. Cash predicts \$2.2 billion in TV by 1970 from medium's 100 top spenders. Lee talks about fairness doctrine. See . . .

CASH, BUNKER PREDICT UPSWING . . . 48

Stock of Subscription Television Inc. sells out first day it goes on sale. Investment public goes for offering, finally cleared by state and federal agencies. Public subscription is \$15.7 million. See . . .

PAY TV STOCK SELLS OUT . . . 66

Gene Autry group buys one of country's oldest TV stations, KTLA(TV) Los Angeles, for \$12 million. Station expected to carry Angels and Rams games in which Autry and friends have interests. See . . .

GOLDEN WEST GETS KTLA(TV) . . . 68

Commissioners consider license deferral backlog as an emergency. They consider revised program logs, six-month lead time for renewal applications, and liberalizing guidelines so staff can act more quickly. See . . .

ATTACK RENEWAL LOGJAM . . . 76

Freedom of information becomes football in political arena. Republicans charge FCC commercial time limit proposal one element in news "management." Hearing held on news availability. See . . .

CONTROLLED NEWS BATTLE . . . 62

UHF group in Illinois asks commission to order Midwest to divest itself of all but one TV in central area of state. Claims WCIA and its units blanket area unfairly through common rates, programming and operation. See . . .

UHF OPERATORS CHARGE MONOPOLY . . . 70

FCC commissioner gives broadcasters alternatives to commercial time limits. Loevinger, chiding industry for not using imagination, eschews decimal-point accounting but urges flexible standards. See . . .

BROADCASTERS NEED IMAGINATION . . . 45

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BROADCASTING

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What is the Measure of a Broadcasting Station?



One measure is service to youth.

- Service to young people . . . like Richard Weingart . . . shown here with the coveted Frank Atwood Trophy . . . awarded him at the Eastern States Exposition.
- The trophy was named by New England 4-H leaders . . . to honor WTIC'S Farm Program Director . . . also seen in the photograph.
- Richard won the trophy for his prize heifer* . . . grand-daughter of a calf he purchased . . . with an interest-free WTIC Farm Youth Program loan.
- Since 1948 . . . WTIC has made 833 such interest-free loans . . . totaling \$130,980.18 . . . to 650 young people . . . in Connecticut and western Massachusetts . . . resulting in many fine herds . . . which otherwise would not exist today. Incidentally, our losses dealing with this fine group of young Americans, have been almost non-existent.

We believe this to be another measure of a broadcasting station . . . undreamed of in a rating service's philosophy.

WTIC  **AM/FM**

Broadcast House, 3 Constitution Plaza, Hartford, Connecticut 06115

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

*Greenridge King's Anita

Which came first: the chicken or the egg?

FCC WANTS TO ACT ON TIME LIMITS BEFORE CONGRESS

FCC told House Communications Subcommittee Friday (Nov. 1) that it should be allowed to go ahead with its proposed rulemaking on commercial standards—then Congress or courts can react.

Reaction came sooner. Representative Walter Rogers (D-Tex.), subcommittee chairman and author of legislation to block FCC move, said agency's comments on his bill "make a good case out for us."

This "very clearly points out that they think they are beyond the scope and control of the Congress," Representative Rogers continued. "This is one of the attitudes of the regulatory agencies that ought to be stopped now."

"People have money invested in broadcasting properties, and they could be 'broken' before they get the redress [from courts or Congress] to which they are entitled," congressman said.

Commission's comments urged subcommittee, which begins hearing on legislation Wednesday (Nov. 6) (see earlier story, page 50), to hold off "consideration of this important area" until FCC decides what should be done.

Commission has reached "no con-

clusions" yet, its statement said, and enactment of HR 8316, Representative Rogers's bill, would strip FCC "of desirable authority and a great deal of its flexibility in dealing with the ever-changing trends in this important area of overcommercialization." Statement concludes FCC should "not be deprived . . . of the broad discretion . . . which Congress gave it."

Even as Representative Rogers was reviewing FCC comments, broadcaster requests to testify were "flooding my office," he said. Names added to witness list Friday included:

Nov. 7: A. James Ebel, KOLN-TV Lincoln, Neb.; H. Randolph Holder, WGAU-AM-FM Athens, Ga.; Joseph P. Dougherty, WPRO-AM-FM-TV Providence, R. I.; Richard D. Smiley, KXXL Bozeman, Mont.; William S. Morgan, KNOR Norman, Okla., and president, Oklahoma Association of Broadcasters; Wayne Kearn, KENS-TV San Antonio, and Kenneth E. Duke, KDDD-AM-FM Dumas, Tex.

Nov. 8: E. L. Byrd, WILS Lansing, Mich.; Cecil Woodland, WEJL Scranton, Pa., and John P. Carr, WDNE Elkins, W. Va.

advance warning of alleged wrongdoing, as required by law.

Commission, however, said advance warning is not required in cases of willfulness. And "repeated misconduct" in connection with "fraudulent treasure hunts," commission said, constituted "willfulness."

Thorough review of record, commission said, doesn't disclose basis for reducing penalty. "Deliberate frauds upon the public are clearly adverse to the public interest," FCC said, "and if the commission is to effectively perform the duties charged to it, it cannot countenance fraudulent contests."

Sarnoff predicts flourishing global TV

Global television is flourishing with advent of Relay and Telstar and perfection of tape and film, Robert W. Sarnoff, NBC board chairman, declared in speech delivered Sunday (Nov. 3) at 83d Founder's Day Convocation at Emerson College in Boston.

Mr. Sarnoff received honorary degree of doctor of literature from Emerson and in separate ceremony was given Joseph E. Connor memorial award for 1963 by school's Phi Alpha

Equal time for Democrats

Shades of subliminal advertising: Viewers of Southwest TV station were watching entertainment program one night several weeks ago when video faded and picture of U. S. Senator Barry Goldwater (R-Ariz.) appeared for full three seconds, before local program reappeared. Some viewers immediately complained to FCC, which in turn wrote to station for explanation. Answer: Local engineer was patching board for upcoming network feed and inadvertently put network show then on line (Goldwater interview) on air.

What caused dismay at station, however, was nature of FCC request for explanation; agency also asked whether (1) sponsor was identified, (2) how Goldwater appearance was handled in program log, and (3) whether station charged for his appearance.

Tau fraternity in recognition of "excellence in field of communications."

He stated that with development of TV throughout world and "rapid growth" of international program exchange, all broadcasters are under "increasingly heavy responsibility" to use their resources wisely.

Stern sells WAFB-TV for \$2.97 million

Sale of WAFB-TV Baton Rouge, La., by Edger Stern group to group of local businessmen for \$2,970,000 was reported Friday.

Buyers are Guaranty Bond & Finance Co. and Guaranty Income Life Insurance Co., with George A. Foster Jr., president of life insurance firm, as principal. Guaranty companies already own aggregate 2% of Modern Broadcasting Co. of Baton Rouge, licensee of channel 9 outlet.

Modern Broadcasting is owned by Royal Street Corp., principally owned by Stern family of New Orleans which also owns WDSU-AM-FM-TV in that city.

Buyers report that Thomas E. Gibbens will remain as manager of Baton Rouge station.

WAFB-TV, which began operating in 1953, is affiliated with CBS and ABC. Sale is subject to usual FCC approval.

FCC on Friday announced approval of sale of WINF-AM-FM Manchester,

FCC reaffirms KWK revocation

FCC has reaffirmed order revoking license of KWK St. Louis for "willful misconduct" in connection with broadcast of two "fraudulent" treasure hunt broadcasts in 1960.

Commission gave station 30 days to wind up its affairs before going off air. But Robert M. Booth Jr., attorney for station, said appeal will be taken to U. S. Court of Appeals. This would keep station operating at least until judicial review is concluded.

Commission action was in form of order, released Friday, denying KWK's petition for reconsideration of FCC's original decision in case, issued May 29 (BROADCASTING, June 3).

Vote to deny reconsideration was 3-2, with Chairman E. William Henry, Commissioners Frederick W. Ford and Lee Loevinger in majority. Commissioners Rosel H. Hyde and Robert E. Lee dissented. Commissioners Kenneth A. Cox and Robert T. Bartley did not participate.

In seeking reconsideration, KWK argued that revocation was precluded in case, since commission failed to give

'Wham' and 'Crash' axed

Lever Bros. urged producer of *Candid Camera* to forget about six-minute spoof produced for showing on CBS-TV on Sunday (Nov. 3). Scene dealt with towel test type "commercial" on hypothetical detergents called "Wham" and "Crash." In it, woman said, "you tell Wham and Crash they are both lousy."

Lever said this could be taken as slur on Procter & Gamble which has similar type commercial running for Blue Cheer. Allen Funt, executive producer of program that has Lever as sponsor, said "to keep them (Lever) from making a federal case out of it, we did [take it off]."

Conn., by John Deme to Profit Research Inc. for \$225,000. Profit Research is headed by Sidney Walton and is in research and publishing business.

It has just bought KRON Omaha for \$325,000 (page 68). Mr. Deme recently bought KAVE-AM-TV Carlsbad, N. M.

WINF is CBS-affiliated fulltimer on 1230 kc with 1 kw daytime and 250 w nighttime. Grant for WINF-FM is for 107.9 mc with 7.6 kw.

ACLU protests ABC's 'Hootenanny' policy

American Civil Liberties Union has protested to ABC-TV against network's alleged refusal to permit use of folk-singer Pete Seeger on *Hootenanny* because he refused to sign affidavit forswearing Communist association or activity. ACLU statement, being released today (Nov. 4), said ABC action was "arbitrary censorship of the citizen's right to see and hear."

ABC said it had pointed out to ACLU that Mr. Seeger refused to discuss Communist front charges against him during his appearance before House subcommittee in 1955, and that ABC has long-standing policy in entertainment programming to deny use of its facilities by performers identified with Communist party.

Anello to meet with FCC

Douglas Anello, general counsel of National Association of Broadcasters, will meet with officials of FCC tomorrow (Nov. 5) in continuing NAB fight against FCC's July 26 statement on fairness doctrine. Association has taken strong exception to FCC position that statement places no new restrictions on broadcast programming in con-

troversial and political areas. Tomorrow's meeting follows double exchange of correspondence and NAB hopes to get more controversial statements in paper on controversy rescinded.

Sindlinger releases Detroit radio study

Almost three out of four people in Detroit listen to radio sometime during week day, and almost one out of four listens to car radio. These are some results of special Detroit radio survey made by Sindlinger & Co. and announced today (Monday).

Sindlinger survey is based on 2,663 interviews May through August in Detroit. Two-volume report covers audience of 22 Detroit radio stations by 15-minute time periods, includes demographic characteristics of each station's audience. Ratings are in three categories—upper, average and lower figures.

Detroit report is first of seven underway by Sindlinger; to be announced at about three-week intervals are radio reports on Los Angeles, Chicago, New York, Philadelphia, Washington and San Francisco. All analyses are done on IBM 1620 computer.

Detroit findings:

- 72.1% (1,764,000 people 18 or over) listen to radio sometime (5-minutes or more) during average day.
- 51.1% (1,251,000 people) listen at home.
- 23.5% (575,000 people) listen in automobile.
- 6.9% (169,000 people) listen out of home or car, in public places to transistor radios.

Special Detroit radio listening survey is also being made by American Research Bureau for RKO General.

FTC-Pulse order amended

January 1963 consent order between Pulse Inc. and Federal Trade Commission has been amended to make it less restrictive on Pulse. New language is more in line with orders signed at same time by A. C. Nielsen Co. and American Research Bureau (BROADCASTING, Jan. 7). Orders prohibit audience measurement firms from claiming 100% accuracy of results and new Pulse language on claims it can make now conforms more closely to that applying to other two.

RCA to build new depot

RCA will erect new building in Camden, N.J., to house its electronics parts depot, Arthur L. Malcarney, RCA group executive vice president, an-

Business booms in spots

Hollywood's commercial production firms, film and tape studios are working overtime to handle unseasonal business boom as agencies hurry to get TV commercials through production before Nov. 15, when current TV commercial contracts with Screen Actors Guild and American Federation of Television and Radio Artists expire.

After that date new agreements with new terms will go into effect and although producer-agency negotiators can be counted on to do their utmost to hold line against increases asked by unions, history indicates some rises are almost inevitable. Consequently, rush is now on to get as many TV spots as possible completed while old rates prevail.

nounced last Friday (Nov. 1). It will cost \$2.5 million to build structure, which will contain approximately 200,000 square feet of space. It is expected to be completed late next year.

Rep. O'Konski wants TV permit to be moved

Representative Alvin E. O'Konski (R-Wis.) has asked FCC to reassign television channel 12 from Hurley to Merrill, Wis., and to grant him construction permit to operate on it.

Commission granted him CP for channel 12 Hurley in March (BROADCASTING, March 4). Representative O'Konski said he is asking for move about 100 miles south to Merrill, because that area is more densely populated.

He intends to seek authority for satellite station on channel 31 at Hurley.

Congressman had asked for CP for channel 4 in Merrill. But he told FCC he was withdrawing that request.

ARF to consult on ARB's radio study

Advertising Research Foundation said Nov. 1 that it had agreed with RKO General Broadcasting to consult on radio methodology studies to be made in Detroit by American Research Bureau (CLOSED CIRCUIT, Oct. 21.)

William E. Weilbacher, senior vice president of C. J. LaRoche & Co. and chairman of ARF technical committee, complimented RKO and ARB on their plans to make study which gets underway this month.

Program your station with a postcard!

EXCLUSIVE IN YOUR MARKET!

Triangle Audio Program Service is available on an exclusive basis to one station in a market.

This postcard will start you on the way to big-time showmanship . . . at low cost.

You'll be able to upgrade your AM-FM programming to the finest *and* your staff can be released for other duties. Most important, you'll reduce the cost of programming to a minimum.

Triangle Audio Program Service provides you with 16 hours of professionally balanced programs for your AM or FM station, 7 days a week, 52 weeks a year. Flawlessly produced in infinite variety on finest quality tape: Mood Music. Show hits. Pops. Classics.

It's a new path to bigger audience following. And a new, harder-selling sales vehicle for advertisers. Mail the postcard now . . . while it's fresh in your mind.



AUDIO PROGRAM SERVICE

Another Creative Program Service of the Triangle Stations

TRIANGLE PROGRAM SALES, 320 Park Avenue, New York 22, New York. Telephone: 212-421-2770



“For Courage and Devotion”

*Telephone men and women
fulfill a long tradition*

The first telephone call ever made was a call for help as Alexander Graham Bell spilled acid on his clothes: “Come here, Mr. Watson, I want you!”

Ever since that fateful evening in 1876, telephone people have been responding to calls for help—and training to supply it.

A tradition of service—a knowledge of first aid—an instinct to help—these keep operators at their posts in fire or flood—send linemen out to battle blizzards or hurricanes—and save lives many times in many ways.

Over the years, the Bell System has awarded 1,896 medals to employees for courage, initiative and accomplishment—for being good neighbors both on the job and off it. Here are some recent winners:



Kenneth E. Ferguson, Installer-Repairman, Newport News, Virginia. En route to a repair job, he came upon a burning house where a blind, bedridden woman lay helpless. Ripping out a window, he and a policeman entered the flaming room. They were forced out by intense heat and smoke. Mr. Ferguson ran to a nearby house for blankets. Wrapped in wet blankets, the two men re-entered and rescued the woman.



Mrs. Dorothy Crozier, Operator, San Rafael, California. She took a call from a frantic mother whose small son had stopped breathing. After notifying both ambulance and fire department, Mrs. Crozier realized that traffic was heavy and time short. Over the telephone, she taught the mother mouth-to-mouth resuscitation. The boy was breathing when firemen arrived. Doctors credit his life to her alertness.



Charles J. Gilman, Communications Serviceman, Bellwood, Illinois. Driving to an assignment, he saw an overturned car and found a man under it bleeding profusely. Cautioning bystanders not to smoke, he helped remove the victim. The man's arm was almost severed below the shoulder and he seemed in shock. Mr. Gilman applied a tourniquet and kept pressure on it until an ambulance arrived.



Leonard C. Jones, Supplies Serviceman, Morgantown, West Virginia. He noticed a neighboring house on fire. Rushing to it, he helped a father rescue three young children. Then he plunged back into the burning building and, guided only by cries through the choking smoke, found and saved another child who was hiding under a couch in the blazing living room. Minutes after he left, the wooden house collapsed.



Franklin Daniel Gurtner, Station Installer, Auburn, Washington. He heard a request for emergency breathing equipment on his radio monitor and hurried to the address, where a baby was strangling. He found the child's air passage was blocked, cleared it, and successfully administered mouth-to-mouth resuscitation. Then the fire department arrived and applied oxygen to help overcome shock.



BELL TELEPHONE SYSTEM

Owned by more than two million Americans

DATEBOOK

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

■ Indicates first or revised listing.

Nov. 4—**Hollywood Advertising Club**, luncheon meeting, Hollywood-Roosevelt, 12 noon. John Guedel, radio-TV producer and vice president Hollywood museum, speaks on "The Most Unusual Museum In The World."

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

■ Nov. 6—Dinner meeting of Chicago chapter of **American Women in Radio and Television** at The Carriage House.

Nov. 6—Annual meeting of **Maine Association of Broadcasters**, Eastland hotel, Portland, Me. Among the speakers will be Paul Comstock of the National Association of Broadcasters.

Nov. 6-8—Hearing on bills to block FCC from regulating commercial time, **House Communications Subcommittee**. Witnesses not announced, but NAB President LeRoy Collins and FCC Chairman E. William Henry are expected to testify.

Nov. 6-8—**American Association of Advertising Agencies (AAAA)** eastern annual conference, Waldorf-Astoria, New York. "Going public" by agencies, changes in the consumer society, untapped reservoirs of research, "creative youth," new product advertising and "the expanding Negro market and its importance" are among subjects on agenda.

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

Nov. 7-8—**Sixth annual Freedom of Information Conference**, sponsored by University of Missouri School of Journalism, Jay H. Neff auditorium, Columbia, Mo.

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

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

■ Nov. 8—Annual stockholders meeting, **Teleprompter Corp.**, to elect 10 directors, to consent to disposition of certain properties (Weathers, Conley Cartridge and Audio-Visual divisions) to agree to issue of authorized but unissued shares of common stock pursuant to key employe restricted stock option plan. 50 W. 44th St., New York.

Nov. 8—**Technical committee meeting of Association of Maximum Service Telecasters**,

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

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

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

Nov. 21-22, Cosmopolitan hotel, Denver.

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

SELL ALL THREE



Buy WLSL-TV and sell the metropolitan, suburban and rural homes that make up Virginia's No.1 TV market. * Call Katz for availabilities.

WLSL-TV
ROANOKE
VIRGINIA

* Television Magazine

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

FAIR SHAKE...

we quote ratings... but we sell everything else—coverage, rates, personalities, merchandising... and most important... the integrity of the station management.

Our salesmen visit our stations.

Station Reps

BOB DORE ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.
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CHICAGO, 175 W. Jackson - ATLANTA, 34 Peachtree, N. E.

WSM-TV headquarters, 301 Seventh Ave., Nashville, Tenn.

Nov. 8-9—Conference on News Coverage of the Courts, co-sponsored by Oregon Association of Broadcasters, Eugene hotel, Eugene.

Nov. 10—Sixth annual National Press Photographers Association cross country seminars in photojournalism, Norfolk, Va.

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

■ Nov. 11-12—Radio Advertising Bureau board of directors meeting, Sheraton Park hotel, Washington, D. C.

Nov. 11-13—Fall radio meeting, sponsored by Electronic Industries Association Engineering Department. Among speakers will be Charles F. Horne, EIA president, and Rear Admiral B. F. Roeder, assistant chief of naval operations in charge of communications. Manager hotel, Rochester, N. Y.

Nov. 12—Sixth annual National Press Photographers Association cross country seminars in photojournalism, Omaha, Neb.

Nov. 12—Group W (Westinghouse Broadcasting Co.) public service conference, Cleveland. FCC Chairman E. William Henry will be luncheon speaker.

Nov. 14—Sixth annual National Press Photographers Association cross country seminars in photojournalism, Memphis, Tenn.

■ Nov. 16—UPI Indiana Broadcasters convention at the Indianapolis Press Club. Speaker is Edward F. Ryan, general manager for news and public affairs at WTOP-AM-FM-TV Washington, who is president of the Radio-Television News Directors Association.

Nov. 16—Advertising Career Conference, sponsored by the Advertising Women of New York Foundation Inc., Commodore hotel. Speakers include Chet Posey, senior vice president at McCann-Erickson, and Jean Rindlaub, vice president of BBDO.

■ Nov. 16—Indiana UPI Broadcasters meeting, Indianapolis Press Club.

Nov. 16—Sixth annual National Press Photographers Association cross country seminars in photojournalism, Hartford, Conn.

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

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

■ Nov. 16—Institute of Social Ethics, Georgetown University, discussion on ethics, advertising and responsibility. Participants to include FCC Commissioner Robert E. Lee, Cunningham & Walsh Vice President Newman McEvoy and D'Arcy Vice President Robert Sorensen, 36th & Prospect, Washington.

■ Nov. 17-19—Annual meeting of French-Language Radio and Television Broadcasters Association, Chateau Frontenac hotel, Quebec City.

Nov. 17-20—National Association of Educational Broadcasters national convention, Hotel Schroeder, Milwaukee, Wis. Banquet speaker is FCC Chairman E. William Henry. Other speakers include Robert Lewis Shayon ("Responsibility in Educational Broadcasting"), radio-TV critic for the *Saturday Review*, and Arthur Sylvester ("Broadcasting Public Affairs"), assistant secretary of defense for public affairs.

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

■ Nov. 19—Argument, U. S. Court of Appeals for District of Columbia, on appeal by WKDK Kingstree, S. C., from FCC decision denying license renewal. Federal Courthouse, Washington, D. C.

■ Nov. 19—Broadcasting Executives Club luncheon, Sheraton Plaza hotel, Boston.

■ Indicates first or revised listing.

Edmund Bunker, president of Radio Advertising Bureau, will be principal speaker.

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

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

Nov. 21—National Conference of Christians and Jews first annual Brotherhood Testimonial Dinner of the Broadcasting and Motion Picture Industries. Chairman: Thomas W. Sarnoff, NBC VP. Beverly Wilshire hotel, Beverly Hills, Calif. Formal. \$100 a plate.

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

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

DECEMBER

Dec. 2-3—NBC Affiliates annual convention: radio meetings and radio network luncheon-presentation followed by evening banquet on Dec. 2, TV meetings and NBC Board Chairman Robert W. Sarnoff address to joint radio-TV affiliates luncheon and an evening banquet on Dec. 3. Robert W. Kintner, NBC president, addresses radio and TV affiliates meetings. Beverly-Hilton hotel, Los Angeles.

JANUARY 1964

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

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

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

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

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

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

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

FEBRUARY

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

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

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

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

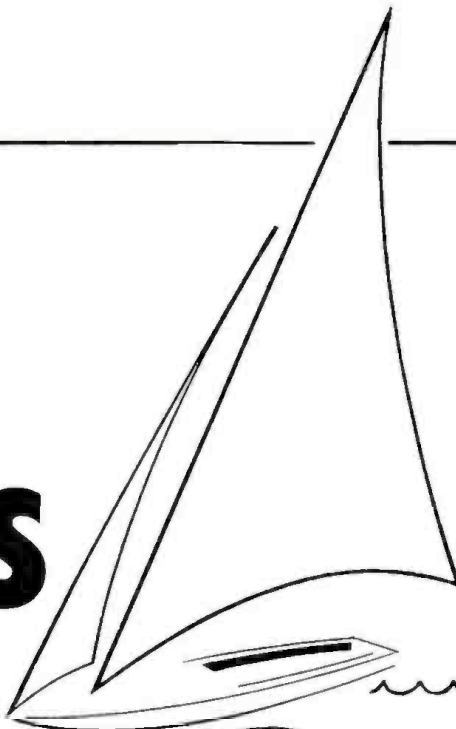
Feb. 25—International Broadcasting Awards banquet, 8 p.m., Hollywood Palladium. Presentation of trophies for best commercials on radio and television in any part of the world for 1963.

Feb. 26-28—Ninth Scintillation and Semiconductor Counter Symposium, under the sponsorship of the Institute of Electrical and Electronics Engineers, the Atomic Energy Commission, and the National Bureau



IN MIAMI, IT'S...

HIGH SALES



ON THE

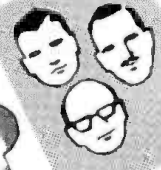
7 See

...IT'S WCKT


It's smooth selling in the great South Florida market with the new high-potency programming that makes WCKT the "High-See" of this multi-million audience.



CAMERA 7
SUNDAYS: 5:30 to 6 P.M. A three-phase program of intense local interest including "SUMMATION", actual legal summations of real cases affecting the community... "PROOF POSITIVE" reviews local volunteer public service activities... "SHOWCASE" of local amateur classical musical talent.



FLORIDA FORUM
SUNDAYS: 6:30 to 7 P.M. Audience-building guests have included Jimmy Hoffa, Pierre Salinger, Gov. Wallace, Author James Baldwin, FCC Commissioner Lee Loevinger, and others of such interest on this town-meeting series.



OUTLOOK
MONDAYS: 10:30 to 11 P.M. A probing local news documentary that explores behind the scenes on current South Florida issues and problems... by those most closely involved. Gripping, informative, entertaining.

HIGH-POTENCY PROGRAMMING REACHES 2 MILLION RESIDENTS OF SOUTH FLORIDA PLUS A "CAPSULE" NATIONAL MARKET OF 5 MILLION* ANNUAL VISITORS

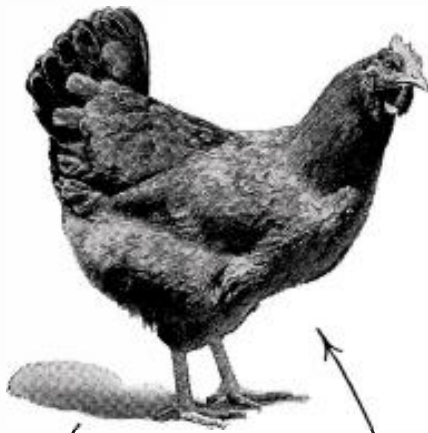


*Source: Florida Development Commission

SUNBEAM TELEVISION CORPORATION

P. O. Box 1118, Miami, Florida • National Representatives: Harrington, Righter and Parsons • For the South: Bomar Lowrance and Associates

Nothing like it
in broadcasting—
anywhere, anytime,
anyhow!



WHICH
CAME
SECOND?



They still don't know the answer at Everybody's Farm, but they have all the other answers for farmers.

Everybody's Farm is a 385-acre farm operated by clear-channel WLW Radio. A fountainhead of information for one of the most important agricultural areas in the country. Most of the WLW farm programs originate right there. No wonder WLW was chosen as the outstanding farm station by the American Farm Bureau.

Everybody's Farm is one of the reasons why WLW is among the most heard, most talked about stations in the United States.

CROSLY COLOR TV NETWORK

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

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLY BROADCASTING CORPORATION
a subsidiary of **Arco**

of Standards, Hotel Shoreham, Washington. Program committee chairman is W. A. Higinbotham, Brookhaven National Laboratory, Upton, L. I., N. Y. The deadline for abstracts is Dec. 1.

MARCH

■ March 11-12—Annual meeting of Southeast Council of American Association of Advertising Agencies at Riviera motel, Atlanta.

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

APRIL

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

■ April 6-9—Thirty-first annual National Premium Buyers Exposition, under auspices of National Premium Sales Executives, the Premium Advertising Association of America and the Trading Stamp Institute of America. More than 600 manufacturers expected to participate in exhibits. McCormick Place, Chicago.

■ April 7—Premium Advertising Conference of the Premium Advertising Association of America, McCormick Place, Chicago.

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

■ April 21-24—Alpha Epsilon Rho, honorary

radio-TV fraternity, annual national convention in Los Angeles at the Hollywood Roosevelt hotel.

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

MAY

■ May 6—Broadcasting follies and annual meeting of the International Radio & Television Society. Luncheon at Grand Ballroom of Waldorf Astoria, New York.

JUNE

June 13-16—Summer convention of the Georgia Association of Broadcasters, Callaway Gardens, Ga.

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

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

■ Dec. 5—Board of directors meeting of the Association of Maximum Service Telecasters, Riviera hotel, Palm Springs, Calif.

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

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

■ Dec. 6—Arizona Broadcasters Association annual fall meeting, Paradise Valley, Phoenix. FCC Commissioner Frederick W. Ford will be principal speaker.

¶ Indicates new or revised listing.

OPEN MIKE ®

Death and federal control

EDITOR: Please accept my belated but fervent endorsement of your editorial "Who's boss?" (BROADCASTING, Oct. 7).

I commend you most highly for providing the leadership we should be getting from the National Association of Broadcasters—and have so advised them. I hope you will continue to try to arouse some righteous indignation among those rugged individualists who operate America's radio, TV and FM stations.

Although federal control—like death—seems to be inevitable, we might at least try to postpone both until 1984.—William A. Vaughn, president and general manager, WYFM(FM) Charlotte, N. C.

A 'must' buy

EDITOR: We in this office for many years have subscribed to BROADCASTING. At each of our councils I always encourage our men across North America to subscribe. It is certainly a must for those of us in this work.—E. R. Walde, secretary, radio-television department, General Conference of Seventh-Day Adventists, Washington.

Tobacco testimonial

EDITOR: I have read "North Carolina just a puff away from Erin" (BROADCASTING, Oct. 14) with much interest. From many years of smoking, I can strongly recommend North Carolina tobacco—when blended and packed in

Ireland by Carrolls of Dundalk.—Thomas J. Kiernan, Ambassador of Ireland, Washington.

Perceptive interview

EDITOR: Thanks for a well written, perceptive interview (OUR RESPECTS, BROADCASTING, Oct. 7). I'm happy you didn't mention O'Brian's review [Jack O'Brian, TV critic of the *New York Journal-American*] which panned the hell out of the show. I can't understand why—I'm not even a Communist. Love.—Goody [Goodman Ace], The Sid Caesar Show, *New York*.

What to do?

EDITOR: The preponderance of the "let's make a fast buck" TV material isn't worth the time and effort it takes to produce. Perhaps the viewer can always turn his set off if he doesn't like what's on. But even this doesn't seem to affect the TV ratings.

There was a time when television seemed about to make significant strides toward high-level entertainment. But the days of *Playhouse 90* were short-lived, sacrificed to the god of money. What has occurred since has been a continual lessening of standards and significance. The 1962 season wasn't too much, but '63 is just plain bad.

What's to be done?

First, the networks have to let the sponsors know that they intend to live up to certain standards of creativity, competence and originality. They can do this simply by informing their na-

HOGBACK MEANS MONEY IN YOUR BANK



And you don't have to break it to get the money out. You just call the man from Hollingbery.

Hogback is a mountain, not a piggy bank. On this mountain in upper (really upper) South Carolina, WSPA-TV has just erected a new transmitter tower. The new WSPA-TV transmitter is: ■ 3,468 feet above sea level, and 2,000 feet above average terrain in its area, which means an increase of 70%. ■ equipped to broadcast with 316,000 watts, which means an increase of 23%.

This also means, among other pleasant things: ■ a 60% increase in Grade B coverage contour; 2,020,869 people reached, compared with only 1,289,709 people before ■ coverage from Charlotte, N.C., to Toccoa and the Savannah River in Georgia; from the western North Carolina mountain country above Asheville southward almost to the capital of South Carolina at Columbia.

It means, in short, money in the bank for advertisers who want results in the 46th market (Sales Management Survey of Buying Power rating for the Spartanburg-Greenville-Asheville market).

For the rich, juicy Hogback details, ask the man from George P. Hollingbery.

WSPA-TV

owned and operated by SPARTAN BROADCASTING COMPANY, Walter J. Brown, President,
SPARTANBURG, SOUTH CAROLINA



In the nation's 46th market.



So good to start on with...1-1-3



The youngsters: "Bye, Dad"... Her: "Have a good day, dear"
Sunny music and crisp news brightens the way...via radio 1-1-3.

Detroit's good music station...

One of a series in Detroit newspapers and Adcrafter.

W-CAR
radio 1-1-3

5 7 11 13 16

Representation: AM Radio Sales

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*
1735 DeSales Street, N.W., Washington, D. C., 20036

Please start my subscription immediately for—

- | | | |
|---|--|---|
| <input type="checkbox"/> 52 weekly issues \$8.50 | <input type="checkbox"/> 104 weekly issues \$14.00 | <input type="checkbox"/> Payment attached |
| <input type="checkbox"/> 52 issues & 1964 Yearbook \$13.50 | | <input type="checkbox"/> Please bill |
| <input type="checkbox"/> 1963 Yearbook \$5.00 (so long as supply lasts) | | |

name _____ title/position* _____

address Business Home _____

city _____ state _____ zip code _____

company name _____

*Occupation Required

tional advertisers that they intend to hire new writers, more script readers, spending less on production and big names and put more time and thought into scheduling better programs. There will be sponsors who will leave, however, after a time they'll realize they can't afford not to advertise on TV and that they might as well pay for a good show.

If the networks go this far, they can open up their idea departments to amateurs and professionals alike. Imagine how many new ideas could be generated if this occurred?

There may be no easy cure for TV's ailments, and such a cure may take many years. But the industry has to determine what "public service" implies.—Paul E. Noe, vice president, Franklin Organization, Chicago.

How many?

EDITOR: How many broadcasters are urging their congressional delegation to have the President appoint a broadcaster to the FCC?—D. A. Rock, general manager, WSMN Nashua, N. H. (Not enough.)

Call-letter hobby

EDITOR: I am a night watchman and listen to the radio quite a lot.

I am interested in the meaning of the different radio and TV call letters. WMGM New York (now WHN) was for Metro-Goldwyn-Mayer. I have a hobby of trying to find out the meaning—if any—of the different call letters. Some have quite a history.

I have been writing letters to different stations for four or five years and still have a long way to go.—John D. Playfair, 159 Yonge Street East, Midland, Ont., Canada.

[A few more for Mr. Playfair's collection: WQCD Chester, S. C. stands for the "Wonderful Guernsey Center of Dixie"; WGBS Miami and KGBS Los Angeles are the initials of George B. Storer, founder of the owning company, Storer Broadcasting, and WACO Waco, Tex., is self explanatory.]

BOOK NOTES

"Pretesting Advertising," by Harry Deane Wolfe, PhD; James K. Brown; Stephen H. Greenberg, G. Clark Thompson. National Industrial Conference Board, 845 Third Avenue, New York 22. \$5 to NICB associates and government agencies; \$1.65 to students and teachers; \$25 to all others. 214 pp.

The NICB has presented what is a textbook and a workbook that is not limited in its readership. The beginner in advertising will gain from it, and the experienced adman will find it a valuable tool.

It details 105 case histories with different methods of pretesting used to garner results for companies, large and small, in the U. S. and Canada. In effect the book simply says "these are the ways to pretest, if you want to. If

WHAT IS IT?



Take a second look. Even then you may not recognize it as a close-up of a crested crane.

But viewers don't get a second look at a television commercial. It's there—and it's gone.

Dramatic effects can strengthen your selling idea.

But viewers must understand them *instantly*. Else you'll weaken the wallop of your precious selling seconds.

We've won quite a few awards with our commercials. But the awards that make us happiest are the sales and profits on the income statements of our clients.

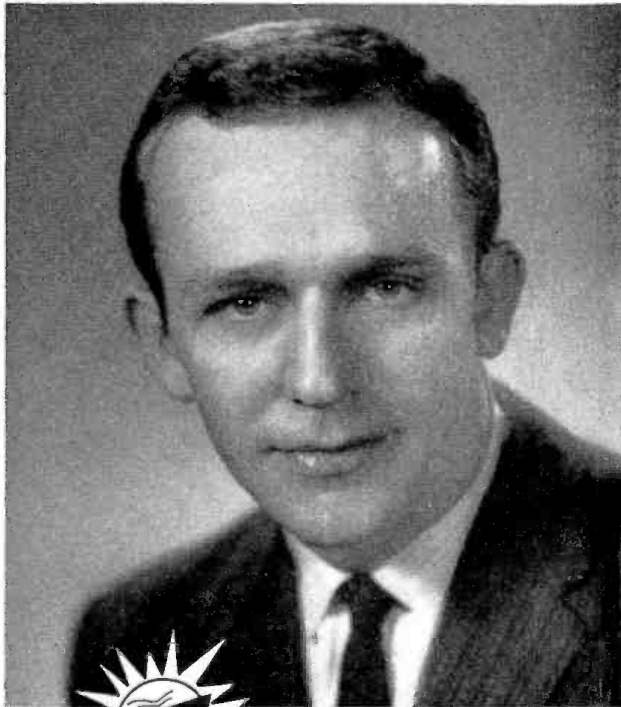
The commercial is the payoff

N. W. AYER & SON, INC.

WAPI



PERSONALITY PORTRAIT



**CHARLIE
DAVIS**

"The Early Risers Club", featuring emcee Charlie Davis, is heard throughout Alabama's most progressive market area Monday thru Saturday, 4:45 to 9:00 a.m. Here's get-up-and-go pleasure for thousands of Alabama listeners.* Popular music, complete local, state, national and international news, weather and time checks, as well as tid-bits that set each day off with a smile. WAPI . . . Charlie Davis . . . "The Early Risers Club" . . . Happy Alabamians. That's the combination that keeps WAPI personality Charlie Davis first thing in the morning.

* Charlie had 7,100 entries in a contest offering a \$10.70 prize.

WAPI-RADIO

BIRMINGHAM, ALABAMA

WAPI radio represented by Henry I. Christal Company, Inc.

you do, the results should be more beneficial than harmful."

It should be must reading for admen—whether they are proponents of pre-testing or not.

"The Audio Control Handbook" (revised), by Robert S. Oringel. Hastings House Publishers Inc., 151 East 50th Street, New York 22. \$6.95. 145 pp.

In his preface, Mr. Oringel, a broadcast engineer at the Voice of America, states that the revised edition reflects the "important changes" which have been made in new control equipment and in microphones since the book was originally published in 1956.

Included in these changes are photographs of several new microphones and an RCA cartridge tape. Noticably missing are details about these new products and what they can do.

While delving into the use of Magne-cord and Ampex tape recorders, Mr. Oringel leaves the cartridge tape field to a photograph omitting any explanation of how these machines—now in most stations—operate.

Although the book admittedly is written for audio control novices, and is basically accurate and informative the author's "revised edition" refers to the International News Service as a wire service a station may subscribe to. (INS merged with United Press to become UPI in 1958).

He refers to the recording standard of the National Association of Radio and Television Broadcasters. NARTB became the National Association of Broadcasters (NAB) in 1958.

From these and other pictorial and written examples, it appears that this volume, rather than being revised, is simply a 1963 printing of a 1956 publication.

"The Nature of Public Relations" by John Marston, McGraw-Hill Book Co., New York. \$7.95, 393 pp.

Every college course in public relations begins with a few lectures defining just what the monster is. Mr. Marston, who is assistant dean of communication arts at Michigan State University, begins his book the same way, when in the second paragraph he presents a brief but clear definition: "Public relations is planned, persuasive communication designed to influence significant publics."

The definition sets the tone for the complete book. After investigating the nature of PR in the first part, Mr. Marston asks his readers and or students to put their new-found knowledge to work in the second part with the study of several case histories in PR research, action, communication and evaluation projects.

This practical approach makes the book useful as both a textbook for students and a refresher for PR practitioners.



TIME BUYER

INVITATION

Some figures are hard to resist. New Orleans, for example, has more people than Nashville . . . and so does Denver, Louisville, Norfolk. But Nashville television delivers more homes than any of the four. In fact, Nashville is America's 28th* television market, with buying power that tops \$2,872,648,000. Be our guest. R.S.V.P.

*ARB estimate, March 1962, 9:00 a.m. to 12:00 midnight

WLAC-TV
CBS-TV Channel 5

WSM-TV
NBC-TV Channel 4

WSIX-TV
ABC-TV Channel 8

N A S H V I L L E , T E N N E S S E E



first every day

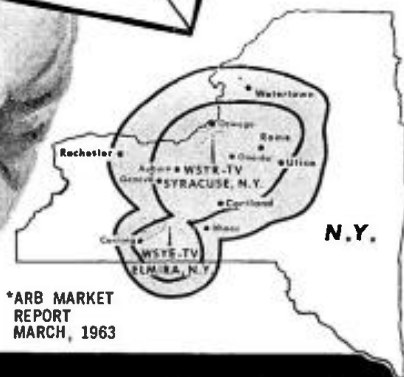
...and here's why:

- **EXCITING, COLORFUL LOCAL PROGRAMMING**
Central New York's greatest news department; Upstate New York's only live musical variety show; celebrity-filled live women's show; outstanding documentaries that out-rate network programs.
- **GREATEST TV PERSONALITIES**
Fred Hillegas, Joel Mareiniss, Jerry Barsha and experienced news staff of seven; Denny Sullivan and the WSYR Gang, musical variety show starring Eileen Wehner and Fred Krick; Bill O'Donnell, sports; Ed Murphy, movies and weather; Kay Russell, women; "Salty Sam," Popeye host. Central New York's greatest salesmen!
- **BEST TECHNICAL FACILITIES**
In Central New York—first with color; first with video tape; first with a modern, completely-equipped TV center and the only channel with maximum power at maximum height.

- **EXPERIENCE AND "KNOW-HOW"**
A top-flight veteran staff directed by executives averaging more than 20 years at WSYR-TV. No "Johnny-come-latelies," these.
- **OVERWHELMING SUPERIORITY**
*WSYR-TV delivers 38% more homes than the No. 2 station.



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



*ARB MARKET REPORT MARCH, 1963

WSYR • TV

NBC Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

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

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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BROADCASTING, November 4, 1963

“DESIGN IT THE BEST YOU KNOW HOW, AFTER WHICH WE WILL PRICE IT”

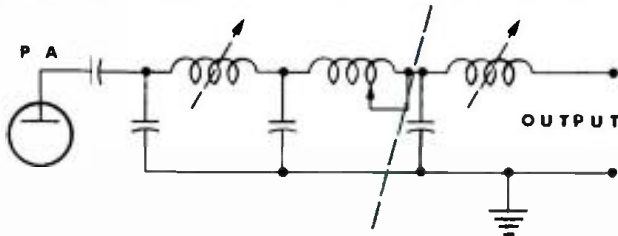
This was the instruction from Gates management throughout the development of the BC-5P-2 5000 watt AM broadcast transmitter. That this directive became a reality is now history, as 218 of these transmitters now operate world-wide. Several of the design features, responsible for this universal acceptance, are listed below. In preparing this analysis, Gates recognizes that the items it omits could be construed as weak points. Actually, this effort is to cover the points that are of major importance to a buyer who is going to invest several thousand dollars for a 5000 watt transmitter.

TRANSMITTER SIZE: A prime objective was to fit the transmitter into the smallest possible room size, while staying within good engineering practice. There was no sensible reason, however, to build it so small that: (1) it is hard to service, (2) it runs hot, and (3) it cannot be 100% self-contained. After all, few things are worse than finding room and protection of life for an outboard high voltage power transformer. BC-5P-2 is 100% self-contained in 3 cubicles, each with its own cooling system. Floor size is 73½" across and 39½" front to back. With the 78" height, BC-5P-2 has a total cubage of 135.6, a minimum for both good cooling and serviceability with common sense ease.

TRI-UNIT COOLING: The BC-5P-2 features a special 3-cabinet cooling system consisting of blowers, each with 270 C. F. M. air capacity and ¼ H. P. motor, plus ceiling suction fan. Blowers are shock mounted to assure minimum low frequency noise.

FULL TEE NET TANK:

Gates does not stop at the dotted line . . . (below). The



BC-5P-2 has a complete Tee network to guarantee meeting FCC harmonic reduction figures. FCC rules say this reduction is "as measured into a suitable load". Gates DOES NOT interpret a suitable load as an antenna coupler with its own network. The BC-5P-2 must meet FCC harmonic measurements at the transmitter output terminals into a pure resistance dummy antenna. Nothing else!

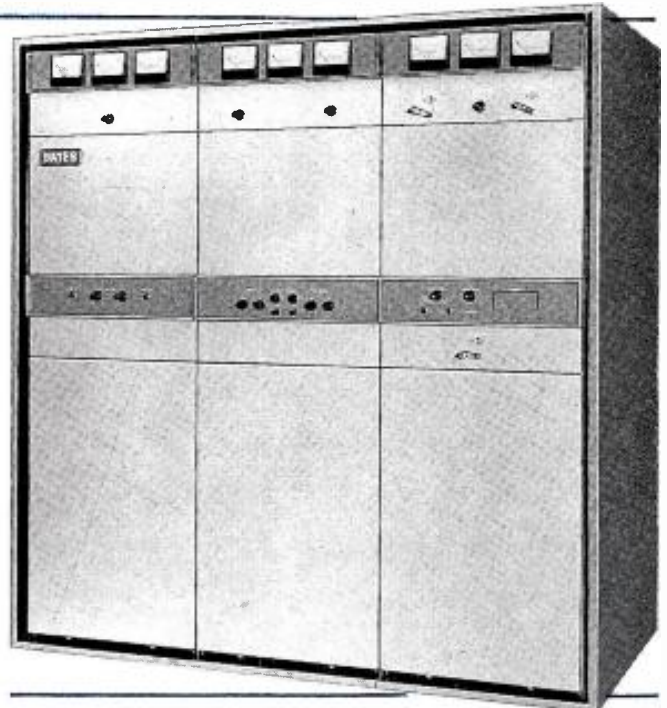
POWER AMPLIFIER COMPONENT VALUES: Lasting power is as important as output power. For this reason, Gates has installed what we firmly believe to be the largest power amplifier component list of any 5000 watt transmitter made. To prove this, we list these values for you to check.

Plate Tank Coil: Edgewound ribbon, Micalex insulated, rotating type for tuning, ⅛" x ½" ribbon, silver plated, 20 ampere rating.

Tank Vacuum Capacitor: Jennings Model M voltage 15,000 volts. Current: 21 amperes.

Shunt Capacitor No. 1 Tee Network: Ceramic insulated 5% Mica Type G3 rated at 15,000 volts and 21-27 amperes.

First Tee Net Coil: Edgewound, ribbon Micalex insulated, fixed tapped, ribbon 3/32" x ⅜" silver plated, 15 amperes.



Second Tee Net Coil: Rotating type continuously variable edgewound ribbon, Micalex insulated. Ribbon ⅛" x ½". Silver plated, 20 amperes.

POWER OUTPUT: Capable of 5600 watts, the transmitter provides ample margin for losses incurred in directional arrays. The ability to modulate an easy 100% (note easy) is very important. The same modulator tube complement is used in the BC-5P-2 as in the Gates 10,000 watt model and at the same plate voltage.

TUBE OR SILICON RECTIFIERS: Gates has both. What should I buy? As silicon rectifiers cost more and must never fail (they are not replaced like a tube) Gates feels that the very best is necessary and demands 3 times voltage and 15 times current safety factors. If the equipment is operator-attended, such as with directionals, tubes might be preferred.

TRANSFORMERS: The heart of any equipment. Here, the number is important, as distribution of load has much to do with transformer and transmitter heat, and heat has very much to do with transmitter life. BC-5P-2 has a total of 22 sealed transformers and reactors, spaciouly distributed throughout the three cubicles. They are all made for 50 cycle service — a 20% bonus safety factor for 60 cycle users.

CABINET RADIATION: All broadcast transmitters must pass critical cabinet radiation tests to obtain FCC approval. To assure absolute cabinet radiation compliance, the entire RF driver/tank and output network are constructed within an 11 gauge aluminum housing.



GATES RADIO COMPANY
A Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS



Offices in: Houston, New York, Los Angeles, Washington, D.C.

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Pontiac dealers use radio to supplement national ads

This is the season of the year when Southern California radios virtually echo with new car commercials. To us at MacManus, John & Adams, Los Angeles, Southern California Pontiac Dealers have entrusted the job of making their voice heard above the rest. It's a challenging assignment when you consider what's involved in making a market like this listen and buy. Competition gets keener and the stakes get higher so that, every year, you're in the position of having to outdo yourself.

Each of us who is in the market for a new car is faced with a choice almost as wide as faces the housewife in the spellbinding aisles of a supermarket. But since the decision on choice of car involves a considerable number of dollars, it follows that we'll do plenty of intensive shopping before we make our selection.

The job of each of us in the advertising side at MJA is to Pontiac-precondition as many buyers as possible so that they head straight to the Pontiac dealership when they're ready to buy. This job may be a bit easier than that of some of our competitors, since we've been third in sales for nearly three years running and this can only prove that a great number of people are already sold on the values Pontiac offers.

No Time To Dawdle ■ But we can't sit fat, dumb and happy in our position. Cars come off the lines in droves and dealers must get them on the street with a minimum of delay. Granted a fine product—and an outstanding dealer group, which we have—the major job remaining falls to advertising. How can we best persuade people to go Pontiac?

Of course, our major effort stems from the national plans—the beautiful double-page color spreads of new product, the handsomely mounted TV commercials, nationwide radio and outdoor advertising. But the job doesn't end there, for MJA, Los Angeles, also handles the Southern California Pontiac Dealers Association and it is our local job to determine how we can supplement the national campaign most effectively. What can we do here to localize the story—to get people in Southern California to beat a path to their Pontiac dealer? One of the most effective ways we've found is through use of local radio. Here's a relatively inexpensive medium with which we can make a great many impressions. TV is too expensive for us at the moment and print is also too expensive for the coverage we must have.

California-Only Flavor ■ In radio we

must find ways for the dealer association's advertising to give the national storyline a local twist. We try to do this in a number of ways. Currently we're using a one-minute jingle based on the national copy line. "There are two kinds of Pontiacs for all kinds of people." The lyrics expand on this theme with a Southern California-only flavor:

"You put the HILL PEOPLE
and the VALLEY PEOPLE
with the BEACH PEOPLE
and the CANYON PEOPLE
with the STREET PEOPLE
and the FREEWAY PEOPLE
and what have you got? You
got PONTIAC PEOPLE!"

The jingle is tagged by live station announcers with various dealer identification phrases, i.e., "from Pontiac Tempest to the luxurious Grand Prix, you've got something to see at Wide-Track Town."

Alternate versions of this jingle end with the provocative thought, "What kind of people am I?" This introduction is followed by humorous vignettes in which the Southern California Pontiac dealer-salesman, acting as a car psychologist or Pontiac "peopleologist," fits the customer to one of the 30 models which fits his taste and budget. In each situation the prospective buyer is characterized in a distinct "car class" as to his likes in economy, high performance, luxury, etc. The vignettes are aimed directly at a segmented market for the purpose of making conquest sales.

One segment of our market is the economy family car buyer. We talk directly to him in several vignettes on the low-priced Pontiac Tempest Custom Six. To those who buy in the medium price class, we address stories on the new Pontiac Catalina "2 + 2." The luxury market is enticed with vignettes

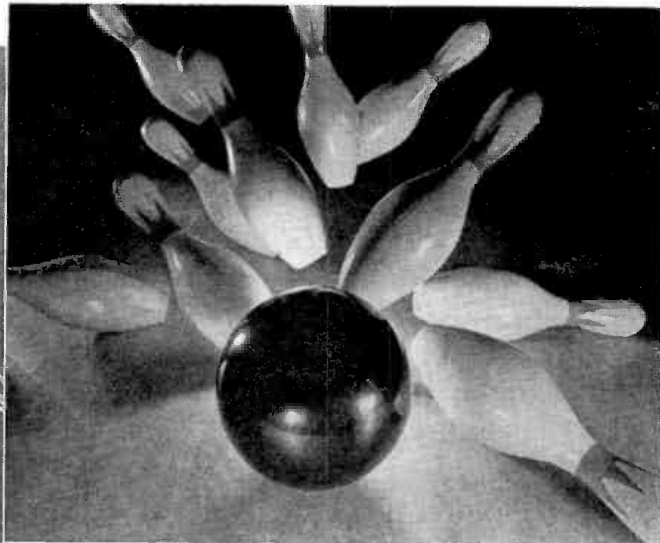
emphasizing the plush Grand Prix sports model.

Local Goes National ■ In the past we've created radio material from scratch for local use only. But in general we feel that we're ahead when we use a national theme or storyline as a springboard for our local effort. In this way we take advantage of public awareness of advertising which has been created by the weight of national advertising dollars. And automatically we contribute directly to the national effort with each local advertising dollar spent. Occasionally the tail wags the dog too. In our search for ways of pointing to the local dealerships, Don Jones, vice president in charge of our Los Angeles office, came up with the phrase "Wide-Track Town" to describe the dealers' place of business. This phrase was adopted by the national Pontiac account group and is now an integral part of Pontiac national advertising.

Another tactic which we use in our work to help the dealers is careful evaluation of the advance national media schedule. We hit 'em where they ain't. For example, this year Pontiac (in addition to heavy schedules in print) is making wide use of TV nationally. To complement this, we put our local dollars in radio. Our current schedule calls for some 500 spots per week in the Los Angeles area, the largest local coverage in the history of Pontiac dealer advertising. Thus, Pontiac is being seen widely through national dollars and being heard through local dollars. One helps the other. And between them, there's plenty of action. Let the facts speak for themselves. As of this writing, car buyers have purchased 34% more Pontiacs than last year at this same date. At MJA we like to think that part of the reason for this success is the job we've done in radio for the Southern California dealers.



Harmon O. Nelson joined the radio department of Young & Rubicam, New York, in the late 30's. After World War II, he was head of the West Coast office of Roche, Williams & Cleary, broadcast director of Berg-Allenberg (Los Angeles talent agency), program manager of KTLA(TV) Los Angeles and broadcast executive with Kenyon & Eckhardt and Stromberger, La-Vene, McKenzie before becoming broadcast director, western division of MacManus, John & Adams.



IT TAKES RPM TO MOVE THE GOODS

RATINGS
PROGRAMMING . .
MERCHANDISING



Sound rule in Southern Connecticut: Buy Big WELI.

You get more Resolutions Per Minute.

That's RPM Radio. Sales Action!

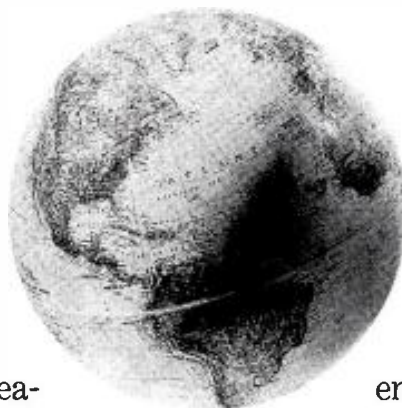
National: H-R Representatives, Inc.

Boston: Eckels & Co.

WELI

5000 WATTS
THE SOUND OF NEW HAVEN
960 KC

Theatre in the Round



“Bonanza” is as big in Tokyo as it is here. “Amahl and the Night Visitors” has been shown for four consecutive seasons in Denmark. And “Dr. Kildare” is—if you’ll pardon the expression—killing the people in Manila.

These are just a few of the NBC Television Network programs being enjoyed and admired all over the globe. It is a globe which radio and television have transformed into a giant theatre-in-the-round, with audiences of hundreds of millions the world over.

These attractions—embracing public affairs, drama, comedy, adventure

and opera—are giving the world’s viewers a closer look at American life, history, entertainment and culture than

they’ve ever had before.

This overseas program—in which NBC International plays so large a role—is a natural outgrowth of a broadcasting company whose horizons, both here and abroad, have never been limited.

■ NBC is, for example, the acknowledged leader in the field of electronic journalism—with coverage that ranges from the expanded “Huntley Brinkley Report” to the fascinating exploration of ancient Greece’s Golden Age.

- The NBC Television Network, with the most diversified schedule in broadcasting, is unmatched in its record for developing young performers—like “Dr. Kildare’s” Richard Chamberlain—and in introducing such innovations as the drama-repertory principle of the weekly “Richard Boone Show.”
- NBC Radio, boasting such unique attractions as the dynamic “Monitor,” has more sponsored time than any other radio network.
- NBC’s owned television and radio stations have earned an unparalleled reputation for distinguished achievement in the field of community service.

The *universal* appeal of NBC programming is, we think, happily underscored by its hundreds of millions of viewers and listeners overseas.

But no statistics can tell the whole story of this broadcasting company’s worldwide popularity and impact. More revealing, perhaps, is the repeated observation of travelers abroad that, wherever they go, the people look upon NBC as the second most familiar set of letters to come out of America.

The first? USA, of course.

THIS IS NBC

...serving 410,000,000 people all over the world

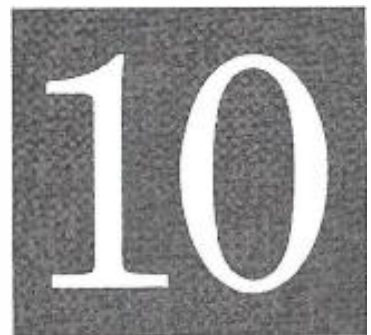
10 YEARS OLD . . . BUT 10 FEET TALL. WKJG-TV will be 10 years old on November 21. Not old by age standards; BIG by TV standards. Still growing, too. Each year WKJG-TV celebrates, but this year it's special.

Invited to the birthday party for Ft. Wayne's senior station is every youngster in the community who shares this same birth date. Also, area married couples whose 10th anniversary falls on November 21. Should be quite a party!

SOUND HOMESPUN? It's just this kind of Hoosier neighborliness which endears WKJG-TV to everyone for miles around. Viewers from 3 states pledge allegiance to this station—from Indiana, Ohio and Michigan. Partially because of this kind of community involvement. Also because WKJG-TV's programs and personalities have won so many top awards.

To "come to the party" in Indiana's prime test market, order WKJG-TV. CALL **ATS** TODAY.

WKJG-TV FORT WAYNE **33** NBC



A MEMBER STATION OF THE COMMUNICANA GROUP ■ JOHN F. DILLE, JR., PRESIDENT



NECK AND NECK FOR PROGRAM LEAD

- CBS-TV not as far ahead as agency experts had predicted
- NBC-TV and ABC-TV so close nobody can be sure who's leading
- 'Grindl', 'Mr. Novak', 'Greatest Show' get surprising ratings

The men who earn their living by picking network television programs were taking hard second looks at their 1963-64 handiwork last week, trying to develop corrective foresight from the benefits of hindsight.

The men were the program executives of the leading advertising agencies, who "bought" most of the programs for their clients, and the network officials who put the schedules together in the first place. Their hindsight arrived Monday (Oct. 28) with the first national Nielsen ratings on the new season. The foresight they were intently trying to develop involved what they ought to do next with their respective programs, using clues from the ratings as a guide (for list of top 75, see this page).

Although most agreed that further ratings reports would be needed before audience trends would become clear in many cases, the first national ratings pointed up programs where, it was felt, the most work—and the least—would be required. This work can take several forms, including replacement of some shows, efforts to move others into "better" time periods and to strengthen the production values of others. As another alternative, some advertisers may seek to withdraw sponsorship if all else fails.

The first consensus was that there probably would be neither significantly more nor significantly less of this sort of patching, doctoring and withdrawing than in most former years.

Point Of Surprise ■ Agency executives, who had evaluated the season's

new programs in a pre-ratings survey by BROADCASTING in mid-October (BROADCASTING, Oct. 14), indicated after studying the ratings last week that, for the most part, they were surprised by the performances of some programs. But on one point, they agreed, the general ratings surprised none of them: it's a three-network horse race.

If anything, the agency executives felt last week, it's an even closer horse race than they had expected. Many said they had thought CBS-TV would take a more commanding first-place lead than the ratings indicated. They felt that the ratings bore out their predictions of a see-saw battle between NBC-TV and ABC-TV for second place.

Here's how the race stood in terms

Here's how national Nielsen's ranked this year's shows

Here are the top 75 regularly scheduled programs in the first national Nielsen ratings for the new season. Excluded are two specials that rated high enough to qualify: *Elizabeth Taylor's London* on CBS-TV (22.9) and *A Man Named Mays* on NBC-TV (16.2). In addition the list was topped by two daytime world series games, which scored 39.5 and 35.4 respectively.

The ratings are for average audience. The period was the two weeks ended Oct. 13. The top 75:

1. <i>Beverly Hillbillies</i> (CBS)	34.9	19. <i>Virginian</i> (NBC)	21.8	47. <i>Twilight Zone</i> (CBS)	17.6
2. <i>Bonanza</i> (NBC)	30.9	20. <i>Gunsmoke</i> (CBS)	21.7	49. <i>Price is Right</i> (ABC)	17.4
3. <i>Dick Van Dyke</i> (CBS)	28.1	21. <i>Grindl</i> (NBC)	21.4	50. <i>Jack Paar Show</i> (NBC)	17.2
3. <i>The Lucy Show</i> (CBS)	28.1	22. <i>Ed Sullivan</i> (CBS)	21.3	51. <i>Burke's Law</i> (ABC)	17.1
5. <i>Andy Griffith</i> (CBS)	27.0	23. <i>Lawrence Welk</i> (ABC)	21.2	52. <i>Mr. Novak</i> (NBC)	17.0
6. <i>Petticoat Junction</i> (CBS)	25.9	23. <i>Walt Disney</i> (NBC)	20.9	53. <i>International Showtime</i> (NBC)	16.9
7. <i>Danny Thomas</i> (CBS)	25.8	25. <i>What's My Line</i> (CBS)	20.9	53. <i>Phil Silvers</i> (CBS)	16.9
8. <i>Red Skelton</i> (CBS)	24.6	26. <i>Ozzie & Harriet</i> (ABC)	20.5	55. <i>Danny Kaye</i> (CBS)	16.7
9. <i>Perry Mason</i> (CBS)	24.2	26. <i>My Three Sons</i> (ABC)	20.3	56. <i>Breaking Point</i> (ABC)	16.5
10. <i>Donna Reed</i> (ABC)	23.9	28. <i>McHale's Navy</i> (ABC)	20.3	56. <i>Lieutenant</i> (NBC)	16.5
10. <i>I've Got a Secret</i> (CBS)	23.9	29. <i>Wagon Train</i> (ABC)	20.2	58. <i>Bob Hope Show</i> (NBC)	16.4
12. <i>Patty Duke Show</i> (ABC)	23.5	30. <i>To Tell the Truth</i> (CBS)	20.1	59. <i>Arrest & Trial</i> (ABC)	16.2
13. <i>Candid Camera</i> (CBS)	23.1	31. <i>Nurses</i> (CBS)	20.0	60. <i>DuPont Show of Week</i> (NBC)	16.1
14. <i>Dr. Kildare</i> (NBC)	22.9	31. <i>Jackie Gleason</i> (CBS)	19.9	61. <i>Kraft Suspense</i> (NBC)	16.0
15. <i>Ben Casey</i> (ABC)	22.8	33. <i>Rawhide</i> (CBS)	19.9	62. <i>Richard Boone</i> (NBC)	15.9
16. <i>Jack Benny</i> (CBS)	22.4	34. <i>Flintstones</i> (ABC)	19.8	63. <i>Farmer's Daughter</i> (ABC)	15.3
17. <i>Hazel</i> (NBC)	22.2	35. <i>Saturday Night Movies</i> (NBC)	19.7	64. <i>Glynis</i> (CBS)	15.2
18. <i>My Favorite Martian</i>		35. <i>Garry Moore</i> (CBS)	19.6	65. <i>Mon. Night at Movies</i> (NBC)	15.1
		37. <i>Outer Limits</i> (ABC)	19.6	66. <i>Great Adventure</i> (CBS)	14.9
		37. <i>Joey Bishop</i> (NBC)	19.3	67. <i>Eleventh Hour</i> (NBC)	14.0
		39. <i>Fugitive</i> (ABC)	19.3	67. <i>Hootenany</i> (ABC)	14.0
		40. <i>Greatest Show on Earth</i> (ABC)	19.0	69. <i>Judy Garland</i> (CBS)	13.9
		41. <i>Combat</i> (ABC)	18.9	70. <i>Mr. Ed</i> (CBS)	13.7
		42. <i>Perry Como</i> (NBC)	18.8	70. <i>Jaimie McPheeters</i> (ABC)	13.7
		43. <i>Lassie</i> (CBS)	18.8	72. <i>Redigo</i> (NBC)	13.4
		44. <i>Alfred Hitchcock</i> (CBS)	18.4	73. <i>Channing</i> (ABC)	13.3
		44. <i>Defenders</i> (CBS)	18.2	74. <i>Hollywood Stars</i> (NBC)	13.0
		46. <i>Password</i> (CBS)	18.2	74. <i>Huntley-Brinkley Report</i> (NBC)	13.0
		47. <i>Route 66</i> (CBS)	17.7		
			17.6		

of half-hour wins and nightly dominance in the 7:30-11 p.m. period, based on the Nielsens for the two weeks ended Oct. 13. The score card also indicates where some of the most extensive doctoring may occur, for each network may be expected to do what it can to bring its weaker nights into contention.

According to the Nielsen report, CBS was ahead with first place ratings in 32 prime-time (7:30-11 p.m.) half-hour periods. CBS is second in eight time periods and third in nine.

ABC and NBC are in a dead heat, as NBC has first place ratings in nine time periods and ABC is first in eight. In second place ratings, ABC has 21 time periods and NBC 20. In third place ratings, both ABC and NBC have 20 time periods. (For the Sunday 10-11 p.m. time periods on ABC and the Tuesday 7:30-8 p.m. time period on CBS, when those networks were not programming, third place ratings were added to their totals.)

CBS wins first place on every night but Sunday, when NBC leads, and CBS is second and ABC third. ABC is second on Mondays and Tuesdays, and third the remainder of the week, while NBC is second on Wednesdays, Thurs-

days, Fridays and Saturdays.

30-Market Reports ■ Several executives saw significant differences between the national Nielsens and the 30-market Nielsens (BROADCASTING, Oct. 14, 21, 28). They felt that the 30-market reports, representing audience reaction in major cities where all three networks are competing head to head, give a better picture of the relative audience appeal of ABC programs (which are not seen "live" in many markets in the national Nielsen) and also give a higher rating to dramatic shows. In the national report, these executives said, a rural-areas preference for situation comedies is reflected to the disadvantage of dramatic offerings.

A few agency executives reported "no surprises" in the national report, but most conceded they had misjudged the audience appeal of at least a few programs. Shows named as falling below expectations slightly outnumbered those named as turning in better-than-predicted performances. The *Patty Duke Show* (ABC), although 12th in the ratings of regularly scheduled series, was by all odds the biggest surprise to the most people at agencies. In BROADCASTING's earlier survey it had been ranked in the second level of conten-

'Daughter' L.A. choice

There are the Nielsens, the Trendexes, the TvQ's and the critics. They get the headlines in evaluating or measuring network program offerings. But from another source last week came the surprising result of an "opinion survey" on the West Coast. Its finding: *The Farmer's Daughter*, a new situation comedy entry on ABC-TV this season (Fridays, 9:30-10), is tops.

The National Audience Board, New York, reported last week that its West Coast "opinion survey" gave its "award of merit" to the new ABC-TV series after a screening of the program at Columbia studios (TV subsidiary Screen Gems produces the show).

The board said the series got "one of the highest ratings ever given" by one of its polling sessions. It was attended by 54 Los Angeles civic and community leaders.

In the latest national Nielsens, the series ranked No. 63 in average audience estimates.

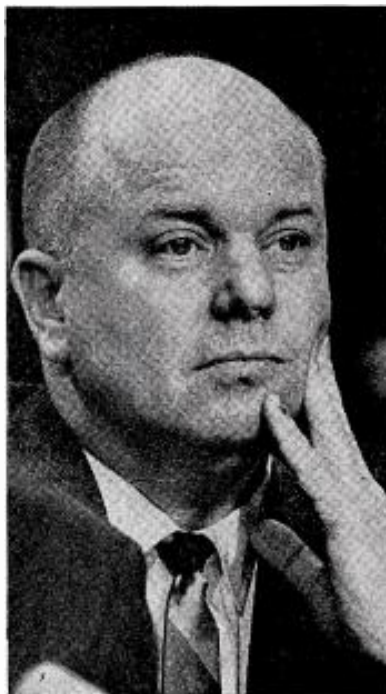
'Hootenanny', 'Dean' get ABC-TV's support

As the first wave of national audience estimates of this season's network programming broke on Madison Avenue, ABC-TV uncorked announcements on the future of two programs on its nighttime schedule.

The two programs: *The Jimmy Dean Show* (Thursday, 9-10 p.m.) and *Hootenanny* (Saturday, 7:30-8:30 p.m.), both well below the Nielsen's top 40 (see page 31 for listings).

Thomas W. Moore, the network's president, announced on Oct. 25 that ABC-TV will schedule *The Jimmy Dean Show* for another 13-week cycle after completion of the current 13 weeks. He said ABC-TV had confidence in the taped show—one of ABC-TV's new entries—and noted that the variety program now has a "more appealing format" than when it first went on the air this season. Bob Banner is executive producer of the series.

This statement was followed up early last week with an announcement of renewal through next March of *Hootenanny* which ABC-TV described as the "surprise musical hit of the last season." The show, in the half-hour program form last season, now is an hour in length. ABC-TV



Mr. Moore

said the show has become a "weekly viewing habit for close to 20 million Americans." Richard Lewine is producer; Garth Dietrick, director.

tion, getting good marks for Miss Duke's performance but lukewarm reports on production. Last week it was mentioned twice as often as any other show in the group with "surprisingly good" ratings.

Second place in this category was shared by *My Favorite Martian* (CBS) and *Fugitive* (ABC). *Martian*, which had been tied with Danny Kaye (CBS) and *Burke's Law* (ABC) for first place in the preratings nominations for likely winners in the new season, scored 18th in the Nielsens, while *Burke's Law* was 51st and Danny Kaye 55th.

The others in the top five in the preratings forecast fared better: *Outer Limits* (ABC), which was ranked fourth beforehand, made No. 37 on the Nielsens, and *Petticoat Junction* (CBS), which was ranked fifth most likely to succeed in the advance balloting, broke into No. 6 spot in the Nielsens. *Petticoat* was the only new show to make the top 10.

Fugitive, which scored alongside *Martian* in the "surprisingly good" category in the agency view of the ratings, took 39th position in the Nielsens.

High Ratings ■ Other new shows whose ratings performances were called "surprisingly" high included *Grindl* (NBC), *Mr. Novak* (NBC) and *Greatest Show on Earth* (ABC), all three of which had been considered at the second or third levels of contention in the preratings survey.

Walkaway winners for surprisingly

low ratings, according to last week's canvass, were the *Danny Kaye Show* and *Judy Garland Show*, both on CBS-TV. Mr. Kaye ranked 55th in the regular-series ratings, Miss Garland 69th.

Agency men were of two minds about these two shows. Some took the ratings as evidence that one big star cannot carry such a weekly load. Others thought both shows prestigious, much better than the ratings indicated and apt to do better—particularly the Kaye show.

The *Phil Silvers Show* (CBS) at 53rd and *Arrest and Trial* (ABC) at 59th shared second place in the disappointment ranks.

Others singled out for ratings that were below expectations included the *Jerry Lewis Show* (ABC), *Espionage* (NBC), *Harry's Girls* (NBC), *Richard Boone Show* (NBC), *Jaimie McPheeters* (ABC)—and, among returning series, *Rawhide* (CBS), *The Garry Moore Show* (CBS), *Route 66* (CBS), and *77 Sunset Strip* (ABC). These four ranked 33rd, 35th, 47th and in the bottom quintile, respectively.

Others whose ratings fell substantially short of earlier agency predictions included *Bob Hope Show* (NBC), which ranked 58th, and *East Side, West Side* (CBS), which just barely missed the top 75.

'Reed' No Surprise — *The Donna Reed Show* (ABC), no stranger to good ratings in earlier seasons, was singled out by several executives as causing "no great surprise" by breaking into the new season's top 10.

One agency program chief who professed to find no real surprises in the ratings list said that what it all added up to, in his view, was that "the basic elements for success in programing are still the same. Situation comedy and westerns are going to keep on doing well. No matter what the FCC says about programing, people will look at what they want to, and all the pontificating of the FCC on this subject is just so much hot air."

Regularly scheduled programs below the top 75 (listed on page 31) included *East Side, West Side* (CBS), *Sing Along with Mitch* (NBC), *Jerry Lewis Show* (ABC), *Bill Dana Show* (NBC), *77 Sunset Strip* (ABC), *Jimmy Dean Show* (ABC), *20th Century* (CBS), *Walter Cronkite News* (CBS), *Harry's Girls* (NBC), *Temple Houston* (NBC), *Espionage* (NBC), *Edie Adams/Sid Caesar Show* (ABC), *Bell Telephone Hour* (NBC), *Chronicle* (CBS)—and half a dozen others.

Indicating that ratings aren't everything, one show that has already been renewed by its network, the *Jimmy Dean Show* on ABC, ranked lower in this list than one that has been set for cancellation next month (*Redigo*, by NBC). *Hootenanny*, also renewed by ABC, outranked *Redigo* by five places.

A front-runner wants to change pace

Danny Thomas, who has set a highly enviable track record as TV star and producer, last week announced plans to conclude his 11-

year-old comedy series, *The Danny Thomas Show*, which ranks fifth in the national Nielsen survey (see page 31).

Mr. Thomas, however, said he isn't saying goodbye to television as a performer. He plans six one-hour specials for the 1964-65 season which, he said, "will be highly diversified, covering variety, serious drama, comedy drama and musical comedy."

He also plans to devote more time to the *Andy Griffith Show*, *Dick Van Dyke Show*, *Joey Bishop Show* and *Bill Dana Show*, all properties of T & L Production, which Mr. Thomas owns with Sheldon Leonard.

Van Dyke, *Griffith*, *Bishop* and *Dana* rank 3, 5, 37 and 79, respectively, in the current Nielsen survey.

In addition, Mr. Thomas said he plans to develop new programs for T&L, which also owns *The Real McCoys*, now in reruns on CBS-TV. He also has a financial interest in *My Favorite Martian* (18 on Nielsen), and in *The Tycoon*, a new series for Walter Brennan, who has been star of *McCoys*.

All the series, except *Bishop* and *Dana*, which are on NBC-TV, are on CBS-TV.



Mr. Thomas

FTC, NIELSEN EACH CLAIM VICTORY

Consent order leaves metered measurement field wide open

A. C. Nielsen Co., the giant of the broadcast audience measurement firms, last week signed its second government consent order within the past 10 months.

Both the Chicago-based firm and the Federal Trade Commission, which lodged a complaint of monopoly against Nielsen, claimed a victory in the culmination of negotiations which began last spring. But other ratings firms and the users of audience statistics agreed the consent order will have no practical effect on Nielsen or its competitors, since it deals primarily with patents and licensing rights for Nielsen's Audimeter.

The FTC claimed the action "removes Nielsen's monopolistic barriers to competition in the national radio and television audience measurement market." Nielsen, the FTC charged, is guilty of restraint of trade and has achieved its dominant position through "unlawful conduct."

Nielsen said the order is for settlement purposes only and, as did the FTC, pointed out that it is not an admission of the charges. "The order leaves Nielsen free to continue to serve

its broadcast clients, and at the same time eliminates any doubt that other companies can enter the field of metered measurement if they desire," according to Henry Rahmel, Nielsen executive vice president and manager of the media research division.

Watered Down — Provisions of the consent order, as made public last week, are much milder than the strictures the FTC originally proposed. Last May, when an informal complaint was given privately to Nielsen, the commission proposed to force the company to divest itself of 50% of its broadcast clients—including a TV network, a major advertiser and a major agency—for a minimum of four years (BROADCASTING, May 6). Under the consent order, Nielsen must:

- Make available on a royalty-free basis for the next four years to any applicant all its licenses and patents and after that for "reasonable and non-discriminatory royalties."

- Waive collection of royalties on all outstanding licenses for the next four years.

- Not acquire any producer or seller

of audience measurements without the prior approval of the FTC over a 10-year period.

- Not enter into or continue in effect any agreement which would eliminate, lessen, suppress or restrain competition.

- Not hinder efforts of competitors to develop or use electronic or mechanical audience measurement devices.

Only the American Research Bureau currently is paying Nielsen royalties, amounting to approximately \$10,000 annually.

The consent agreement covers only the broadcast portion of Nielsen's research business, which grossed in excess of \$27 million in 1961. Of this, about \$4.1 million came from the broadcasting industry. "Nielsen's share of this market was in excess of 90%," the FTC claimed to substantiate its charge that Nielsen has unlawfully ac-

quired a monopoly. Last spring, however, Nielsen announced that it would discontinue local radio measurements.

Simultaneous with the order, the commission made public its complaint against Nielsen. The firm's broadcast research operations consist of the Nielsen Radio Index (NRI) and Nielsen TV Index (NTI), which measure the audiences for network programs, and local television surveys. In its national measurements, Nielsen used "a patented electronic device known as an Audimeter," The FTC pointed out.

"Nielsen's reports and ratings of network programs significantly affect programming," the complaint continued. "They are an important factor in determining the way that an estimated \$805 million is spent on network TV advertising and \$47 million on network radio advertising. . . . By means of the unlawful conduct . . . respondent has achieved a monopoly of the national radio and

television audience measurement market. . . .

"Respondent has been and would now be in active competition with other corporations engaged in the production and sale of national radio and TV audience measurement reports and ratings, except that respondent . . . has foreclosed virtually all competition in the sale of such reports and ratings."

Long-Standing Practice ▪ Since 1946 and continuing to the present, Nielsen has engaged in a program designed to monopolize and restrain trade, the FTC charged. The following examples were cited:

- A 1950 agreement with C. E. Hooper Inc., then Nielsen's principal competitor, whereby Nielsen acquired all the customers and trade names of the former and an agreement not to compete for a substantial period of time.

- Attempts to restrain the use of devices designed to compete with the Audimeter.

- "Systematically engaged in and threatened . . . interferences, opposition and other patent proceedings to harass and coerce and to discourage potential and actual competitors. . . .

- "Disparaged and hindered . . . competitors' efforts to develop competitive electronic and mechanical devices for measuring national radio and TV audiences and has attempted to impede and sabotage the financing of these competitive efforts."

As a result of these acts, the commission concluded, the ratings firm has established and maintained a monopoly and has unreasonably restrained trade in national ratings and fixed and maintained arbitrary, artificial and non-competitive prices.

Mr. Rahmel said the terms of the agreement "will not interfere with Nielsen's continuing efforts to serve the research needs of the broadcast industry."

Prompted By Congress ▪ The consent order is an outgrowth of Nielsen testimony last spring in the lengthy investigation of ratings and their use by the House Subcommittee on Investigations (BROADCASTING, April 1, 8). The congressmen were highly critical of Nielsen and its operations at that time and the FTC began negotiating an agreement with Nielsen shortly thereafter.

Theoretically, the order opens the door for anybody to compete with Nielsen in electronic measurements, but no such competition is expected, observers agreed. Currently, only ARB also uses an electronic device and it will be freed from the royalty payments for the next four years.

Since the congressional hearings, several services have made known expansion plans, particularly in both network and local radio, but these actions are



Hall and 'Hallmark' draw ATAS accolades

Nearly 400 Chicago area agency, advertiser and station executives turned out last Monday (Oct. 28) at a luncheon meeting of the Chicago chapter of the Academy of Television Arts and Sciences to honor Joyce C. Hall, president of Hallmark cards, and the NBC-TV award-winning series, *Hallmark Hall of Fame*. WGN Chicago's Jack Brickhouse, local ATAS president, presented the special award to Mr. Hall (right).

Head table guests who paid tribute to Mr. Hall and his program included Robert E. Kintner, NBC president; Fairfax M. Cone, executive committee chairman, Foote, Cone & Belding; George Schaefer,

Hallmark producer-director, and Judith Anderson and Charlton Heston, who both have appeared in Hallmark dramas. Miss Anderson returned from Europe for the event.

Among other head table guests were Mort Werner, NBC vice president and national ATAS president, and Newton Minow, former FCC chairman who now is executive vice president of Encyclopaedia Britannica. The Hallmark program, now in its 13th season, has won 13 ATAS "Emmys" and 21 other national awards.

One head table chair was empty. The placard read: William Shakespeare, playwright.



This is Atlanta!

2 RECORD MAKERS! That's Chet Atkins in the foreground...one of music's best and a recording star for RCA-Victor... In the background looms another record maker, the White Columns of WSB-TV. ATLANTA IS NUMBER ONE AMONG THE TOP 25 METRO MARKETS IN RATE OF SALES GROWTH*. Are you using the record maker in the Atlanta market?

**1963 Sales Management "Survey of Buying Power"*

Represented by



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

BROADCASTING, November 4, 1963

WSB-TV
Channel 2 Atlanta

Children-influenced 'adult' accounts are HW&W target

Helitzer, Waring & Wayne Inc., New York, began operations last February as an advertising agency specializing in the children's market and has reached billing of approximately \$2 million in eight months. But it expects to grow even more rapidly in the future through an unusual gambit.

"We're aiming to handle so-called 'adult' accounts over which children have an influence," Melvin A. Helitzer, president of HW&W, explained last week. "We've approached several advertisers in the airline, automobile, gasoline and camera fields and they are highly interested in our rationale: children exert a tremendous influence at times in deciding on which airline the family should take or which camera or

automobile or gasoline product should be bought.

"We impressed them that for certain campaigns the appeal should be directed to the younger members of the family. Though we may not be the agency of record for a large client, we could serve in special capacities, producing certain types of commercials and creating special campaigns."

The agency allocates approximately 85% of its \$2 million billing to TV and the remainder is divided in radio and print. Within a few months of its organization, it obtained eight accounts in the children's field—American Doll & Toy Co., New York; Curtis Publishing Co., Philadelphia (*Jack and Jill* magazine); Irwin Corp., Nashua, N. H.;

Greenman Brothers, New York; Town and Country Department Stores, Harrisburg, Pa.; Master Juvenile Products, New York; Stetson Corp., Lincoln, Ill. and the Transogram Co., New York. Within the last few months, HW&W has acquired three additional accounts—Kiddie City, Philadelphia; Western Merchandising Corp., New York and the Bilnor Corp., New York.

In general, Mr. Helitzer, who was formerly advertising director of the Ideal Toy Corp., New York, believes that spot TV is the most practical medium for reaching the children's market effectively. Spot TV, he noted, provides the flexibility needed to reach selected areas at the most propitious times of the year.

He believes there is a need for presenting quality children's programming on TV, and, in this connection, commissioned the production of a one-hour special, *Cowboy and the Tiger*, a musical original based on an off-Broadway presentation. It will be carried on ABC-TV on Thanksgiving Day and will be repeated on Dec. 8.

Three HW&W clients will be participating sponsors of the show—American Doll & Toy, Transogram, and Irwin Toy—along with Miles Laboratories and The Nestle Co. Mr. Helitzer believes there is room in the children's market (4 to 14 years of age) for these specialized, quality shows if the costs can be shared by a group of interested advertisers.

He envisions a steady growth in the children's market and is certain that other agencies will be formed to function in this area.



Melvin A. Helitzer (r), president of Helitzer, Waring & Wayne discusses plans for "The Cowboy and the Tiger," a TV special, during a break in rehearsal with the show's

stars, Sue Lawless (the peacock) and Paul O'Keefe (Henry, the cowboy). HW&W commissioned the program which will be carried on ABC-TV Thanksgiving Day and Dec. 8.

not connected with the consent order. However, an observer said, Nielsen's withdrawal from local radio and the attacks on its network measurements have been a deciding factor.

Hooper, which now is a local radio service, is considering an expansion into TV—both local and network. If the move is made, Hooper will use its telephone coincidental system.

ARB, strictly TV in the past, now is conducting a radio measurement test for RKO General Inc. in Detroit. If this proves successful, the firm plans a permanent move into radio measurements. Albert Sindlinger & Co. also has announced plans for local radio measurements, a new area for that firm.

Early this year, Nielsen, Pulse and ARB signed consent orders agreeing to stop claiming that their findings are

100% accurate (BROADCASTING, Jan. 7). Last week's action is unrelated to this earlier FTC-Nielsen agreement. None of the three have been found to be in compliance with the earlier order, an FTC spokesman said last week. This does not mean they are not, it was stated, with the staff still checking their compliance reports for submission to the commission.

Nielsen is required to submit such a report of compliance to last week's order within 60 days.

Business briefly . . .

The Sunbeam Corp. of Chicago, through Perrin & Associates and Foote, Cone & Belding, both of that city, has purchased sponsorship in NBC-TV's *Today* and *Tonight* shows. Sunbeam plans to advertise eight products on

both programs through December. On the *Today* show, the firm will present its cooker and deep fryer, percolator and toaster. *Tonight* show advertising for Sunbeam will be aimed at the multi-cooker frypan, Lady Sunbeam shaver, Carousel rotisserie broiler, Sunbeam party grill and Shavemaster shaver.

Gulf Oil Corp., Pittsburgh, will sponsor coverage of significant election contests around the country tomorrow (Nov. 5) from 11:30-11:45 p.m. NBC-TV's *Tonight Show Starring Johnny Carson* will begin at 11:45 p.m. instead of 11:30 p.m. Agency for Gulf is Young & Rubicam, New York.

National Dairy Products Corp., through N. W. Ayer & Son, Philadelphia, is launching a campaign this month for introduction of Chipnics, a new homog-



**VOLUME 8-
"FILMS OF THE 50's"
NOW FOR TV**



**SUSAN HAYWARD
STEPHEN BOYD
BARBARA NICHOLS**

**FORTY-TWO OF THE FINEST
FEATURE MOTION PICTURES
FROM SEVEN ARTS**



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ASSOCIATED
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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
LONDON W1 ENGLAND: 24 Berkeley Sq. Hyde Park 0671
Distributed outside of the United States and Canada
Cable: SEVENLON London

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

enized potato chip product. Chipnics will be test-marketed starting today (Nov. 4) in the Roanoke, Va., area amid heavy promotion support over radio and TV. The introduction will be handled by the firm's Sealtest Foods Division.

The Campbell Soup Co. of Camden, N. J. has started a campaign, including heavy use of TV, which is aimed at new sales of Red Kettle dry soup mixes. The campaign is highlighted by the introduction of a new easy-open, pull-tab can; broad increases in advertising; and a "price off" offer to consumers. Red Kettle commercials will be seen on CBS-TV's *Lassie* and on ABC-TV's *Donna Reed Show*. Other commercials in the drive will be aired on all three daytime TV networks. The campaign will also include a heavy schedule of spot TV in top soup mix markets. Campbell plans to start broad general distribution of the Red Kettle dry soup

mixes this month. Campbell agency: Leo Burnett Co., Chicago.

Helene Curtis Industries, Chicago, via Edward H. Weiss & Co. there, plans a major market spot TV drive soon for "Tender Touch," a new dry skin bath oil.

Kitchens of Sara Lee, Chicago, through Foote, Cone & Belding there, has signed for co-sponsorship with Pepsi-Cola and Polaroid of the Nov. 10 (10-11:30 p.m.) telecast of "Miss Canada" contest on a special network of nine Canadian stations.

HEARING ON COMMERCIAL STANDARDS

Prior to deciding, FCC wants to hear from both sides

Opponents and proponents of the FCC's proposal to set commercial time standards will have an opportunity to present their views to the commission in person next month.

The commission last week ordered an oral argument to be held Dec. 9 on the controversial proposal.

Reply comments in the proceeding were due Oct. 14. But "because of the importance of this matter to the broadcasting industry and to the public," the

commission announcement said, the FCC wants to hear oral argument before making a decision.

The House Communications Subcommittee, however, begins consideration this week of several bills that would take the decision out of the commission's hands by preventing the agency from limiting the length and number of commercials (story, page 50).

Representative Walter Rogers (D-Tex.), subcommittee chairman, is the author of the first bill introduced on the subject (HR 8316). He and Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, are among a number of congressmen who have been sharply critical of the commission proposal.

The commission left open the possibility that members of the public or spokesmen representing audience groups may be allowed to present their views.

Commission officials said a decision on this will be made after all the requests for time have been received. The commission expects to get many requests from broadcasters and advertisers.

Some officials also think it likely that members of Congress may appear. A number of senators and representatives filed comments in the proceeding.

Persons interested in participating have been requested to notify the Secretary of the Commission by Nov. 12, setting forth their position and the amount of time they wish to argue.

The oral argument order is an outgrowth of a proposal made by Chairman E. William Henry in his speech before the International Radio & Television Society, in New York on Sept. 24 (BROADCASTING, Sept. 30).

He said then he would favor a face-to-face meeting between the commission and representatives of broadcasting stations, networks, program producers and advertisers as a means of providing the commission with information that would help the agency in reaching a decision.

The proceeding began May 17, with a notice of proposed rulemaking which set forth as one possibility the adoption of rules embodying the commercial time limits contained in the NAB television and radio Codes of Good Practice.



Whistler's mother: the wine drinker

Browne-Vintners Co., a subsidiary of Joseph E. Seagram & Sons, New York, was scheduled last week to resume a TV campaign apparently designed to show that a good actor has many parts to play—even if they're all in the same commercial.

The film, through Lawrence C. Gumbinner Advertising Agency, New York, planned to present a one-minute playlet involving five wine-

drinking characters, all played by Ken Harvey. The campaign, for Cherry Kijafa, is scheduled to run in prime time for eight weeks.

The comic spot is similar to one aired last year in New York and Chicago. This year, the first playlet will be seen in Los Angeles, Boston and Miami, while the new Ken Harvey commercial is slated for presentation in New York and Chicago.

100 animated 5-minute cartoons in full color created by Max Fleischer, produced by Hal Seeger and directed by Myron Waldman . . . featuring the hilarious voices of Larry Storch and presenting the most refreshingly new and highly entertaining characters . . . **KOKO, KOKETTE, KOKONUT** and **MEAN MOE**

. . . all delightful creations, animated with real photographic backgrounds for the delight of every kind of audience.

"Out of the Inkwell" is definitely out of the ordinary. To find out for yourself, we invite you to screen a sample of this great new cartoon series. Your nearest Seven Arts' sales office is listed at right.

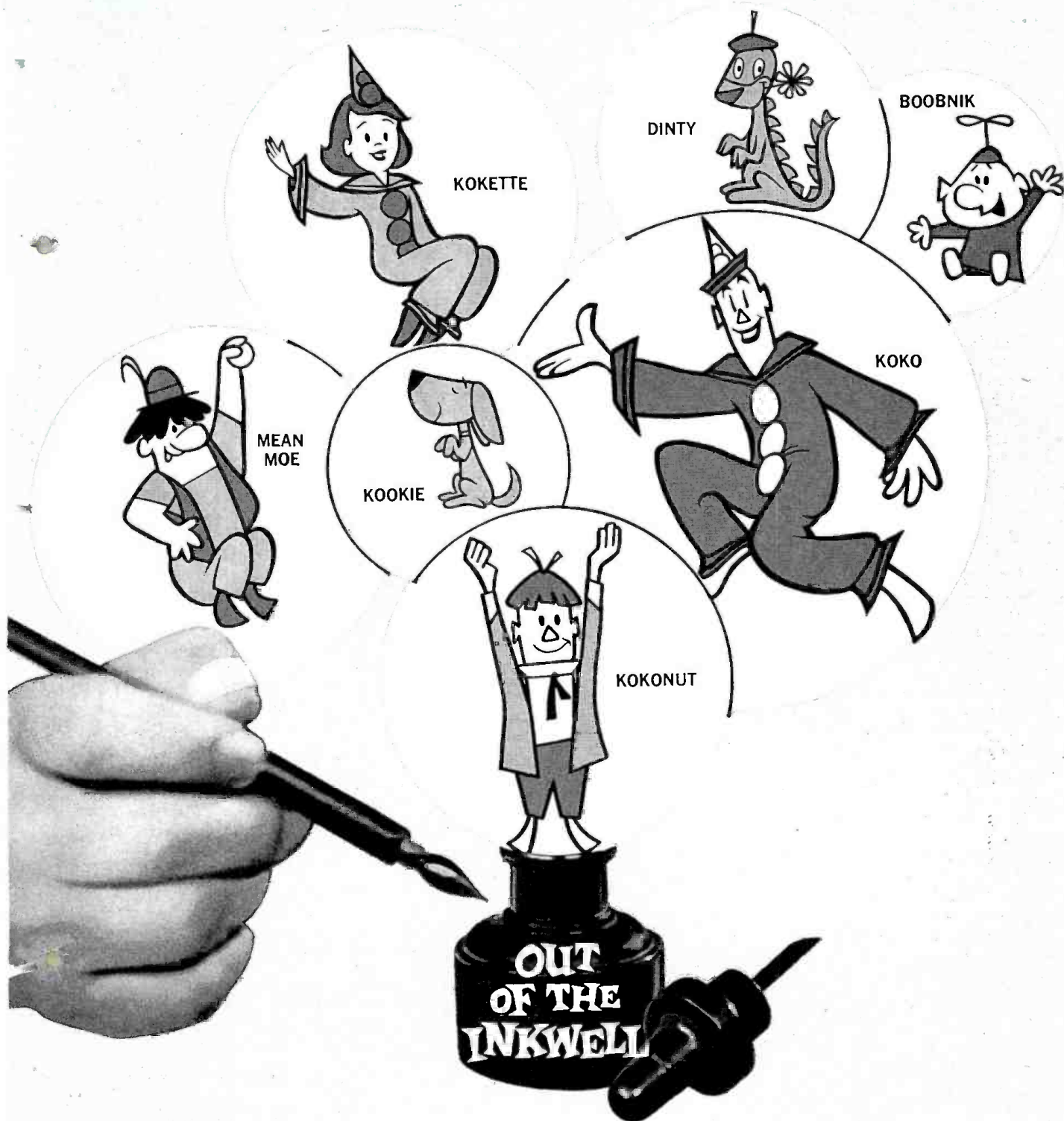


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 DALLAS: 5641 Charleston Drive ADams 9-2855
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Look what's coming up from Seven Arts!



RAB, NAB agree to joint study, but—

COLLINS HITS STAFF LETTER TO BOARD, SENDS ONE OF HIS OWN

A very brief announcement was made jointly by NAB and RAB Thursday (Oct. 31) that they had reached an agreement to conduct a joint study of radio audience research methodology.

But behind the four-sentence public statement lies a complicated story, centering around LeRoy Collins, president of the National Association of Broadcasters, and his top staff officers. The finish has not been written as yet and the Radio Advertising Bureau is waiting in the wings for ratification of the agreement by the NAB board.

The agreement was reached early last week before Governor Collins had returned from Florida, where the NAB held its fourth fall conference 10 days ago (BROADCASTING, Oct. 28). On Tuesday, a three-page letter over the signature of NAB Vice President Howard Bell (on behalf of Donald McGannon, chairman of the NAB Research Committee who was in Europe) and prepared by the NAB staff was mailed to all NAB board members giving the details of the joint study as it was to be conducted and supervised.

In this letter, Mr. Bell informed the board members that if the NAB had not received word to the contrary by Thursday the association would assume approval of the joint research project. This angered many of the board members and, evidently, Governor Collins when he returned to his office last Wednesday.

Governor Collins wired the 43 NAB board members telling them to ignore the Bell letter and saying a corrected version of the agreement would follow.

The second letter, signed by Governor Collins, also corrected objectionable features of the pact as outlined in the Bell correspondence. Substantial opposition to the first form had arisen rapidly on the grounds it displayed a "mutual distrust" between the NAB and RAB and, consequently some felt the research project was doomed from the start.

New Deadline — Under the Collins letter, board members are given until this Thursday (Nov. 7) to vote on the agreement. If approved, public release of the terms will be made. Last week's brief announcement was made to put an end to "speculative stories," the Bell letter said.

The broad purpose of the study is to "vigorously attempt, in the most progressive way available to us, a solution to the problem of measuring individual radio listenership." The study is budgeted at \$200,000, with both associations

to put up \$75,000. RAB is to raise the rest from outside sources.

NAB is committed to spend no more than \$25,000 during its current fiscal year, which ends March 31, 1964. The board was told these funds will come out of the current appropriation for the research committee. The study will be segmented and re-assessed at the end of each stage and either party may drop out at any time without further commitment.

The original Bell letter said either side could quit "without prejudice" or "criticism" but this was deleted from the Collins draft.

A special 10-man steering committee will be named to conduct the actual study and will decide the various projects to be undertaken. The NAB and RAB will each have five representatives on the committee, which will name its own chairman from outside the steering group.

Public Speaker — As originally detailed, only the chairman of the steering committee was authorized to make any public statements, speeches or give interviews to the press. Other members were prohibited from speaking to newsmen without prior approval of the chairman. This provision was deleted entirely from the revised Collins letter, and no mention was made of future public statements.

With the joint announcement Thursday, RAB and NAB apparently have successfully ended seven months of negotiations which began with the NAB convention last April. At that time, the RAB announced its plans for a study of radio methodology and invited the

NAB to participate, administratively and financially (BROADCASTING, April 8). The RAB has met periodically with the NAB research committee, headed by Mr. McGannon of Westinghouse Broadcasting Co., since then. Throughout the negotiations, the NAB demanded specifics from the RAB which, as a result made various changes in planned approaches and goals. Mr. McGannon left for Europe after the negotiations with RAB were completed last Monday and was not involved in the intramural activities within the NAB.

Voices On High — Edmund C. Bunker, president of RAB, had high praise for all at the NAB connected with the negotiations in a Friday (Nov. 1) speech to the Oregon Association of Broadcasters in Portland. Mr. Bell also spoke to the OAB.

"... Having had exposure to the inner workings of NAB in the past few months, because we have been discussing a team research project with them, I have perspective on the NAB operations which I would like to share with you," Mr. Bunker said.

"First I would like to say something very sincerely about Governor Collins and make a suggestion to broadcasters about how to best employ his substantial talents. Roy Collins is a man of surpassing honesty. The way to work with a man who fights for his convictions as affirmatively as Governor Collins fights for his is through straightforward appeals to the facts.

"I would like to add that in our conversations with the NAB staff we have been similarly impressed. Vincent Wasilewski (executive vice president), Howard Bell, and Douglas Anello (general counsel) are a tremendously capable group of industry executives. I mention them only because these are the individuals with whom we have been most in contact.

"I feel, too, that the industry may be unaware of the tremendous burden which the NAB Research Committee has shouldered. Under the direction of Donald H. McGannon, this committee has undertaken work which could be a fulltime job and more than that.

"We have been vigorous in making suggestions in the past. We will continue to make suggestions when necessary but we of RAB want to publicly recognize as well the spirit of industry service which the NAB Research Committee and Don McGannon's efforts represent. We think, too, that the committee is fortunate to have as its research counsel Melvin Goldberg."

FM sells a window

How do you go about selling a drive-in bank window? Advertise it on an FM station, of course.

At least that was the successful tactic decided on by the Hickman Mills Bank of Kansas City, Mo. The bank, nearing completion of a remodeling program which had added four new drive-in units, found that one of its old windows was expendable. Since it has a daily spot contract with KMBC-FM Kansas City, Hickman decided to pitch the window on the station. Although it was admittedly a product of rather limited appeal, an official of another bank in the city heard the spot and promptly bought the unit.



FAMILY TREAT WITH SALES PUNCH

As a family special, Podrecca's Piccoli Theatre will be a sure hit with grown-ups and growing-ups. Rich, exciting entertainment . . . unique among marionette shows . . . internationally famous! Dick Clark hosts this full-color hour special. If you want to pull the strings that will command audience attention and move advertisers—write or phone now for an audition print.

Also inquire about the other programs available through Triangle Program Sales. Such *specials* as: "This is America", "Frontiers of Knowledge" and Triangle's motor racing films.

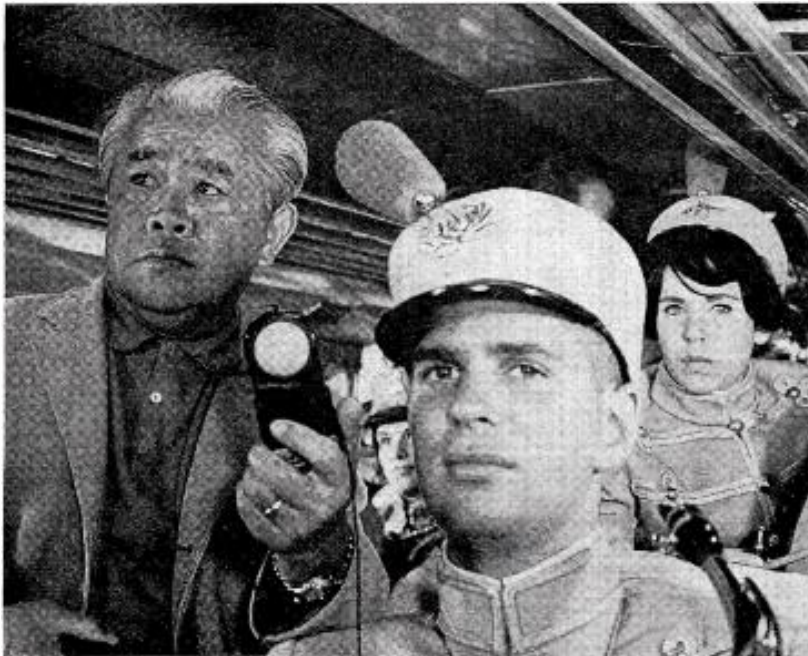


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Candy is dandy with smart TV art

Peter Paul, candy firm in Naugatuck, Conn., through Dancer-Fitzgerald-Sample, New York, has launched a nationwide TV spot campaign that will feature a series of commercials filmed by noted motion picture cameraman James Wong Howe. The Howe spots, one each for Peter Paul Mounds, Almond Joy and Almond Cluster, will be included in the campaign later this year in more than 137 markets. (The current drive, which started Sept. 15, is expected to run through next April.)

Mr. Howe, who does his commercial filming exclusively for Sutherland Associates, New York, is noted for film work in such movies as: "The Rose Tattoo," "Body and Soul," "Picnic" and "Hud." Why commercial TV photography after 40 years of feature work? Mr. Howe is quoted: "I find that there are many fresh, creative minds working closely together to produce in a short space of time a film that tells a story with many scenes of photographed images."



Veteran cinematographer James Wong Howe checks lighting during shooting of commercial for Peter Paul candy.

Data Inc. explains all-media research

Data Inc., New York, which went into the field two weeks ago with its new national all-media consumer-audience profile survey, last week explained just what the study will be measuring.

The company describes the research project as "the largest single personal interview consumer study ever conducted by a private organization."

Data Inc. intends to reach 17,000 households and approximately 40,000 individuals with its questionnaires, which will be directed at all family members over 15 years old.

The firm is not new in the area of consumer-media research. A radio study conducted by Data Inc. for WTOP Washington related the audience of six area stations to product ownership and use in small appliance and food and

drug categories (BROADCASTING, Feb. 18, 1963).

The study will correlate consumption in 50 product categories including brand preferences with media exposure to include daytime and nighttime network TV, local TV, AM and FM radio, magazines, daily newspapers and Sunday newspapers and supplements.

Three Categories ■ Data Inc. is breaking the study into three principal categories for survey purposes; national, top 30 markets and local studies, although purchase of portions of the research, according to the company, will be on a more flexible basis.

The research will be done with a "replicated" probability sampling technique. That is, at least two samples based on demographic considerations will be tallied separately as a check on sampling error.

Phillip Wenig, Data Inc. president, describing the geographic breakdown of

the survey, said there would be a heavy over-sample in the top 30 markets. He explained that interviewing technique would vary with the medium involved.

Television viewing will be measured by a "viewed yesterday" roster recall method. Individual station viewing will be broken down into six time segments and cumulative audience data by program will be available. In the case of local prime time TV viewing, information will be gathered on a seven-day basis, also using roster recall.

Radio Listening ■ Audience exposure to AM and FM radio will be reported by time segment and cumulative listening and, for AM, by place of listening for individual stations. Product information to be obtained over the four-week period of field research includes purchase, ownership, frequency of use, intention to buy and brand preference information.

The study will qualify data by 16 demographic considerations. Cross tabulations indicating "product brand shares; profiles of heavy and light product users, and/or the effects of heavy and light media exposure on product ownership and intent to purchase," are also explained as available data.

Mr. Wenig said results of the national study would be ready in early February; the 30-market analysis and local information in the following two months.

He said a single data break in the survey could be priced as low as \$375. Cost of all collated information in the national portion of the study would be approximately \$20,000, but Mr. Wenig explained that probably no subscriber to the survey would be interested in so wide a variety of information.

Agency appointments...

■ The Prudential Insurance Company of America, Newark, N. J., appoints Tucker Wayne & Co., Atlanta, Ga., and Jacksonville, Fla., to handle regional advertising for the company's South-Central home office. Prudential is represented nationally by Reach, McClin-ton & Co., New York.

■ James A. King Corp., manufacturer of cosmetics and perfumes, appoints Arthur Roberts & Hill, New York.

■ Heusch-Bennett Ltd., U. S. distributor for Majorica simulated pearls, names Danoff & Sach, Los Angeles, as agency, succeeding Albert Woodley Advertising, New York. Advertising will start in December in women's magazines and will initially be confined to the print media, with radio-TV being considered for use at a later date.

■ ABC Radio has named Smith-Greenland Co., New York, to replace the Harris Breitner Advertising Corp.



argus

THE ARGUS-EYED SET AT COLUMBIA

Argus Camera recognized a good thing when it saw it in South Carolina, and snapped it up: a new urbanization growing with a newly diversified economy, a dramatic renaissance in education which makes good employees of native stock, and many other advantages to be found in this growing State, where personal income has nearly doubled in ten years. So Argus came and liked it. So did many others, including Du Pont, Elgin, General Electric, Utica Drop Forge, Smith-Corona Marchant, U.S. Rubber, Allied Chemical—to drop only a few names.

WIS Television reaches two-thirds of surprising new South Carolina, and knows its progressive people—knows their preferences, habits, needs—after 33 years of operating broadcast facilities in the hub-like capital city. This is why WIS Television is the priority station in South Carolina.

WIS
TELEVISION
Columbia, South Carolina

CHARLES A. BATSON, MANAGING DIRECTOR

a station of THE BROADCASTING COMPANY OF THE SOUTH



G. RICHARD SHAFTO, EXECUTIVE VICE PRESIDENT

WIS television: Channel 10, Columbia, S.C. • WIS radio: 560, Columbia, S.C. • WSFA-TV: Channel 12, Montgomery, Ala.

All represented by Peters, Griffin, Woodward, Inc.

AGENCIES CRITICAL OF FCC PLANS

4A's Crichton tells IRTS meeting that survey of agencies finds them opposed to more government control of radio-TV

Advertising agencies generally are critical of the FCC's views and proposals that would expand government controls over the broadcasting industry, John Crichton, president of the American Association of Advertising Agencies, told a "newsmaker" luncheon of the International Radio and Television Society in New York last Wednesday (Oct. 30).

In a speech titled "Broadcasting Problems—An Agency View," Mr. Crichton covered a variety of topics, including licensing of networks, policing of rating services, the fixing of commercial time limitations, the new option time rule, overcommercialization and product protection. He stressed that he had questioned a "wide range" of 4A member agencies to gather his viewpoints, but noted at the outset that "there is no consolidated and clear-cut agency view regarding broadcasting."

He outlined agency viewpoints on various subjects as follows:

1. It is a general viewpoint that the FCC should not exercise expanded controls over advertising and programming.

2. It is a general view that networks should not be licensed.

3. More than half the agencies are opposed to the FCC's fixing commercial time limitations, believing that this is a responsibility of the broadcasters and should be exercised by them.

4. A substantial majority of agencies believe the government should not police rating services, and that the industry should do the job.

5. There is a "deep and continued concern" over the combined problem of overcommercialization, insufficient product protection, clutter and insufficient separation of commercials.

6. Agencies are about equally divided as to whether the additional UHF stations will be beneficial or detrimental to advertising.

7. In general, agency opinion is that the new option time rule will not affect clearance for the shows in which they are involved currently, but that the effects will be felt in the 1964-65 season.

"While the agencies tend to believe the FCC should not be controlling programming or advertising, should not be licensing networks and should not be fixing commercial time limits, a substantial minority of agencies tends to believe that governmental intervention in these areas may be the only solution," Mr. Crichton observed.

He offered the view that this minor-

ity opinion has arisen because of two developments in TV in recent years: one is a trend removing agencies from the programming area and the other is the present "commercial practice," which has led to clutter and reduced product protection.

Opposes Henry's Thesis ■ At the outset of his speech, Mr. Crichton took issue with a talk made by FCC Chairman E. William Henry before a recent IRTS newsmaker luncheon. He noted that Mr. Henry had asserted the need for having a written standard of overcommercialization. Mr. Henry, he noted, had expressed doubt that the operation of a free market would dispose of the problem and had asked again for an expression of industry opinion on the advisability of using the NAB Code standards as a base for the FCC standards (BROADCASTING, Sept. 30).

But Mr. Crichton claimed that Mr. Henry had not commented on two significant aspects of overcommercialization. He noted that many stations with heavy commercial loads also "command leading shares of the audience," meaning that the audience obviously is willing to undergo a substantial amount of commercial exposure in order to have the programming. The other, he said, is the economic burden of many radio stations "induced by the FCC's free-wheeling granting of licenses in the belief that a large number of stations

Ivy League house

An ABC Radio account executive, Robert Fountain, is proving that he is a man with faith in the product he sells. Mr. Fountain, in an effort to sell a house in New York's Westchester county, purchased time in a broadcast of last Saturday's (Nov. 2) Dartmouth-Yale football game on WICC Bridgeport, Conn.

Mr. Fountain based his sponsorship on the premise that the game's Ivy League listeners were prime prospects for the house. With an organ background, the comic-dramatic commercial started as a deep-throated announcer said: "Can a pretty, white house in the country really find happiness with a growing family from the city?"

would serve the public interest through a diversity of programming."

With the exception of FM grants which Mr. Crichton asserted has resulted in programming that has been "distinguishing and rewarding," he expressed doubt that the licensing of many radio stations had produced "diversity of programming." He commented that "we have survived Top 10 and sing-a-long programming and now are deep in Hootenanny Hollow."

"What did happen [in radio] was that market after market was subjected to economic chaos," Mr. Crichton declared, "and the cheap spot and the overloaded commercial became a fixture."

FCC 'Myopia' ■ One result of the "FCC's myopia" was to "diminish drastically" radio's force as a national advertising medium, Mr. Crichton contended. He added:

"When the commission contemplates the addition of a good many UHF stations, has it considered the radio experience? Does it apprehend that there may be no great change in diversity of programming, but that some severe economic effects may follow?"

He criticized the FCC for what he called its "insistence on whittling away at the power of the networks." He termed it an "irony" that an agency representative should defend the networks, who "are represented in agency circles as the 'Three Sisters' in 'Macbeth,' able to change form at will, possessed of invisible power and oracularly opaque about the future.

"Still, most agencies find the FCC's insistence on abolition of option time disquieting," Mr. Crichton explained. "They do not believe that good local programming will miraculously emerge to fill the gap. In most local markets, licensees have had from 13 to five years to develop local talent and local shows. In general — speaking of television — they have developed little. Perhaps because there is little to develop. The suspicion of the agency business is that option time now freed will become either reruns of old and dreary movies or a new happy hunting ground for syndicated films."

He quoted Richard A. R. Pinkham of Ted Bates & Co. as saying that the elimination of network option time may have the effect of making the networks incapable of delivering adequate lineups to advertisers.

Mr. Crichton commended the networks for having been "the fount of

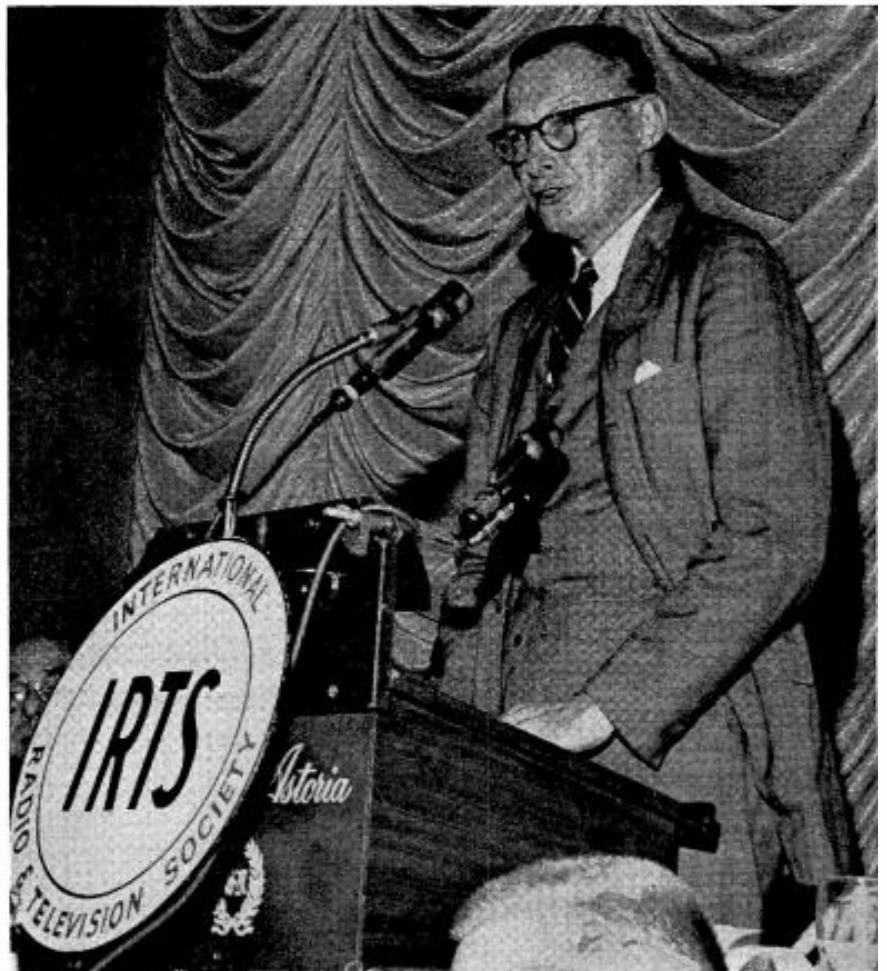
programming experimentation and public service pioneering." While option time probably will not have serious effects on networks and agencies until next year, he said, he expressed the hope the FCC would examine its decision in the area carefully and be "willing to reverse itself if no positive good results from its decision."

On the subject of overcommercialization, however, most agency executives agree with Chairman Henry, Mr. Crichton stated. He reported their feeling is that overcommercialization and clutter has resulted in "serious vitiation of the advertising message."

Mr. Crichton emphasized that the economic health of the broadcasting industry is "very good," with television having racked up \$1.3 billion in total time sales in 1962. He noted that sales are concentrated in relatively few markets, and that the commercial practices of a relatively few stations—14%—in a cluster of markets can be decisive because they account for anywhere from 39.7 to 57% of total television dollar volume.

"In other words, it is not an industry which needs to be desperate for the last marginal dollar and it is not an industry where substantial change need be impeded because of the far-flung location of stations; the fact is that a relatively few markets carry such high proportion of total volume as to make change relatively simple."

Cost Concern ■ The concern over clutter and overcommercialization comes at a time when there is an all-time high interest in improved measurement of advertising impact, Mr. Crichton continued. He reported that many agency executives repeatedly have raised questions as to the advertising values of radio and TV investments in a time of rising broadcast costs.



4A's Crichton
Agencies against increased control

"There is a deep concern in the agency business that out of the present discussions involving research service will come improved research facilities and performance," Mr. Crichton declared.

"We believe it is logical that the facilities for implementing this concern are used, and we think the Advertising Research Foundation has both the technical expertise and the objective viewpoint."

Broadcasters need more imagination

LOEVINGER CITES ALTERNATIVES TO AD LIMITS, HITS FCC, TOO

Imagination is the key to solving many of the problems now confronting the broadcasting industry, FCC Commissioner Lee Loevinger last week told the Oregon Association of Broadcasters, but it is, alas, all too rarely exhibited by either broadcasters or the commission.

Addressing the OAB at the Portland Hilton hotel Friday (Nov. 1), the FCC's newest member chided broadcasters for failing to suggest alternatives to the commission's proposed adoption of the commercial time standards of the National Association of Broadcasters and urged the commission to "exercise imagination and flexibility in its approach to the problems of broadcasting." He focused specific attention on the FCC's

program reporting forms, now under review (see story page 76).

"I can think of at least three" alternatives to the commercial time rulemaking, Mr. Loevinger said, "and I do not doubt that those more familiar with the industry may be able to think of many more."

He first suggested that "instead of adopting a particular version of the NAB code" the FCC could implement a rule that programing "would not be considered in the public interest" if the nonbroadcast segment of a station's programing failed to meet the NAB code current at the time. "This," he said, "would permit flexibility and change from time to time."

Mr. Loevinger also noted that time

standards might be established which could be "considered as prima facie or presumptive specifications of the public interest but . . . not conclusive or compelling. This would permit flexibility and adaptation to cases which require special standards."

He tied his third suggested alternative to the contemplated changes in the program form. With more orderly information available to the commission, the agency could require "every broadcaster, in effect, to prescribe his own code in his program proposals at the time of application for renewal or transfer. This would require something different from the present program questionnaire form, and would imply that the proposed performance be

specified in terms of maximum commercial content and minimum news and public service content."

Decimal Points ■ Although he denied espousal of any of his alternatives, Mr. Loevinger did say the commission shouldn't "demand an accounting for every fractional deviation from the program prospectus. . . . It would be more practical and effective to require an applicant to specify a maximum amount of time for commercials and hold him to such a representation."

Mr. Loevinger said the categories used by the commission in evaluating stations' programming "appear to me to be relatively meaningless. They seem

to be based upon differences which, whatever their importance might once have been, have no relationship today to program quality, service to the public or any matter more significant than statistics. . . ."

The present program forms inquire after number of commercials only, Mr. Loevinger noted, and the commission should now concentrate on getting information about the actual time devoted to commercials. The forms "should be revised in the near future," he said, and "I believe that the other commissioners agree with this conclusion, and the only obstacle to immediate revision . . . is the difficulty of agreeing on the

items and information that should be required."

Much of Mr. Loevinger's speech was devoted to themes first stated in addresses at Lincoln, Neb. (BROADCASTING, Sept. 2), and before the Federal Communications Bar Association in Washington (BROADCASTING, Sept. 16). Mr. Loevinger last week again touched on ownership diversification, the FCC's need to stay out of program control and the great burden of the commission's workload.

Pertinent to the workload, Mr. Loevinger had these suggestions for revising commission procedures:

- Delegate more authority to the bureau chiefs. They are formally in possession of this power, but over the years the FCC has saddled them with "so many limitations and detailed instructions . . . that an inordinate number of trivial matters are presented to the full commission."

- Interlocutory and procedural appeals should be discouraged. While "important matters" should of course come before the commission, far too many now take up the commissioners' time.

- Summary proceedings should be established for cases which demand a hearing but do not involve major issues.

- Reforms should be adopted which would speed the commission's procedures. Mr. Loevinger specifically suggested that the FCC adopt the rules of civil procedure applicable in the federal district courts in adjudicatory matters.

ROCHESTER IS A "MUST-BUY" IN NEW YORK STATE

PER HOUSEHOLD INCOME*

★ **ROCHESTER: \$8356.** National Rank, 16; New York State, 2.

Syracuse: \$7790. National Rank, 35; New York State, 4.

Buffalo: \$7658. National Rank, 40; New York State, 5.

Albany-Schenectady-Troy: \$7277. National Rank, 80; New York State, 7.

PER HOUSEHOLD RETAIL SALES*

★ **ROCHESTER: \$4860.** National Rank, 44; New York State, 2.

Syracuse: \$4409. National Rank, 119; New York State, 5.

Buffalo: \$4103. National Rank, 181; New York State, 11.

Albany-Schenectady-Troy: \$4275. National Rank, 151; New York State, 6.

*Copyright 1963 Sales Management Survey of Buying Power. Further reproduction is forbidden.

WHEC-TV (CHANNEL 10) IS A "MUST-BUY" IN ROCHESTER

The ARB estimates for Feb-Mar. and May-June, 1963, award us most "total homes" average, from 9:00 a.m. to midnight, Monday through Sunday.* Our strong CBS schedule, outstanding local news coverage and programming, and heavy station promotion are responsible for this excellent position in the rich Rochester market.

**In New York State—you need ROCHESTER
In ROCHESTER—you need WHEC-TV**

WHEC-TV CHANNEL 10 ROCHESTER, N. Y.

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

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

Eldon buys Triangle series for 41 stations

The auto racing package, *The Big Four*, being distributed by Triangle Program Sales, was bought last week for programming in 41 markets by toy manufacturer, Eldon Industries. Eldon's agency is Klau-Van Pietersom-Dunlap, Milwaukee.

The series will consist of half-hour color films of the annual auto races at Nassau Speed Week, Sebring, Watkins Glen and Little Indie in Langhorne, Pa.

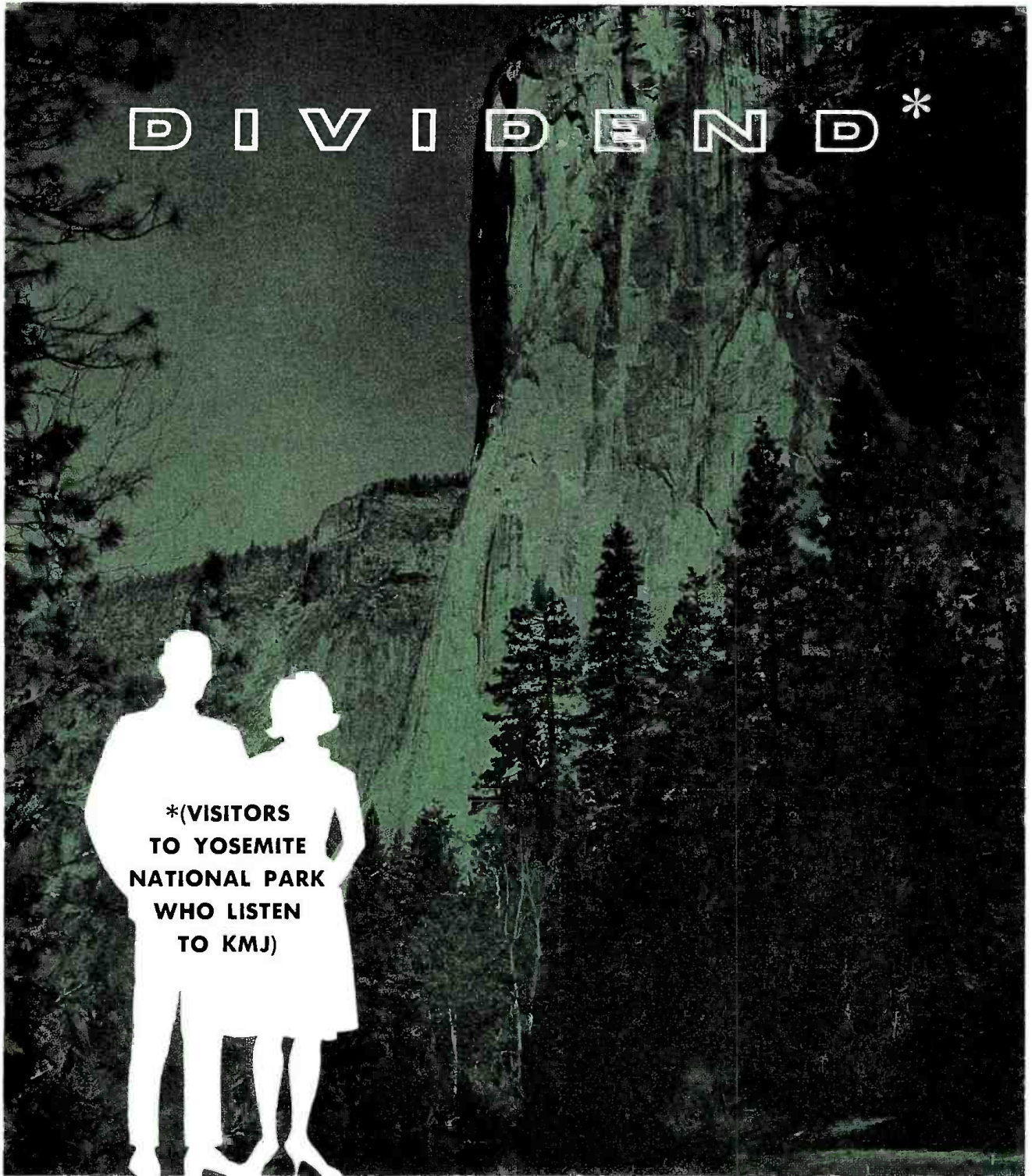
Included in the buy were Triangle stations WFIL-TV Philadelphia; WNHC-TV New Haven, Conn.; WNBC-TV Binghamton, N. Y.; WFBG-TV Altoona, Pa.; KFRE-TV Fresno, Calif., and WLYH-TV Lancaster-Lebanon, Pa.

Qualitative data leads purchase criteria list

A survey conducted by Trendex among agency media personnel indicates that qualitative information is used by most timebuyers as the single most important criterion most of the time in making a broadcast purchase.

The study, commissioned by the Bolling Co., was conducted among media

DIVIDEND*



*(VISITORS
TO YOSEMITE
NATIONAL PARK
WHO LISTEN
TO KMJ)

And BEELINE RADIO KMJ is also the way to reach the nation's #1 agricultural county.

Fresno county is a prime California market. It has people with buying power — the people you want to reach with your sales message. And smart advertisers buy Beeline Radio KMJ to do that job. As a dividend, your message

can be picked up by over a million people who come to Yosemite each year. So remember KMJ, one of four Beeline stations — the key to California's rich inland valley and Western Nevada.

McCLATCHY BROADCASTING COMPANY

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE

KOH • Reno

KFBK • Sacramento

KBEE • Modesto

KMJ • Fresno

Cash, Bunker predict billing upswing

IBFM HEARS FORECAST OF \$2.2 BILLION IN TV BY TOP 100 BY 1970

Forecasts of substantial gains in both radio and television billings were offered to the Institute of Broadcasting Financial Management last week at its annual meeting, held Monday through Wednesday (Oct. 28-30) in New York.

Norman E. Cash, president of the Television Bureau of Advertising, reported estimates of an 11% gain in national TV advertising commitments this year, predicted another 5 to 10% increase next year and anticipated that TV's 100 biggest spenders alone would be putting \$2.2 billion, and 65% of their budgets, into television by 1970.

President Edmund C. Bunker of the Radio Advertising Bureau, reporting on a pilot study which he said holds out promise of success for the RAB-Station Representatives Association plan to collect data on spot radio spending by advertisers, also disclosed that a survey of RAB member stations indicated their spot billings this year will exceed last year's by 14% (story page 40).

Next Year: 8% ■ In the television forecasts Mr. Cash said TvB expected that total billings—net expenditures for time and talent—would rise 8% next year to \$2.2 billion. He broke this estimate down: local, \$350 million, up 8%; national spot, \$775 million, up 10%, and network, \$1,092 million, up 5%. These figures, he reported, are TvB projections from estimates made by McCann-Erickson.

He noted that McCann-Erickson has estimated that national TV—network and spot—will record an 11% billings gains this year over 1962, as compared to a 6% gain for all national media and a 5% increase for national and local media combined.

Looking ahead, he predicted that by 1970 television's top 100 advertisers will be spending 145% more in TV than they did in 1960—\$2.2 billion in 1970

as against \$0.9 billion in 1960. This gain, he said, would compare with a 100% increase expected in total investments in all measured media during the same decade.

A subsequent speaker at the IBFM meeting questioned the value of long-



FCC Commissioner Lee
Broadcasters' freedom

range radio-TV projections based on national economic factors. The speaker, Dr. Frederic Stuart of the Hofstra College economics department, dis-

counted the relevance of long-range forecasts of the nation's economy as a worthwhile pursuit for economists, especially those working for broadcasting interests.

"Outside of the fact that such predictions are usually wrong anyway," Dr. Stuart said, "the state of the country's overall economy often is not reflected in broadcast revenue. In some past recessions," he said, "one cannot see broadcasting following the general business trend."

Lee On Fairness ■ FCC Commissioner Robert E. Lee, addressing the IBFM conference Wednesday, said the essential guide to broadcasters in the areas of fairness and equal time should still be the commission's June 1, 1949 report, but updated with certain clarifications.

Commissioner Lee said the broadcasters freedom in this area stems from the assumption that as a licensee, a broadcaster is expected to be "an expert on the needs of his community." The method of ensuring fairness, he asserted, should be left to the licensee. He said that "I cannot define fairness any more than I can define public interest."

Expression of an editorial viewpoint by a station does not necessarily require provision of a precisely equivalent period of time for an opposing position, he suggested. Rather, he said, in considering complaints about a station's compliance with the fairness doctrine the commission ought to take into account the performance of the station in presenting opposing sides of issues over a period of time.

Upsetters Of The Status Quo ■ Frank P. Thompson, chairman of the public affairs committee of the National Community Television Association, called on the broadcasting industry to recognize benefits derived from

personnel at timebuying and executive levels at 35 agencies in New York. It furnished 56 usable responses. The weight attached to qualitative data by buyers, according to Richard Koenig, vice president of Bolling, is confirmed by the survey.

Though replies varied, the consensus was that buyers considered qualitative data the essential yardstick most of the time. For example 21.4% of the respondents said they considered qualitative data "essential" in 90% to 100% of their purchases, and 12.5% considered this information important in

50% to 60% of their buys.

To a question on whether buyers are using more qualitative data than previously, 62.5% answered affirmatively. A larger percentage—84%—said they felt there was a definite trend emerging in the use of such data. Other responses highlighted the value of such information to the buying process.

Mr. Koenig noted that buyers' comments stressed that qualitative factors usually were considered by buyers only when choosing between stations which were fairly competitive with one another. He added that if a station

were a "dominant first," it usually will be bought, irrespective of its qualitative ranking.

FRC&H gets Glamorene

Glamorene Inc., Clifton, N. J. has appointed Fletcher Richards, Calkins & Holden, New York, as agency on its estimated \$1 million account. The account moves from Riedl & Freede, Clifton.

Glamorene, a manufacturer of rug and floor care detergents, plans radio and TV spot following an initial print campaign in its advertising plans.

Bunker produces spot radio figures from N.Y. pilot study

Preliminary figures from a pilot study of expenditures on New York City radio stations for the second quarter of 1963 indicates an investment of approximately \$10 million by national, local and regional advertisers, Edmund C. Bunker, president of the Radio Advertising Bureau, said last week.

Results of the pilot study, revealed by Mr. Bunker at a meeting of the Institute of Broadcasting Financial Management in New York last Monday (Oct. 28) (story page 48), showed that 212 national and regional advertisers spent about \$7.5 million on spot radio in New York in the first quarter of 1963 with local advertisers allocating the remainder.

The study is proving that the radio industry "can supply these bad-

ly needed spot dollar figures on a cooperative basis," Mr. Bunker said. He noted that in recent years spot radio expenditures have not been available, although network and spot TV and newspaper and magazine figures are compiled.

Mr. Bunker said if billings during the last six months of 1963 continue at the second quarter levels, spot radio in New York will increase 10% over last year. He added: "The apparent increase in spot billing for New York is reflected by RAB-member radio stations throughout the U.S. In a survey of our members, we found that the average station reported a 14% increase in business, 1963 versus 1962. Of course, we have no way of knowing how nonmember stations are doing."

He explained the details of the pilot project: stations submit their billings figures to the accounting firm of Peat, Marwick & Mitchell, New York, and there are assurances that individual station figures will not be seen by competing stations or RAB.

The project, which is being conducted by RAB with the cooperation of the Station Representatives Association, will solicit the cooperation of stations in "about the top 10 markets," Mr. Bunker said.

"To compile the remainder, we are asking individual station representative firms for their cooperation," Mr. Bunker reported. "Most representative firms have agreed to supply the monthly billings figures; many already are doing so."

CATV systems and to unite with community antenna operators in a fight against government control.

Mr. Thompson was one of four panelists representing smaller but growing elements of the communications industry—CATV, pay TV, UHF TV and FM radio—who described growth prospects of their media.

Mr. Thompson estimated the number of cable systems now in operation in the U. S. to be 1,140, these serving approximately 1,368,000 homes. As an example of benefits to TV operators he noted that the Westinghouse TV stations receive a bonus coverage of approximately 107,400 homes from CATV systems.

Looking to the future, Mr. Thompson called community antenna operators the "most logical people to build and operate UHF stations in small markets." He also noted an easy adaptability of existing cable systems to subscription TV operations of the future.

John H. Pinto, vice president of RKO General Phoneyvision, which operates

the Hartford, Conn., subscription TV project, said recent attacks on pay TV indicate that pay TV is taking hold. He discounted fears of established broadcasters that pay TV would eat into their profits or their programing talent.

"Television," he said, "was a far bigger threat to radio than pay TV is to television, and TV did not destroy radio." He acknowledged that television sports events would gravitate toward pay TV, but said that rapidly increasing sports prices will be forcing sponsors out of the sports market anyway.

"We don't expect our subscribers to watch all the programing we offer," he said. "We would be pleased if they spent an average of \$1.25 a week."

William L. Putnam, president and general manager WWLP(TV) Springfield Mass., and chairman of the Committee for Competitive Television, estimated that 1,000 television stations would be on the air within 10 years and said that this would probably be considered a "conservative" estimate. Mr. Putnam said a principal factor in this predic-

tion is program product availability. And, he added "there is very little room for a fourth network on a full service basis."

"I believe," he said, "that UHF television will be activated and developed not by the major multiple owners . . . but by smaller independent operators."

The research problems faced by FM operators were recounted by James Schulke, president, National Association of FM Broadcasters. Mr. Schulke estimated FM homes to range between 22 and 25-million instead of the "generally accepted" 16 million figure. He called again for separate consideration of problems facing AM and FM in researching audiences.

New officers of IBFM elected at the conference were Richard M. Thomas, treasurer of Goodwill Stations, president, and Richard Percival, assistant treasurer, broadcasting division of Cowles Broadcasting, vice president. Thomas Carroll of Time-Life broadcast, former IBFM president, was elected chairman of the board.

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.

Alexander Film Co., Colorado Springs.

Bubble-Up (soft drink); 15-60's, 15-20's, five 8's for TV. Agency: Campbell-Mithun, Minneapolis.

Iis. George Zimbelman, agency producer.

Alberto-Culver (New Dawn hair color); three 30's for TV. Agency: Compton, Chicago. Marge Corboy, agency producer.

Curlee Clothing, St. Louis (men's suits); six 45's for TV. Placed direct.

First National Bank of Denver (bank service); two 10's, one 20 for TV. Agency: Mark Schreiber Advertising, Denver. Mark Schreiber, agency producer.

Jefferson Productions, 1 Julian Place, Charlotte 8, N. C.

Procter & Gamble (Dash detergent, one 60 for TV. Agency: Dancer-Fitzgerald-Sample, New York.

Stanback Co., Salisbury, N. C. (3 for 5 headache powder); one 60 for TV. Placed direct.

C. V. Barkley, producer.

Owen Drug Co., Salisbury, N. C.; three 60's for TV. Agency: Dunnagan Advertising, Charlotte, N. C. John Dunnagan, producer.

C & P Telephone Company of Virginia; one 60 and one 20 for TV. Agency: Cargill, Wilson & Acree, Richmond. Kenneth Calfee, agency producer.

Pepper Sound Studios Inc., 51 South Florence St., Memphis 4.

RCA Whirlpool (appliances); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct. Stephen Sizer, producer.

Michigan Wineries Inc., Paw Paw, Mich; one 60 for radio, jingle. Hub Atwood, production manager. Agency: Jones & Taylor, South Bend, Ind. John Philip, account executive.

ROGERS WILL BE A FRIENDLY FACE

FCC appears to be on defense at commercial limit hearing

The atmosphere will be friendly for broadcasters Wednesday (Nov. 6) when the House Communications Subcommittee begins a three-day hearing on legislation to prevent the FCC from going ahead with its proposal to set standards on the length and frequency of commercials.

The chairman and one member of the eight-man subcommittee have introduced the legislation and they are among the six members on record in favor of it.

The FCC, main and almost only announced proponent of the standards, will lead off with an appearance by Chairman E. William Henry, who is expected to maintain the same firm stand he took in a major speech before the International Radio & Television Society in New York (BROADCASTING, Sept. 30). The commission has stood by its position despite mounting congressional attack, and last week announced that it would hear oral arguments on its proposal Dec. 9 (story, page 38).

Representative Walter Rogers (D-Tex.), subcommittee chairman and the first congressman to introduce legisla-

tion to block the FCC move, said last week the agency's plan to hear oral argument "doesn't make any difference to me. . .

"Our hearing goes to the root of the matter—who should determine whether such standards are necessary—Congress or one of its creatures, a regulatory agency."

Representative Rogers dismissed any reference to the FCC's oral argument as defiant of Congress—"at least not right now." He revealed that Chairman Henry had let him know of the FCC's intentions well in advance of the public announcement.

After the FCC testifies Wednesday, testimony probably will be all on the broadcasters' side. This is how the witness list stood Thursday (Oct. 31):

▪ Nov. 6: Chairman Henry, members of Congress who wish to testify (none as of Thursday) and John Coyle, president, KVIL-AM-FM Dallas.

▪ Nov. 7: Payson Hall president, Meredith Broadcasting Co.; John Hopkins, president and general manager, KCOP(TV) Los Angeles; and, tentatively scheduled, Jack Harris, vice president, general manager, KPRC-AM-TV Houston,

and president of Association of Maximum Service Telecasters.

▪ Nov. 8: LeRoy Collins, president, National Association of Broadcasters; John Doerfer, former FCC chairman, representing the Maryland-D. C.-Delaware Broadcasters Association; Harry M. Thayer, president, WGHQ Kingston, N. Y.; Leo Hackney, president, KGVJ Greenville, Tex.; Jim Terrell, general manager, KTVT(TV) Fort Worth, and Marshall H. Pengra, general manager, KLTV(TV) Tyler, Tex.

NBC, although not scheduled, said Peter B. Kenney, Washington vice president, would testify. The other networks said they would submit written statements.

The Loyal Opposition ▪ Although most of the subcommittee are on record as being sympathetic with broadcasters who oppose the FCC's commercial standards proposal, one member definitely isn't.

Representative John E. Moss (D-Calif.), generally conceded the subcommittee's toughest questioner, said last week he would vote "against any legislation that says to the FCC that they can't advance any reasonable regulations on commercials. . . Broadcasters have put a gross imposition on the listening and viewing public."

On the NAB voluntary, self-regula-

RICHARD BURTON



ROBERT RYAN



CAROLYN JONES



MARTHA HYER



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

tory commercial code, Representative Moss commented, "I would challenge that they have any effective regulation or control over commercials. Broadcasters," he said, "don't recognize the temper of the viewing audience—people are sickened."

Broadcasters have vigorously opposed the commercial standards proposal since it was advanced this spring (BROADCASTING, May 20).

Subcommittee members who have gone on record in sympathy with the broadcasters include Chairman Rogers, Representatives W. R. Hull Jr. (D-Mo.), Horace R. Korengay (D-N.C.), J. Arthur Younger (R-Calif.), Glenn Cunningham (R-Neb.), James T. Broyhill (R-N. C.), and Oren Harris, (D-Ark.), chairman of the full Commerce Committee and an ex officio member of the subcommittee.

Not only are the Republican members of the subcommittee 100% behind the antistandards legislation, but the Republican Congressional Campaign Committee has provided all GOP congressmen with a five-minute script for use in their home town radio and television reports.

The statement supports the broadcaster position and calls the FCC plan "deadly . . . unfeasible . . . practically ruinous to small town broadcasters" and dangerous.

Fels buys 'Jo Stafford' specials in 24 markets

The sale by Independent Television Corp. of eight Jo Stafford one-hour musical specials to Fels & Co., Philadelphia, in 24 markets was announced last week by Abe Mandell, ITC executive vice president.

Mr. Mandell noted that the regional sale to Fels plus previously announced transactions with Foremost Dairies and Ohio Bell will place the Stafford specials in a total of 61 markets.

The Fels buy, completed through the S. E. Zubrow Co., Philadelphia, includes New York, Chicago, Philadelphia, Detroit, Boston, Pittsburgh, St. Louis, Cincinnati, Buffalo, Baltimore, Milwaukee and Washington.

The specials already have gone on the air in markets bought by Ohio Bell and will start for Fels and Foremost Dairies in early 1964.

Antismoking spots planned

The American Cancer Society indicated last week it planned to offer as public service promotion a series of radio and TV commercials being prepared that will contain antismoking testimonials by athletes. It also was noted, however, that the plans are in their initial stages and that stations will

be "sampled" on their acceptance of the messages.

The new campaign will be in newspapers and magazines as well as radio and TV. Among the athletes who are reported to be in the new campaign are Whitey Ford of the New York Yankees who last year was seen in testimonial commercials on behalf of Camel cigarettes. The campaign, for which Hockaday Associates, New York, is the agency, is designed to build the "image" of the nonsmokers.

Zenith adding \$1 million to record print budget

Zenith Radio Corp., Chicago, which spends the lion's share of its multimillion dollar advertising budget in newspapers to sell radio-TV sets, announced last week an additional \$1 million plum for print in a special six-week campaign to stimulate local, dealer traffic.

The special six-week drive is over and above Zenith's already announced record-high fall print campaign, the company said, and represents the "greatest local concentration of advertising dollars ever allocated by Zenith for use in a six-week period."

Why Zenith thinks so highly of newspaper advertising was explained two weeks ago by Erik Isgrig, advertising vice president of Zenith Sales Corp., in



Warner Bros. Television Division • 666 Fifth Avenue, New York 19, N.Y. • Circle 6-1000



**BUYING
POWER
and
SELLING
POWER**

*you get both
on WLIB*

You get the buying power of the nation's largest Negro Community whose last year's spendable income was in excess of \$2.25-billion . . . and getting bigger every year.

You get the selling power of WLIB, which has been the Number One station in this Community from sign-on to sign-off in every survey taken since 1955.*

The combination is unbeatable. Small wonder WLIB has more national advertisers than all other Negro radio stations in Greater New York combined.

* PULSE

WLIB

Harlem Radio Center

310 LENOX AVE. AT 125th ST. NEW YORK 27, NEW YORK

a talk before the Audit Bureau of Circulations (BROADCASTING, Oct. 28).

He said Zenith spends 70% of both its national and local co-op dollar in newspapers because the medium tells what is "new," thus surrounds itself with "the greatest selling mood." Newspapers also are "friendly" and provide an exciting "buy now" marketplace, he said, contending newspaper ads are merchandisable at the local dealer level "and you can't do this with radio or TV."

Mr. Isgrig recalled that the late Commander E. F. McDonald of Zenith once said that what he didn't like about television was the commercial interruption when he was watching something interesting. Mr. Isgrig observed that "when you are reading the newspaper columns, you don't have to read the hemorrhoid ads until you want to."

Ogilvy fires again at bad commercials

David Ogilvy on Oct. 31 took off again after radio-TV commercials which hammer rather than charm, which interrupt important TV events and otherwise leave a poor impression on the listener or viewer. But this time, Mr. Ogilvy, board chairman of Ogilvy, Benson & Mather, had a network platform—he was interviewed on NBC-TV's *Today* show by Hugh Downs.

Mr. Ogilvy's views which favor commercials that are informative and factual, rather than combative, are well known—he's addressed advertising meetings with them and they are part of the contents in his new book, "Confessions of an Advertising Man" (BROADCASTING, Sept. 23).

Some of Mr. Ogilvy's comments on the program: "it pays to be polite and not to hit the consumer over the head . . . The consumer's not a moron—She's your wife, and you must never insult her intelligence." He also thought jingles don't always make sense, and often cannot be understood.

He warned, too, of what he called "the thinking minority" which has been irritated by overcommercialism and he said: "And what the thinking minority think today the voting majority are going to think tomorrow and we're all going to be in trouble."

'Policy letter' from WLW sets commercial limits

An open policy letter describing WLW Cincinnati's approach to commercial "clutter" has been sent by the station to its advertisers. The letter cites WLW's policy on the number of commercials allowed and notes WLW spots are "not buried in a double or triple spot position."

Steve Crane, vice president and gen-

eral manager of the station, said the letter is the first of a series, which will outline the programs and policies of WLW.

Role of Negro in TV discussed by N.Y. panel

Richard A. R. Pinkham, senior vice president in charge of media and programs at Ted Bates, New York, last week warned that further progress in putting Negroes into TV "will not be easy," even though considerable strides have been made in this area.

Mr. Pinkham was one of 12 panelists in a discussion of "The Negro in Television," sponsored by the National Academy of Television Arts and Sciences.

He acknowledged that the Negro has not received fair treatment in casting, but reminded the panel of the trouble which inevitably arises over "any excess in racial casting" on TV.

Whitney Young, executive director of the National Urban League, another panelist, berated what he alleged to be a notion among broadcasters that segregationist views deserve equal exposure to those of the people leading the struggle for integration.

Also in advertising . . .

New office ■ Recht & Co., Beverly Hills, Calif. advertising agency, has opened a San Francisco office at 235 Montgomery Street. Telephone is Yukon 1-0988. Deon Routh, formerly on the sales staff of KGO San Francisco, will manage the new office, whose primary function is to service the White Front stores in the Bay area. Janet Arnold has been transferred from the home office to serve as media director in San Francisco.

Weiss dropped ■ Midas Inc., Chicago auto muffler manufacturer, has dropped Edward H. Weiss & Co. there as national agency. Midas now has number of regional agencies handling its account.

Rep appointments . . .

■ Western States Radio Empire: Savilli/Gates, New York, as national sales representative. WSRE, which is scheduled to begin operations Dec. 1, will tie up more than 50 radio stations in Washington, Oregon, Idaho, Montana and Utah covering a population of more than 5 million. WSRE is headed by Hugh Feltis, president of Feltis/Dove/Cannon Inc., Portland, Ore.

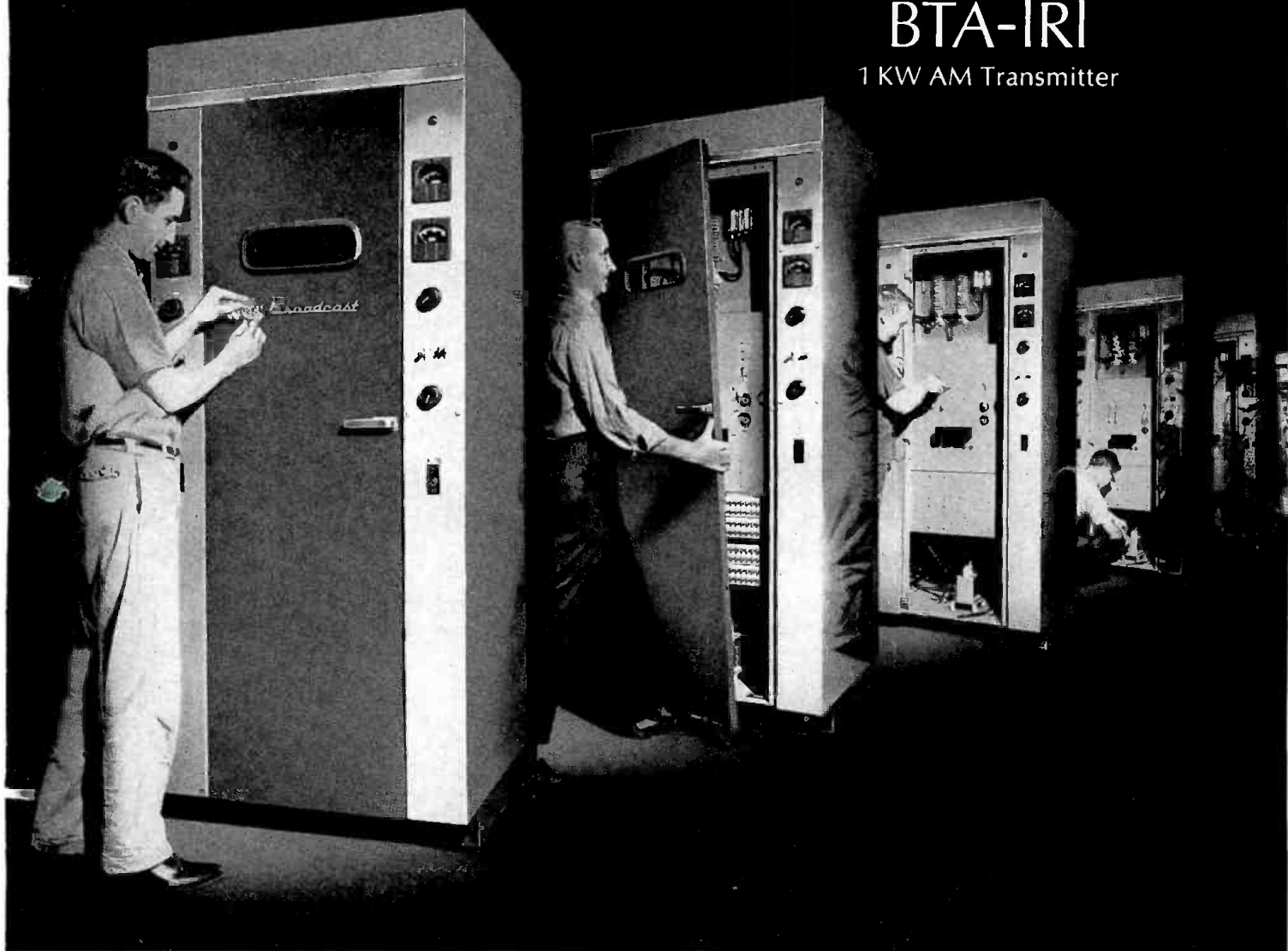
■ WQOK Greenville, S. C.: Stone Representatives Inc., New York, as national representative.

■ WLAD-AM-FM Danbury, Conn.: Eckels & Co., Boston, as New England sales representative.



BTA-1R1

1 KW AM Transmitter



RCA's most popular AM transmitter

This 1 KW AM Transmitter is one of the finest RCA has ever offered. More have been installed than any other type RCA 1 KW Transmitter—because it ideally meets requirements of local stations.

For the listeners, the best sound and the loudest sound. For the owners, highest assurance of fine performance, with a long list of operating advantages: Accessibility full front and rear for easy maintenance... low operating costs with few tube types... unrestricted remote control without need

for building heat, thanks to reliable silicon rectifiers and temperature controlled crystals... simplified operation and single tuning procedures, with all operating controls mounted on the front panel.

If you want the finest 1 KW, you'll want to know more about the BTA-1R1. Call your RCA Broadcast Representative. Whatever your broadcast requirements, you'll find him exceedingly helpful. Or write to RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J.



The Most Trusted Name in Radio

NEW NETWORK RESTRICTION?

FCC appears to be moving toward limiting what it calls network dominance over program sources

The FCC has taken a tentative step toward adoption of a rule aimed at stimulating competition among television programing sources by restricting the amount of control networks exercise over those sources.

The step was taken during an all-day discussion last Monday (Oct. 28) of a proposal put forward by the commission's Network Study Staff, headed by Ashbrook P. Bryant, in the report it issued last year on the lengthy inquiry into network program sources (BROADCASTING, Dec. 3, 1962).

No formal instructions were issued. But it's understood that Mr. Bryant was asked "informally" to draft the proposal as a notice of proposed rulemaking that would reflect the views expressed by the commissioners at the meeting.

He was also asked to provide addi-

tional information on the proposal. As a result, the staff is reviewing the record of the programing inquiry—and may check with advertisers and network officials—for answers to questions raised at the meeting.

Rule Uncertain ■ There was no certainty last week that a notice of proposed rulemaking would be adopted. No votes were taken on the staff recommendations, and there were conflicting reports as to the commission's attitude. Some officials said the commissioners were "in sympathy" with the recommendations. Others, however, insisted that no consensus was reached. Several commissioners said they wanted "another look" at them before deciding whether to request industry comments on a proposed rule.

The staff's recommendations, as contained in the report issued last year,

provide for a rule that would:

- Prohibit networks from engaging in program syndication in the U. S. or from participating financially in the syndication operation of others. There was discussion at the Monday meeting as to whether this should be broadened to include foreign syndication activities.

- Restrict networks' ownership of, or first-run rights in, entertainment shows to 50% of those shown in prime time.

- Require the networks to supply the commission information it might want on the production, exhibition and distribution of programs offered as regular network shows.

The staff, in its report, maintained that such a rule is needed to break the alleged network dominance over "what the public may see and hear."

Declaring that the market for TV programs is shrinking because of network tactics, the report cited the networks' practice of buying exhibition rights from producers and of financing production of independently created programs. It also noted that there are "compelling" economic reasons for networks to choose—for network exposure

Collins rebuts Henry's Omaha report

The role of the government in broadcast programing is not to give daily advice on how a station should operate in the public interest, LeRoy Collins said last week in rebuttal to FCC Chairman E. William Henry's report on the Omaha local TV hearing (BROADCASTING, Oct. 28).

"His remedy is worse than the illness he diagnoses," the president of the National Association of Broadcasters told the Ohio Association of Broadcasters Friday (Nov. 1). He characterized the FCC chairman's position as being that the people of America should be more unhappy with broadcasting.

Governor Collins, who opposed the purpose of the Omaha hearing before it was held last January, said there is much good in Chairman Henry's report. "I share his concern, as I think do most television broadcasters, for the improvement of local live programing," he said. But, he said, the FCC is not the proper teacher of the techniques of good broadcasting and of how a station should maintain a close liaison with the public.

"In a free society, this is the responsibility of the people themselves and of those actually engaged in the broadcasting industry—not of the government," Governor Collins

stressed. He gave this philosophy of the proper duties of the FCC:

"Now the FCC does have the grave and difficult duty to assess the record of performance of every broadcaster and decide if he has adequately met his obligation to serve the public interest. If the circumstances merit a judgment that a broadcaster has failed in this, then he should no longer enjoy the privilege of being a broadcaster. But on the other hand, if the record proves out his competence and good faith, he should remain free to serve without fear or intimidation or direction from the government as to how he should meet his program responsibilities."

For the government to take the position that the people are too uninformed or too dull to make sound choices on their own would be to deny democracy itself, Governor Collins said. (Chairman Henry concluded that the public needs the help of the FCC in exerting an influence over local TV programing.)

Honest Appraisal ■ Governor Collins said that the industry must make an honest and accurate assessment of its position. "We are harassed—we are threatened," he said. "But we must be able to separate talk and letter-writing and eyebrows from offi-

cial [FCC] rulings. . . The FCC's bark has thus far proved to be far worse than its bite—its threats far worse than its actual judgments."

Industry efforts in government relations must make sense and not mere noise, he said. "These efforts involve an industry-wide commitment to oppose with all our strength every effort of government everywhere which would impinge upon the lawful freedom of any broadcaster anywhere."

Governor Collins also discussed NAB efforts to strengthen its codes and the all-out industry fight against FCC plans to limit the amount of commercial time broadcast. "Improvements in commercial practices are high on my list of needs which should command our energies and good efforts—not tomorrow or next year but here and now," he said.

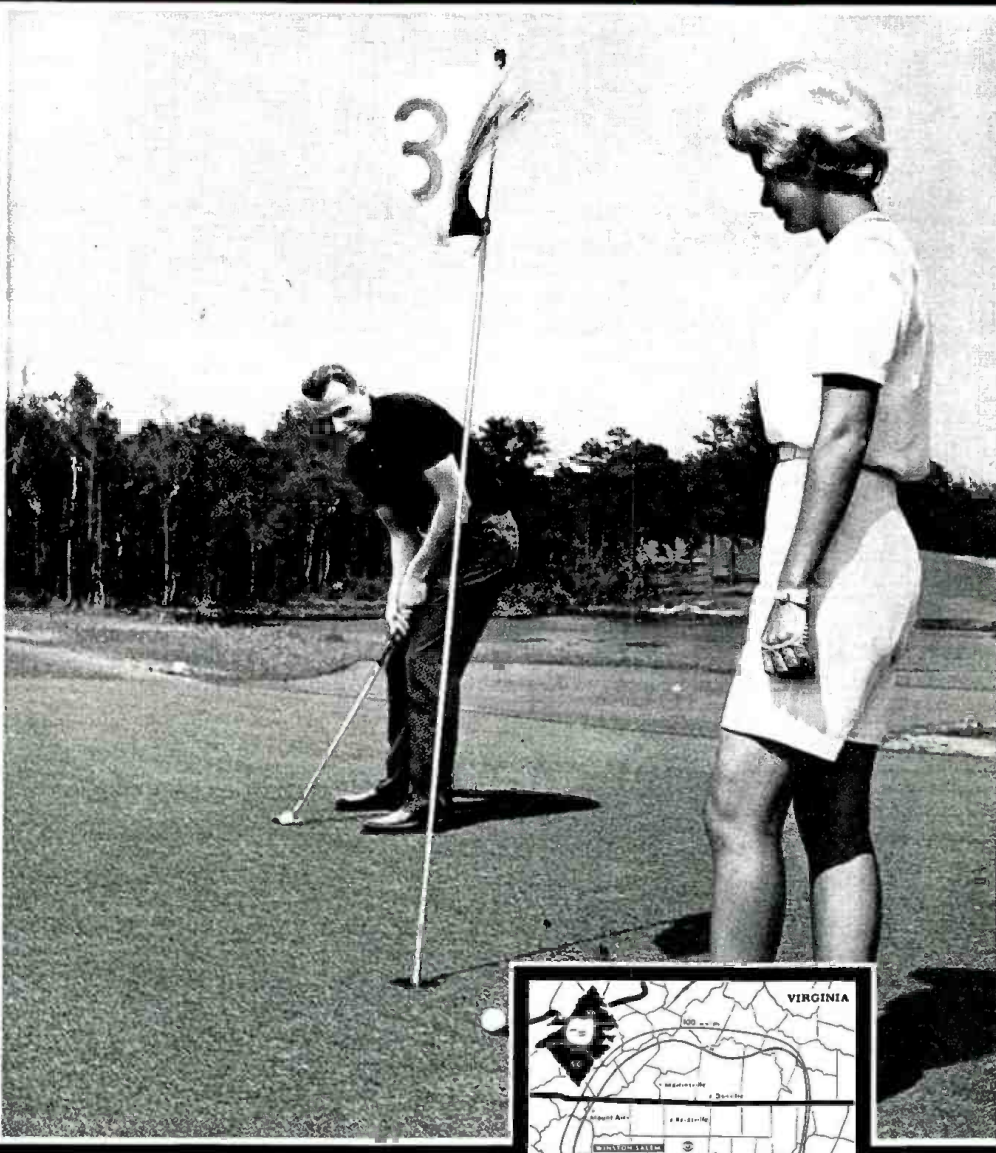
"It is incumbent upon the industry to be more discriminating in the projection of commercials," Governor Collins told the Ohio broadcasters. "We need to develop standards which will result in ever-higher quality and believability and lessen the interruptions of program material."

The governor said that substantial work will be underway in this area in cooperation with advertisers and agencies before the end of the year.



in

PINEHURST



GOLFTOWN, U.S.A.—where five challenging 18-hole courses fan out from the country club, a combination of beauty and design that give Pinehurst its international golfing reputation. WFMY-TV personality Dave Wegerek and companion enjoy a round on one of the championship courses that have tested the skill of golfers from all over the world . . . from Arnold Palmer to the Prince of Wales . . . from Eisenhower to eastern businessman. Skeet shooting, tennis, harness racing, horse shows and luxurious accommodations also help make Pinehurst a year-round mecca for sports and vacationing. For 14 years Pinehurst has looked to Channel 2 for CBS and area interest television programs . . . par for the course in 51 North Carolina and Virginia counties served by WFMY-TV.



Represented nationally by Harrington, Righter & Parsons, Inc.



WFMY-TV

GREENSBORO, NORTH CAROLINA
"Now In Our 15th Year Of Service"

SERVING THE LARGEST METROPOLITAN TV MARKET IN THE CAROLINAS

—those shows in which they are able to secure profit-sharing rights in syndication.

The report, in addition, expressed concern with what it described as the undue competitive advantage networks enjoy over independent companies in syndication markets in which the networks "may determine and control the product and also to a considerable degree the economic destiny" of many of the stations that are customers for syndicated shows.

One question said to have been raised Monday was the extent of the economic impact these proposals would have on the networks. If the impact were determined to be severe, the commission, presumably, would not consider the proposals further.

There was said to be some concern, also, about ramifications of the proposal to limit network ownership of prime time shows. This is aimed at opening up prime time to advertisers with programs which are designed for "a significant but less than maximal audience" and which networks tend to reject as not meeting their circulation "requirements."

Some commissioners noted that by requiring networks to take a minimum number of shows prepackaged by advertisers, the FCC would be moving away from the "magazine concept," in



Mr. Bryant

which advertisers' messages would not be identified with any particular program. Some commissioners have expressed interest in this concept in the past.

Sinatra will appear on 2d Crosby special

Frank Sinatra will appear in the second Bing Crosby TV special to be presented by CBS-TV Feb. 15 (9-10 p.m. EST).

The actor-singer had dropped out of

the first Crosby special after a protest against his appearance by General Motors Corp., a co-sponsor of the first show.

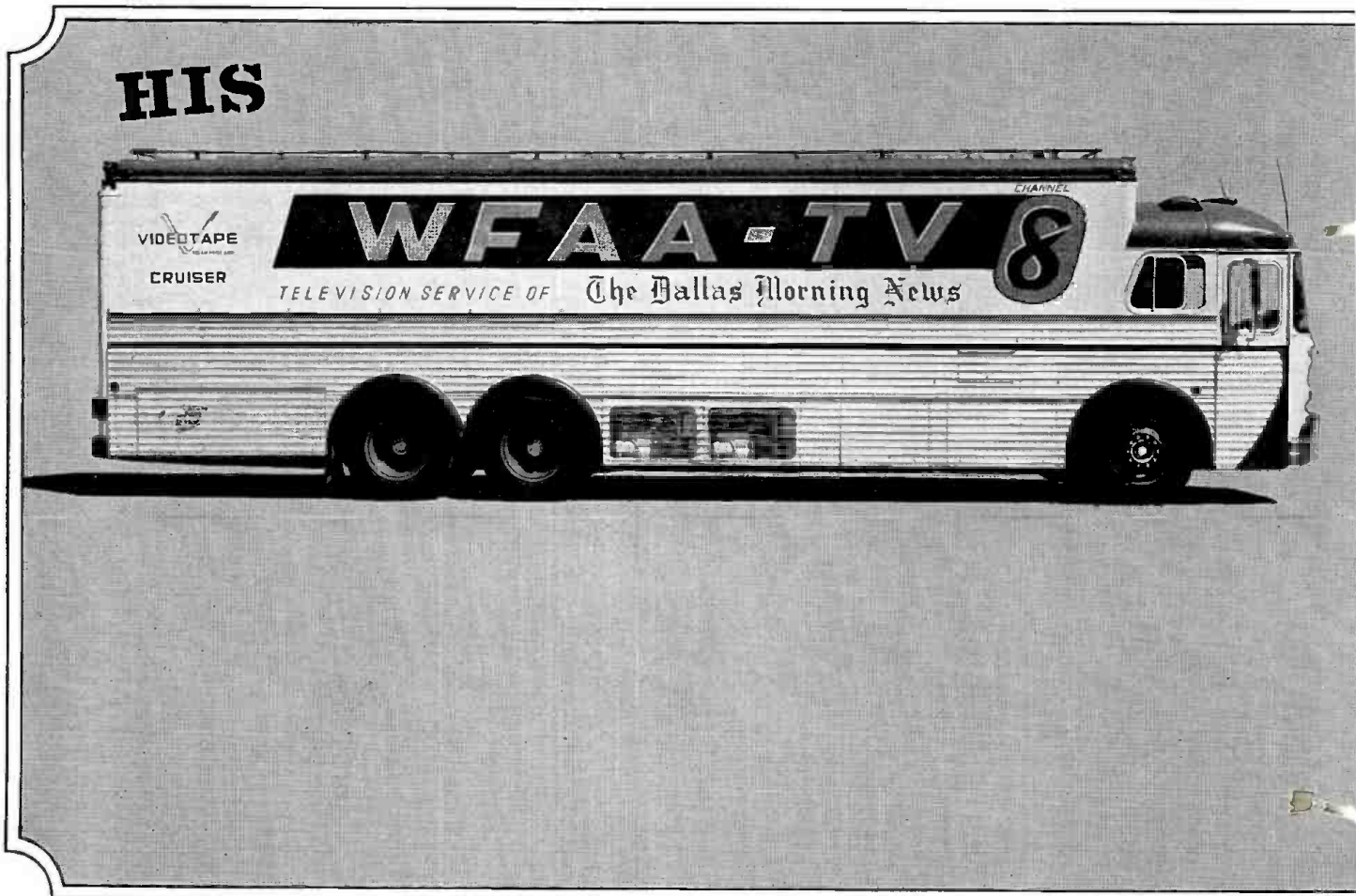
General Motors will not be a sponsor in the second program. The company's protest had been based on an alleged association of Mr. Sinatra with an underworld figure claimed by the Nevada Gambling Control Board.

Dean Martin, another performer scheduled to appear in the first Crosby special, but who cancelled his appearance following Mr. Sinatra's withdrawal, will also appear in the second production. Lever Brothers through Foote, Cone & Belding will be an advertiser on both programs. The first Crosby special will be aired Thursday (Nov. 7) (9-10 p.m. EST).

Yes, there will be a report on Dodd hearings

Despite appearances, the Senate Juvenile Delinquency Subcommittee has every intention of completing and publishing a report on hearings concluded 19 months ago on the effect of TV sex and violence on children.

Senator Thomas J. Dodd (D-Conn.), chairman of the unit whose hearings won many headlines in 1961 and 1962, reiterated last week that the report would be released "soon . . . certainly



before the end of the year."

A revised draft report prepared by the subcommittee staff has been in the senator's possession since last year (CLOSED CIRCUIT, Dec. 24, 1962). It is understood to contain a proposed legislative package that at one time included a bill to authorize the FCC to regulate the networks.

The hearing transcript was published last summer.

Since the programing material examined as a basis for the hearing is at least two years old, it is expected that the subcommittee would again monitor network TV programing for about a week before the report is wrapped up. The staff monitored network and some local programing for about three months before the hearings began in 1961.

Asked whether TV programing had changed substantially since the hearings, one source close to the subcommittee said he thought that "things are, if anything, worse." He pointed out that almost all of the network programs which were criticized most for sex and violence content during the hearing now enjoy reruns through nationwide syndication.

And many of these programs, once shown in prime time, now are in daytime schedules where they are even more available for youthful audiences,

the source commented.

Responsibility for a subcommittee recommendation that government and broadcasters sponsor a joint study of TV's effects on children was placed in the hands of the Department of Health, Education and Welfare last year. A joint committee has been formed and recently requested social scientists throughout the country "to submit outlines of research projects" related to the subject.

Baseball, elections draw identical TV crowds

The largest audience to ever watch a sports event on TV, saw the 1963 World Series. The event tied with coverage of the 1960 election returns for the number one spot in A. C. Nielsen Co.'s "All Time Top Ten."

Event	Year	Homes reached (in millions)
1. Election Returns (NBC)	1960	27.75
1. Sunday World Series (NBC)	1963	27.75
3. Miss America (CBS)	1963	26.32
4. Miss America (CBS)	1962	25.85
5. American in Orbit (NBC)	1962	25.68
6. Academy Awards (ABC)	1963	25.65
7. Saturday World Series (NBC)	1963	25.5
8. Rose Bowl (NBC)	1963	25.4
9. Miss America (CBS)	1961	25.37
10. Inaugural Ceremonies (NBC)	1961	25.09

ASCAP negotiations on radio to start

First formal negotiations for new ASCAP music licenses for radio stations are scheduled to be held Wednesday (Nov. 6).

The stations will be represented by the All-Industry Radio Music License Committee in discussions to be held in New York with a delegation from the American Society of Composers Authors and Publishers (ASCAP).

Robert T. Mason, WMRN Marion, Ohio, chairman of the all-industry group, already has made clear that the committee will seek major reductions in commercial fees and elimination of sustaining fees, plus other concessions (BROADCASTING, Oct. 21). ASCAP presumably will demand that radio stations pay more, not less, for the use of ASCAP music.

The negotiations are for licenses to replace the five-year contracts due to expire Dec. 31 of this year. In the last negotiations, the radio station group won a reduction amounting to about 10% below the rates in effect prior to that time.

If the stations and ASCAP cannot come to terms, the courts may be asked to set reasonable fees. Television

HERS



if you were a

TEXAN

You'd have your own 'His' and 'Her' mobile television stations... For HIM: a roomy, 40-foot cruiser, equipped with two Ampex VideoTape Recorders, a complete power plant, six Marconi Mark IV cameras, five tons of air conditioning... and plenty of gas. For HER: a compact, 25-foot bus with three Dumont Camera chains and other equipment adequate for her modest needs. They're ready to go anywhere, anytime for any kind of job... commercials, programs, or special effects. They'll make you feel like a Texan...

The Quality Station serving the Dallas-Fort Worth Market

ABC, Channel 8, Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

WFAA-TV

broadcasters and ASCAP have been engaged in such a court proceeding for almost two years. The TV case is still in litigation.

At an ASCAP membership meeting in New York last Wednesday President Stanley Adams, apparently referring to the talks that set up this week's negotiating meeting, reported that discussion had already started "and we hope to have some results shortly."

Other ASCAP officials told the society's membership that efforts also were being made to work out a mutually satisfactory basis for licensing educational TV stations to use ASCAP music. License terms for community antenna TV systems also are under study, they indicated.

Pay TV postponed 4th time

KCTO(TV), a pay-TV test station on channel 2 in Denver, has been granted another one-month extension of its deadline for trials. Last week's FCC action was the fourth extension granted the station, owned by Channel 2 Corp., and moved the deadline back to Dec. 3.

KCTO's third extension (BROADCASTING, Oct. 7) was also for one month, although the firm handling the station's programming had originally wanted the TV subscription company to ask for nine months. Commissioner Robert T. Bartley abstained.

JFK and Goldwater favor '64 debates

Televised debates between the Democratic and Republican presidential candidates in 1964 seem assured following statements last week by Senator Barry Goldwater (R-Ariz.), a leading unannounced contender for the GOP nomination, and President Kennedy.

Sen. Goldwater, answering a question at an appearance before the Women's National Press Club in Washington, Oct. 31, said that he would debate President Kennedy if he is the GOP candidate next fall.

"Yes, I would enjoy that very much. We spent years arguing with each other and I kind of miss it," he said. Senator Goldwater and then Senator Kennedy were fellow members of the Senate Labor and Public Welfare Committee.

At his news conference on the same day, President Kennedy answered a similar question with these words:

"I have already indicated that I am going to debate if nominated."

There have been reports that President Kennedy in recent months had turned cool to debating the Republican candidate on television. Last week's comments set those rumors to rest.

New York Governor Nelson Rockefeller and former Vice President Richard Nixon, both considered con-

tenders for the Republican nomination, have implied at various times that they favored a debate between the two major candidates for the Presidency. Several weeks ago, Governor Rockefeller challenged Senator Goldwater to debate Republican issues that divide them. The Arizona Republican refused on the grounds it might divide the GOP.

Section 315 Suspension - Meanwhile, suspension of the equal time provisions of Section 315 of the Communications Act for presidential candidates next year is still pending in Congress.

H J Res 247 has passed both houses of Congress. The Senate, however, limited the suspension to the 60 days before election day. The House put the deadline at 75 days. The Senate also amended the House bill to simplify reports required to be submitted to Congress by the FCC on the performance of stations under the suspension.

House action on whether to accept the amended bill has been delayed because, it is thought, of the heavy schedule of business before the House Commerce Committee and the absence in Geneva of the committee's chairman, Representative Oren Harris (D-Ark.). If the House committee accepts the Senate version, it will recommend that the House accede. If it does not, then conferees will be named to meet with Senate colleagues to iron out their differences.

WGAW members approve 5-year dues increase

A move to increase the dues of Writers Guild of America West from the basic \$10 a year plus 1% of each member's gross income by adding \$15 a year plus ¼ of 1% for the next five years was voted into effect by an overwhelming majority at a special membership meeting held Tuesday (Oct. 29). The increased payments will go to underwrite the cost of changing the system of royalty payments to writers of TV filmed programs from stipulated payments for each of six domestic reruns, with no further payments, to royalties based on a percentage of the gross income from all broadcasts throughout the world in perpetuity called for in the agreement negotiated by WGA with the Alliance of Television Film Producers in 1960 (BROADCASTING, June 26, 1960). Under this plan, the writer of a filmed TV show will receive a minimum of 4% of the producer's gross income (minus an allowance for distribution costs) for all broadcasts of the program in any part of the world at any time.

The Writer's Guild of America East proposal would add only the \$15 to the present \$10 dues, making it \$25 plus 1% annually. This must still be approved by the membership.

WAVE RADIO AND TV
ARE
VARIABLELY
EFFECTIVE

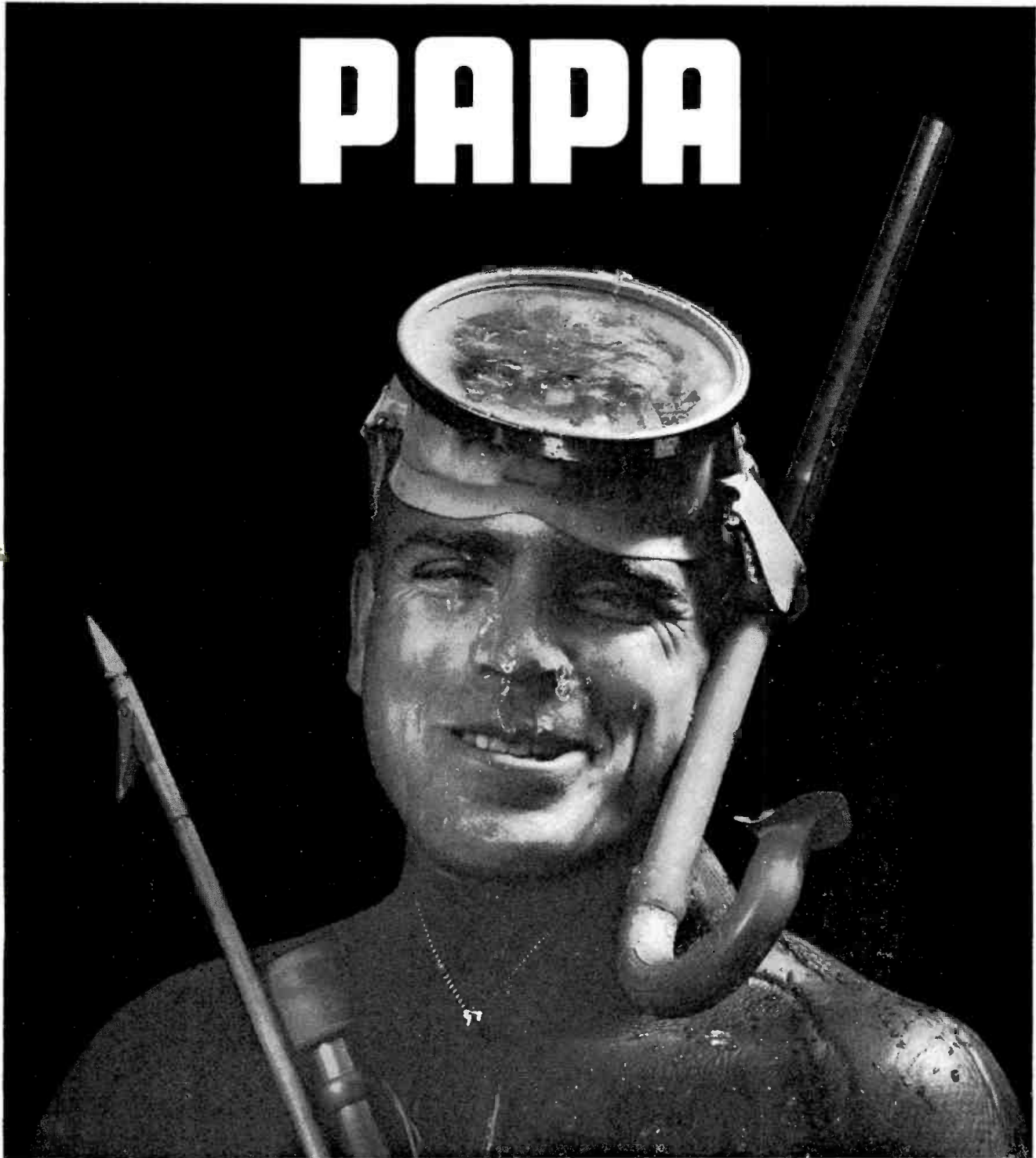
LOUISVILLE
BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

(Antique type from the Robinson-Pforzheimer Collection.)

You can't appreciate the new WABC if
you don't dig the new American...

PAPA



Papa's a flipper. He flips over stereo tape decks, Italian movies, manned satellites. He works fewer hours than any group of men in history and he has the time to cultivate a wide range of interests. WABC is one of those interests, because we talk to his kind of guy.

We give him Bob Dayton on Sundays and Dan Ingram to drive home with every day. Music to perk up the

liberated man and set his foot tapping. He takes his job as citizen seriously, and we take our job of keeping him informed just as seriously... with news every half hour. Plus 80 minutes of world events and their meaning, every week night at 6. And frequent editorials on important issues. He doesn't always agree with us—but he knows that, too, helps sharpen his thinking. In short, WABC fits Papa's way of life,

so he fits us into his day.

One more thing about this new all-American Papa: He's making more money now than any man in history. And he's spending it.

Got the picture? Give him the word on...

RADIO 77 NEW YORK
WABC
AN ABC OWNED RADIO STATION

YOU

special key



SECRETARY

typewriter

AUTOMATIC PROGRAMMING
AUTOMATIC LOGGING
AUTOMATIC AUTHENTICATING

with an easily operated, simply controlled system. Assemble any program element from any one of 300 sources, and mix it into a tightly integrated and professional on-the-air format. Free your top talent to produce better newscasts, special features and commercials. Do it so smoothly your most avid listener won't suspect a thing . . . except that you sound better than ever before. A single button gives complete and instant manual control of PRO-LOG.*

PROLOG*

*sounds interesting . . . please send me more information on Continental Electronics' PRO-LOG.**

NAME

TITLE

CALL LETTERS

ADDRESS

CITY

STATE



Continental Electronics

BOX 5024 • DALLAS, TEXAS 75222 • AD 5-1251

LTV Subsidiary of Ling-Temco-Vought, Inc.

©1963 Continental Electronics

*registered trademark pending

CONTROLLED NEWS BATTLE

It's waged on several fronts as hearing convenes; Goldwater attacks, military retreats slightly

Broadcasters have been fighting Kennedy administration regulation of radio and television programming since the days of Newton Minow.

Last week they joined other journalists and congressmen in extending the plaint. Charges that the administration is seeking control over all government information were made by witnesses at a Senate hearing, in floor speeches in Congress and in an address by the "hottest" unannounced GOP presidential candidate.

A veteran Republican office holder said privately that the administration's entire handling of information was certain to be a campaign issue next year.

Here are some of last week's developments:

- Journalists told a Senate subcommittee that withholding of information by federal agencies is at its all-time worst and urged adoption of a freedom of information bill intended to reduce bureaucratic reliance on legal defenses for withholding.

- Continuing to cite the Department of Agriculture's controversial offer of a market news wire service, Republican congressmen charged the administration with "managing the news" and competing with free enterprise.

- The Republican Congressional Campaign Committee has been providing a suggested script to GOP congressmen that attacks the FCC's commercial standards as a step toward "the federal control of all the means of communication" (see page 50).

- Senator Barry Goldwater (R-Ariz.) scored the administration in broader terms and said that today "all government action is weighed in terms of propaganda value."

- The Department of State, whose "background briefings" have been criticized as forums for courting newsmen and making the administration look good, circulated questionnaires to former participants seeking an evaluation of the briefings and asking whether they should be continued.

- The Department of Defense issued a new directive prohibiting military personnel from using force to restrict activities of newsmen at scenes of military accidents.

- A House information subcommittee, which had pressed the Defense Department for that policy change, also began to evaluate detailed questionnaires of its own designed to catalog the entire federal government's information resources in funds, manpower and policies.

Freedom Of Information ■ Broad-

casters and their print media colleagues told the Senate Administrative Practices and Procedures Subcommittee that its freedom of information bill wasn't as strong as they would like, but enactment would be an improvement in helping them overcome capricious withholding of information by government agencies. Failing new legislation, however, repeal of the present law would be preferred, they said.

"Bureaucratic interpretations of the law" have "too often" thwarted reporters' efforts in obtaining facts needed for public understanding of government, said Howard H. Bell, National Association of Broadcasters vice president for planning and development.

The bill before the subcommittee contains some exceptions that would authorize withholding for specific statutory or security reasons. Mr. Bell



NAB's Howard Bell

proposed another that would protect financial information broadcasters are required to give the FCC. He suggested the bill include a provision, already FCC policy, that would label information "of a confidential business nature" as "not open to public examination and inspection." The FCC concurred in a written statement.

It appeared last week that the subcommittee would go along with the NAB recommendation although the Justice and Treasury departments testi-

fied against the bill, objecting that it would invade citizen privacy rights and encumber government investigative work.

Agriculture's News Wire ■ Senator J. Glenn Beall (R-Md.) said in a floor speech Monday (Oct. 28) that "the appropriate congressional committee" should investigate the Department of Agriculture's market news wire. Congressmen have been sniping at the department's news service since it was inaugurated Aug. 1. But by last week Secretary Orville Freeman had let it be known that policies governing the service had been modified.

Secretary Freeman announced that neither general news nor policy statements would be carried on the wire. He explained that the department had no intention of competing with existing news services. Secretary Freeman said the department was making it possible for anyone, such as broadcasters or newspapers, to tap the department's nationwide wire which regularly carries price and market information for department use. On Aug. 1, he said, the department announced that if someone wanted to pay the AT&T wire charge, they could use the service. Nothing more was intended, Secretary Freeman said.

Goldwater On The Administration ■ Senator Goldwater told a luncheon of the Women's National Press Club in Washington Thursday (Oct. 31) that public relations has become the administration's "primary consideration."

"Manipulation of the news by this administration has become a pretty big project," Senator Goldwater said. He cited use of U. S. Information Agency opinion polls, "abuse of truth and ethics involved in the propagandizing for compulsory medical care for the aged" in a televised election campaign spot, "censorship" during the Cuban Bay of Pigs invasion and "countless other cases of blackouts, distortions, fabrications and falsifications of news."

News Directive ■ A seven-month battle by the House Foreign Operations and Government Information Subcommittee to prevent military personnel from using or threatening force against newsmen in civilian areas apparently ended Tuesday (Oct. 29) when the Defense Department announced the issuance of a new all-service information directive. Representative John E. Moss (D-Calif.), chairman of the subcommittee, hailed the announcement and said the directive achieves the objective of protecting legitimate defense secrets "by requiring them [military personnel] to get assistance from civilian law enforcement officials, and by requesting the cooperation of news media."

Tab's On Federal Information ■ A spokesman for the information subcommittee reported last week that about

75% of the federal agencies requested to fill in an extensive questionnaire on their information policies had provided the information. The FCC complied last week and reported that in fiscal 1963 it spent about \$42,500 in salaries for its public information activities, but that it spent more than twice that amount, \$102,597, for the salaries of personnel needed to answer congressional information requests. The FCC estimated it cost another \$100,000 for

other operating costs in that area, bringing the figure to more than \$200,000, including costs for preparation of commission testimony before Congressional committees.

The subcommittee, at the request of Representative George Meader (R-Mich.), is trying to find out just how much the government spends to provide information and how many people are engaged in related functions.

Other FCC answers to the informa-

tion questionnaire:

▪ The agency has no requirement that personnel not in the public information field report contacts with newsmen.

The same holds true for personnel working in congressional information, although, as a courtesy or for coordination, some contacts are called to the attention of the FCC chairman and/or the associate general counsel for legislation.

GOP-edited Kennedy 'quote' runs afoul of FCC

The FCC moved swiftly last week to halt the broadcast by Kentucky radio stations of a doctored tape of a presidential news conference.

A Republican state campaign committee, acting through the Staples advertising agency of Louisville, provided the tape for broadcast during the final week of that state's gubernatorial election campaign, which ends Tuesday (Nov. 5).

The Republicans had purchased 30-second spots, three times daily, on some 50 stations, and many of the stations began carrying them before the commission had a chance to rule on the contents.

The commission, acting in response to queries from the Kentucky Broadcasters Association and from stations in the state, didn't direct the broadcasters to stop carrying the announcement. But it said broadcasts of the tape appear to violate commission rules against distorting news.

Alvis H. Temple, WKCT Bowling Green, secretary of the KBA, told BROADCASTING Wednesday (Oct. 30) that, as far as he knew, all stations which had been carrying the tape dropped it after the commission's ruling was received. He said the Louisville agency supplied a substitute announcement for the controversial tape.

Kennedy Quote ▪ According to the tape as provided to the stations, President Kennedy appears to advocate race mixing. The complete presidential "quote" contained on the tape declares: "Good afternoon, ladies and gentlemen I would say that over the long run we are going to have a mix. This will be true racially, socially, ethnically, geographically. That's really the best way."

Then another voice breaks to state: "Breathitt supports this Kennedy policy. Vote against it. Vote Nunn-Lawrence."

Edward T. (Ned) Breathitt is the

Democratic candidate for governor. Louis B. Nunn and Bemis Lawrence are the Republican candidates for governor and lieutenant governor.

According to a transcript of the Sept. 12 presidential news conference, obtained by the commission, the President was responding to a question as to the effect the civil rights issue might have on his political fortunes in the North.

"I understand what you mean,



Mr. Temple

that there is a danger of a division in the party, in the country, upon racial grounds," he said, according to the transcript. "... I don't know what 1964 is going to bring. I think a division upon racial grounds would be unfortunate, class lines, sectional lines. . . . So I would say that over the long run we are going to have a mix. . . ."

Mr. Temple asked the commission Monday (Oct. 28) for a ruling on the announcement. With the election imminent, the commission met in a special session Tuesday afternoon, decided on its reply and immediately notified Mr. Temple by telephone of its ruling. A telegram containing the commission's ruling, over Chairman E. William Henry's name, was received by Mr. Temple Wednesday morning.

Broadcasters' Questions ▪ Kentucky broadcasters had asked whether broadcasts of the tape would violate any commission rules. Some were also said to believe that they were barred from rejecting the tape by the political broadcasting law prohibiting censorship of candidates.

The commission, in its telegram, noted the 1949 report on editorializing holds that broadcasters would violate their responsibility to the public if they were to "distort" news concerning a controversial issue.

"On the basis of the facts presented to us," the commission added, "the announcement is an apparent distortion of the facts" concerning the President's news conference statement.

The telegram went on to say that the prohibition against censorship doesn't apply to the tape since "no personal use of station facilities by a candidate [is] involved."

The ruling was adopted unanimously by the four commissioners who attended the special meeting—Chairman Henry, Robert T. Bartley and Lee Loevinger (all Democrats) and Rosel H. Hyde (Republican).

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WAME withdraws suit against Nielsen Co.

A. C. Nielsen Co. announced last week that WAME Miami had voluntarily withdrawn its damage suit against the Nielsen company in the U. S. District Court in Miami. The announcement said Nielsen had "made no payment and entered into no agreement" in connection with the withdrawal.

The Miami station had filed suits against both Nielsen and The Pulse Inc. in actions following a House subcommittee's lengthy investigation of audience measurement services last spring. WAME claimed that Nielsen and Pulse had misrepresented their reports for metropolitan Miami between 1959 and 1962.

WAME withdrew its suit against Pulse several weeks ago. Its suit against Nielsen had asked for \$500,000 in compensatory damages and \$1 million in punitive damages.

Four Star reports sales up 66%

Sales at the Four Star Distribution Corp. since the beginning of the new fiscal year last July 1, are running 66% ahead of last year and have totaled \$1,250,000, Len Firestone, vice president and general manager reported last week.

He attributed the increase to two factors: one is that Four Star Distribution has more and varied product to sell this year, and the other is that more and more stations are beginning to stock-pile product by buying series with the option of a long-delayed starting date.

Film sales . . .

En France (Seven Arts Associated): Sold to KTVI(TV) St. Louis; WJW-TV Cleveland; WSB-TV Atlanta; WKYT(TV) Lexington, Ky.; KAVE-TV Carlsbad, N. M. and WTRF-TV Wheeling, W. Va. Now sold in 65 markets.

Volume 3 (Seven Arts Associated): Sold to KPAC-TV Port Arthur, Tex., and KBOI-TV Boise, Idaho. Now sold in 117 markets.

Volume 4 and 5 (Seven Arts Associated): Sold to WTAF(TV) Marion, Ind., and KBOI-TV Boise, Idaho. *Volume 4* now sold in 93 markets and *Volume 5* in 91 markets.

Volume 7 (Seven Arts Associated): Sold to KTVT(TV) Dallas-Fort Worth and KBOI-TV Boise, Idaho. Now sold in 37 markets.

Lee Marvin Presents—Lawbreaker (United Artists TV): Sold to WDAU-TV Scranton, Pa.; KNTV(TV) San Jose, Calif.; KLYD-TV Bakersfield, Calif.;

WLBT(TV) Jackson, Miss.; WKTV(TV) Utica, N. Y.; WNDU-TV South Bend, Ind.; KOTV(TV) Tulsa, Okla.; KHSL-TV Chico, Calif.; KTVK(TV) Phoenix, Ariz.; WTAR-TV Norfolk, Va.; WFMJ-TV Youngstown, Ohio; KOAM-TV Pittsburgh, Kan.; WINK-TV Fort Myers, Fla.; KELP-TV El Paso, Tex.; KOB-TV Albuquerque, N. M.; KGUN-TV Tucson, Ariz.; KEZI-TV Eugene, Ore.; WRGB(TV) Schenectady, N. Y.; KXTV(TV) Sacramento, Calif.; WJXT(TV) Jacksonville, Fla. Now sold in 110 markets.

Century II features (20th Century Fox TV): Sold to KHJ-TV Los Angeles; KCMO-TV Kansas City, Mo.; WISH-TV Indianapolis; KOOL-TV Phoenix, Ariz.; WTIC-TV Hartford, Conn.; WTOL-TV Toledo, Ohio; KBTV(TV) Denver; WFGA-TV Jacksonville, Fla.; KCBF-TV Lubbock, Tex. and WKZO-TV Kalamazoo, Mich. Now sold in 30 markets.

The Sons of Hercules (Embassy Pictures Corp.): Sold to WOR-TV New York; WNBQ(TV) Chicago; KGO-TV San Francisco; KHJ-TV Los Angeles; KTVT(TV) Dallas; WXYZ-TV Detroit; WTIC-TV Hartford, Conn.; WFLA-TV Tampa, Fla.; WKBW-TV Buffalo; KLZ-TV Denver; WDAF-TV Kansas City, Mo.; WWL-TV New Orleans; WTTV(TV) Indianapolis; WKRC-TV Cincinnati, and WITI-TV Milwaukee. Now sold in 53 markets.

Riverboat (MCA TV): Sold to WCNY-TV Carthage-Watertown, N. Y. and KAIT-TV Jonesboro, Ark.

Checkmate (MCA TV): Sold to KAIT-TV Jonesboro, Ark.

Overland Trail (MCA TV): Sold to WCNY-TV Carthage-Watertown, N. Y.

Suspicion (MCA TV): Sold to KAIT-TV Jonesboro, Ark.

Thriller (MCA TV): Sold to KAIT-TV Jonesboro, Ark. and WNBE(TV) New Bern, N. C.

Frontier Circus (MCA TV): Sold to WCNY-TV Carthage-Watertown, N. Y. and KRON-TV San Francisco.

How funny is punishment?

Jackie Gleason while taping a segment of his weekly show (CBS-TV Saturday, 7:30-8:30 p.m.) spoofed the punishment-test TV commercial and fractured a wrist bone doing it. During the take on Oct. 29, the comic rode a bicycle down a short ramp and into a nine-foot wall of uncemented heavy plastic brick (to spoof the punishment tests given wrist watches).

After the mishap, Mr. Gleason continued taping for the Nov. 2 show but later had the injured left forearm rayed. His arm has to be immobilized for seven to ten days but he planned to be at work on Nov. 5 for taping of his next program.



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Pay TV public stock sells out 1st day

GOVERNMENT CONDITIONS IMPOSED ON STV PRECEDING STOCK SALE

Investors testified to their belief in the future of pay TV last week in the most specific fashion—by backing it up with \$15,720,000. That sum was spent Wednesday (Oct. 30) for 1,310,000 shares of stock in Subscription Television Inc. at \$12 a share. The stock was put on sale Wednesday morning by 61 brokerage firms and before the day was over the issue had been completely sold out, according to a spokesman for William R. Staats & Co., Los Angeles investment firm which acted as representative of the underwriting group.

Organized earlier this year (BROADCASTING, July 22, et seq.), STV received authorization to put its stock on public sale on Tuesday from the California Corporations Commission and the following morning from the federal Securities and Exchange Commission, with which a registration statement had been filed in August.

News stories about the company and its plans to begin operation of its closed circuit program service in Los Angeles and San Francisco next spring with the games of the San Francisco Giants and the Los Angeles Dodgers as its primary program fare (scheduled to begin by July 1964 with 20,000 subscribers in each city) inspired investigations by both the state and the federal agency before official clearance was given. Even then, the California Corporations Commission placed a number of conditions on permitting STV to offer stock in the new company to the public.

Public Comes First ■ Holders of STV stock before the public offering were required to put 1,114,806 of their 1,328,972 shares into escrow, not to participate in any dividend distribution until they are released by the state. This will be until the company has been legally liquidated, with all new stockholders receiving \$12 a share plus 60 cents a year (5%) cumulated from the date of purchase, or until STV has had earnings of not less than 6% for a period of from three to five years.

These restrictions were considered necessary because of the intangible nature of the company's assets, the commission explained, noting that STV's actual cash investment before the public offering amounted to approximately \$250,000.

Among the major stockholders of STV in advance of the public offering were Reuben H. Donnelley Corp., with

150,000 shares; Lear Siegler Inc., 150,000 shares; National Exhibition Co. (San Francisco Giants), 54,000 shares; Los Angeles Dodgers, 71,000 shares; Donald D. Harrington, 60,000 shares; N. B. Hunt, 75,000 shares; Caroline Hunt trust estate, 25,000 shares; Tolvision of America, 613,417 shares. In addition, some of these constituted a group of "direct purchasers" who were committed to purchase additional stock at \$12 a share (with no underwriting commission) as follows: Donnelley, 130,000 shares; Lear Siegler, 130,000 shares; Mr. Harrington, 20,000 shares; Mr. Hunt, 85,000 shares, and the Caroline Hunt estate, 25,000 shares. Stock sold through the brokerage firms carried an underwriting discount of \$1.05 a share.

Weaver Running The Show ■ Officers of the company are: Sylvester L. (Pat)



Mr. Weaver
All sold out

Weaver Jr., president and treasurer; Robert F. MacLeod, vice president, assistant treasurer and assistant secretary; Richard C. Hemingway, vice president, and John Nelson Steele, secretary.

Mr. Weaver has been board chairman of McCann-Erickson International and previously was president and board chairman of NBC. He has a five-year contract with STV. Mr. MacLeod was formerly publisher of *Seventeen* magazine; earlier he had been vice president

and advertising director of Hearst magazines and publisher of *Harper's Bazaar*. Mr. Hemingway has been vice president of Tolvision of America. Mr. Steele has been a partner in the law firm of Hughes, Hubbard, Blair & Reed.

STV directors include Mr. Weaver and Mr. Hemingway. Also: John G. Brooks, Lear Siegler board chairman; John J. Burke, senior vice president, Lear Siegler; Matthew M. Fox, president, Tolvision of America; N. B. Hunt, independent investor; Hamilton B. Mitchell, president, Reuben H. Donnelley; Donald A. Petrie, attorney, who was president of the Hertz Corp. until the end of 1961; Donald Royce, senior partner, William R. Staats; James L. Stolfus, an employe of Reuben H. Donnelley. Three more directors will be added, bringing the total number to 13.

Mr. Weaver is also president and chief executive officer of Programs, a wholly-owned STV subsidiary, which has contracts for the TV rights to the Dodgers and Giants games and for cultural and other special program material controlled by Sol Hurok, impresario. Mr. Fox is chairman and Mr. Hemingway is vice president of Programs. Tom Gallery, former NBC sports director, is also a vice president of Programs and director of sports programming.

Mr. Weaver, who was unavailable for interviews last week, was present at an annual stockholders meeting on Oct. 30 in Jersey City, N.J., of the National Exhibition Co., which owns the Giants. Also in attendance was Hamilton Mitchell, president of the Donnelley Corp.

Bank Conditions ■ Security First National Bank, Los Angeles, and Wells Fargo Bank, San Francisco, have agreed to lend up to \$2.5 million apiece to STV on or before Oct. 31, 1966, at 5½% interest, subject to: STV having 120,000 subscribers; actual revenue having averaged \$11.33 per month per subscriber for six months immediately preceding each borrowing, plus installation charges averaging \$10 per subscriber or actual collections averaging 85 cents over the \$11.33 per subscriber per month, and STV having expended all but \$2 million of the net cash proceeds from the sale of stock. STV is to pay a commitment fee of ½% per year on the unused part of the untermiated commitment, which may be terminated in whole or in part at any time without

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premium. Any amount borrowed is to be repaid in six equal semiannual installments commencing Feb. 1, 1967.

Until all loans made under this agreement are repaid, STV may not declare any dividend (other than in stock) or make other distribution on its capital stock or purchase, redeem or retire any of this stock, until it has accumulated and maintained an earned surplus of \$10 million, and then dividends may not exceed 60% of net income after taxes. The prospectus issued Oct. 30, states: "There is no assurance that the company will ever be able to pay dividends under this test."

Changing hands

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

■ **KTLA(TV) Los Angeles:** Sold by Paramount Pictures Corp. to Golden West Broadcasters for \$12 million (see story this page).

■ **WDEF-AM-TV Chattanooga:** Sold by Carter M. Parham and associates to Roy F. Park for \$2,780,000 (see opposite page).

■ **KBON Omaha:** Sold by Joe Gratz and M. M. Fleischel to Profit Research Inc.

for \$325,000. Profit Research Inc., with headquarters in New York, is headed by Sidney Walton as president, and is in research and publishing. Profit Research recently bought WINF Manches-

ter, Conn., for \$285,000 and the purchase is pending FCC approval. KBON operates fulltime on 1490 kc with 1 kw day and 250 w night. It is affiliated with ABC.

Golden West gets KTLA(TV) for \$12 million

AFTER 24 YEARS, PARAMOUNT SELLS ITS LONE PROPERTY

One of the oldest TV stations in the country, KTLA(TV) Los Angeles, was sold last week by Paramount Pictures Corp. to Golden West Broadcasters, a group owner of radio stations in the West.

The price was \$12 million for the channel 5 independent which began in 1939 as an experimental operation. KTLA has been broadcasting commercially since 1947 and has been owned since the beginning by Paramount. Included in the purchase price is \$500,000 in net current assets.

The sale is subject to FCC approval. Golden West is headed by Gene Autry, motion picture and radio singing cowboy star. Other principals are Robert O. Reynolds and Lloyd Sigmon.

Golden West stations are KMPC Los Angeles, KSFO San Francisco, KVI Seattle and KEX-AM-FM Portland, Ore. The Golden West group also controls the Los Angeles Angels, American League

baseball team and has a substantial minority interest in the Los Angeles Rams, National Football League team.

The Angels for the last three years had their road games broadcast over KHJ-TV in Los Angeles but the contract expired with the end of the season. No new contract has been signed, although talks were held with other area stations, including KTLA before its sale. It is presumed the Angels and the Rams away games will be broadcast by KTLA under its new ownership.

Mr. Autry, with other associates, owns KOOL-AM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona. His other investments include hotels in Los Angeles, San Francisco, Chicago and Palm Springs, Calif.

Real estate, valued at about \$6 million, owned by Paramount Television Productions Inc., the licensee of KTLA, was spun off and was not part of the Autry deal.

The transaction provides for the continued use of the present KTLA studios and offices. These occupy Stage 6, one of the largest stages on the Paramount lot. The lease calls for \$50,000 rental for the first year, \$75,000 for the second year, and \$100,000 for the third year. Termination is permitted, however, any time on a year's notice. KTLA's transmitter is on top of Mount Wilson with all other area TV stations.

Golden West Site ■ Eventually the KTLA operation is expected to be moved to property owned by Golden West. This includes the KMPC location on Sunset Boulevard, and also property running north from Sunset Boulevard on Western Avenue, at Angels headquarters.

There is no plan to consolidate KMPC and KTLA, Mr. Sigmon said last week. Plans are to make both stations competitive, he said, with no joint personnel below the top level. Each station will have its own manager, reporting directly to Mr. Sigmon, who is executive vice president and general manager of the group. The present management of KTLA will be retained; S. L. Adler is the general manager of the station.

The transaction was concluded the weekend of Oct. 26 by Barney Balaban, president of Paramount; Paul Raibourn, senior vice president of the film company (and president of the station's licensee), and Howard E. Stark, station

Media transaction? get our viewpoint

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broker, representing Golden West.

With the disposition of its TV station, Paramount is out of station ownership but remains in film syndication and in subscription TV through its subsidiary International Telemeter Co. At present the only ITC pay TV operation is in Etobicoke, a suburb of Toronto, Ont.

One Of Six ■ KTLA is one of six independent TV stations in Los Angeles. The others: KCOP(TV), owned by Chris Craft Industries; KHJ-TV, owned by RKO General; KTTV(TV), owned by Metromedia, all VHF, and KIX(TV), owned by Central Broadcasting, and KMEX-TV, owned by Spanish International Network, both UHF.

The other three stations in Los Angeles, all VHF, are owned by the three TV networks: KABC-TV, ABC; KNXT(TV), CBS, and KNBC(TV), NBC.

The KTLA sale is the second major TV ownership transfer in the Los Angeles market in the last six months. Last June Metromedia Inc. acquired KTTV from the *Los Angeles Times* for \$10,390,000. Subsequently, Metromedia bought KLAC-AM-FM there for \$4.5 million.

Ranking Price ■ The \$12 million purchase price for KTLA is one of the highest paid for an independent TV station. Recently, KTVU(TV) Oakland-San Francisco was bought by the James M. Cox interests for \$12,360,000.

Top value for a TV station was last year's buy by Hearst Corp. of the remaining 50% of WTAE(TV) Pittsburgh for \$10.6 million, giving the Hearst Corp. 100% ownership and giving the channel 4 station, affiliated with ABC, a \$21.2 million valuation.

The highest price paid for a combined radio and TV property was the \$15.6 million allocated to WCAU-AM-FM-TV Philadelphia when CBS bought those stations plus real estate in 1958 from the *Philadelphia Bulletin*.

Other major broadcast sales prices:

- Storer paid \$10,950,000 for WHN New York.
- Westinghouse paid \$10 million for WINS New York.
- Cowles Magazines & Broadcasting paid \$8 million for WREC-AM-TV Memphis.
- Time-Life paid \$6.25 million for KOGO-AM-TV San Diego.
- Harte-Hanks Newspapers paid \$6.25 million for 63% of KENS-AM-TV San Antonio. Later KENS was sold for \$700,000.

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

Pending before the FCC is the \$38.5 million sale of all of the Transcontinent Television Corp. stations (except Cleveland) with Taft Broadcasting paying \$26.9 million plus adjustments for WGR-

AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton, Pa. Midwest Television Inc. is buying KFMB-AM-FM-TV San Diego for over \$10 million. Time-Life is buying KERO-TV Bakersfield, Calif., for over \$1.5 million.

Other major group purchases include Time-Life's \$15,750,000 buy in 1957 of the Harry M. Bitner broadcast properties (WFBM-AM-FM-TV Indianapolis, WTCN-AM-TV Minneapolis-St. Paul and WOOD-AM-TV Grand Rapids, Mich.), and Corinthian's \$10 million purchase in 1956 of the Bruce McConnell stations (WISH-AM-TV Indianapolis and WANE-AM-TV Fort Wayne, Indiana).

duPont deadline announced

Dec. 31 has been set as deadline for nominations for the 1963 awards of the Alfred I. duPont Awards Foundation, which annually gives \$1,000 prizes to two radio or TV stations and a commentator.

The foundation is administered by Washington and Lee University, and winners of the awards are encouraged to convert the cash into a scholarship, named for the recipient, in the radio-television field. Information about the awards can be obtained from the curator of the school, Lexington, Va.

Park buys WDEF-AM-TV

The sale of WDEF-AM-TV Chattanooga by Carter Parham, Edward Findlay Jr. and associates to Roy F. Park for \$2,780,080 was announced last week.

In an agreement reached Thursday (Oct. 31), Mr. Park contracted to pay \$80 a share for all 34,751 outstanding shares of WDEF Broadcasting Co. The agreement is subject to the approval of at least 90% of the stockholders of the Chattanooga station. The sale was negotiated by R. C. Crisler & Co., Cincinnati.

Mr. Park owns WGTC-AM-FM and WNCT(TV) Greenville, N. C., and only recently acquired KREB Shreveport, La. The Greenville stations own 30% of WECT(TV) Wilmington, N. C.

WDEF-TV, which began in 1954, is on channel 12 and is affiliated with CBS. WDEF, founded in 1941, is on 1370 kc fulltime with 5 kw. Mr. Park, a native North Carolinian, now residing in Ithaca, N. Y., said Mr. Parham and Ken Flenniken, general manager of WDEF radio, had agreed to continue in their posts.

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UHF OPERATOR CHARGES MONOPOLY

Wants VHF competitor to be divested of all but one station

The VHF-UHF competition reached a new high last week when a UHF operator asked the FCC to order its VHF competitor to divest itself of all but one TV station.

The petition was filed by Plains Television Inc., owner of three UHF outlets in central Illinois, against Midwest Television Inc., which owns one VHF and a UHF in the same area.

The Plains complaint is based on the allegation that Midwest exercises a monopoly in the region through the use of combination rates, combination programming and a combination staff.

Plains also asked the FCC to deny Midwest's pending purchase of KFMB-TV San Diego.

Midwest is principally owned by August C. Meyer and his wife. It owns WCIA-TV Champaign, on channel 3; WMBD-TV Peoria, on channel 31, and a UHF translator in LaSalle. Midwest is an applicant for channel 26 in Springfield, Ill., and for a VHF translator in Effingham. Peoria is operated as a semi-satellite of WCIA, Plains says, and the Springfield operation will be operated similarly if granted.

Mr. Meyer is out of the country and could not be reached for comment. A spokesman for Midwest said it would answer the allegations in its reply to be filed with FCC.

Plains is jointly owned by H. & E. Balaban Co. (Harry and Elmer Balaban, midwest theater owners) and Transcontinental Properties Inc. (Herbert Scheftel and estate of Alfred E. Burger). It owns WICS-TV (ch. 20) Springfield; WCHU-TV (ch. 33) Champaign, and WICD-TV (ch. 24) Danville. Plains also is an applicant for a VHF translator in Champaign. Its Champaign and Danville stations are operated as semi-satellites of WICS.

The key of the Plains' complaint is that the Midwest group, all based on VHF outlet WCIA, gives Midwest an "overwhelming dominance" in central Illinois.

For example, Plains says, the WCIA's CBS network base hourly rate is \$1,250, while the combined WICS-WCHU-WICD NBC network rate is only \$500.

Single Market Concept ■ Midwest, Plains claims, has achieved dominance

of the central Illinois market, through planned approach to the area as a single entity. It serves and would serve, Plains says, an area of 19,445 square miles "carved out of the heart of Illinois and extending into Indiana." It promotes this "empire," Plains says, by calling it and selling it as the "Greater Illinois Market (GIM)."

Plains acknowledges that Midwest has a separate rate for WCIA and for WMBD-TV, but, it adds, "for significant periods" it has combination rates for both stations "which is substantially lower than the sum of the two individual rates."

As an example, Plains says that in the syndicated program *Adventures in Paradise*, WCIA charges \$60 for a spot, and WMBD-TV \$15, but a combination buy costs only \$65.

This gives Midwest a significant competitive advantage for national and regional spot business, Plains charges.

If Midwest gets a station in Springfield, Plains claims, this could be "disastrous" for its Springfield station, since buyers will be tempted to buy the package headed by WCIA which already has the advantage of being VHF.

Common programming by Midwest not only is injurious to Plains, the UHF group says, but runs afoul of the FCC's policy calling on stations to produce local programming. This competitive advantage to Midwest, and disadvantage to Plains, is also true in common staff and operation by Midwest.

Plains sums up its complaint:

"... The present competitive situation in central Illinois originates in the imbalance inherent in the intermixture of one dominant VHF station in a group of struggling UHF stations. It is enhanced by Midwest's calculated expansion of its service area by acquiring more and more stations in contiguous areas, and it is capped by Midwest's abusive commercial practices (including joint rates, common programming and common operation) clearly designed to make it more dominant. . . ."

Diversification Standards ■ Because of this, Plains says, Midwest is contravening the FCC's "traditional" diversification standards.

Midwest, Plains states, does not need this umbrella coverage because it starts with "a very substantial competitive advantage"—its base station WCIA is the only VHF outlet in central Illinois. Plains also claims that Midwest has thwarted FCC policy on extension of service areas through the use of regular stations in other markets as satellites.

Plains claims that Midwest, as the owner of the only VHF in the area, should lean over backward "not to take unfair advantage of its less fortunate UHF competitors."

In asking the commission to deny

4

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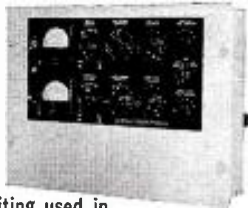
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The world-acknowledged device that eliminates distortion problems caused by pre-emphasis curves. Allows higher average program levels through inaudible control of high frequencies. Invaluable in FM broadcast and disc recording. Eliminates stereo splatter problems in multiplex channels.



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Fast attack stereo limiter (50 microseconds) with low distortion and absence of thumps. Sum and difference limiting position eliminates floating stereo image, despite amount of limiting used in one of the two channels. Also includes regular channel A and B limiting. Dual controls and dual meters provided. Now used throughout the world in recording studios. (Mono model available).



Write to Fairchild — the pacemaker in professional audio products — for complete details.

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Midwest's purchase of KFMB-TV, Plains claims the addition of another station to Midwest's group would have "serious adverse economic impact" on Plains. It might permit Midwest to operate the San Diego station in combination with its other stations in the purchase of feature films, syndicated film, other program resources and joint sales.

Midwest is paying \$10,085,000 for the channel 8 San Diego station; it is part of the disposition of Transcontinent Television Corp. (no relation to Transcontinental) TV stations in a \$38.5 million transaction which has Taft Broadcasting buying Kansas City, Buffalo and Scranton, and Time-Life buying Bakersfield, Calif. (BROADCASTING, Sept. 23). All pend FCC approval.

\$3,000 in fines upheld by FCC

The federal government is going to be \$3,000 richer when it collects the fines ordered by the FCC last week.

The commission last week affirmed \$500 fines for WCCO-TV, KSTP-TV, WTCN-TV and KMSP-TV, all Minneapolis for failure to identify the sponsor of a local program supporting an ordinance closing stores on Sundays (BROADCASTING, Sept. 10, 1962). The program featured Dr. Arthur Upgren, an economist, discussing the merits of the ordinance—which had been vetoed by the mayor and was to be reconsidered by the city council the next day—and was sponsored by a group of businessmen called

the Downtown Council.

The commission also gave interpretations of the words "willful" and "repeated"—the former means "the licensee knew that he was doing the acts in question" and doesn't require that he realize them as being wrong; the latter "means simply more than once."

The four stations, joined by the National Association of Broadcasters, had questioned if the violations could be termed "willful" and "repeated" bringing them under the rules governing forfeitures.

The commission also affirmed a \$1,000 fine for KSRD Rapid City, S. D., for operating the station with unauthorized equipment and using remote control with a defective apparatus. The commission said the licensee, The Black Hills Station, owned by John, Eli and Harry Daniels, admitted "certain of the violations, but considered them merely 'technical' and offered no other explanations in excuse or mitigation."

Greensboro stations unite

The five AM radio stations in Greensboro, N. C., have formed a new association for joint efforts in promoting the medium. Carrol Ogle, WEAL general manager, was elected president of the Greensboro Radio Association at the organizational meeting Oct. 23.

Other Greensboro stations and their representatives at the first meeting were WBIG (Dan Griffin), WBG (Ralph Lambeth), WPET (Ray Stephenson) and WCOG (Ron Kempff).

Everyone waited but the shoe didn't drop

The biggest news out of the FCC last week was what didn't happen.

The commission didn't decide the controversial drop-in case, as scheduled. It didn't consider a staff proposal concerning regulation of community antenna systems. And Chairman E. William Henry didn't fly back to Geneva for the final week of the international conference on space frequency allocation.

The chairman, who served as senior advisor to the U. S. delegation at the conference, had been informed before he returned to this country two weeks ago that his presence in Geneva would probably be needed when the delegates voted on allocation proposals. He planned to return Thursday (Oct. 30).

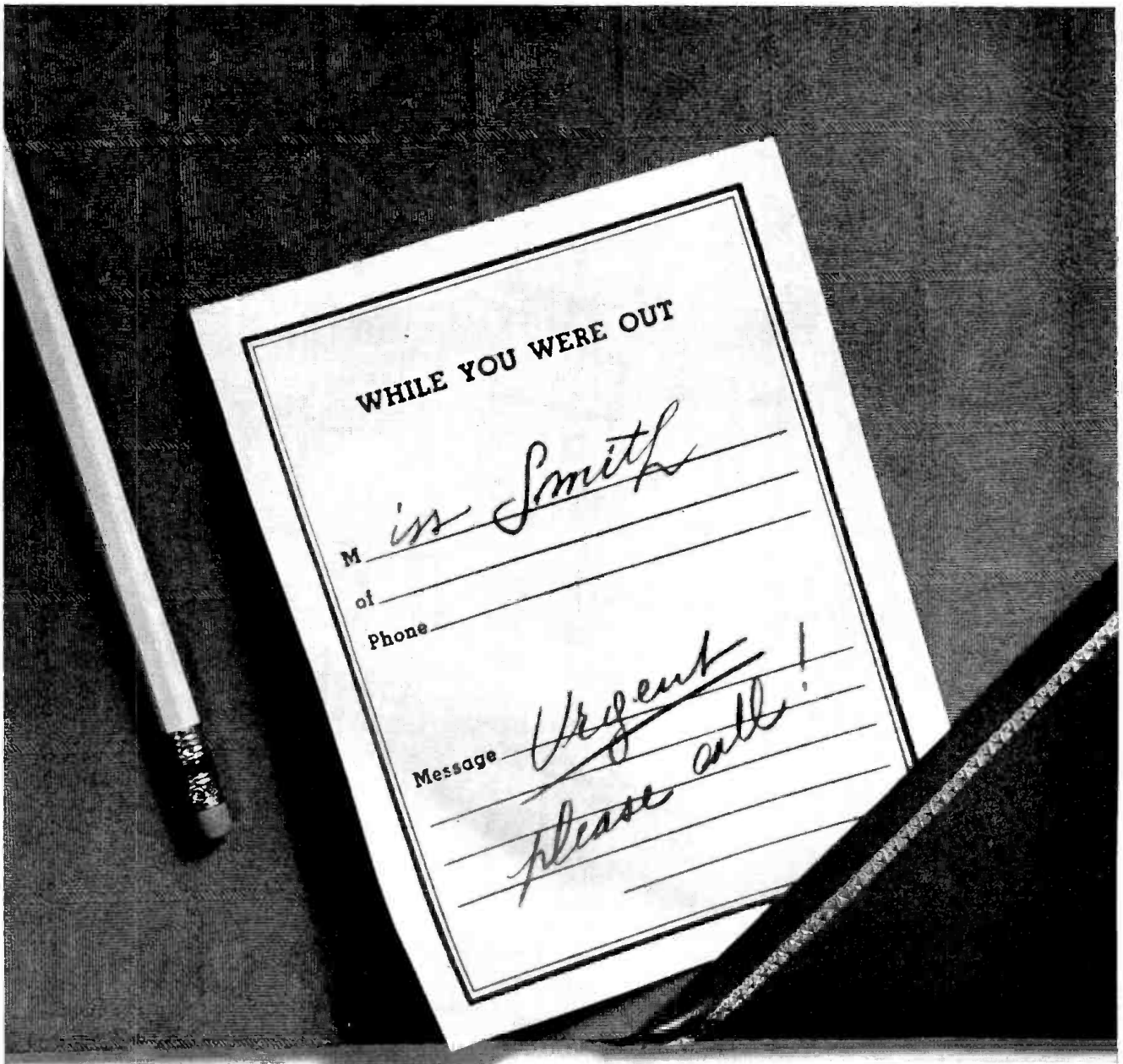
However, the leader of the U. S. delegation, John McConnell, informed him Wednesday by telephone—via the Syncom space satellite—that the conference was proceeding smoothly and that for the time being, at least, there was no need for his

return.

As a result, the commission decided to relax the pressure it had been maintaining. It spent all day Monday discussing a staff proposal for limiting network control of programming (see story page 54) and was in its regular meeting until 5:40 p.m. Wednesday.

Ahead of it lay a special meeting on the proposed revision of the program reporting form and the drop-ins. The commission met on the program form Thursday, but put off the drop-in case—involving the controversial question of whether it should affirm its decision to deny short-spaced VHF channels for seven markets. No new date was set, but it is expected to be considered this week.

CATV was tentatively scheduled for discussion Monday, but was dropped from the agenda when it was apparent the network programming matter would consume the entire day. No new date has yet been set for consideration of the CATV matter.



“Which Miss Smith?”

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Johnson & Johnson

What you should know about regulation, profit, and the Independent Telephone Industry



by George R. Perrine*

Chairman, Public Utilities Section, American Bar Association
Chairman (1953-61) Illinois Commerce Commission
President (1960-61) National Association of Railroad and
Utilities Commissioners

Just about everyone knows that telephone companies—like all utilities—are regulated.

But not enough people, it seems to me, know who does this regulating or why it is done.

Most telephone users would tell you that the "government" regulates telephone companies. A few would know that the regulatory bodies are "commissions."

Some would say that telephone com-

panies are regulated "to keep the rates down." Some would say that—and they would be wrong!

The rate-making responsibility of regulatory bodies is neither their primary function nor their basic purpose. The regulation of telephone companies, which began in the United States during the early part of this century, had one overriding purpose which has never changed: to assure good service to the public at fair rates.

Regulation Instead of Competition

To do this properly, the public utilities commissioners are faced with a tremendously difficult job. It is complex because they must administer a system of controls that actually is a substitute for the normal rough-and-tumble competition found in purely private enterprise.

There are two basic reasons for this. First, history proves that where more than one telephone company has tried to

Independent Telephone Facts at a Glance

Total Telephones	13,315,000
Operating Companies	2,645
Number of Exchanges	10,660
Investment in Plant	\$5,500,000,000
Gross Revenues	\$1,400,000,000
Number of Employees	100,000
Number of Stockholders	600,000

serve any one given area, competition has resulted not only in much higher consumer costs but poorer service.

Second, communications are so essential to public health, national welfare and the conduct of almost every business that any interruption of that service through failure of a telephone company cannot be permitted.

Down through the years, regulatory commissions have come to recognize that no community can be stronger, economically or socially, than the utilities that serve it. They have adopted the concept of the "three-legged stool:" that there is a genuine community of interest among a utility's customers, employees and owners. Along with this has come an understanding that regulation should maintain the financial health of telephone companies in order that they may continue to provide good service at fair rates.

To provide high standards for essential service, dedicated commissioners and their professional staffs study constantly, keeping abreast of new scientific developments in the fast-moving field of modern communications. Exciting new services such as communication by satellite, electronic exchanges, push-button phones, business data transmission, and closed-circuit television for schools and industry bring the telephone industry to the threshold of its greatest era of expansion.

**George R. Perrine was born in Hinckley, Ill., in 1907. After graduating from the University of Southern California and the University of Wisconsin Law School, he practiced law in Aurora and Chicago. Mr. Perrine was president of the Hinckley State Bank (1936-53) and has been a director of the Aurora National Bank since 1938. He joined the Illinois Commerce Commission in 1942, and was chairman from 1953 until his resignation in 1961. Mr. Perrine founded and was the first president (1954-55) of the Great Lakes Conference, National Association of Railroad and Utilities Commissioners. He is chairman of the Public Utility Section, American Bar Association, and a member of the Iowa State University Conference Advisory Committee, Public Utility Valuation and the Rate Making Process. He is currently president of the Midwestern Division of the Tennessee Gas Transmission Company.*

Mr. Perrine is a member of the American Bar Association, Illinois Bar Association, Chicago Bar Association, and the American Judicature Society.

The Independent telephone companies are one of the nation's fastest growing industries because they serve the suburban areas where the greatest population and industrial expansion is taking place. Since 1950, Independent telephones have more than doubled (6,374,000 to 13,315,000), gross revenues have increased more than four times (\$316,820,000 to \$1,400,000,000), and plant investment has gone up more than five times (\$1,096,000,000 to \$5,500,000,000).

Adequate Profits Are Vital

American private enterprise with its built-in regulators of competition and the hope of profit has transformed a thin fringe of colonial settlements along the Atlantic seaboard into a mighty nation with the highest standard of living in the world. In the very beginning, our country characteristically chose to permit private, regulated ownership of the telephone industry. Most of the rest of the world, then or later, chose government ownership.

Today the results of that choice are everywhere around us. Nowhere else is there a country with a communications system the equal of ours. With only six per cent of the world's population, the U. S. has 52 per cent of all the world's telephones.

Independents Serve Over Half of U.S.

The nation's network of some 82 million telephones is operated by the Bell System and 2,800 Independent (non-Bell) telephone operating companies. The Independents, ranging in size from a very large corporation with 4.7 million telephones in the U. S. to modest companies with a few phones, cover more than half the nation's geographic service area. Altogether they serve more than 13 million telephones—exceeding the total in Britain and France combined. In 1962, Independents had more than \$5 billion in assets, an annual gross of \$1.2 billion, 100,000 employees, and 600,000 stockholders.

Until recently, the public generally did not know of the varied, complex structure of the telephone industry. There was no need to know, for wherever you place a call—in Independent or Bell territory—it goes through speedily to any place in the world. All telephone equipment is compatible, with instant interconnection of Independent and Bell lines on all long distance calls. More than one billion long

distance calls are handled jointly each year by the two systems.

Now, however, there is a need for the public to know more about Independents. Investment requirements of telephone operating companies are increasing each year because of growing demand for modern telephone equipment. This year, for example, Independents are investing \$635 million in expansion of their network of wires, cables, microwave circuits and central office equipment.

Competition For Investment Capital

The competition for money—investment money—is the toughest kind of competition. Independent telephone companies must have more than local reputations if they are to compete effectively for increasingly larger funds in the nation's private capital markets.

Investment dollars in the competitive capital markets always flow to companies known for stability, growth and the potential for profit. Thus the role of an adequate profit is especially important because expansion to meet the communications needs of our burgeoning economy depends almost entirely on the willingness of private investors to supply funds for the regulated companies to grow on.

REGULATION

Forty-nine states, the District of Columbia, and Puerto Rico have public service commissions with jurisdiction over telephone companies. Each board is composed of commissioners serving three to ten year terms. Of the 174 commissioners, most are appointed by their governor with legislative approval.

Most commissions have three to five members, but size varies from one to seven. Each commission usually has an executive secretary and a general counsel.

In addition, 272 engineers and accountants are employed by commissions across the nation.

In Texas regulation is at the local level.

It is my personal conviction after 18 years in the regulatory field, that our current system of regulation of the telephone industry yields the most benefits to the greatest number of people. To be effective, regulation must remain fair, flexible and, above all, it should be accorded the recognition and confidence of the public it protects. At stake is our national welfare and security and the future of the private enterprise system itself.



This message was prepared for the United States Independent Telephone Association by Mr. Perrine. It is part of a four-point USITA program to focus the attention of the business and financial community, and the general public on:

- 1) the dynamic growth and stability of the independent telephone industry
- 2) the importance of maintaining adequate earnings in order to attract new investment capital
- 3) career opportunities in the telephone industry
- 4) the contributions of the independent telephone industry to the philosophy of private enterprise in a free economy.

For further information, please communicate with USITA, 438 Pennsylvania Bldg., Washington 4, D.C. Telephone: Area code 202 628 6512.



Attack launched on renewal log jam

FCC WORKS ON TV PROGRAM FORM, EARLIER DATE FOR APPLICATIONS

The FCC began moving ahead on several fronts last week in an effort to reduce the agency's staggering backlog of deferred license-renewal applications.

With the backlog total hovering near the 600-mark, some commissioners feel the problem has reached emergency proportions (BROADCASTING, Oct. 21).

In their efforts to find a solution, the commissioners:

Reportedly made considerable progress Thursday (Oct. 31) in completing work on a revised television program reporting form. The commission feels an updated form providing data not available from the present form would eliminate the need for letters to licensees—a practice that leads to delays and adds to the backlog.

Instructed the staff to draft a proposed revision in renewal procedures under which licensees would file their applications six months in advance of renewal date instead of three, as at present. The feeling is that the additional time would enable the staff to straighten out problems with broadcasters before

their renewal date passes and their applications wind up on the deferred list.

New Guide Lines ■ In addition, the commission is expected to consider this week proposals for liberalizing the guidelines under which the staff operates in deciding whether to grant a renewal application or bring it to the commission's attention. Programing questions are primarily involved.

Most commissioners are said to agree that existing procedures have resulted in too much "nitpicking" on the part of the staff. They reportedly feel the guidelines should be "loosened up" to allow the staff greater discretion in granting renewals.

One source said the staff is already working on guideline revisions.

The commission this week is also expected to consider proposed revision of the program reporting form for radio. Although the television reporting form has monopolized the attention of the commission and the industry, the bulk of the applications on deferred status involve radio stations.

Moreover, some commissioners feel

this would be a simpler project than the TV reporting form. Commissioner Frederick W. Ford has already suggested a revision (CLOSED CIRCUIT, Sept. 16), which, reportedly, has attracted the support of Commissioner Rosel H. Hyde and Lee Loevinger.

TV Form ■ Work on the proposed TV reporting form reached the point Thursday where it was turned over to the staff with instructions to redraft it along lines laid down by the commission.

Some differences remain to be settled, but a considerable amount of agreement was reached. The basis of the commission's consideration were proposals advanced by a three-member committee, composed of Commissioners Robert T. Bartley, Kenneth A. Cox and Ford, which has been working on the form for months.

Basically, the form would require an applicant to report what he has done to survey community needs and interests, to evaluate those needs and interests, and to report programs he intends to carry to meet those needs.

The programing, which would be re-

Part of General Outdoor now flies Metromedia colors

Metromedia Inc., which recently acquired radio and TV properties in Los Angeles, which is awaiting FCC approval of the purchase of a radio station in Baltimore, and which is selling its Stockton, Calif., TV station, made another move last week in its expansion program—but this one was in the outdoor advertising field.

The company is negotiating the purchase for more than \$13 million cash of the plants and facilities of the General Outdoor Advertising Co. in New York and Chicago.

The New York and Chicago outdoor advertising units will become branches of Metromedia-owned Foster & Kleiser Co. Foster & Kleiser is one of the largest outdoor advertising units on the West Coast. General Outdoor is one of the largest in the country.

Funds for the outdoor purchase will be provided by banks, John W. Kluge, chairman and president of Metromedia, emphasized. No equity financing is involved, he noted.

In the advertising field, Metromedia announced in September that it had acquired the franchise for all

advertising on Los Angeles transit company.

Earlier in the year, Metromedia acquired the world famous Ice Capades ice show, its first move into the nonbroadcast entertainment field.

And two weeks ago, Mr. Kluge in response to a reporter's question, implied that Metromedia would not be averse to getting into the publishing field — newspapers, magazines or business publications.

It all is soundly logical to Mr. Kluge.

"Metromedia is in the media business," he said last week. "And the media business, means not only stations, but advertising and publishing too."

"In today's business world," Mr. Kluge said, "you've got to diversify to make sense. And we do have an affinity to the press. It's a logical area for us to grow into."

In fact, Mr. Kluge added, "I can see the time when broadcasting may be only 20% of our business."

At the moment there is no publishing acquisition under consideration, Mr. Kluge stated. "However, we're looking."

Metromedia paid \$10,390,000 for KTTV(TV) Los Angeles and \$4.5 million for KLCB-AM-FM there. It has bought WCBM-AM-FM Baltimore for \$2 million, and is selling KOVR(TV) Stockton, Calif., for \$7,650,000 to McClatchy Newspapers. The Baltimore purchase is still awaiting FCC approval; the KOVR transaction has not been submitted to the FCC.

In two registrations filed with the Securities and Exchange Commission in Washington last week, outstanding stock options were listed as follows:

John W. Kluge, 65,000 shares at \$19.169; Robert A. Dreyer, 7,000 shares at \$18; Richard L. Geismer, 5,000 shares at \$17.325; Mark Evans, 1,500 shares at \$17.666.

All directors and executives have options for a total of 82,500 shares at an average \$18.569 a share. Options run from May 11, 1964, to Nov. 13, 1972.

The registrations were filed for 250,000 shares of common to be offered under a profit sharing plan for nonunion employes, and 173,013 shares of common to be offered under the restricted stock option plans.

ported in chart form, would be identified by title, source, time slot and frequency, and would be broken down according to the 14 categories the 1960 statement on program policy says are "usually necessary" to satisfy community interests and needs.

The applicant would also list, by types, the special programs he intends to broadcast.

The composite week and the proposed typical week, along with requirement that percentages of various types of programing be reported, would be dropped.

But the composite and typical weeks would be retained for commercials with the licensee asked to compare, in minutes, proposed advertising continuity and programing.

Problems Remain ■ One major difference to be resolved is whether the report would be filed every three years, as at present or annually. Another is the amount of detail to require of the applicant in describing his survey and evaluation of community needs and interests.

A third is whether, in addition to a chart on proposed programing, the applicant should be required to fill one out for programing carried in the preceding renewal period.

There was no firm opinion last week on whether the commission—once it finally agrees on the final shape the reporting form should take—will issue it as a notice of proposed rulemaking on which the industry could comment. Previous versions of the form have been put out for comments twice.

The commission will ask general counsel's office for a ruling on whether a rulemaking proceeding is necessary. But some commissioners feel that if this procedure is not used, the agency will, at a minimum, request comments "informally," from broadcasters.

Under the proposal advanced by Commissioner Ford for revising the radio reporting form, program categories and commercial vs. sustaining time questions would be eliminated. Instead, applicants would be required to inform the commission of what they had done in the interest of their communities and what they planned to do in the ensuing license period. They would also be asked to break down the amount of time devoted to commercials and programing during a typical week.

Can't Wait ■ Some commissioners feel that, although new forms are needed, the commission should not wait for their adoption before revising the guidelines observed by the staff in determining programing questions that are currently delaying decisions on renewal applications.

None of the commissioners was ready last week to discuss proposals for revising the guidelines. But Commissioner



FCC gets data processing computer

The scene above indicates a giant step by the FCC into the world of whirring tapes and blinking lights known as data processing.

Installation of the Univac III, manufactured by the Sperry Rand Corp., marks the first time a regulatory agency has purchased such equipment. Until now data processing equipment has been leased from the manufacturer. Purchase price was \$956,000, exclusive of another \$100,000 for renovating the office space and 50 tons of climate control machinery.

The equipment will be employed about 50% of time in evaluating engineering proposals in broadcast

applications. It will also process safety and special radio applications and give rapid reference to ownership data.

Seen above are Katherine Marano (seated at control console), Gordon Hammond (r), William Misenheimer, chief of the section (c) and Louis Thomas (l). The data processing department will employ about 60 persons in all.

A commission spokesman said this will eventually lead to a cut in the number of clerical employes at the agency and will vastly diminish the amount of time now being spent by staff members in researching certain data.

Loevinger, one of those most insistent on change, gave a clue to his thinking before the Oregon Association of Broadcasters Friday (story page 45).

In discussing proposals for improving FCC procedures, he said that although the commission has delegated substantial formal authority to the bureau chiefs, it has so "circumscribed" this authority with detailed instructions "that an inordinate number of trivial matters are presented to the full commission" for resolution. He said this makes for inefficiency and results in backlogs.

He said the commission should make clear delegations of authority accompanied by guidelines "which express the intent of the commission and the spirit in which it intends to accomplish its job."

He added that these should "declare that the commission . . . disregards trivial and purely technical defects, and emphasizes substantial and significant compliance with such standards as have been promulgated and published."

Essex 'frightened' of happenings in D.C.

"Watch out for Washington," Harold Essex, president of WSJS-AM-FM-TV Winston-Salem, N. C., warned the North Carolina Association of Broadcasters last week. Mr. Essex said that he is a "frightened broadcaster" and that all broadcasters should feel the same because of what lies ahead for the industry.

"If you're not frightened, then you don't understand what's going on in Washington," he said. A member of the radio board of the National Association of Broadcasters, Mr. Essex concentrated his fire on the FCC's rule-making to adopt commercial time standards. "Such a rule would destroy free enterprise in broadcasting," he said.

The industry now is in trouble, he charged, because it has allowed the government, without protest, to gradually expand regulatory activities into

areas of broadcasting where federal control has no business. "There are dozens of examples of how we broadcasters have allowed this creeping government control to happen," he said, "but most of them pale into insignificance as we run head-on into the proposal . . . which would impose upon us commercial time limitations. If you've been looking for a place to stand and fight, then this is it."

Broadcasters must first put their own houses in order, Mr. Essex said, and then gain the support of the public and members of Congress. He said the NAB is doing a good job in Washington for the industry "and deserves the wholehearted support of every broadcaster in these United States."

Representative Hale Boggs (D-La.), House majority whip, and Harold Kassens, assistant chief of the FCC broadcast facilities division, also spoke to NCAB. Mr. Kassens explained the commission's new rules for operating and maintenance logs. Earle Gluck, wsoc-TV Charlotte, reported on the association's trip to Washington to solicit support of the North Carolina congressional delegation against the FCC commercial time standards rulemaking (BROADCASTING, Sept. 9).

NAB's 'career' booklets are becoming hot items

Two booklets designed to encourage young people to plan and prepare for careers in radio and television, published last week by the National Association of Broadcasters, are proving to be best sellers.

They were written by James H. Hulbert, manager of NAB's department of broadcast management and author of a novel on the U. S. Senate, *Noon on the Third Day*. The booklets, "Careers in Radio" and "Careers in Television," are being distributed to libraries, schools, employment services and other organizations. Stations which request them will be sent bulk copies for local distribution. Requests have been received for more than 5,000 copies in the two weeks since the booklets were published, Mr. Hulbert said last week.

NAB President LeRoy Collins, in an introduction to the booklets, said the "progress of broadcasting . . . depends on the quality of the young people who are attracted to it." He urged the nation's youth to seriously consider careers in broadcasting.

Single copies of the booklets are free and may be obtained from the NAB. Orders of 10 copies or less are 25¢ each with additional copies at 15¢ each.

NAB, in cooperation with the General Federation of Women's Clubs, also has published a "Study Guide on

Broadcasting" to be distributed to the nation's 11 million clubwomen. The booklet is a part of the two groups' joint communications program and is designed to (1) give clubwomen a better understanding of the way broadcasters serve their communities and (2) help broadcasters in measuring public reaction.

Jones College gets WQTY as a gift

Christmas came early for Jones College this year, with Farris, Sam and Joe Rahall, putting WQTY Arlington, Fla., in the collegiate stocking. The brothers have given the station to the business college, which will operate the 1 kw daytimer both as a commercial station and as an adjunct to its curriculum. Jones College and WQTY, which is on 1220 kc, are both located in the greater Jacksonville area.

The school, which is itself a nonprofit organization, accepted the gift as soon as the FCC approved the assignment Oct. 16. The Rahall brothers retain ownership of WWRN Beckley, W. Va.; WNR Norristown and WKAP Allentown, both Pennsylvania, and WLCY St. Petersburg, Fla.

Shown examining the papers which effected the gift are Farris E. Rahall (l), president of Rahall Broadcasting Inc., and Jack Jones, chairman of the school's board of trustees.



Pay raise bill faces fight on House floor

Legislation that would provide pay raises for government employees, including members of Congress, commissioners of regulatory agencies, cabinet members, federal judges and about 1.8 million other employees passed its first hurdle last week.

The House Post Office and Civil Service Committee approved the measure 15-9, but the bill was expected to run into heavy opposition from the House economy bloc.

The bill would provide an increase in salary for the FCC chairman from

\$30,500 to \$36,500 annually and from the present \$20,000 for commissioners to \$29,500 (BROADCASTING, Oct. 14).

The committee defeated a proposal by Representative Wayne Hays (D-Ohio) to permit congressmen to evaluate their own worth. Facing charges that increases were "unscrupulous, untimely, inimical and detrimental to the country," Representative Hays suggested in the committee's behalf that congressmen be allowed to set their salaries individually in a \$5,000 to \$30,000 range.

Terms of the approved bill would raise congressional salaries from \$22,500 to \$32,500.

Commission sets dates for two oral arguments

Oral arguments in the channel 13 Grand Rapids, Mich., and channel 9 Orlando, Fla., proceedings have been set by the FCC for Dec. 16 and Jan. 13, respectively.

The channel 13 case involves four applications for the facility which are presently involved in an interim operation (WZZM-TV). They are Grand Broadcasting Co., West Michigan Telecasters Inc., MKO Broadcasting Corp. and Peninsular Broadcasting Co. Grand Broadcasting was favored in Hearing Examiner Forest L. McClenning's initial decision (BROADCASTING, May 27).

The argument in the Orlando case was ordered last summer by U. S. Court of Appeals for the District of Columbia. The court said the commission should consider if a grant should continue to WFTV (TV), Mid-Florida Television Corp., or go to WORZ Inc. Commission is to consider ex parte charges against WFTV and the character qualifications of WORZ principals. The court also suggested that the record could be opened for new applications (BROADCASTING, July 8).

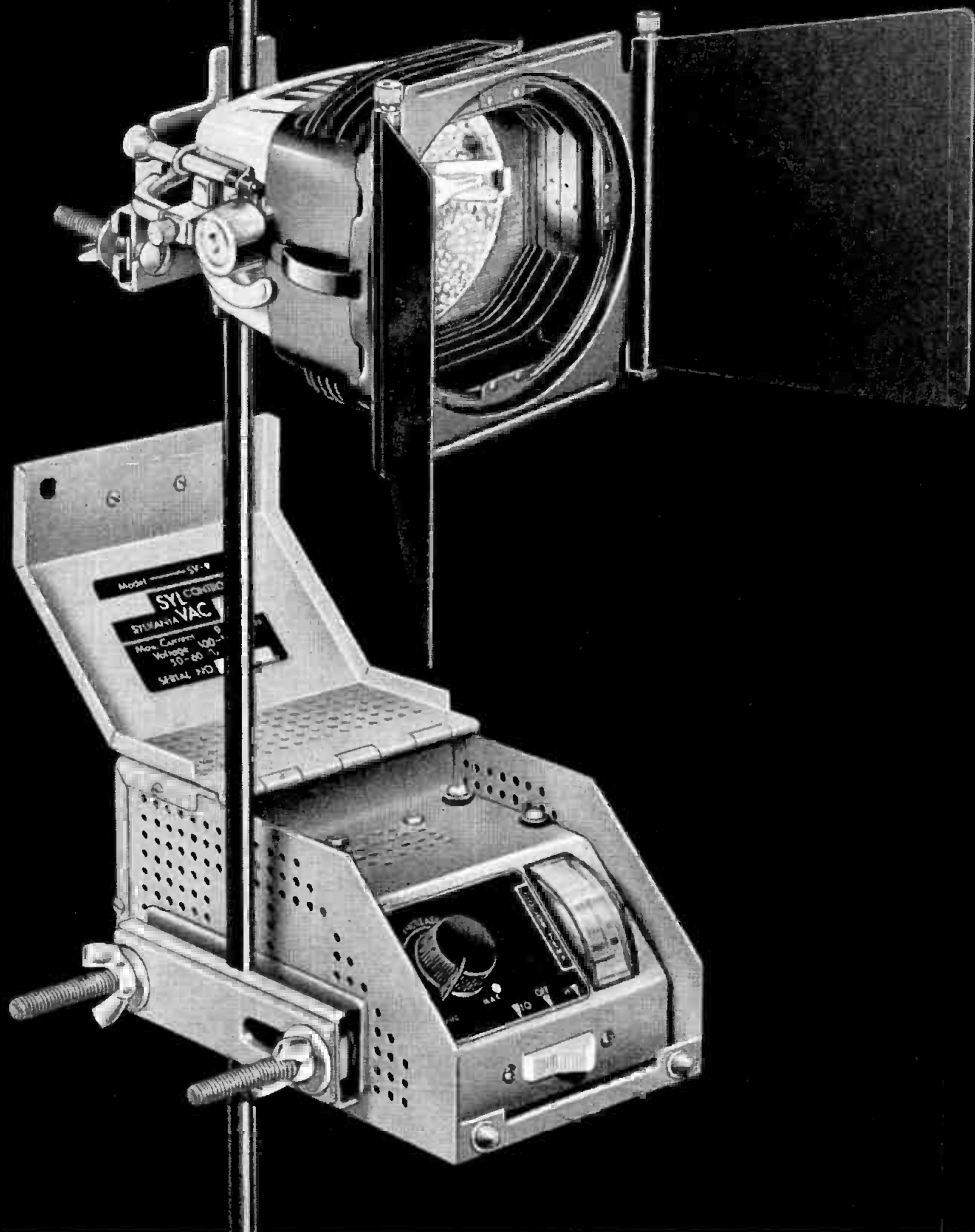
Agency heads get nod to judge on conflict

President Kennedy last week delegated to department and agency heads (including E. William Henry, chairman of the FCC) authority to rule on conflict of interest cases.

The delegation includes the authority to waive conflict of interest rules in situations where the conflict appears to be insignificant. Department and agency heads may, under the executive order issued by the President, make these determinations themselves in cases of presidential appointees who are subordinate to them.

The President retained for himself the authority to rule on department or agency heads themselves, and also on presidential appointees who are not subordinate to anyone but the President.

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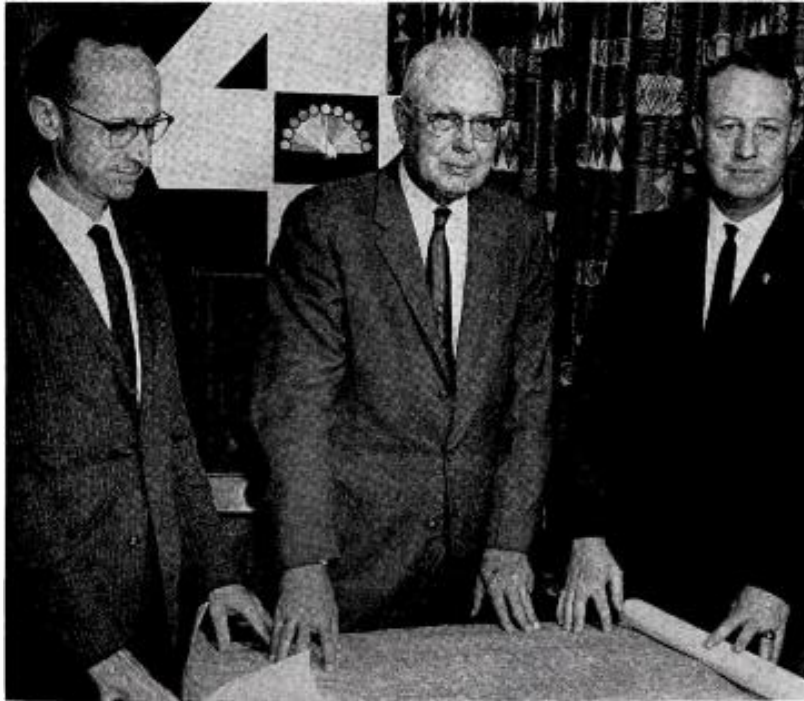
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WFBC-TV begins expansion project

The three executives above have before them the blueprints of an expansion and modernization program planned by WFBC-TV Greenville, S. C. (L-r): W. E. Garrison, the station's chief engineer; R. A. Jolley, president of Southeastern Broadcasting Corp., licensee of the station, and Wilson C. Wearn, Southeastern's executive vice president.

The construction, just started and

to be completed early in 1964, will cost approximately \$250,000. Included are a new studio, a modern news room, additional tape recording facilities and more prop storage space. New transistorized equipment will also be installed.

Daniel Construction Co., Greenville, is the contractor. Daniel also built the present WFBC-AM-FM-TV plant, which was occupied in 1955.

GAB wants NAB aid in license renewals

It's time for the "national leadership" of broadcasting to stop ignoring the FCC's harassment of broadcast stations' programming when they seek a license renewal, the Georgia Association of Broadcasters told its big brother, the National Association of Broadcasters, last week.

The GAB board of directors adopted a resolution calling on the NAB to give top priority to helping 600 deferred licensees get their renewals. "It appears that a majority of these renewals are being held up for reasons about which there is considerable dispute as to jurisdiction of the FCC," GAB told the NAB.

"GAB is ready to cooperate with NAB in any way to assist in this urgent project," the resolution stated. "The national leadership of broadcasting can no longer ignore these 600 stations hanging on the limb."

Licenses of Georgia stations expire

April 1, 1964, and the GAB pointed out that it has been praised by the FCC for its help to members in meeting FCC requirements. The NAB should do the same thing on a national basis, GAB said.

LeRoy Collins, NAB president, expressed "grave concern" over the FCC backlog of renewal applications at the association's fall conference in Miami 10 days ago (BROADCASTING, Oct. 28). He did not mention the controversy over the commission's extensive questioning of applicants' local programming and policies (BROADCASTING, Oct. 21). The FCC moved on its own last week to reduce the renewal backlog (see page 76).

From Senate to House

Legislation to set up a permanent administrative conference to help federal agencies improve their procedures was passed by the Senate and sent to the House last week.

S 1664 had wide support of government agencies and was believed to have

had unanimous support of the regulatory agencies. Cost of operating and staffing an administrative conference was estimated at between \$250,000 and \$500,000 annually by the committee.

Similar legislation has been before the House Judiciary Committee for several months.

McClenning affirms initial ch. 6 choice

FCC Hearing Examiner Forest L. McClenning last week again recommended granting South Florida Amusement Co. a new station on channel 6 in Perrine, Fla. (channel 6 is allocated to Miami).

In September 1960 Mr. McClenning issued an initial decision that would have awarded the channel to South Florida, but this decision was vacated by the FCC in January 1962 and the case was reopened to determine if South Florida had concealed logs and faked letters.

The charges concerned the program logs of WBUF(TV) Buffalo, at one time owned by Sherwin Grossman, president of South Florida, and associates. Also involved were allegations that letters by Buffalo organizations sent to the FCC in behalf of the deintermixture case involving that city were actually typed and signed by WBUF personnel, without the permission of the organizations. These questions had been raised by Coral Television Corp., applicant along with Publix Television Corp., for channel 6.

The hearing examiner concluded last week that no evidence was introduced at the further hearing that would alter his original initial decision, and that Mr. Grossman possesses the necessary character qualifications to be a licensee.

FCC's fiscal picture is still day-to-day

Congress last week authorized the FCC and other federal agencies that haven't received their fiscal 1964 appropriations to continue spending money at the 1963 rate.

But neither the Senate nor House appropriations committee chairman was able to predict when Congress would get around to passing appropriations for fiscal 1964 which began July 1.

Heading toward the longest legislative session on record, the Congress had by the end of last week failed to act on appropriations for the regulatory agencies, the USIA, the Department of Justice—all the agencies that deal with broadcasting in any way. Lacking that action, the agencies would have gone out of business Oct. 31 except for passage of a continuing resolution, a device used twice before in this legislative session that permits agencies to keep op-

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erating at 1963 spending rates, but prevents them from initiating new programs or increasing their personnel.

Lawmakers in both houses commented on Congress's failure to act, but held out no hope that another continuing resolution wouldn't be needed at the end of November, the limit of last week's measure.

House Approval ■ The House already has passed the FCC's appropriation, setting it at \$15.8 million. A Senate subcommittee has completed taking testimony on it, but since it hasn't finished with other agencies under its jurisdiction, chances were it wouldn't begin to take final action on the appropriation until the middle of this month. Then the Senate still must approve the bill and name conferees to meet with House conferees to discuss differences between the two versions, if any—and there usually are.

The FCC already is on record favoring the House version (BROADCASTING, Oct 14), but a few senators have shown interest in making further cuts. The \$15.8 million House figure for the FCC is still \$849,000 more than the 1963 appropriation.

Cox to accept invitation

Only one of the FCC commissioners—Kenneth A. Cox—is planning to accept the Georgia Association of Broadcasters' invitation to attend its annual Georgia Radio-TV Institute for informal debate.

GAB co-sponsors the institute with the Henry Grady School of Journalism

No respite for Congress

The majority leaders of the House and Senate last week assured their colleagues that while they expect the current session of Congress to run right through Jan. 3, 1964, there'll be 22 days of holiday between now and then.

Senator Mike Mansfield (D-Mont.), Senate majority leader, said there would be recesses for Veterans Day (Nov. 11), Thanksgiving and Christmas.

"Outside of these dates," Senator Mansfield said, "expect no respite."

This plan would see the present legislative session of the 88th Congress run until noon Jan. 3, when there would be a one-minute pause before the second session would begin.

Among items clogging the legislative machinery are appropriations for many government agencies, including the FCC, presently required to operate on fiscal 1963 authorizations (see page 80).

at the University of Georgia in Athens, where, the meeting will be held on Jan. 23, 1964. When the invitation was extended to the commission, GAB said "It is our belief that the FCC can make a far-reaching and positive contribution to broadcasting" by talking with small broadcasters (BROADCASTING, Oct. 21).

38 ex-LBJ Co. employes suing for damages

The LBJ Co., group broadcast owner, was sued by a group of former employes last week over their rights in a profit sharing and incentive plan. Mrs. Lyndon Johnson, wife of the Vice President, who is the principal owner of LBJ Co., was not named as a defendant.

Thirty-eight employes, at one time workers for KRGV-AM-TV Weslaco, Tex., said that when LBJ Co. sold the stations two years ago they were "involuntarily" terminated. They asked for \$49,932 in the aggregate. KRGV stations were bought by Bruce Lee and John A. Kennedy in 1961 for \$1.4 million. The Kennedys are selling the stations to Douglas L. and Charles P. Manship for \$1,375,000 (BROADCASTING, Oct. 28).

Other LBJ stations are KTBC-AM-TV Austin and 29% of KWTX-AM-TV Waco, both Texas.

Sarnoff gets award

NBC Board Chairman Robert Sarnoff was honored Nov. 3 at Emerson College in Boston by Phi Alpha Tau fraternity. Mr. Sarnoff received the 1963 Joseph E. Connor memorial award—presented annually in recognition of excellence in the field of communications. Previous recipients of the award include Edward R. Murrow, General Carlos P. Romulo, Elia Kazan, Red Skelton and the late Robert Frost.

EQUIPMENT & ENGINEERING

COURT GIVES CLEAR CHANNEL VERDICT

FCC's right to break down 13 class 1-A channels upheld

The FCC's proposed revision of the clear channels was upheld by the United States Court of Appeals in Washington last week.

In a unanimous decision, a three-judge panel affirmed the FCC's right to break down 13 of the 25 Class 1-A channels, and also to hold up for further consideration the question of permitting the Class 1-A stations power greater than 50 kw.

The commission in 1961 issued its final order in the clear channel case proposing the duplication of 13 1-A frequencies. In 1962 it affirmed this decision. The FCC also stated in both orders that it was not deciding requests for higher power for the time being (BROADCASTING, Nov. 26, 1962).

These orders were challenged in the appeals court by WJR Detroit, and WGN Chicago, both Class 1-A stations. They claimed that the commission's action modified their licenses without

the required adjudicatory hearing. They also complained that the commission's refusal to authorize higher power was against the public interest.

Circuit Judge Charles Fahy, writing for himself and Judges Warren E. Burger and J. Skelly Wright, said that WJR and WGN had no case because their licenses expired in 1961 and the commission's rulemaking results were not to go into effect until Jan. 30, 1962, subsequently postponed to July 2, 1963.

"The operation of neither WJR nor WGN was subject to any interference or other difference during the life of the licenses of those stations prior to their renewals," the court said. Both stations had their licenses renewed by the FCC conditioned on duplication of their frequencies, although protection was afforded to their 0.5 mv/m 50% skywave contours.

The court also turned down the argument that the stations had applied

for license renewals before the effectiveness of the new rules. Applications are not licenses, it said.

Power Boosts Pend ■ On the power increase issue, the court said that it should not deny the commission the opportunity for further consideration. The FCC had stated that its lack of action on the request for higher power was based on unanswered questions involving social and economic implications, and possible monopolistic tendencies which might result. This and other factors, Judge Fahy said, "cannot be said by this court to be so insignificant as to require a different result at the hands of the court."

The court noted that "a sufficient" number of Class 1-A channels (12 of them) are reserved without duplication "for possible future improvement of skywave service."

The court did not attempt to mediate the issue between the FCC and Congress, other than to note it. Last year the House adopted a resolution expressing its sense that the FCC was free to authorize power for any clear channel

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August set production and sales

Television sales and production for the eight months of 1963 were up, but radio sales and production lagged, the Electronic Industries Association reported last week.

In the month of August, TV and radio sales and production moved

ahead as compared to July figures.

The output of all-channel TV sets also moved ahead in August, climbing above July's, but still below June's production of 107,500, which is the peak for any month in this category.

Period	TV	SALES With UHF	Radio	With FM
Jan.-Aug. 1963	3,954,670	————	5,482,987*	————
Jan.-Aug. 1962	3,692,017	————	6,570,544	————
		PRODUCTION		
Jan.-Aug. 1963	4,409,410	599,385	10,828,721**	881,695
Jan.-Aug. 1962	4,132,603	348,667	11,652,448	626,154

*Excludes auto radio sales.

**Includes 4,573,768 auto radios compared to 4,103,170 in same period last year.

station higher than the 50 kw limitation expressed in 1938 by the Senate. The resolution also asked the commission not to authorize any duplication on the clear channels for at least a year.

In answer to this move, the FCC revised the effective date of its clear channel order to July 2, 1963, although it has taken the position that the House resolution is "not legally binding upon it." Congress has done nothing further in the case.

Applications Pending ■ At the present time there are 15 applications for eight

of the clear channels being opened for duplication. There undoubtedly will be more. The 13 channels available for duplication (with the primary station now allocated):

670 kc (WMAQ Chicago), 720 kc (WGN Chicago), 750 kc (WSB Atlanta), 760 kc (WJR Detroit), 780 kc (WBBM Chicago), 880 kc (WCBS New York), 890 kc (WLS Chicago), 1020 kc (KDKA Pittsburgh), 1030 kc (WBZ Boston), 1100 kc (KYW Cleveland), 1120 kc (KMOX St. Louis), 1180 kc (WHAM Rochester, N. Y.) and 1210 kc (WCAU Philadelphia).

TOWER PROCEDURES HIT

FCC and several broadcast trade associations present united front against proposed changes

Broadcasters and the FCC have strongly criticized the Federal Aviation Agency's proposed rulemaking which would revamp the FAA's procedures in studying the effect of antenna towers on air navigation. Broadcasters felt the rules failed to give a definitive explanation of FAA authority and would cause needless expenditure of time and money on hearings.

The FAA proposed changes would require that a formal hearing be held to consider a tower proposal. The agency would also change the language of its determination from "hazard" to "adverse effect" upon air navigation. Present FAA rules require that the agency be informed of construction proposals and for a determination of the tower's effect. FAA rules also provide for establishment of antenna farms, and the agency is drafting proposed criteria for antenna farms which have caused much concern in the broadcast industry (BROADCASTING, Sept. 30).

The National Association of Broadcasters said the proposed rule change

would cause "needless duplication of time, effort and expense." NAB pointed out that the FAA can act in an advisory position only, having no authority to make a final determination—this is in the hands of the FCC, NAB said. NBC told the FAA that it also supports this view.

To support this contention the Association of Maximum Service Telecasters quoted the FAA's brief filed with the District of Columbia Court of Appeals in the Potomac Electric Power Co. vs. Halaby case. The brief stated that FAA determinations don't limit or prohibit construction of towers. It was also declared in the brief that if construction began after receiving an adverse determination from the FAA, the builder would not be subject to civil or criminal prosecution.

AMST felt that there has been misunderstanding of the effect of FAA determinations. Storer Broadcasting Co. joined this opinion.

Semantics, But ■ The FCC, as did several broadcasters, expressed concern

over the change in the FAA's wording in determinations—that is, from "hazard" to "adverse effect." The FCC said "it appears that the change would likely result in more adverse recommendations because there are obviously many proposed towers which might not constitute a hazard to air navigation, but which would have an adverse effect on air navigation."

The commission questioned whether a determination of "adverse effect" would be meaningful to the FCC—"it is necessary that any FAA recommendation, if it is to be of assistance, must be in terms of hazard." The NAB said that an "adverse effect" determination "is subject to such a wide interpretation that almost any structure could be denied on that basis."

The FCC also told the FAA that although it gives consideration to that agency's determinations, "to the extent permitted by statute," the decision to grant a license is in the FCC's hands.

On another note the National Association of Educational Broadcasters told the FAA that ETV tower proposals should be considered separately from their commercial counterparts. The NAEB explained that ETV has such entirely different objectives than does commercial TV that additional criteria must be applied. The NAEB's remarks were particularly directed to the FAA's draft proposal for the establishment of antenna farms.

Storer and the Association on Broadcasting Standards Inc. recommended that the FAA delete consideration of AM proposals because the differences of their engineering needs dictate that AM should not be considered along with TV criteria.

A number of the comments to the FAA recommended that informal hearings on proposed towers be held at the regional level, at which time objections could be heard. Storer suggested that such informal hearings could be instigated by the FCC.

Power ratio of UHF may apply to VHF

The first step toward allowing VHF television stations to use the same aural-visual power ratio as their UHF sisters was taken by the FCC last week through a proposed amendment of its rules. The amendment would permit V's to use an aural power of 10-70% of the peak radiated power of their visual transmitters, standard adopted for U's March 27 (BROADCASTING, April 1).

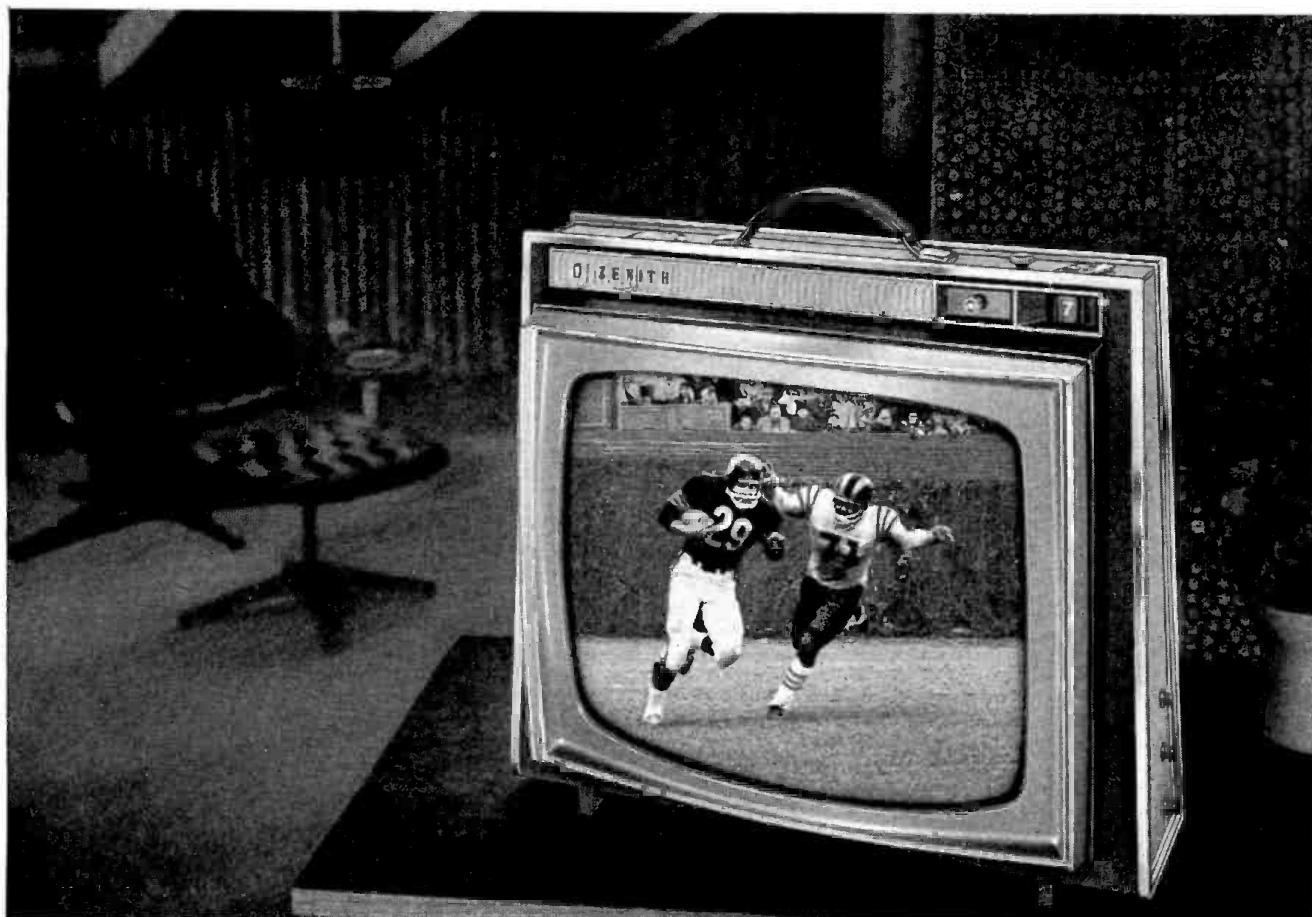
The commission said the proposal had been prompted by the requests of "a number" of TV set makers, which had urged uniform standards in an attempt to remove some of the difficulties of designing the sets.

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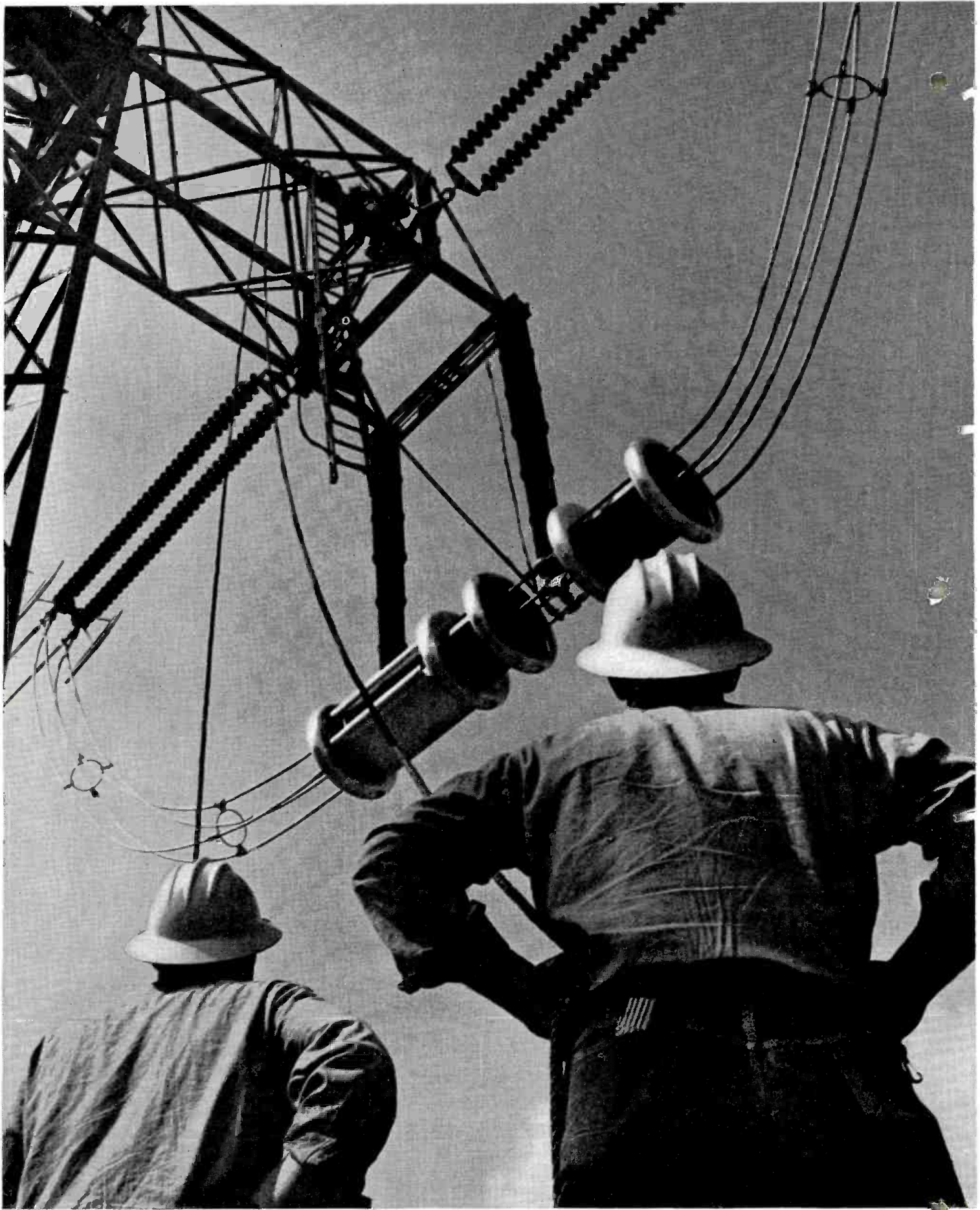
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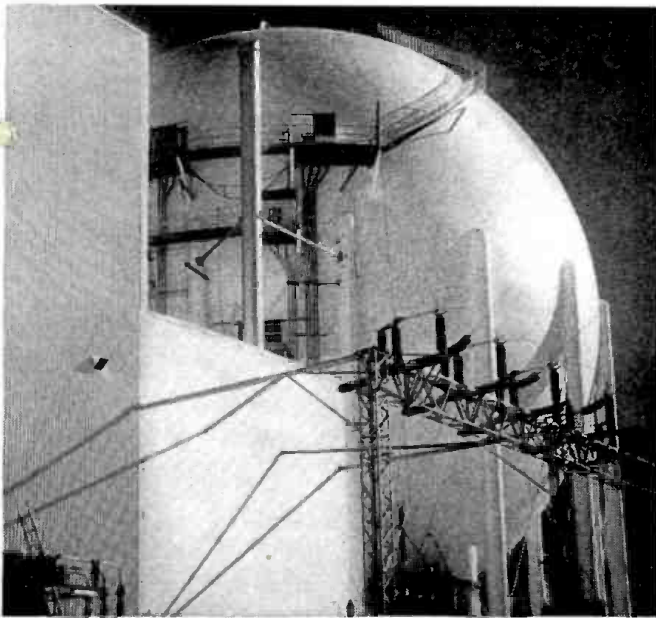
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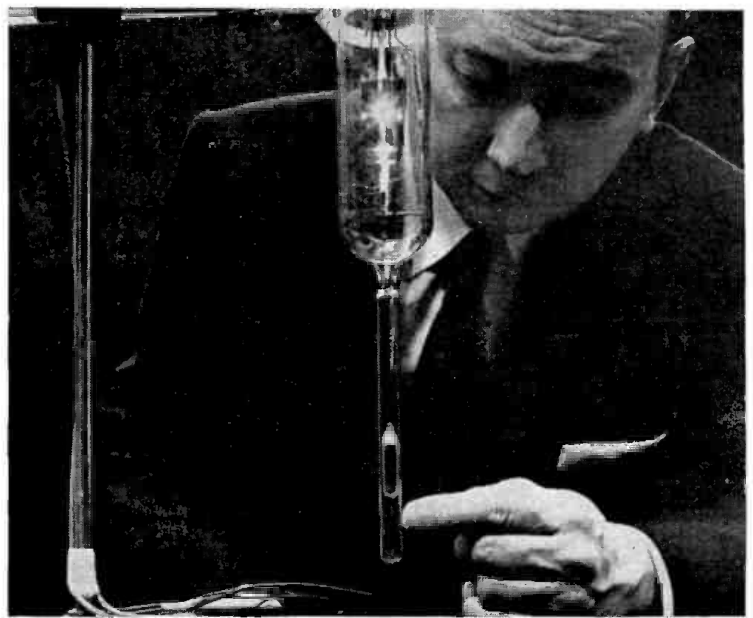
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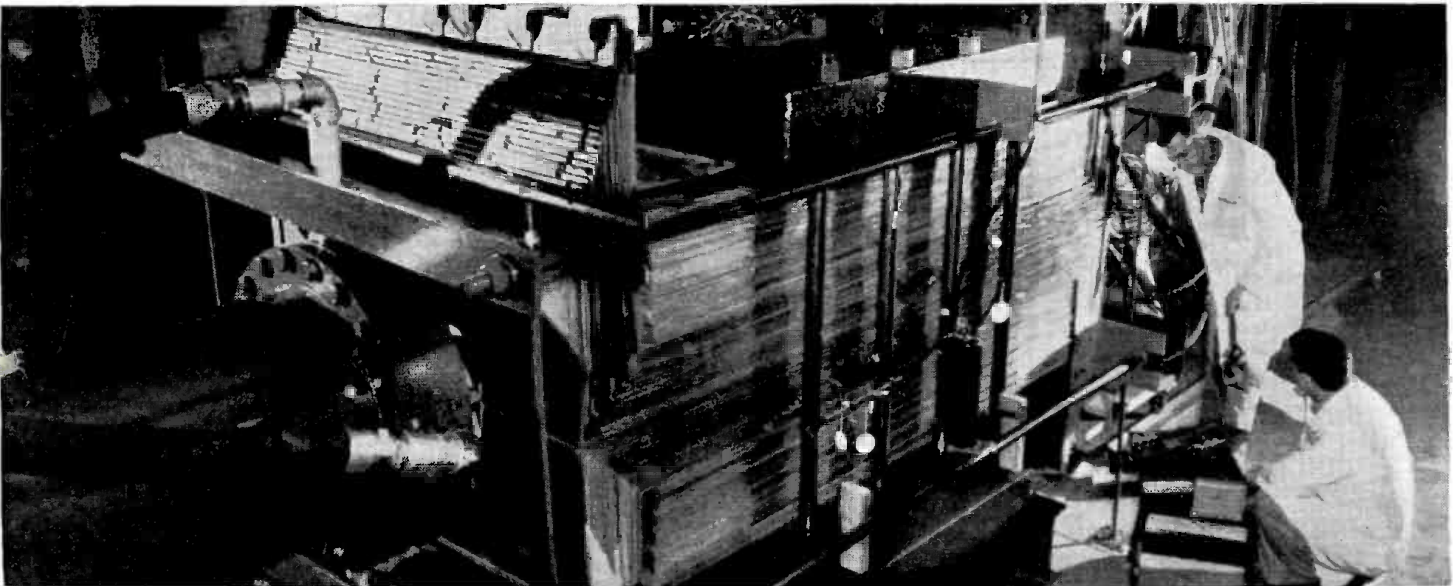
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Generation. New ways to get electricity are constantly explored. Twelve investor-owned electric power companies and a manufacturer are studying magnetohydrodynamics (MHD), in which a stream of ionized gas is passed through a magnetic field at supersonic speeds to produce electricity.



power amendment, the commission allotted to the Broadcast Bureau the task of handling TV station requests to operate experimentally with the new aural-visual power ratio.

KSTP stations to get Nimbus weather gear

KSTP-AM-TV Minneapolis-St. Paul announced Thursday (Oct. 31) it has placed an order with RCA for delivery next year of ground station equipment which will enable reception and display of earth surface weather photographs from the Nimbus weather satellite to

be launched in polar orbit in 1964. Cost of the gear is around \$30,000.

The KSTP stations claim to be the first broadcast customer for the RCA gear which so far has been produced chiefly for the research and government trade. The satellite weather pictures and data also are to be made available to the KSTP sister stations, KOB-AM-TV Albuquerque, N. M., and WGTO Cypress Gardens, Fla.

The Nimbus satellite will be equipped with an automatic picture-taking system and because of the polar orbit will pass within range of any given locality at least twice daily. When the ground station gear is installed, the operator will

preset an antenna to the point where the satellite will cross the local horizon. The antenna then will pick up the signals transmitted by the satellite, route them into an amplifier and from there into a facsimile recorder.

Technical topic . . .

Six in one — KRS Electronics—through its distributor, Visual Electronics Corp., New York—has announced production of a new reversible continuous-loop cartridge recorder. Dubbed the KRS Stact-Broadcaster, the recorder, the firm claims, is as easy to use as six spot cartridge units and as reliable as six reel-to-reel machines.

INTERNATIONAL

Space votes expected in Geneva this week EBU RECOMMENDS WIDEBAND TV CIRCUIT PROVISION

More than 400 delegates to the international conference on space frequency allocations, meeting in Geneva, are expected to have draft proposals from working groups this week. All signs point to the possibility that the delegates will begin voting on the space proposals before the week is out.

One proposal, significant to broadcasting, was submitted by the European Broadcasting Union. This group, with the status of observer at the conference, has recommended that provision be made for wideband television circuits in frequency allocations.

Other suggestions:

- That 606-614 mc be assigned for radio astronomy throughout the world. This band, channel 37 in the U. S., has already been assigned for radio astronomy on a 10-year basis here.

- A study group on telephonic communications recommended a delay limit of 300 milliseconds, with a maximum limit of 650 milliseconds. Because of the large distances involved in satellite communications there is an obvious time delay in round trip telephone conversations.

- The Soviet Union has recom-

mended that a satellite identification band be established in the 30 mc region.

- The United Kingdom has suggested that a 1 mc band (144-145 mc) be established for the use of amateurs in space communications.

EBU delays decision on Europe color system

The European Broadcasting Union, meeting in Rome, has postponed decision on a color television system for Europe. It wants further tests with methods of the National Television Systems Committee, SECAM, and PAL before meeting again in Zurich, Switzerland, in December.

Results of these tests will be given to the International Radio Consultative Committee which represents all the postal administrations concerned. (In Europe, government regulation of broadcasting is operated by post office departments.) It's up to the committee, which meets in London next February, to decide if it can recommend a standard color TV system for Europe.

The committee has the final say, though a strong EBU recommendation

would be tantamount to its acceptance by European governments.

Possible cause of the postponement at the Rome meeting is rivalry between French, German and British broadcasting organizations, each supporting a different system. France wants SECAM, a French system, the Germans are plugging for PAL, invented in Germany, and BBC's declared favorite is NTSC.

BBC may have to postpone its plans to be the first in Europe with color TV by early 1965 if a standard system isn't adopted soon. If no system is agreed on, BBC will be faced with deciding whether to go it alone with NTSC.

Meanwhile, with brisk sales for new 625-line TV sets, British manufacturers have been quiet lately about color. With this in mind BBC would probably decide to wait for an all-European system before bringing color TV to Britain.

2d British commercial TV expected in three years

Lord Hill of Luton, chairman of the Independent Television Authority, speaking at a luncheon of the Birmingham Publicity Association, said that ITA hopes for a second ITA network in about three years. He said the authority wants competition between two commercial companies operating over the full week in mass population areas.

Commenting on programing, Lord Hill said program planners "must bear in mind the whole range of cultural and regional situations within which their programs will be received. To use this as a reason for producing the lowest common denominator that will be tolerated . . . is not good enough."

Television must uncover interests in viewers which they did not suspect were there. It is the responsibility of program producers "continually to broaden our range of interests, to add to our store of knowledge, to develop new appreciations, new abilities of perception and performance—to help to distinguish between a life lived fully and happily and

Green light given for film studio plans

Planning permission has been granted for a proposed \$8 million film studio center at Bognor Regis, England. Final approval by the minister of Housing and Local Government is expected soon unless he calls for a public inquiry.

Developed by Sweethill Studios Ltd. on a 53-acre site, the studios will be able to handle every type of production. Large sound stages, 180 feet by 100 feet, with automatic soundproof partitions will enable each stage to be converted into three

separate smaller filming areas.

With the most modern equipment, the studios will have glass-fiber covered exteriors between each sound stage.

Also planned is an adjacent heliport to fly stars and personalities to the studios from nearby Southampton docks and London.

Construction is expected to start before the end of this year, and although the entire project may take over two years the covered exteriors will be in use earlier.

a life thrown away."

Lord Hill said that ITA's regulatory job is to apply the rules which Parliament imposes. In applying them, however, ITA must never unnecessarily hamper the creative instincts and talents of the whole range of people whose skills lie behind what appears on the TV screen.

CCBA begins two-day joint convention

Music, engineering and news will highlight the 13th annual meeting of the Central Canada Broadcasters Association at the Royal York hotel, Toronto, today and Tuesday (Nov. 4-5). This is the second year that management and engineering divisions of the Ontario and Quebec English-language radio and television stations have held a joint convention.

A session on "Trends in Music" under the auspices of the Canadian Record Manufacturers Association starts the convention this morning, followed by CCBA business meeting and a report of President W. D. McGregor, CKCO-TV Kitchener, Ont. A luncheon for voting delegates with members of the Ontario provincial cabinet follows. This afternoon will be devoted to a report by the national Canadian Association of Broadcasters, and the evening to a tour

of engineering and equipment exhibits.

Tuesday morning there will be a news panel with developments of individual stations and an address by William Michaels, vice-president of Storer Broadcasting Co., on what was learned from the Cleveland newspaper strike. There will also be a panel on editorializing and a news award by Broadcast News, the broadcast division of Canadian Press (Canada's AP).

Creativity in selling and use of computers will be featured in the Tuesday afternoon session, with guest speakers from New York. The annual dinner Tuesday evening will include all-Canadian radio and television entertainment.

Canadian-French TV venture

Canadian Broadcasting Corp. and Radiodiffusion-Télévision Française have signed an agreement at Ottawa for the exchange of five television programs and the co-production of telefilms. Agreement was arranged by Marcel Ouimet, of CBC Montreal, and Robert Bordaz, RTF director-general of Paris. RTF brought the first film to Montreal, for the Montreal French Exposition held late in October, Edmond Rostand's *Cyrano de Bergerac* which was featured on CBC-TV network. The production of telefilms includes 13 half-hour shows on the U. S., as well as films on life in Canada and France.

Overseas TV distributor established in New York

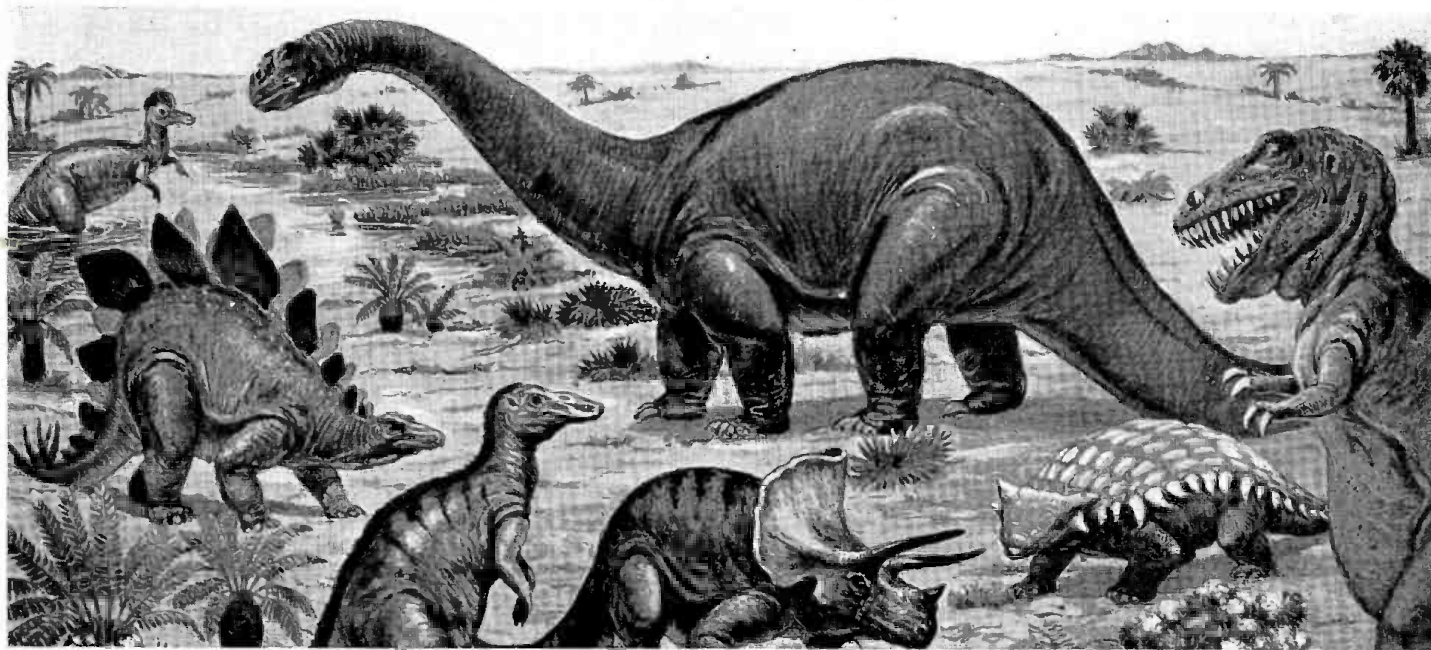
The establishment of Global TV Enterprises Inc., New York, as a company specializing in the distribution of TV programs in overseas markets has been announced by Sam Gang, president.

The company initially is offering 39 episodes each of *Racket Squad*, *Code Three* and *Passport to Danger*, dubbed into Spanish, and 57 segments of *Inspector Mark Saber*. Global TV also has selected feature films and cartoons available for TV release abroad.

The company office is at 37 West 57th Street, New York. The telephone number is Hanover 1-2648. Mr. Gang has been director of international operations for National Telefilm Associates and head of the Mexico City office of Independent Television Corp. Earlier he was an independent motion picture distributor in The Philippines.

Grampian to re-apply for ITA

The chairman of Grampian Television Ltd., Sir Alexander King, has announced that his company will apply for the Independent Television Authority contract for N. E. Scotland, the area it currently covers. Earlier this year Sir Alexander said that without



INFORMATION ON SINCLAIR DINOLAND FOR EDITORS

A wealth of authoritative information on Dinosaurs and the prehistoric world has been gathered in connection with Sinclair Oil Corporation's DINOLAND exhibit for the New York World's Fair.

A wide variety of interesting material, photos and illustrations, facts, ideas and

angles is offered free and without obligation for news stories, human interest features, science editors, women's and children's columns, educational, art, sculpture, and construction features, etc. For prompt and considerate attention, call or write Jay DeBow & Partners, Inc., 40 E. 49th St., New York 17, N. Y. HA 1-2233.



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New York 20, N. Y.

adequate safeguards the smaller commercial television companies would be in jeopardy.

Commenting on the decision to re-apply, Sir Alexander said that fortunately the new ITA terms meant that Grampian could "operate as a financially viable concern."

Wales TV stockholders accept purchase offer

All voting shareholders and more than 90% of the nonvoting shareholders of the struggling Wales, West and North Television Ltd. have accepted the \$1,176,000 purchase offer of Television

Wales and the West Ltd. (BROADCASTING, Oct. 14).

WWN, which went on the air in September 1962 as the last commercial television company to get an ITA contract, lost heavily, and earlier this year cut all local programing.

The TWW offer was for the exchange of 5 TWW nonvoting shares for 6 WWN voting or nonvoting shares, with a maximum cash settlement of \$616,000 to pay off debts.

Completion of the merger is conditional on TWW getting the new ITA contract for Wales and the West of England.

Arabs set up TV network

The establishment of the Arab Middle Eastern Network, consisting of TV stations in Syria, Jordan, Kuwait, Iraq and Lebanon, has been announced by ABC International.

The network was formed recently at a presentation in Beirut sponsored by Tele Orient of that city and ABC International. Donald W. Coyle, vice president of ABC International, said his organization would provide "international program buying and sales representation services to the stations which form the nucleus of the new organization."

FINANCIAL REPORTS

AB-PT LOOKS TO BRIGHTER FUTURE

Net operating profit down \$173,000 in third quarter

American Broadcasting-Paramount Theaters issued a third quarter financial statement last week showing a drop of \$173,000 in net operating profit (including capital gains) but suggesting brighter things ahead.

Leonard H. Goldenson, AB-PT president called public acceptance of ABC-TV's new nighttime schedule "most gratifying," and said "if it continues, the network as well as our owned television stations will be in a progressively stronger competitive position . . ."

A company statement noted that the broadcasting division's profits for the third quarter were lower than for the similar period last year and attributed the loss to the competitive position of the TV network during the 1962-63 season.

The third quarter statement:

	1963	1962
Net operating profit before tax & capital gains	\$ 4,734,000	\$ 5,220,000
Less tax provision	2,570,000	2,770,000
Net operating profit	2,164,000	2,450,000
Add capital gains, net	169,000	60,000
Net profit including capital gains	2,333,000	2,510,000
Net profit per share excluding capital gains	0.48	0.55
Net profit per share including capital gains	0.52	0.56

For the nine months:

	1963	1962
Net operating profit before tax & capital gains	13,611,000	17,196,000
Less tax provision	7,228,000	9,193,000
Net operating profit	6,383,000	8,003,000
Add capital gains, net	523,000	97,000
Net profit including capital gains	6,906,000	7,906,000
Net profit per share excluding capital gains	1.43	1.79
Net profit per share including capital gains	1.55	1.77

Concert Network creditors to meet

A meeting of creditors of Concert Network Inc., a group of FM stations with headquarters in Boston, has been scheduled for Nov. 19 in the Federal Building in Boston by Paul W. Glennon, referee. Creditors petitioned for bankruptcy last month.

In a balance sheet issued with the notice of the meeting, Mr. Glennon listed total liabilities of \$550,360.74, including \$110,000 for 10-year, 6% subordinated debentures. Total current liabilities add up to \$427,602.53.

Total current assets are listed as \$290,794.77, including \$275,058.29 due

from the four stations comprising the Concert Network (WNCN[FM] New York, WBCN[FM] Boston, WXCN[FM] Providence and WHCN[FM] Hartford). Assets also include \$793,000 invested in these four stations.

A petition for reorganization of WNCN under the federal bankruptcy act was filed last month by 49% owner *New York Daily News*. *The News* has sold its interest in the outlet to Richard Eaton's United Broadcasting Co. which owns WBNX there (BROADCASTING, Oct. 28).

Earlier Concert Network was placed into involuntary receivership by creditors in Rhode Island. The receivers, appointed by the state court, arranged for the sale of the three stations (the Providence station was sold earlier), but this was superseded by the federal proceedings in Boston and New York.

At the present time, only two of the remaining three stations are operating; the Hartford outlet is silent pending the outcome of the litigation.

A federal court in New York has set Nov. 19 as the date for WNCN to file a proposed creditor arrangement plan in connection with the complex bankruptcy case.

At the latest hearing in New York (Oct. 30), Michael M. Goldberg, an attorney, was appointed tentative trustee to supervise WNCN's assets in the event that such supervision be required by the court.

Eitel McCullough profit up

Profits of Eitel McCullough Inc., San Carlos, Calif. tube maker, for nine months ended Sept. 30 were 15% higher than for same period last year, although sales were nearly 14% lower.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	\$ 0.26**	\$ 0.23
Net sales	19,635,100.00	22,776,900.00
Net income after taxes	496,100.00	429,800.00

*Based on 1,842,913 shares outstanding.

**Additional 11 cents a share nonrecurring profit realized earlier in year from sale of old plant properties in San Bruno, Calif.

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FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Giegerich

Carl R. Giegerich, former director, senior VP and chairman of plans board at Cunningham & Walsh, New York, elected VP in charge of special projects for Fuller & Smith & Ross, that city. His duties will include chairmanship of FSR's creative review board which acts as quality control of all advertising prepared by agency.

Joseph DeFranco elected VP and director of public relations for Studebaker Corp., South Bend, Ind. He joined company in July 1962.

William W. Bryan elected to board of directors of Humble Oil & Refining Co., Houston, succeeding **D. W. Ramsey Jr.**, VP and director, who will retire Dec. 1. **Samuel E. Charlton** succeeds Mr. Bryan as Humble's VP for marketing. Mr. Charlton transfers to headquarters staff of company in Houston from Tulsa, Okla., where he has been marketing manager for Humble's 20-state central region.

John W. Angus, former president of Dolcin Corp., joins Foote, Cone & Belding, New York, as executive on Clairol account.

Richard J. McLoughlin, account executive at WNBC New Haven, Conn., joins RKO General Broadcasting National Sales, New York, as radio sales executive.

Harriet Tannenholz joins Gresh and Kramer, Philadelphia advertising agency, as senior copywriter.

Harlan Conway, formerly in continuity-production at WKXH Shreveport, La., joins Goodloe Stuck Adv. Agency, that city.

Robert D. Reeser, assistant market research director of Erwin Wasey, Ruthrauff & Ryan, Los Angeles, promoted to market and media research director.

Edward A. Fleig, media analyst at Earle Ludgin & Co., Chicago, joins media department of Kircher, Helton & Collett, Dayton and Cincinnati advertising agency.

Walter Cooper joins Kudner Agency, New York, as producer in radio-TV department. He was formerly producer at N. W. Ayer & Son.

Michael Ben-Dror, Alfred Gary and Daryl Bach elected VP's at Kenyon & Eckhardt, New York. Mr. Ben-Dror, senior account executive, joined agency

Superb quality... moderately priced

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SPOTMASTER 500A

TAPE CARTRIDGE SYSTEMS

...NOW FEATURING DELAYED PROGRAMMING



500A—complete record/playback unit



505A—playback unit

Spotmaster

The new SPOTMASTER 500A series of tape cartridge equipment is winning praise and acceptance throughout the world. These rugged, dependable machines provide snap-in cartridge loading, and split-second, one-hand operation . . . combined with high quality, wide range reproduction and all the time-tested, field-proven SPOTMASTER features.

And now something more has been added—the optional SPOTMASTER 500 A-DL Delayed Programmer. Designed to provide a 6-second to 16-minute delay in the broadcast of program material, the 500 A-DL makes possible "instant censoring" . . . lets you delete objectionable program material from

interviews and other live originations while the program is on the air. The 500 A-DL may also be used to meet many other delayed programming requirements. With the DL function switched off, the unit operates as a standard 500A recorder/playback.

On five continents, more stations use more SPOTMASTERS than any other cartridge tape system. Write or phone for full information; learn about the SPOTMASTER lease/purchase plans . . . mono and stereo models . . . rack-mount or compact models . . . complete line of equipment and accessories . . . 24-hour-a-day ruggedness and dependability . . . ironclad, full-year guarantee.



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Thurston named president

Donald A. Thurston, treasurer and general manager of WMNB North Adams, elected president of Massachusetts Broadcasters Association, succeeding **George W. Steffy**, WNEB Worcester. Other MBA officers elected are **John Crohan**, WCOP-AM-FM Boston, VP; **James E. Allen**, WBZ-TV Boston, secretary; and **Alexander W. Milne**, WHMP Northampton, treasurer. Directors elected are **Dick Adams**, WKOX Framingham; **Lincoln Pratt**, WSAR Fall River; **Henry Hovland**, WBEC Pittsfield; **Arthur Haley**, WEZE Boston; **Charles DeRose**, WHYN-AM-TV Springfield; **Israel Cohen**, WCAP Lowell; **Mr. Steffy**.



Mr. Thurston

Needham, Louis & Brorby, Chicago, announces three account department promotions: **Dale Anderson**, VP-account supervisor, to VP senior account director; **Walter W. Stumpe**, VP-account executive, to VP-account supervisor; **James E. Fasules**, VP-account executive, to VP-account supervisor.

William M. Dawson elected president of Gann Adv., Scranton, Pa., succeeding late **Henry W. Gann**. Mr. Dawson, previously VP and general manager of WNEP-TV Scranton-Wilkes-Barre, Pa., and WARM Scranton, joined Gann in 1958 and was elected VP in 1960.

M. E. Kriegel appointed Midwest sales manager of National Time Sales, New York-based radio-TV representative, with headquarters in Chicago.

Norman J. Phelps, advertising consultant and formerly with several Chicago agencies, joins E. H. Russell, McCloskey & Co., that city, as vice president on creative staff.

John E. Bernardy and **Robert B. Funkhouser**, account group heads on U. S. Steel at BBDO, Pittsburgh, elected vice presidents.

Charles A. La Mason joins WRCV Philadelphia as manager of advertising

and promotion. Mr. La Mason was formerly associated with WBAL-AM-FM Baltimore in same capacity.



Mr. Bloss

Thomas L. Bloss, vice president and radio-TV director of Botsford, Constantine & Gardner, Seattle, appointed media director of that office.

Paul Burroughs, advertising manager of Air France, New York, promoted to advertising and creative services manager. Mr. Burroughs will handle Air France's advertising, direct mail and merchandising campaigns. He joined air line in 1956.

Paul R. Ross, administrative manager of TV network sales for NBC, joins BBDO, New York, as business manager of radio-TV department, responsible for negotiating of network program and facilities contracts.

William E. Minshall, former general manager of WGGG Gainesville, Fla., named sales manager of WCPO-AM-FM Cincinnati.

H. Drew Flegal, director of advertising and public relations for Ocean Spray Cranberries Inc., named director of marketing for Daniel F. Sullivan Co., Boston advertising agency.

Martin Beck, assistant sales manager of The Katz Agency Inc., New York, promoted to radio sales manager. He is succeeded as assistant sales manager by **James Greenwald**, member of radio sales staff for seven years. Mr. Beck joined Katz in 1939; Mr. Greenwald in 1956.



Mr. Beck

Frederic J. Cowan, VP of Kudner Agency, New York, joins Papert, Koenig, Lois, that city as supervisor on U. S. Rubber account.

Marvin L. Rand, formerly VP-public relations of Klau-Van Pietersom-Dunlap, Milwaukee, joins public relations staff of Griswold-Eshleman Co., Chicago, assigned to Armour & Co. and Dr. Salsbury Labs. accounts.

H. Kenneth Brown joins Kal, Ehrlich & Merrick, Washington advertising agency, as account executive.

Claude Bruner, formerly of Krupnick & Associates, and **Charles J. (Jack) Prince**, D'Arcy Adv., join Gardner Adv., St. Louis, as account executives. Other Gardner additions are **Joseph Creaturo**, formerly executive art director at Needham, Louis & Brorby, as creative group supervisor, and **Thomas F. Dempsey**, reporter with St. Louis

in 1960; Mr. Gary, account executive, and Mr. Bach, copy supervisor, joined K&E in 1958.




1963 SEMINAR NOVEMBER 17-20

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BROADCASTERS' PROMOTION ASSOCIATION

Barrick to new FCC post

Clinton M. Barrick appointed engineering assistant to FCC Commissioner Robert T. Bartley. He replaces Neal K. McNaughten, who was recently named chief of emergency systems division of Office of Emergency Communications. Mr. Barrick joined FCC in 1942 as radio operator in wartime radio intelligence division at Santa Ana, Calif., monitoring station, and later with Los Angeles district office. Since 1953 he has been with commission's Broadcast Bureau.

Post-Dispatch, as copywriter.

Jack Rellis Jr., with D. P. Brother & Co., Detroit, since 1954, appointed director of commercial production and visual communication for agency's AC spark plug account. Richard E. Randall, with Brother since 1959, promoted to associate director of radio-television department.

Dr. Morris J. Gottlieb, formerly senior member of Arthur D. Little Inc., management services, New York, joins Audit & Surveys Co., New York, as vice president and director of consumer survey division.

Ed Dillon joins WHN New York as account executive. Mr. Dillon was formerly in sales department of WNEW-TV New York.

Stanley C. Barclay, previously advertising and sales promotion manager for WOL Washington, joins WMAL-AM-FM, that city, as account executive.

Richard E. Fisher and Mitchell L. Sherman appointed to account management division of Cunningham & Walsh, New York. Prior to joining C&W, Mr. Fisher was VP and director of public relations for Northeast Airlines. At Cunningham & Walsh, he will serve as senior account executive on Braniff International Airways. Mr. Sherman was account executive on package goods at Grey Adv.

Elwood Gair and Robert W. Van Camp promoted to associate general product managers in household products division of Colgate-Palmolive Co. Mr. Gair had been assistant to Colgate's president, George Lesch. Mr. Van Camp joined Colgate in 1958 and has served as group product manager.

David Martin, sales representative for Wallace Press Inc., Chicago printing firm, joins WCKY Cincinnati as account executive.

Jerry Abrams, former national sales manager of WMAJ State College, Pa.,

joins New York radio sales department of Venard, Torbet & McConnell, radio-TV station representatives. Tray Tomberlin, publisher's representative for Peterson Publishing Co., Chicago, joins Venard, Torbet & McConnell's Chicago radio sales staff.

C. Russell Noyes promoted to newly created post of public relations VP at Phoenix Mutual Life Insurance Co., Hartford, Conn. Mr. Noyes was formerly secretary-advertising manager.

Joshua J. Mayberry, formerly with research department of Westinghouse Broadcasting Co., appointed research assistant for Blair Radio, New York.

THE MEDIA

D. Thomas Miller, VP of central division of ABC-TV Spot Sales, appointed general manager of ABC-owned WBKB(TV) Chicago. Before joining ABC in June 1961, Mr. Miller served for five years as account executive with CBS-TV Spot Sales, New York. Sterling C. Quinlan, formerly vice president-general manager, continues in overall charge of station.



Mr. Miller

Len Carl, sales manager of KAAY Little Rock, Ark., promoted to general manager, replacing Tom Bishop, who has resigned.



Mr. Howard

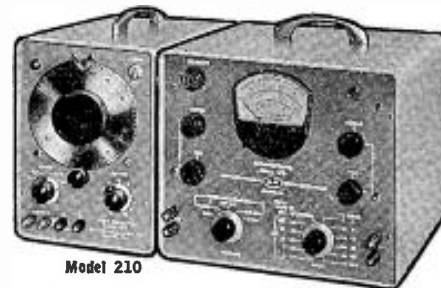
Tom Howard, formerly general manager of KBEA Kansas City, appointed general manager of WNDY Indianapolis. Licensed to Radio One Five Hundred Inc. (Douglas D. Kahle, president), WNDY is scheduled to go on air January 1, 1964, with 5 kw power on 1500 kc. Mr. Howard joined KBEA in 1961 as sales manager. He was appointed general manager of station in May 1962.

Jay B. Sondheim, sales manager of KFRE-TV Fresno, Calif., appointed general manager of WLYH-TV Lebanon-Lancaster, Pa., effective today (Nov. 4). Keith G. Dare, sales manager of WBNF-TV Binghamton, N. Y., replaces Mr. Sondheim as KFRE-TV sales manager. Replacement for Mr. Dare at WBNF-TV has not as yet been announced. Stations are owned by Triangle Publications Inc. Mr. Sondheim was appointed to his Fresno sales post in January 1961. Mr. Dare joined Triangle organization in 1960 at WBNF-TV as sales manager.

New!



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Model 210

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MODEL 410 DISTORTION METER

- Measures audio distortion, noise level and AC voltages • Also a versatile vacuum tube voltmeter.
- Distortion levels as low as .1% can be measured on fundamental frequencies from 20 to 20,000 cps, indicates harmonics up to 100,000 cps • Distortion measurements can be made on signal levels of .1 volt to 30 volts rms • The vacuum tube voltmeter

provides an accuracy of $\pm 5\%$ over a frequency range from 20 cps to 200 KC. For noise and db measurements, the instrument is calibrated in 1 db steps from 0 db to -15 db, the built-in attenuator provides additional ranges from -60 db to +50 db in 10 db steps.

MODEL 210 AUDIO OSCILLATOR

- Provides a sine wave signal from 10 cps to 100 kc • Output level within ± 1 db when working into 600 ohms (reference 5 kc) • Power output, variable to above 150 mw • Hum and noise, -70

db at 5 volts output • Distortion is less than .2% at 5 volts output from 50 to 20,000 cps, slightly higher at higher output and frequency extremes.

These instruments are supplied with many B.C. station installations for FCC Proof-of Performance tests.

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Herbert C. Rice, president and general manager of WILI Willimantic, elected president of Connecticut Broadcasters Association, succeeding **Robert S. Tyrol**, VP in charge of sales for WTIC-AM-FM Hartford. **Howard Maschmeier**, general manager of WNHC-TV New Haven, elected first VP of association, and **Dick Reed**, general manager of WICH Norwich, elected secretary-treasurer.

Red Jones, program director of WOGY Minneapolis-St. Paul, returns to WQXI Atlanta as assistant to general manager, Kent Burkhardt. Mr. Jones formerly served as WQXI program director-air personality.



Mr. Gedalecia

Ben Gedalecia, research-marketing consultant and former agency and network executive, appointed research consultant to National Association of FM Broadcasters, New York. NAFMB plans to create syndicated ratings service for measurement of FM audience on market-by-market basis. Among posts Mr. Gedalecia held before establishing his own consultant service are director of research for ABC; VP in charge of research and plans board member at BBDO; and executive VP of Interpublic subsidiary, Marketing Planning Corp.

M. William Adler, 10-year veteran in community television field, has opened consulting office in Washington under name of Adler Associates. Office is in Room 519 Transportation Bldg., Washington 6, D. C. Telephone: Executive 3-3400. Mr. Adler, who served two years on board of National Com-

Finn elected chairman

James D. Finn, project director of instructional technology and media project of University of Southern California, Los Angeles, elected chairman of Educational Media Council, New York, replacing **Charles F. Schuller**, director of audio-visual center of Michigan State University, who was re-elected as member-at-large and member of board of directors. Other officers elected: **William G. Harley**, National Association of Educational Broadcasters, vice chairman; and **Ben Edelman**, of Western Electric Co., representing Electronic Industries Association, secretary. **Margaret Gill**, Association for Supervision and Curriculum Development, re-elected treasurer.

Democrats name Reinsch

James Leonard Reinsch, executive director of the James M. Cox Jr. radio and TV stations and supervisor of Cox's community antenna television systems in Pennsylvania, Ohio and Washington, has been appointed assistant chairman and executive director of the 1964 Democratic National Convention. He also serves as radio-TV consultant to the national committee.



Mr. Reinsch

In his new capacity, Mr. Reinsch will be in charge of all physical arrangements for the 1964 convention, to be held at Atlantic City, N. J., Aug. 24-28, as well as assisting the convention program.

Mr. Reinsch was assistant chairman and executive director of the 1960 Democratic Convention, TV director of the 1960 presidential campaign, general manager of the 1956 Democratic Convention, radio-TV director of the 1952 convention, radio director of the 1944 convention and radio director for the Roosevelt-Truman campaign in 1944.

munity Television Association and was treasurer of NCTA for two-year term, owns and operates CATV systems in Weston, Sutton, Gassaway and Summerville, West Virginia, and in Covington and Clifton Forge, Virginia.



Mr. Henry



Mr. Forward

Alan Henry, for past year assistant to Metromedia president and board chairman, John W. Kluge, named general manager KLAC-AM-FM Los Angeles, effective Jan. 1, 1964. For two years prior to joining Metromedia Mr. Henry was general manager of KWK St. Louis. **Robert Forward**, present KLAC manager, appointed Metromedia general corporate executive.

Chester M. Reiten, president of KXMC-TV Minot, elected president of North Dakota Broadcasters Associa-

tion, succeeding **Stanley Deck**, general manager of KDIX-AM-TV Dickinson. **Paul Lange**, manager of KDLR Devils Lake, elected VP of association, and **Leslie E. Maupin**, of Minot, re-elected secretary-treasurer for 10th year. **Ken Kennedy**, WDAY Fargo, and **William Eckberg**, Meyer Broadcasting, elected to two- and one-year terms, respectively, on NDBA's board of directors.

Stanley N. Kaplan, executive VP of Mars Broadcasting, Stamford, Conn., radio-TV production firm, elected executive VP of WMEX Boston. Mr. Kaplan's 10-year broadcasting career began as commercial manager of WEIR Weirton, W. Va. He served as sales manager of WIL St. Louis and was later promoted to general sales manager of all Balaban stations before founding Mars Broadcasting in 1961.



Mr. Kaplan

Jack Berry, commercial manager, promoted to station manager of WNEM-FM-TV Flint-Saginaw-Bay City, Mich.

C. A. (Bud) McClain, general manager of WFKY Frankfort, elected president of Kentucky Broadcasters Association, succeeding **William M. Whitaker**, VP and general manager of WMOR Morehead. Other KBA officers elected are **William Russell**, WSON-AM-FM Henderson, first VP; **W. P. Sosh**, WRUS Russellville, second VP; and **Alvis H. Temple**, WKCT Bowling Green, secretary-treasurer (re-elected).

Roy E. Morgan, executive VP of Wyoming Valley Broadcasting Co., licensee of WILK Wilkes-Barre, Pa., elected president of Family Service Association of America, national accrediting organization for 312 local marriage and family casework counseling agencies throughout U. S. and Canada.

William Dawes, director of community relations for WCPO-AM-FM-TV Cincinnati, appointed manager of WCPO-FM, effective Nov. 9.

PROGRAMING

Theodore G. Bergmann named executive producer of *The Best on Record*, TV special that will salute past winners of recording industry's Grammy awards on NBC-TV, Nov. 24, 10-11 p.m. EST. Mr. Bergmann is president of Charter Producers Corp., show's packager.

Gene Daniels, former regional sales manager of Richard H. Ullman Inc., named national sales manager for transcription library division of Woodgate Associates, Buffalo, N. Y. Also named regional sales managers are **Bernie Edel-**

man, Eastern; Harry Sanger, Southern; and Tom Downing, Midwestern.

Leslee Klemes elected VP in charge of advertising for Columbia Record Club, New York. Mr. Klemes joined CRC in May 1958 as manager of promotion. He was appointed to his most recent post of advertising director in April 1960.

Bernard L. Mullins, VP in charge of programming for WTIC-AM-FM Hartford, Conn., retired Oct. 31 after 28 years at station. Mr. Mullins joined WTIC as announcer in 1935 and after serving as producer and chief announcer during World War II, was promoted to director of special programs and public relations. He was elected VP in charge of radio programming in 1947. In 1962 Mr. Mullins was elected a director of Travelers Broadcasting Service Corp., licensee of WTIC-AM-FM-TV.

Ray Moore and **Jean Hendrix** appointed to new program positions at WSB-TV Atlanta. Mr. Moore, WSB-TV's news director, assumes additional duties as local program director and responsibility for station's community relations activities. He joined WSB-AM-TV in 1951 and has held news director post for TV outlet since 1958. Miss Hendrix has been named program coordinator of WSB-TV and for other Cox TV stations. She will be in charge of all film programming, network scheduling



Mr. Moore



Miss Hendrix

and special program promotions for WSB-TV and will act as film and special programming consultant for Cox TV stations. Miss Hendrix joined WSB in 1946 and moved to WSB-TV in September 1948, when station went on air.

John C. Orr named production manager of Sarra Inc., New York TV film commercial firm. Prior to joining Sarra, Mr. Orr served as production manager for Audio Productions Inc.

Frederick F. Lamont Jr., public relations and radio-TV-film consultant and formerly with Compton Adv.'s radio-TV department as executive producer, joins National Advisory Council of

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NCAB elects Fletcher

Fred Fletcher, VP, and general manager of WRAL-TV Raleigh, elected president of North Carolina Association of Broadcasters, succeeding **Jack Starnes**, general manager of WBAG Burlington. Other officers elected at NCAB's annual fall convention at Grobe Park Inn, Asheville, Oct. 27-29, are: **Wally Jorgenson**, WBTB(TV) Charlotte, vice president for television, and **Frank Lambeth**, WMFR High Point, vice president for radio. **Mrs. Doris B. Potter**, WKBC North Wilkesboro, was re-elected secretary-treasurer. New members of board of directors are **C. Alden Baker**, WAGI Elizabeth City; **E. Z. Jones**, WBBB Burlington; **Ed Smith**, WIRC Hickory; and **Harold Essex**, WSJS-TV Winston-Salem. They will serve two-year terms.

Goldwater for President Committee. He relocates from New York to Arizona later this month. He had been with ABC-TV and WABC-TV New York at one time.

Marty Giaimo, midwest division manager of World Broadcasting System, radio promotion and program service, Philadelphia, appointed manager of Southeast and Middle Atlantic states division, with headquarters in Atlanta. **W. E. (Mac) McClenahan**, western division manager, named midwest division manager, replacing Mr. Giaimo. Mr. McClenahan will make his headquarters in Milwaukee. **Rodger May**, manager of WHBQ Memphis, joins WBS as southwest division manager.

Robert L. Yorke resigns as division VP, commercial records creation department, RCA Victor Records, New York. No future plans announced.

Rowe S. Giesen appointed to newly created post of director of administration, ABC-TV network programs, western division. Mr. Giesen, who joined network in March 1957, has been manager of ABC-TV network programs, western division, since July 1, 1960. **Edward W. (Ted) Parrish Jr.**, who has been serving as manager of network program services, succeeds Mr. Giesen.

Jack Lazare, former air personality at WNEW New York, appointed program director of WCOP-AM-FM Boston. **Dick Radatz**, ace relief pitcher of Boston Red Sox, named WCOP sports director.

Bob Keith, formerly of WFUN Miami, named program director of WCPO Cincinnati.

Tom Whalen, formerly with WBNF-

AM-FM Binghamton, N. Y., named program manager of WAVY Norfolk-Portsmouth-Newport News, Va.

James Major appointed production manager of WITI-TV Milwaukee. **Noel Wiegele** and **Bill LeMonds** named staff directors.

John Scott Trotter elected president of National Academy of Recording Arts & Sciences. Other officers are **Billy Taylor**, first VP; **Dock Schory**, 2nd VP; **I. Horowitz**, secretary; **F. M. Scott**, treasurer.

Pete Williams, sports director of WWNC Asheville, N. C., joins WBRK Pittsfield, Mass., in same capacity.

Elmer Bernstein has been signed by MGM-TV to compose musical score for *The World's Greatest Showman*, 90-minute color special about life of Cecil B. DeMille, which will be shown on NBC-TV Sunday night, Dec. 1.

Gerald Sherwin and **Neal McIntire** join production department of WINS New York, effective today (Nov. 4), as producer-directors. Mr. Sherwin has been with WINS since October 1961 as promotion executive. Mr. McIntire joins station from KQV-AM-FM Pittsburgh where, for past two years, he has been assistant program manager and music director.

Martha Jean Steinberg, for past

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eight years with WDIA Memphis, Tenn., joins WCHB Detroit as women's editor, replacing **Trudy Haynes**. Miss Steinberg will be host of *Homemakers Show* daily from 10-11:30 a.m.

Bob Maxwell, formerly with WCBS New York, joins personality staff of *Sounding Board* on WABC, that city.

Buddy Deane, host of *The Buddy Deane Show* on WJZ-TV Baltimore, assumes added duties as host of morning show at WITH-AM-FM, that city.

Mauryne Dugger joins WSJS-TV Winston-Salem, N. C., as member of afternoon show, *This Afternoon*.

Robert Malcolm Young is creating and writing new radio series for Armed Forces Radio and Television Service, *The American Genius*, dealing with life and achievements of Benjamin Franklin. Mr. Young's last assignment from AFTRS was *Threat and Challenge*, TV series on communism.

Paul Baxley joins production staff of MGM-TV's *The Travels of Jaimie McPheeters*, to create and stage action sequences for each episode of series (Sundays, 7:30-8:30 p.m., ABC-TV).

Dan Chandler joins announcing staff of WIOD Miami.

Scott Craig, director of research and education, weatherman and producer of *CIA Reports* at WCIA-TV Champaign, Ill., joins WBBM-TV Chicago as staff producer.

Cullen Houghtling, previously television art director for Guild, Bascom & Bonfigli, joins Pintoff Productions, New York, as live-action director and art director.

Ben Givaudan, member of engineering staff of WDBJ-TV Roanoke, Va., promoted to staff producer-director.

NEWS

Sam Zelman, former CBS News executive and currently news director of KTLA-TV Los Angeles, returns to CBS News, effective Nov. 10, as West Coast bureau manager. He will succeed **Robert Schakne**, who has been named Latin American correspondent for CBS News and will be based in Rio de Janeiro, effective Jan. 1, 1964. Mr. Schakne requested to be relieved of administrative duties to return to field as correspondent, and will now cover all of Latin America. He replaces **Arthur Bonner**, special staff correspondent, who is being returned to New York for reassignment. **Robert Rubin**, production supervisor for creative projects at NBC News and former production executive for CBS News, returns to CBS News as producer. His initial assignment will be in technical area, helping to develop and test equipment which will improve

CARTA honors McAndrew



Mr. McAndrew

William R. McAndrew, executive VP in charge of NBC News, has been named by the Catholic Apostolate of Radio, Television and Advertising as

the 1963 winner of its annual award for "outstanding efforts in raising the standards of television."

The CARTA award will be presented to Mr. McAndrew at the 16th annual CARTA Communion Breakfast, Sunday, Nov. 10, in the Grand Ballroom of the Waldorf-Astoria hotel in New York.

Mr. McAndrew joined NBC News in Washington in 1948. He was elected VP in 1958 and executive VP in 1960.

Previous CARTA winners are **Ben Duffy**, 1960; **Danny Thomas**, 1961; and **Donald H. McGannon**, 1962.

capabilities of division in news and public affairs coverage. **Nancy O'Connor**, director of cost accounting for CBS News, promoted to budgets director. She is succeeded by **Allen Jablonsky**.

Bob Larkin, news director of WINQ Tampa, Fla., appointed news director of WINZ Miami. Both stations are owned by Rand Broadcasting Co.

Charles N. Balfour, for past four years chief radio news editor for Jamaica Broadcasting Corp., joins news staff of KSL-TV Salt Lake City.

Arthur Kevin, West Coast bureau chief of UPI radio network in Hollywood, joins KHJ-AM-FM Los Angeles as newscaster.

Robert L. Palmer appointed assistant director of information services at KNXT-TV Los Angeles and CBS Television Pacific Network. He was formerly creative director at KLAC and publicity director at KMPC, both Los Angeles.

Rupert Chastain, St. Augustine, Fla., news correspondent for WFGA-TV Jacksonville, and **Eddie Wade**, news director of WGIG Brunswick, Ga., appointed co-directors of WFGA-TV's newly established Southeast Georgia news bureau, with headquarters in Brunswick.

Ed Hart, news editor at KPTV-TV Portland, Ore., joins KRON-TV San Francisco as newscaster.

Audrey Hansen appointed editorial assistant at WITI-TV Milwaukee.

Barney Miller, news director of KNX-AM-FM Los Angeles, elected president of Radio and Television News Association of Southern California. **Ed Conklin**, KNBC-TV Los Angeles, elected VP of association. **Jackie Brown**, of Los Angeles public relations firm, Bergen & Lee, continues as secretary-treasurer.

Mary Anne Nyburg, former reporter and TV writer for *Oakland* (Calif.) *Tribune*, joins staff of KTVU-TV Oakland-San Francisco.

FANFARE

Marjorie Thomas, formerly PR representative of Motion Picture Relief Fund, joins Julian F. Myers Inc., Beverly Hills, Calif., public relations firm, as account executive.

Jack Drum elected VP of The Softness Group, New York public relations and sales communications firm. Mr. Drum will assume many of functions formerly handled by **Robert A. Bernstein**, who resigned last month to become director of national public relations for radio-TV division of Triangle Publications. Mr. Drum joined Softness organization early this year. **Linda Hecht**, staff writer, promoted to account executive.

Johnny Grant, personality at KMPC Los Angeles for past 13 years, has been transferred from on-air work to special public relation assignments. **Gary Owens** takes over *Johnny Grant Freeway Club* period, 3-6 p.m. weekdays, starting today (Nov. 4).

Jo-Anna Reilly named publicity director of KFVB Los Angeles, succeeding **Doni Scott**, who resigned.

Francis E. McCarthy, former account executive at WORL Boston, appointed sales promotion coordinator for WGAN Portland, Me.

INTERNATIONAL

Stuart MacDonald appointed sales manager for western television division of Stovin-Byles Ltd., Toronto station representation firm.

William G. Moyer named broadcast manager of CKPR-AM-FM-TV Fort William, Ont. **Bernard Riley** to program manager of CKPR-AM-FM, and **Ronald H. Knight** to news director of CKPR-AM-FM-TV.

Jack D. Lusher, public relations officer of Canadian Broadcasting Corp., named director of public relations at CBC headquarters, Ottawa, succeeding **W. A. Macdonald**, who has been loaned to Canadian National Centennial Administration, that city.

James Johnston appointed associate producer of *People in Conflict* series produced for Screen Gems (Canada),

Toronto, at CHAN-TV Vancouver, B. C.

Joseph W. Brinkley appointed director of program analysis for Radio Free Europe in Munich, West Germany. Mr. Brinkley joined staff of Radio Europe Committee two years ago as deputy director of Exile Political Organizations, a division of RFE.

Jean-Pierre Masson, French-language radio-TV personality, joins CKAC Montreal, to do one-hour morning show five days weekly.

Al Boliska, disc jockey at CHUM Toronto, to feature morning personality at CKEY Toronto.

Don Fox, formerly of Radio and Television Sales Inc., station representative firm, Toronto, to manager of CHUC Cobourg, Ont.

Ronald Onions, for past year assistant editor of BBC-TV's southern region magazine series *South at Six*, moves to BBC-TV's *Tonight* program team.

Arthur Clifford and **Peter Holmans** appointed programing controller and planning controller, respectively, of Anglia Television Ltd., London.

EQUIPMENT & ENGINEERING



Mr. Morgan

John T. Morgan named VP in charge of sales and merchandising for Sylvania Home & Commercial Electronics Corp., marketing subsidiary of Sylvania Electric Products, Batavia, N. Y. He will be responsible for both sales and merchandising of company's TV, radio and stereophonic high fidelity instruments. Mr. Morgan has been VP-merchandising, responsible for advertising, sales promotion and sales training since joining company in 1962.

Robert J. Henderson, former sales manager of Electronic Transmission Corp., appointed regional (Northeastern and Middle Atlantic) sales manager for Fairchild-Du Mont closed circuit TV systems, cameras, and associated equipment.

Arnold T. Nappi, sales engineer and manager of New York sales office of Fischer and Porter Co., joins New York staff of S.O.S. Photo-Cine-Optics as sales engineer.

Howard W. Hanson appointed manager of marketing services for electronic products division of Corning Glass Works, Raleigh, N. C. Mr. Hanson joined Corning in 1956 and was named to his most recent post of advertising and sales promotion manager for division in May 1963.

Saul Jeffee, president of Movielab

BROADCASTING, November 4, 1963

Wanted by the FBI



James H. Davis

Dean, E. R. Hardin Jr. and **Howard James**, for having fled the state of Texas to avoid prosecution for the felony of passing a worthless check.

Davis has in the past worked as a salesman and as a radio announcer at stations in Galveston and Charlotte, N. C., and as a tavern operator. He may be driving a 1961 blue Falcon, two-door. Davis should be considered armed and dangerous, inasmuch as he has been arrested for armed robbery.

Davis is described as a white male, weighing 153 pounds, with a ruddy complexion, hazel eyes and brown hair. He was born Sept. 11, 1922 at Dandridge, Tenn.

Contact your nearest FBI office in the event any information develops concerning this individual.

A federal warrant was issued Oct. 8, at Galveston, Tex., charging **James Hubert Davis**, also known as **James Howard Davis**, **James H. Davis**, **James**

Inc., New York, re-elected president of Association of Cinema Laboratories, Washington. Other officers, also re-elected, are **W. E. Gephart Jr.**, General Film Laboratories, Hollywood, VP; **Louis Feldman**, Du Art Film Laboratories, New York, treasurer, and **Dudley Spruill**, Byron Motion Pictures, Washington, secretary.

George Fouser, production control manager at Audio Devices Inc., New York, appointed product manager for company's sound recording tapes and

accessories. Other promotions at ADI: **George R. Freifeld**, Washington, sales manager, to product manager for computer and instrumentation tapes, and **Robert Fraser** to product manager for lubricated tapes and cartridges. Mr. Fraser was previously with Sound Corp. of America, tape cartridge firm recently acquired by Audio Devices.

Harold C. Potter, formerly national sales manager for General Electric's semiconductor products department, appointed director of marketing for components group of Litton Industries.

Colonel DeWolf Schatzel, who retired from Marine Corps in 1961 to become director of engineering for Midwest Program on Airborne Television Instruction, joins **A. Earl Cullum Jr.** and Associates, Dallas



Colonel Schatzel

consulting radio engineers, as director of engineering matters relating to special projects such as microwave and community antenna systems.

DEATHS

William S. Martin, president and general manager of Seaway Broadcasting Corp. (WMPP Chicago Heights, Ill.), died Oct. 3 of kidney ailment at Provident Hospital in Chicago.

LeRoy S. Wenger, 47, radio engineering supervisor at U. S. Information Agency radio relay station on Okinawa, died Oct. 30 of cerebral hemorrhage. He had been ill for three days. Mr. Wenger joined Voice of America, agency's radio arm, in January 1961 and served in engineering posts at Greece and Philippines until his assignment to Okinawa later that year.

Bettina Hartenbach, 57, for past seven years scriptwriter for Voice of America, died Oct. 24 of cancer at Washington Hospital Center.

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UNITED PRESS INTERNATIONAL

FCC STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Oct. 24 through Oct. 30 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—Announced.

New TV stations

APPLICATIONS

Miami—GEM Broadcasting Co. UHF channel 33 (584-590 mc); ERP 292 kw vis., 102 kw aur. Ant. height above average terrain 309 feet, above ground 331 feet. P. O. address c/o Haig Ellian, Suite 228, 149 West Plaza, Northside Center, Miami 47. Estimated construction cost \$338,020; first year operating cost \$250,000; revenue \$275,000. Studio and trans. locations both Miami. Geographic coordinates 25° 46' 48" north latitude, 80° 11' 24" west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-24DM. Legal counsel Welch, Mott & Morgan, Washington; consulting engineer Serge Bergen, Fairfax, Va. Principals: John W. Gilbert, Haig Ellian and I. A. Mascioli (each 33 1/3%). Three principals are local businessmen. Ann. Oct. 24.

Utica, N. Y.—P. H. Inc. UHF channel 54 (710-716 mc); ERP 4.34 kw vis., 2.59 kw aur. Ant. height above average terrain minus 140.5 feet, above ground 241 feet. P. O. address c/o Allen F. Bonapart, 301 Hotel Utica Building, 102-104 Lafayette Street, Utica. Estimated construction cost \$116,338; first year operating cost \$98,770; revenue \$74,880. Studio and trans. locations both Utica. Geographic coordinates 43° 06' 08" north latitude, 75° 13' 53" west longitude. Type trans. RCA TTU-1B, type ant. GE TY-21-E. Legal counsel E. Porter Felt, Utica; consulting engineer Edward W. Susterich, New Hartford, N. Y. Principals: Allen F. Bonapart, Edward W. Susterich, Donald Majka, E. Porter Felt, Carmen Fondario, Russell W. Baldwin Jr. and William S'Doia (each 14.29%). Principals are also associated with WUFM(FM) Utica. Ann. Oct. 28.

Portsmouth, Ohio—Raynard L. Osborne. UHF channel 30 (566-572 mc); ERP 20.6 kw vis., 11.1 kw aur. Ant. height above average terrain 503.7 feet, above ground 247.5 feet. P. O. address 2020 Sunrise Avenue, Ports-

mouth, Ohio. Estimated construction cost \$150,749; first year operating cost and revenue not given. Studio and trans. locations both Portsmouth. Geographic coordinates 38° 46' 40.5" north latitude, 82° 58' 53" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-24DL. Legal counsel A. L. Stein, Washington, consulting engineer Clarence E. Henson, Louisville, Ky. Mr. Osborne owns dry cleaning firm. Ann. Oct. 28.

Existing TV station

ACTION BY FCC

WDAU-TV Scranton, Pa.—Waived Sec. 3.614 of rules and granted application to change ERP from 447 kw vis. and 224 kw aur. to 912 kw vis. and 457 kw aur. and to directionalize ant. horizontal radiation pattern to provide maximum vis. power in horizontal plane of 1700 kw and maximum vertical lobe vis. radiated power of 3710 kw; conditions. Chairman Henry not participating. Action Oct. 24.

New AM stations

ACTIONS BY FCC

Monette, Ark.—Buffalo Island Broadcasting Co. Granted CP for new AM on 1560 kc, 250 w-D; condition. P. O. address Box 52, Paragould, Ark. Estimated construction cost \$19,620; first year operating cost \$17,000; revenue \$20,000. Applicant is subsidiary of Pharmaceuticals of Arkansas Inc., owned by Drs. Donald I. Purcell and A. E. Andrews (each 50%). Action Oct. 25.

Winston-Salem, N. C.—Stuart W. Epperson. Granted CP for new AM on 1500 kw, 1 kw-D, DA; conditioned that presurition operation with daytime facilities is precluded pending final decision in Doc. 14419. P. O. address Ararat, Va. Estimated construction cost \$22,422; first year operating cost \$38,000; revenue \$41,000. Mr. Epperson, sole owner, is majority owner of WKBA Vinton, Va. Dec. 19, 1962, initial decision looked toward grant. Action Oct. 25.

APPLICATION

Black Mountain, N. C.—Swannanoa Valley Broadcasting Co. 1350 kc, 500 w-D. (Requests former facilities of WBMT Black Mountain.) P. O. address Box 608 Black Mountain. WBMT facilities will cost \$32,500. Principals: Harvey R. (50.8%) and Marie W. (.3%) Laughter and Thomas P. (48.6%) and Jean G. (.3%) Tisdale III. Mr. Laughter is part owner of WYCL York, S. C. Ann. Oct. 24.

Existing AM stations

ACTION BY FCC

KXAR Hope, Ark.—Granted increased daytime power on 1490 kc, SH, from 250 w to 1 kw, continued nighttime operation with 250 w; conditions and without prejudice to action commission may deem necessary as result of final determination with respect to pending application for renewal of license of KAMD Camden and hearing proceeding on applications of Smackover Radio Inc., Smackover, and

Magnolia Broadcasting Co. (KVMA), Magnolia. Chairman Henry not participating. Action Oct. 24.

APPLICATIONS

KEOS Flagstaff, Ariz.—CP to change frequency from 1290 kc to 690 kc; change hours of operation from D to unl. using power of 500 w, 1 kw LS; change studio and remote control location; change site (same as KVNA) and change from non-DA to DA-D. Requests facilities of KVNA and requests application be designated for hearing with pending renewal of KVNA. Ann. Oct. 25.

KWOW Pomona, Calif.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. Oct. 30.

New FM stations

ACTIONS BY FCC

Bluffton, Ind.—Wells County Radio Corp. Granted CP for new FM on 100.1 mc, ch. 261, 3 kw. Ant. height above average terrain 50.75 feet. P. O. address Box 321, Bluffton. Estimated construction cost \$11,036; first year operating cost \$15,000; revenue \$22,000. Principals: Herman Zeps (55%), C. D. and David Butler, T. W. Kehoe, and Paul Gebele (each 10%), and Robert Ehler (5%). All principals are local businessmen, having no other broadcast interest than application. Action Oct. 25.

Big Rapids, Mich.—WBRN Inc. Granted CP for new FM on 92.1 mc, 3 kw. Ant. height above average terrain 78 feet. P. O. address Big Rapids. Estimated construction cost \$9,800; first year operating cost \$13,800; revenue \$15,000. Principals: John A. and Elaine E. White (80% jointly) and Marjorie Denison (20%). Applicant is licensee of WBRN Big Rapids. Principals also hold majority interest in WBZI Brazil, Ind. Action Oct. 25.

Wapakoneta, Ohio—West Central Ohio Broadcasters Inc. Granted CP for new FM on 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 150 feet. P. O. address 30 1/2 North Detroit Street, Xenia, Ohio. Estimated construction cost \$13,300; first year operating cost \$21,000; revenue \$24,000. Principals: Ernest J. Rogers (75%) and Harry B. Miller (25%). Applicant corporation has application pending for new AM in Xenia; Mr. Rogers is retired farmer; Mr. Miller owns WHBM Xenia. Action Oct. 29.

Somerset, Pa.—Radio Station WVSC Inc. Granted CP for new FM on 97.7 mc, channel 249, 3 kw. Ant. height above average terrain 140 feet; remote control permitted; conditions. P. O. address Box 231, Somerset. Estimated construction cost \$20,700; first year operating cost \$12,000; revenue \$12,000. Licensee is also licensee of WVSC Somerset. Action Oct. 25.

Spearman, Tex.—Coy C. Palmer. Granted CP for new FM on 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 215 feet. P. O. address 603 East Kenneth Avenue, Spearman. Estimated construction cost \$4,525; first year operating cost \$15,000; revenue \$25,000. Action Oct. 29.

Wausau, Wis.—WRIG Inc. Granted CP for new FM on 101.9 mc, 91 kw. Ant. height above average terrain 490 feet. P. O. address 529 Third St., Wausau. Estimated construction cost \$32,850; first year operating cost \$3,000; revenue \$5,000. (Both operating cost and revenue figured in addition to AM operation.) Principals: Duey E. and Julia Wright (each 50%). Mr. and Mrs. Wright own WRIG Wausau. Action Oct. 25.

APPLICATIONS

Cocoa, Fla.—WEZY Inc. 99.3 mc, channel 257, 3 kw. Ant. height average terrain 214 feet. P. O. address c/o Irving Braun, 740 Clearlake Road, Box 3386, Cocoa. Estimated construction cost \$16,752; first year operating cost \$14,400; revenue \$24,000. Applicant is licensee of WEZY Cocoa. Ann. Oct. 24.

Cocoa, Fla.—WKKO Radio Inc. 99.3 mc, channel 237, 2.77 kw. Ant. height above average terrain 244 feet. P. O. address Box 1308, Cocoa. Estimated construction cost \$11,050; first year operating cost \$8,500; revenue \$15,000. Applicant is licensee of WKKO Cocoa. Ann. Oct. 28.

Delray Beach, Fla.—Sunshine Broadcasting Co. 102.7 mc, channel 274, 28.4 kw. Ant. height above average terrain 180 feet. P. O. address 736 Intracoastal Drive, Fort Lauderdale, Fla. Estimated construction cost \$23,772; first year operating cost \$8,200; rev-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 30

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,843	44	143	300
FM	1,113	17	92	263
TV	521 ¹	55	82	123

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 30

	VHF	UNF	TOTAL TV
Commercial	486	90	576 ¹
Noncommercial	51	29	80 ²

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30

	AM	FM	TV
Licensed (all on air)	3,838	1,110	521 ¹
CP's on air (new stations)	49	20	55
CP's not on air (new stations)	134	75	81
Total authorized stations	4,021	1,205	657 ²
Applications for new stations (not in hearing)	185	224	70
Applications for new stations (in hearing)	123	12	51
Total applications for new stations	308	236	121
Applications for major changes (not in hearing)	226	95	46
Applications for major changes (in hearing)	52	3	10
Total applications for major changes	278	98	56
Licenses deleted	2	1	0
CP's deleted	2	1	1

¹ Does not include seven licensed stations off air

² Includes three stations operating on unreserved channels

enue \$8,500. Applicant is licensee of WDBF Delray Beach. Ann. Oct. 29.

Marianna, Fla.—Chipola Corp. 100.9 mc, channel 265, 3 kw. Ant. height above average terrain 325.26 feet. P. O. address c/o Earl E. Manning Jr., Box 569, Marianna. Estimated construction cost \$18,127; first year operating cost \$9,000; revenue \$10,000. Applicant is licensee of WTOT Marianna. Ann. Oct. 29.

Ada, Okla.—Oklahoma Broadcasting Co. 93.3 mc, channel 227, 100 kw. Ant. height above average terrain 630 feet. P. O. address c/o Bill Hoover, Box 10, Ada. Estimated construction cost \$37,025; first year operating cost \$60,600; revenue \$72,000. Oklahoma Broadcasting is 100% owned by Eastern Oklahoma Television Inc., licensee of KTFN-TV Ada, whose majority owner is Bill Hoover. Also see Tulsa and The Village, both Oklahoma, applications. Ann. Oct. 29.

The Village, Okla.—Oklahoma Broadcasting Co. 107.7 mc, channel 299, 100 kw. Ant. height above average terrain 1,340 feet. Estimated construction cost \$39,417; first year operating cost \$60,600; revenue \$72,000. For other information see Ada, Okla., application. Ann. Oct. 29.

Tulsa, Okla.—Oklahoma Broadcasting Co. 98.5 mc, channel 253, 25 kw. Ant. height above average terrain 860 feet. Estimated construction cost \$32,142; first year operating cost \$60,600; revenue \$72,000. For other information see Ada, Okla., application. Ann. Oct. 29.

Existing FM stations

APPLICATIONS

KFH-FM Wichita, Kan.—CP to change frequency from 100.3 mc, channel 262, to 97.9 mc, channel 250. Ann. Oct. 30.

KOCW(FM) Tulsa, Okla.—CP to change studio and ant.-trans. locations, change ant. system and decrease ant. height above average terrain to 156 feet. Ann. Oct. 30.

WTIP-FM Charleston, W. Va.—Mod. of CP (which authorized new FM) to change frequency from 105.9 mc, channel 290, to 96.1 mc, channel 241. Ann. Oct. 25.

Ownership changes

ACTIONS BY FCC

WETO Gadsden, Ala.—Granted assignment of license from Cary Lee Graham (100%) d/b as Gadsden Radio Co., to Charles F. Bowman (100%), tr/as company of same name. Consideration \$75,000. Mr. Bowman is 15% owner of WEVY Talladega, Ala. Action Oct. 24.

KWUN Concord, Calif.—Granted assignment of CP from Frank M. Helm (39%), Frank M. Helm Jr. (36%) and Donnelly C. Reeves (25%), d/b as Service Broadcasting Co., to Robert A. (45%) and Nancy S. (44%) King and Victor M. (6%) and Carol (5%) Ives, tr/as KWUN Inc. Consideration \$162,500. Dr. King is dentist, Mrs. King is housewife; Mr. Ives is general manager of radio agency, Mrs. Ives is secretary of Bible Fellowship Hour. Chairman Henry not participating. Action Oct. 24.

WSIL-TV Harrisburg, Ill.—Granted assignment of license from Ethel M. Turner, both individually and as executrix of estate of Oscar L. Turner (deceased), d/b as Turner-Farrar Association, to Mrs. Turner (45%), O. L. Turner and Charles O. Farrar (both 25%) and Harry R. Horning (5%), tr/as partnership under same name as former. No financial consideration involved. Turner-Farrar Association owns 10% of KPOB-TV Poplar Bluff, Mo. Chairman Henry not participating. Action Oct. 24.

KCHE Cherokee, Iowa—Granted acquisition of positive control licensee corporation, Cherokee Broadcasting Co. (95 shares issued before transfer, 47 after), from Charles Reznikov (48 shares to be retired) to Sterling H. Heil (31 shares, constituting 65.9% of stock after retirement of Mr. Reznikov's shares). Consideration \$72,000. Action Oct. 24.

KSWI Council Bluffs, Iowa—Granted assignment of license from O'Brien family and others, d/b as Nonpareil Broadcasting Co., to Clair J. Gross and Abe Slusky (each 50%), tr/as Council Bluffs Broadcasting Co. Consideration \$50,000. Mr. Gross is radio-TV sales consultant; Mr. Slusky is real estate developer. Action Oct. 24.

WGPR (FM) Detroit, Mich.—Granted assignment of CP from Ross Mulholland

(100%) to Mr. Mulholland (100%), d/b as W.G.P.R. Inc. No financial consideration involved. Also see grant below. Action Oct. 24.

WGPR(FM) Detroit—Granted transfer of control of licensee corporation, WGPR Inc., from Ross Mulholland (100%) to Dale Roeder (75%) and John M. Roeder (25%); action follows grant (see above) of assignment of license from Mr. Mulholland individually to Mr. Mulholland tr/as WGPR Inc. Consideration \$57,500. Chairman Henry not participating. Action Oct. 24.

WALK-AM-FM Patchogue and WRIV Riverhead, both New York—Granted assignment of license from W. K. Macy family (100%), d/b as Suffolk Broadcasting Corp., to William W. Mulvey, Jerome Feniger, Chester R. Huntley and Edward W. Wood Jr. (each 25%), tr/as Island Broadcasting System Inc. Consideration \$367,500. Mr. Wood is national sales manager of Screen Gems Industrial Productions, division of Screen Gems Inc.; Mr. Feniger is employed by Cowles Magazines and Broadcasting Inc.; Mr. Huntley is NBC news commentator; Mr. Mulvey is senior vice president of McCann-Erickson advertising agency. Chairman Henry not participating. Action Oct. 24.

WCIT Lima, Ohio—Granted assignment of license from Sam Kamin and James A. Howenstine (each 50%), d/b as Citizens Broadcasting Co., to same persons in same percentages tr/as Citizen Broadcasting Corp. No financial consideration involved. Action Oct. 25.

WMTD Hinton, W. Va.—Granted assignment of license from David B. Jordan (100%) to Mr. Jordan (74%) and wife, Margaret E. Jordan (1%), and Lonnie R. Mullins (25%), tr/as Bluestone Broadcasters Inc. Consideration \$10,400. Mr. Mullins is manager of WMTD. Action Oct. 24.

APPLICATIONS

KRCK Ridgecrest, Calif.—Seeks assignment of license from Victor M. Farel (100%), tr/as Indian Wells Radio, to Unlimited Service Organization, owned by George Padgett (100%). Consideration \$60,000. Mr. Padgett is Ridgecrest businessman. Ann. Oct. 29.

KBCO(FM) San Francisco—Seeks assignment of license from Bay FM Broadcasters Inc., owned by F. E. Wilson, to Apollo Broadcasting System Inc., owned by J. T. Trotter (65%), Ronald G. Schmidt (20%) and Joseph L. Brown Jr. (15%). Consideration \$100,000. Mr. Trotter is attorney with wide business interests; Mr. Schmidt is past program director of KODA-FM Houston; Mr. Brown is part owner of record shop; Apollo also has pending application to buy KARO (FM) Houston. Ann. Oct. 30.

WHCN(FM) Hartford, Conn.—Seeks transfer of control of licensee corporation, WHCN Inc., from Concert Network Inc. to Leonard M. Salter, receiver. No financial consideration involved. Also see WBCN(FM) Boston and WNCN(FM) New York applications below. Ann. Oct. 25.

WTOP-AM-FM-TV Washington and WJXT-TV Jacksonville, Fla.—Seek transfer of control of licensee corporation, Washington Post Co., from Philip L. Graham, deceased, to widow, Katharine Graham. No financial consideration involved. Ann. Oct. 30.

WZOK Jacksonville, Fla.—Seeks transfer of control of licensee corporation, Peninsular Life Broadcasting Co., from Peninsular Life Insurance Co. (80%) to Carmen Macri (100% after transfer, 20% before). Consideration \$20,000 and assumption of debt. Mr. Macri is president and general manager of WZOK. Ann. Oct. 30.

KNDY Marysville, Kan.—Seeks assignment of license from Wyman N. and Willa M. Schnepf, tenants-in-common, to Rainbow Broadcasters Inc., owned by George E. Powers (49%), Howard McMinimee (16%), Arthur F. Stanley (15%), William O. Hoyer and Robert S. Morrow (each 10%). Consideration \$60,000. Mr. Powers owns TV sales and service firm; Mr. McMinimee is employed by U. S. Postal Service; Mr. Stanley is employe of KHUB Fremont, Neb.; Mr. Hoyer is cyclone fence salesman; Mr. Morrow is majority owner of certified public accountant firm. Ann. Oct. 30.

WBCN(FM) Boston—Seeks transfer of control of licensee corporation, WBCN Inc.,

from Concert Network Inc. to Leonard M. Salter, receiver. No financial consideration involved. Also see WHCN(FM) Hartford, Conn., and WNCN(FM) New York applications. Ann. Oct. 25.

*KCUR-FM Kansas City, Mo.—Seeks assignment of license from University of Kansas City to Curators of University of Missouri; application follows assumption of former school, now called University of Missouri at Kansas City, by latter. No financial consideration involved. Ann. Oct. 29.

*WBFO(FM) Buffalo—Seeks assignment of license from University of Buffalo to State University of New York; application is part of merger. No financial consideration involved. Ann. Oct. 30.

WNCN(FM) New York—Seeks transfer of control of licensee corporation, WNCN Inc., from Concert Network Inc. to Leonard M. Salter, receiver. No financial consideration involved. Also see WHCN(FM) Hartford, Conn., and WBCN(FM) Boston applications. Ann. Oct. 25.

WKIX-AM-FM-Raleigh, N. C.—Seeks transfer of control of licensee corporation, WKIX Broadcasting Co., from Hugh E. Holder, James G. W. MacLamroc and Ralph C. Price (each 33 1/3%) to Mr. Holder (30%) and WIST Inc. (70%). Consideration \$552,500. WIST Inc. is owned by Henderson Belk and is licensee of WIST Charlotte, N. C. Ann. Oct. 25.

KOHU Hermiston, Ore.—Seeks assignment of license from Sarah Knierim to Clyde W. and Helen M. Olsen, partners. Consideration \$50,000. Mr. Olsen is KOHU manager. Ann. Oct. 30.

WDAR Darlington, S. C.—Seeks assignment of license from D. Carl Cook, receiver, to Mid-Carolina Broadcasting Co., licensee of WTIC Durham, N. C. Consideration \$65,000. Ann. Oct. 25.

WHIH Portsmouth, Va.—Seeks assignment of license from John M. Abbott Jr. and Luther W. White, trustees, to Speidel Broadcasting Inc. of Virginia, subsidiary of Speidel Broadcasters Inc., owned by Joe Speidel III (90%), Jean W. Speidel (9%) and Hayes B. Wood (1%). Considered \$190,000. Mr. Speidel is majority owner of WPAL Charleston, WYNN Florence and WOIC Columbia, all South Carolina, WSOK Savannah, Ga., and WKET-FM Kettering, Ohio. Ann. Oct. 24.

WNNT Warsaw, Va.—Seeks assignment of license from Patricia P. Headley (100%), tr/as Northern Neck and Tidewater Broadcasting Co., to Mrs. Headley (100%), tr/as Northern Neck and Tidewater Broadcasting Inc. No financial consideration involved. Ann. Oct. 25.

WCST Berkeley Springs, W. Va.—Seeks transfer of control of licensee corporation, Berkeley Springs Radio Station Corp., from Gary L. Daniels, Thomas B. Butscher and Kenneth E. Robertson de facto to same persons de jure; application will affect no change of control. No financial consideration involved. Ann. Oct. 28.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward granting application of Des Moines County Broadcasting Co. for new daytime AM on 1150 c, 500 w, DA, in Burlington, Iowa; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Oct. 30.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing mutually exclusive applications of WHDH Inc. for renewal of license of WHDH-TV (ch. 5) Boston and Charles River Civic Television Inc., Boston Broadcasters Inc. and Greater Boston TV Inc. for new stations on channel. It denied petitions by Boston Broadcasters to dismiss Greater Boston application and by WHDH and Greater Boston to defer action on applications pending relevant court decision. Action Oct. 24.

OTHER ACTIONS

■ By order adopted Oct. 30, commission ordered oral argument in Doc. 15083, proceeding concerning possible adoption of rules limiting length and frequency of commercial material broadcast over AM, FM

and TV stations. Proceeding was begun by notice of proposed rulemaking issued May 17, 1963, which set forth as one possibility adoption of rules containing standards set forth in National Association of Broadcasters television and radio Codes of Good Practice. Reply comments were due by Oct. 14. Because of importance of matter to broadcasting industry and to public, commission desires to hear oral argument, and argument will take place on Nov. 25 at commission's offices in Washington. Interested parties are requested to notify secretary of commission by Nov. 10, setting forth briefly position in matter and amount of time they wish to argue. By further order, commission will specify amount of time to be allowed various parties and order of presentation. Action Oct. 30.

■ By separate memorandum opinions and orders, commission remanded to hearing examiners for further action proceedings on applications for special service authorizations of (1) Iowa State College of Agriculture and Mechanic Arts to operate WOI Ames, Iowa (licensed on 640 kc, 5 kw-D) additional hours from 6 a.m. to local sunrise CST with 1 kw and (2) City of New York Municipal Broadcasting System to operate WNYC New York (licensed on 830 kc, 1 kw, operating between local sunrise in New York and LS in Minneapolis) additional hours from 6 a.m. EST to sunrise New York and from sunset Minneapolis to 10 p.m. EST. Commissioner Lee did not participate in action on City of New York Municipal Broadcasting System. Action Oct. 24.

■ By memorandum opinion and order, commission granted petition for reconsideration by Harold M. Gade (WHTG-FM), Eatontown, N. J., to extent of (1) setting aside June 28 action which granted applications of Drexel Hill Associates Inc. for licenses covering changes in ERP, ant. height, ant. and trans. system and location and installation of aux. trans. for WDHA-FM Dover, N. J., and withholding further action on application for reasonable period of time to enable either or both parties to petition for amendment of FM table of assignments or to file any desired application or amendment looking toward technical improvement in existing situation; and (2) reinstating and extending, pending further action on renewal applications, program test authority for WDHA-FM aux. trans. issued Feb. 11 and for main trans. issued Oct. 30 but modified latter to specify trans. output power of 500 watts, ERP 180 watts for both horizontal and vertical polarization, and ant. height 560 feet; also dismissed as moot Drexel Hill's request for stay of commission action. Chairman Henry not participating. Action Oct. 24.

■ By order, commission added application of Dorlen Broadcasters Inc. for renewal of license of WSMD(FM) Waldorf, Md., to caption in consolidated proceeding on applications for new AM stations of Dorlen at Waldorf and Charles County Broadcasting Inc., La Plata, Md. This complies with commission's Sept. 11 memorandum opinion and order which automatically designated WSMD(FM) renewal application for consolidated hearing "as of the date that it is filed." Commissioners Hyde and Bartley dissented. Action Oct. 24.

■ By order, commission (1) granted petition by Woodland Broadcasting Co. and waived Sect. 1.359 of rules to permit acceptance of publication notice and (2) designated for consolidated hearing applications of Woodland and KWEN Broadcasting Co. for new daytime AM stations on 1510 kc, 1 kw, in Vidor and Port Arthur, respectively, both Texas; issues include Sect. 3.35(a) multiple ownership concerning KWEN. Chairman Henry not participating. Action Oct. 24.

■ By memorandum opinion and order, commission dismissed statement of Salem Channel-3 Telecasters Inc., applicant for new TV on channel 3 in Salem, Ore., directed against commission's June 26 action which granted application of Fisher Broadcasting Co. to change trans. site of KATU (TV) (ch. 2) Portland from about 14 miles northeast of city on Livingston Mountain to site in Portland, and increase ant. height from 1,090 to 1,550 feet. Commissioners Bartley and Lee dissented. Action Oct. 24.

■ By memorandum opinion and order, commission dismissed petition by TriCities Broadcasting Co. for reconsideration of Sept. 18 action by quorum of four commissioners which denied previous petition for reconsideration of Oct. 15, 1962, decision

granting, with condition, application of Southern Broadcasters Inc. for new TV on channel 8 in High Point, N. C., and denying applications for same facility by Jefferson Standard Broadcasting Co. and TriCities, both Greensboro, and High Point Television Co., High Point. Chairman Henry not participating. Action Oct. 24.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order, granted petition by Wellersburg TV Inc. and waived Sect. 1.362 of rules insofar as it requires call letters of stations which will be rebroadcast to be included in local notice of hearing, and accepted publication notice in proceeding on application and that of People's Community Television Association Inc. for new VHF TV translator stations in Wellersburg, Pa., and LaVale, Md., respectively, in Docs. 14857 et al. Action Oct. 28.

■ Cancelled Nov. 1 oral argument in proceeding on applications of Laramie Community TV Co. and Albany Electronics Inc. for new VHF TV translator stations in Laramie and Tie Siding, Wyo., in Docs. 14552 et al. Laramie on Oct. 23 filed petition for dismissal of applications. Action Oct. 28.

■ Granted petition by Billy Walker to extend time to Nov. 1 to reply to petition by Prattville Broadcasting Co. to reopen record in proceeding on applications for new AM stations in Prattville, Ala. Action Oct. 28.

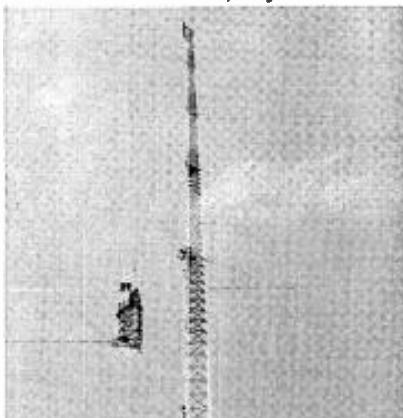
■ Granted petition by C. M. Taylor to extend time to Dec. 1 to file oppositions to Holston Broadcasting Corp. petition to enlarge issues in proceeding on applications for new AM stations in Blountville and Elizabethton, respectively, both Tennessee. Action Oct. 28.

■ By memorandum opinion and order denied petition by Denver Area Broadcasters (KDAB), Arvada, Colo., for review of examiner's Sept. 4 action which denied peti-

Continued on page 106

FOR TOWERS of all kinds CALL ROHN

For a complete line of towers ideally suited for radio, television and microwave use of all kinds, rely on ROHN.



Shown above is the final installation of a 16 bay antenna atop a 485' ROHN TV broadcast tower. The installation is the WMBD-TV translator station at LaSalle, Illinois, Channel 71.

ROHN Manufacturing Co.

P.O. Box 2000
Peoria, Illinois

"Pioneer Manufacturer of
Towers of All Kinds"
ROHN Representatives world-wide.



CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.
- All other classifications, 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Opening now for manager of new daytime station, WHON, Centerville, Wayne County, Indiana. Right man will find this to be real opportunity to build a future for himself. Will expect manager to select his own staff to complete a congenial working team. Must be strong on sales and programming. Send complete details and references with first letter. Personal interview required. Contact F. E. Lackey, WHOP, Hopkinsville, Ky.

Help Wanted—Sales

Sales/station manager, must be heavy on local sales and be able to create local salable promotions. New England daytimer. Opportunity for investment. Send full resume, financial requirements and picture in first letter. Box N-29, BROADCASTING.

Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-169, BROADCASTING.

AAI rated national promotional radio advertising firm has opening for radio station contact man eight (8) Midwestern states. Firm has 17 years experience selling patented promotional campaigns for radio stations. Car necessary, free to travel, \$300.00 weekly draw against commissions. Box M-235, BROADCASTING.

Great northwest, wants solid experienced salesman established account list, guarantee, plus car expenses, wonderful outdoor community in northwest Washington, young organization, married, experienced vets only, Box N-24, BROADCASTING.

Midwest radio and TV outlet needs sales manager for each unit. Applicant must be able to direct sales staff by strong, personal sales ability, imagination, idea creation and integrity. Staff knows of the ad. Send full details to Box N-39, BROADCASTING.

Broadcast service organization desires territorial representatives in midwest, New England, and Southeast. Complete sales training for qualified men. Opportunity equal to ability for ambitious men who can develop large, virgin territories—must be free to travel extensively. Send resume and references to Box N-62, BROADCASTING.

Immediate opening for experienced salesman. Fulltime independent modern radio—good pay—company benefits. Contact Mr. Vester, WAIR, Winston-Salem, North Carolina.

Work and play in colorful Colorado, vacationland of the booming Rocky Mountain empire. Opportunity for salesman-announcer with production experience. Write KCOL—Fort Collins, Colorado.

Radio time salesman. You'll work in southern California's finest resort. Salary with commission arrangement, paid vacation. Age no barrier, but must be capable, experienced salesman. Phone, write or see Adam Waran, KDES, 811 South Palm Canyon Drive, Palm Springs, phone 324-1211.

Announcer - salesman - staff addition - good salary. Must be civic-minded and willing to grow with North Carolina's fastest growing chain. Send full details. Coy H. Deal, WKJK, Granite Falls, North Carolina.

Announcers

Christian announcer needed for quality religious program and music station in midwest. \$150.00 per week for top announcer, permanent. Send resume with first letter. Box N-14, BROADCASTING.

Announcer 1st phone for quality station in East. Excellent facility. Wonderful living area. Send tape & resume to Box N-59, BROADCASTING.

Immediate opening for announcer with 1st phone. Send tape, photo & resume to KINY, 231 S. Franklin St., Juneau, Alaska.

Experienced announcer for suburban Maryland, independent. Send tape, resume, photo immediately to WASA, Havre De Grace, Md.

Wanted: Experienced announcer. First class license helpful but not absolutely necessary. Send replies to WCLW, 771 McPherson St., Mansfield, Ohio.

Announcers experienced with first phone needed by growing metropolitan Washington, D. C. station. Tape, resume, photo, to Jules Henry, WEEL, Fairfax, Virginia.

Mature announcer strong on news gathering and announcing for a middle of the road music station in NW Penna. Must have experience. Give all details in first letter and send audition tape to WESB, Brodford, Penna.

Immediate opening for 1st phone-announcer. Primary job will be announcing and production work. Starting salary will be \$90 a week. Call: Ed Bovee, WKEN, Dover, Delaware.

FM-stereo operation in Chicago wants good voice, experience, intelligent. No rockers. Send tape, resume, picture. WKFM, 188 W. Randolph Tower, Chicago 1, Ill.

Wanted immediately, experienced personality announcer with bright sound. No rockers, prima donnas or non-conformists need apply. Must run own board. Also need 1st phone announcer, emphasis on announcing. Send tape, resume, photo and references first letter, WMIX, Mt. Vernon, Illinois.

Immediate opening for air personality and salesman in good market. Call or write WPAQ, 10,000 watts, clear channel, Mt. Airy, North Carolina. Telephone 786-6111.

Announcer with first phone needed immediately. Send resume and tape. WSHB, Reaford, N. C.

Announcers with first phone. Also announcers with first and potential sales ability. Send resume and audition tape to: WSYB, Rutland, Vermont.

Golf reporters (broadcast) for west and north, send tape and resume to Sam Zack, WWOM Radio, New Orleans, La.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

Immediate opening for experienced pop music dj with expanding 5 station operation. Must be steady, reliable, happy, versatile man with good references. Western Pennsylvania daytimer, medium market near large metropolitan areas. Outstanding opportunity for small market man looking to move up. Rush audition, resume, photo, recent earnings to Jack Sandstrom, P.O.B. 211, Sharon, Penna.

Technical

Permanent position in one kw daytime operation for chief engineer. New Gates equipment. Minimum three years experience. We are a growing operation in medium N. H.-Vt. market. State minimum salary requirement in first letter. Good combo man would be considered. Box M-33, BROADCASTING.

Christian chief engineer needed for quality religious program and music station in midwest. Top pay for right man, permanent position. Limited announcing required. Send resume with first letter. Box N-15, BROADCASTING.

Chief Engineer, 5 kw directional station midwestern major market. Must have directional experience and be able to do production and control room operation and maintenance. No announcing. Excellent salary. Box N-17, BROADCASTING.

1000 watt daytimer in midwest college town has opening for combination man. Must be top quality engineer and intelligent, adult commercial announcer. Send tape, full particulars, references, salary requirements. Box N-37, BROADCASTING.

Engineer, for studio and transmitter maint. Must keep equipment in top flight condition. Some sales experience desirable. Call KYVA, 863-6841, Gallup, New Mexico.

Engineer-announcer. Emphasis engineering. Contact Bud McClain, WFKY, Frankfort, Kentucky.

Immediate opening for engineer. 1 kilowatt, fulltime. Some announcing. Send tape and resume and salary requirement to WSHB, Reaford, N. C.

Production—Programing, Others

Get us the morning audience in exciting Southwest metro and your growth potential with group-owned middle-of-the-road regional is unlimited. You must be pd material with mature voice, humor, ideas, production ability. Tape, resume, photo, expected salary to Box N-50, BROADCASTING.

Swingin' mornin' man with writing and production abilities for WHYE in Roanoke, Virginia's most monitored station. The pay is good, conditions great, and you'll be the most sought after man in the area. But please! don't come if you can't stay. Send resume, photo, tape and salary requirements immediately.

WTAR radio-television, Norfolk, grows with the Southeast's fastest-growing area. In its continuing expansion program, WTAR needs experienced radio-television newsmen immediately. Emphasis on imaginative and factual reporting plus solid writing and editing abilities. Contact John Griffin, news director, WTAR, 720 Boush Street, Norfolk, Virginia. Tel.: 625-6711.

Wanted: Cameraman-editor for University film production unit. Minimum of two years working experience. Prefer USC or UCLA graduate. Please send resume and sample reel to University Broadcasting Services, Florida State University, Tallahassee, Florida.

Situations Wanted—Management

General manager available soon. Excellent background and top flight record. Box M-162, BROADCASTING.

Mass.-Conn.-R. I.: Available Jan. 1. Full charge general manager, 15 years successful management, must personally direct & participate in all depts. with long hours for mutual growth & profits. FCC license. Box M-293, BROADCASTING.

Hard hitting station manager available. Years of radio and television operation and management background. Many years in sales, production and announcing. Solid background in complete station operation and client relations. Prefer medium market. If interested, will supply complete background information and arrange interview. Box N-2, BROADCASTING.

This is honest effort to find general management position in good town to live and raise family. All-around radio man . . . completely experienced, especially sales. Box N-4, BROADCASTING.

Many years experience offered by professional who knows and can prove unique selling technique plus methods of increasing business. Medium or small market. Midwest. Box N-27, BROADCASTING.

I have twelve years broadcast management experience and bachelor's degree. Am thirty-seven, have a family of four children and have investment income. I am interested in a permanent position as administrative assistant in radio in a University city. Box N-30, BROADCASTING.

My six years sales experience with Texas' leading radio group can turn your station into a real money maker. I prefer purchasing a managing interest (at least 25%) in small-medium Texas market. Let's talk about it. Box N-40, BROADCASTING.

General manager—top qualifications. Over 20 years experience, all phases. Box N-47, BROADCASTING.

Sales

15 years experience in sales, announcing, management, and engineering. Prefer sales or management. Box N-51, BROADCASTING.

Announcers

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

Good music stations only! Announcer-dj, 3 years experience, veteran, rich authoritative voice, smooth professional delivery. Box M-146, BROADCASTING.

DJ with humorous friendly personality. Also news and production voices. Veteran. 3 years experience. Box M-236, BROADCASTING.

1st phone — announcer — DJ — draft exempt, pleasant voice — Midwest preferred. Box M-254, BROADCASTING.

DJ-announcer, mature, relaxed style, college, two years professional experience. Now employed but want to relocate in Southwest or Southeast. Desire C & W or middle-road music. Have wide C & W background. Box M-283, BROADCASTING.

Experienced and devoted sportsman. Credits include major network sports. Seek play by play basketball, baseball, or both. Box N-1, BROADCASTING.

Top talent tired of working for losers (and winners who keep all the spoils) seeks show or management on station with good working conditions, stability and stature. You couldn't buy my multiple skills, talents and abilities anywhere for less than \$50,000. I'm seeking response only from those who can meet a minimum \$20,000 plus fringes from the start, and who can convince me of good intent. Presently with network. No booze—no blues. Hear my work. Hear my story. Box N-5, BROADCASTING.

Announcers—(Cont'd)

Great Lakes region. News-sports-dj. 4 years, desires permanent position small or medium market. Reliable. Box N-6, BROADCASTING.

You can't afford not to see Alan London's VTR. This versatile video performer sparkles everything from kids shows to those in weather vane. Box N-11, BROADCASTING.

Experienced dj, first phone. Married. Prefer West Coast. Minimum \$150. Box N-12, BROADCASTING.

Exceptional voice, emphasis on news, write salable copy, first ticket (no maintenance) now happily employed in Maryland. Seeking greater challenge, like news, news, news. Hear me. Box M-13, BROADCASTING.

Overwhelming number one in all segments, twelve station market. Sparkling humorous morning personality, different approach. Box N-22, BROADCASTING.

Young announcer seeking position with one year AM-FM experience. Will send tape and resume immediately upon request. Box N-26, BROADCASTING.

Disc-jockey-top 40—full or part time. Prefer N.Y.-N.J.-Penna.-Ohio—but will answer all letters. Box N-38, BROADCASTING.

Guy Harris, attention! Traigame mi cinta audio, o una forma aplicacion, por favor. Porque no? Puedo performer el tragajo para tu! Box N-42, BROADCASTING.

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

1st phone showman—6 years in major markets. College, draft free. Box N-46, BROADCASTING.

First-phone announcer—limited experience. Prefer New York, Texas or South. Box N-48, BROADCASTING.

Chief announcer large market desired pd small to medium. Fifteen years air, sports, production. Six as pd. Excellent references. \$125. Box N-49, BROADCASTING.

Well rounded air personality. Bright sounding dj/announcer, experienced all phases—tight board, authoritative newscaster, remotes/beepers. Professional attitude, cooperative. Box N-52, BROADCASTING.

Exciting, sincere and really different rock dj, who is strong on commercials and who feels the music, needs job. Beginner with radio school training and BBA. Reliable, eager to learn. Prefer Southwest or Southeast. But will go anywhere. Box N-53, BROADCASTING.

Announcer, 1st phone. 5 years TV and broadcasting experience. 6 months as announcer. Relocate to N.Y., Conn. area. Box N-54, BROADCASTING.

Negro announcer-dj-newscaster. Somewhere there is a radio station that can utilize the talents of an aggressive, imaginative and versatile personality. Not just a record spinner. Can gather, write and deliver authoritative news. Handle any format. Run tight board. Relaxed ad lib. Copywriter. Sales experience. College. Go anywhere, immediately. Box N-55, BROADCASTING.

DJ/newsman—14 years experience. 50 mile radius Washington, D. C. Mr. Ken Scott, 11601 Elken St. Wheaton, Md., phone 949-7578.

Young man looking for permanent job with a good top 40 station. Ambitious, sober, reliable. Phone—Ron Grantham, 562-5311—Senatobia, Miss.

Sportscaster/DJ. Excellent play by play, all sports. Experience. First phone. College graduate. Available immediately. Tom Walters, 3253 Warwick, Kansas City, Missouri.

News, dj, sports, age 30, vet., announcing school graduate, ambitious beginner. Will travel anywhere. For tape write Jack Cronin, 5233 Peeble Beach, Las Vegas, Nevada.

Announcers—(Cont'd)

Young, aggressive announcer/dj with news background. Joe Rich, 310 S. Hamilton St., Watertown, New York, SU 2-4442.

Man, 22, studying for 1st phone. Desires announcer office, announcer sales, preferably Florida, Virginia or Southeast. Orlando 3, Fla. 425-1284.

Two experienced announcers have show designed for medium market. Show features heavy news, good variety of music, wit and special and daily features. Arda Productions, 8121 N. Ottawa Ave., Niles, Illinois, 60648.

Technical

Chief engineer with many years experience. Installation, operation & maintenance both low and high power transmitters, also directional arrays. Available on two weeks notice. Box M-270, BROADCASTING.

Experienced chief engineer desires position willing to relocate anywhere. Box N-3, BROADCASTING.

Chief—director-supervisor. 13 years experience including supervisor, engineering director for chain, part-owner manager. Some TV. Five figure salary. Excellent references. Box N-28, BROADCASTING.

Chief Engineer—AM/FM, construction, operation, maintenance of directionals. \$200.00 minimum. Box N-32, BROADCASTING.

Chief Engineer position—no announcing—age 27, good technical qualification, \$130 week plus relocation. Box N-34, BROADCASTING.

Experienced engineer wants permanent job at stable station, preferably as chief . . . will relocate anywhere. Salary open. Steve Burgess, 624 Oakley, Topeka, Kansas. CE 4-1026.

Arkansas or vicinity. First phone. Presently in communications. Jimmy Higgins, 2035 Sw. 59 Ave., Fla., 33155. Phone MO 7-7105.

Production Programing & Others

Versatile, dedicated, young radio and television broadcaster available November 1st. Excellent play-by-play and local and regional sports coverage. College graduate, 25, single. Past experience includes news, sports, program director and sales. Also interested in promotion, public relations and publicity work. Box N-16, BROADCASTING.

Experienced, authoritative, grown-up newscaster can provide delivery and copy that'll put some vitamins in those hourly lulls. Larger markets, location unimportant. Box N-19, BROADCASTING.

Male copywriter, proven ability, ten years solid-sell experience, radio, TV. Box N-23, BROADCASTING.

Experienced producer-director, presently employed, seeks East or midwest locale. Box N-33, BROADCASTING.

Let's talk turkey before Thanksgiving. Want job as program director. Main course—brightest sound of good music in U. S. You'll relish the fine production. The specialty—award-winning news operation. Will this cure your indigestion? Presently employed in similar capacity. Want more challenge. Box N-36, BROADCASTING.

Experienced program director with major market experience seeks new challenge. I understand the responsibility of the broadcasters to the community and can implement a program which satisfies both the community and the station. Box N-41, BROADCASTING.

Major station personality ready to trade "mike" for pd's desk at adult station. Let me demonstrate leadership skills and broadcasting knowledge gained in 12 years of announcing/production director experience. Box N-43, BROADCASTING.

Production Programing & Others

Continued

Copywriter-announcer. Radio station and advertising agency experience. Tape or copy available. Presently employed. Box N-57, BROADCASTING.

TELEVISION

Help Wanted—Management

Sales manager for North central television station. Our company needs a proven salesman who is ready to take over the responsibility of sales manager. Please submit sales record and salary requirements to Box M-257, BROADCASTING.

Help Wanted—Technical

Have immediate opening for experienced CATV engineer in construction and operation of proposed elaborate and large system. Send full particulars in initial response. Box N-7, BROADCASTING.

Wanted: First phone engineer with TV studio equipment maintenance experience. Write or call WCET, Cincinnati 19, Ohio, phone: 381-4033.

Immediate opportunity for young man with TV control room and VTR operations experience to advance towards maintenance also an opening for control room and VTR operations trainee. Send full particulars, availability and salary requirements at once to Chief Engineer, WENH-TV, Box Z, Durham, N. H.

Production—Programing, Others

Program director to create and execute live local commercial and public service programing. Must be capable of creating and administering program department. Opportunity for management advancement. Starting salary \$12,000 to right man. Send complete resume to Box M-255, BROADCASTING.

Producer-Director to direct-produce news, public service, commentaries, special events for prime time scheduling on CBS affiliate. Floor director experience not sufficient. Excellent opportunity for creative perfection-minded man. Include full details of experience and credits. Box M-263, BROADCASTING.

Leading news department in city of 250,000 has opening for experienced newsman. We are seeking strong background in reporting and writing with ability to air a top show. If you qualify and desire permanent position with good advancement possibilities, send art or film with complete resume. Box M-280, BROADCASTING.

Midwest VHF has opening for TV camera-film man. Position requires operation of TV camera and film editing. Box N-56, BROADCASTING.

Wanted—Experienced, seasoned TV traffic manager. Excellent opportunity with large southeastern market station. Must be able to assume management responsibility of traffic operations. Write or wire: WAI-TV, Atlanta, Ga.

Cameraman for documentary film unit creating programs for major midwest video chain. Must be thoroughly experienced with 16mm double system sound and capable of both creative photography and editing. Unit produces 9 films per year in variety of documentary forms ranging from spot news to dramatic dialogue technique. Must be able to supply sample films on which you have full photography and editing credits. Write personnel department, Crosley Broadcasting Corporation, Cincinnati, Ohio. 45202.

TELEVISION

Situations Wanted—Management

General manager available for television station. Mature, dependable, top record. Box M-161, BROADCASTING.

Situations Wanted—Sales

Experienced major market sales manager available. Background includes national sales management of a top ABC-affiliated station, local sales management of leading NBC-affiliate. Prior to TV sales, I produced and emceed several TV shows, handled film buying and supervised national promotion and merchandising departments. Well acquainted with major rep firms and leading agencies. Age 43, married, one child. Excellent references Box N-18, BROADCASTING.

Technical

Maintenance or assistant chief—good technical qualifications—age 27—\$130 week plus relocation. Box N-35, BROADCASTING.

Production—Programing, Others

This offer will not be repeated. Creative programing head, public affairs, documentary for quality station or stations. Background, in addition to 20 years radio and TV, includes standup comedy, creative photography, University teaching, nationally published as a writer. Able to inject interest and believability into programs—one who knows how to encourage creative growth in others. I prefer to study people rather than rating charts to determine good program content. Formulas come and go but when you regard a viewer as though he might be your next door neighbor, it's amazing how easy it is to establish good programing concepts. Salary, \$10,000—for the years it took me to develop my abilities, and help pay for this ad. Box N-21, BROADCASTING.

Highly qualified television production manager, producer-director and/or writer available. Nine years experience including 4 years teaching TV production at a major university. 33, married, college grad. Particularly interested in special events, public affairs or sports production but willing to discuss all opportunities. Resume upon request and available for personal interview. Box N-44, BROADCASTING.

Continuity writer with experience in setting up fool proof copy and slide numbering systems . . . 22 years old, draft free, 1½ years in TV . . . also a children's personality, and has done some "on camera" news announcing . . . wishing to relocate in a small market . . . the smaller the better for SOF and resume, contact: Dan McGrath, 626 Vincent Park, Redondo Beach, California.

WANTED TO BUY

Equipment

Used equipment for 250 w, 1490 kc new station. What have you? Box N-8, BROADCASTING.

Wanted to buy; 5 kw AM transmitter. Must be in excellent working condition. Contact Paul A. Brandt, WCEN, Mt. Pleasant, Michigan.

Need AM frequency monitor, RF amplifier such as Gates M-5144A to pick up AM signal off air. Sta-level, equalizer console. KDEX, Dexter, Mo.

Will buy or trade used tape and disc recording equipment — Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10 B Pennsylvania, Tuckahoe, N. Y.

Need zoom lens for 3" image orth. Will consider Studio Zoomar, Bertholt or Varatol II. Write stating age, condition, and price. Box M-191, BROADCASTING.

Needed: 702-A oscillator unit for Western Electric transmitter 443A-1. WKHM, 441 Wildwood Ave. Jackson, Michigan.

Video tape used: Wanted 5 minutes minimum length Chief Engineer KSD-TV St. Louis.

FOR SALE

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1¼" 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.

¾" Coaxial cable, Andrew Heliac. Black sheath covered. Never used. 85¢ per foot F.O.B. El Cajon Electronic Engineering, P.O. Box 012, San Diego 15, California.

Thermometer, remote electrical: used by over 100 stations, enables announcer to read the correct outside temperatures from mike position. Installed in less than an hour. Send for brochure, Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Federal 3 kw FM transmitter. Replaced for higher power. Best bid over \$1000 F.O.B., WSON, Henderson, Kentucky.

Spare turntable motors type, Bodine NYC-12. Fits Gates, RCA and most standard broadcast tables. Used but completely rebuilt and guaranteed for 90 days in turntable use. \$18.95 each. Cash, check or money order please. Shipped prepaid anywhere in U. S. Electromagnetic Products, P.O.B. 51, Lexington, Ill.

Used UHF 1 kw RCA transmitter excellent condition, immediate delivery. A bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

UHF transmitter for sale: One used RCA TTU-1B UHF transmitter in excellent condition available immediately. A bargain. Includes spare parts and monitoring equipment. Contact Jim Hoke, Chief Engineer, WGHP-TV, Sheraton Hotel, High Point, N.C.

Collins announcer remote, with turntables in excellent condition. \$800 new, best offer takes it. Box N-25, BROADCASTING.

963 foot Kimco Tower, 6-bay RCA superturnstyle channel 6 antenna and 25 kw DuMont transmitter. WITI-TV, Milwaukee, Wisconsin. Phone: UPTown 3-1919.

FM surplus equipment: Gates M5534 exciter, Gates M-5689 Sub-Carrier generator 67 kc, Gates M-5688 Sub-Carrier inserter and power supply with mute, Andrews 1308-8 bay antenna with wrap around heaters. Best offer, write Wierzbicki, Box 289, East Lansing, Michigan.

GE 10 kw FM amplifier, GE BY-6-D antenna, WE 1 kw FM transmitter, Rust remote unit 108-OF. Jones, WFMG, Gallatin, Tennessee.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Billey and J-K holders, regrinding, repair, etc. BC-604 crystals, also AM monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 96, Temple, Texas.

Two 200 foot Blaw Knox self-supporting towers now operating 5 kw directional. 5 kw—RCA transmitter. Excellent condition. WAAB, Worcester, Mass.

Approximately 1000 manaural albums. Pop and show tunes. Many never played. Seeburg selectomatic 200. Best offer. 113 Iroquois St., Sayre, Pennsylvania.

Presto disk cutter with RCA head. Purchased for sale for the widow of a top audio engineer. In portable cases. First \$150. Good condition. Chief engineer, KWBG, Boone, Iowa.

One RCA 76-B broadcast console, 6 channel, in working order & clean. You come get it and bring \$200 to WQIZ, St. George, S. C.

Business Opportunity

Part-ownership opportunity to right man. Must have successful management experience, program oriented and strong local news background. Regional operation. Not top 40. 5 kw fulltime in growth area of California. Salary in five figures, plus percentage. Send salary, complete resume and picture. Box N-60, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Recording studio, serving southeast from metropolitan area, fully equipped, A-1 reputation, strong potential. Reply Box M-70, BROADCASTING.

Bingo cards for radio and television programs, personalized. Forsyth Manufacturing, 1930 W. 41 Ave., Denver 11, Colorado.

Sound professional with "personalized news" intros and close. Send \$5.00, call letters, and freq. to NEWS, Box 670, Richmond, Ky. For your wide variety of professional sounding news openings, closings.

PGA Golf Tournaments fed to your station (28 feeds). \$1.00 per 1,000 (city pop.). Write Tee-Putt Productions, 614 N. Rampart, New Orleans, La.

Increase sales — new, exciting booklet, "Principles & Techniques of Good Radio Salesmanship." Just \$2 postpaid. Billings Publishing Co., Box 1752, Billings, Montana.

Jockey Joker is a new series of one line gags for deejays. This production will be habit forming. First issue \$2.50. Show-Biz Comedy Service (Dept. BJ) 65 Parkway Court, Brooklyn 35, New York.

Two daily 4:30 feature reports, with the actual voices of the newsmakers, on top national and international stories. Perfect partner to complement your sparkling local coverage—daily tape via air mail special delivery. Peak listener reaction—low cost. Let us join your team. Write Box N-61, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

INSTRUCTIONS—(Cont'd)

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and graduate placement list. Don Martin School of Radio and TV Arts & Sciences, 1653 North Cherokee, Hollywood, Calif. "No cram school."

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure, 259 Geary St. Starting date for next class December 16, 1963.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 8, March 11, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. For the man who must get his 1st phone in a hurry, the Los Angeles Division of Grantham schools now offers the proven Grantham course in an accelerated schedule. Next classes begin November 11 and January 13. For free brochure write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

1st ticket class . . . 6 week course resident, or correspondence. Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing station operations course and TV production.

RADIO

Help Wanted—Announcers

WASHINGTON, D. C.

Immediate opening. Modern format personality at high-rated station. Must be able to do production commercials. Good salary and unusual opportunity. Send tape and resume to:

Box N-58, BROADCASTING

Help Wanted

Production Programing & Others

GENIUS WANTED

This key station in one of North America's most respected chains is seeking a Program Director, Promotion Manager, and top-notch production man. It may take 3 men to fill these vacancies, or it may take only one. We're a pop music station in a highly-competitive major market, and we can afford the best. If you're nothing short of a genius . . . if you have proven record of success at a top-rated major market station, you may be our man. Document your success in detail. Give us examples of your work. Give us references. If we're delighted with you, you'll be sufficiently delighted with us to make our station your permanent home.

Box N-20, BROADCASTING

Situations Wanted—Technical

ENGINEER

with first phone, experienced announcer have college degree in business. Prefer a top forty station. Twenty five years of age and good credit references. Richard A. Sharpe, Phone 476-5343, Cleveland, Tenn.

TELEVISION—Help Wanted—Sales

EXPERIENCED

Radio or Television Salesman with desire to get into 5 figure income bracket—Generous draw against commission—Southeastern medium market—Wonderful area for family man—Applicants must undergo thorough investigation—Send complete resume and photo with first letter. No phone calls—No applicants employed until personally interviewed. Reply Box M-248, BROADCASTING.

EMPLOYMENT SERVICE

JOB HUNTING?

Sherlee Barish
BROADCAST PERSONNEL AGENCY
New Offices: 527 Madison Ave.,
New York, New York.

BUSINESS OPPORTUNITY

WILL BUY ALL OR PART

Executive seeks ownership share in radio or TV station. Small down payment, remainder from profits. Strong background in AM, TV, management, sales, production. BA degree, Broadcasting. Want promising offer, any location. E. R. Carroll, 78 Crest Drive, Tarrytown, New York.

BUSINESS OPPORTUNITY

Radio Station For Rent

AM radio station, 1 KW, central Florida for rent with option to buy, to operator who can qualify as to license and financial position. \$500.00 per month rent. Property includes land, five room acoustical building, tower and all technical and office equipment and furniture; also standby 250 watt transmitter.

Box M-242, BROADCASTING

BUSINESS OPPORTUNITY

Owner-Manager completing seventh year in competitive S. E. market looking for managership in major market. Can invest 50 to 150,000. Successful history of creative sales and programing with profits. Desire a growing market. All replies confidential.

Box N-31, BROADCASTING

MISCELLANEOUS

CONTROVERSIAL AND MINORITIES!!!

KAIL TV, FRESNO, CALIF. Offers prime time evenings thru the week for Programs and all Groups, any Philosophy, Politics, Religion, any subject matter. Contact us immediately. Our rates are fantastically low in cost. KAIL TV, 308 South Fruit . . . 209-AM 4 1309.

INSTRUCTIONS

EMERSON COLLEGE

Accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed. 82nd year. For catalog write: Director of Admissions.

EMERSON COLLEGE
303 Berkeley St., Boston 16

**RADIO
TV
SPEECH
THEATRE**

WANTED TO BUY

Stations

AM STATION WANTED
in Alabama, Louisiana, Mississippi, or No. West Florida. . . Your reply confidential.

Box M-245, BROADCASTING

WANTED TO BUY

Stations

DAY TIME
AM facility,
within 20 mile radius of New York City. Principals only.
Box N-10, BROADCASTING

FOR SALE—Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

TEXAS FM

Independent. Coverage in excess of one million. One of top 25 markets. Multiplexing background music. Owner must sell for reasons of health. Excellent opportunity. Only financially qualified need reply.

Box N-9, BROADCASTING.

S. E. Metro-Hi Power

Also Fla. Coastal low down payment. Will trade 2 oceanfront homes 125,000 and 65,000 for mortgages or other equities. Tom Carr, Ponte Vedra Bch., Fla.

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

STATIONS FOR SALE

SOUTHWEST. Daytime. Exclusive. Excellent dial position. Priced at \$90,000. Reasonable terms.

NEW ENGLAND. Exclusive. Fulltime. Priced at \$85,000. 25% down.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

Fla.	single	coastal	\$ 50M	terms
Maine	single	fulltime	140M	29%
Ca.	small	power	90M	SOLD
Ill.	medium	daytime	85M	29%
Pa.	suburb	daytime	95M	50%

buying and selling, check with

✓ **CHAPMAN COMPANY INC**
2045 PEACHTREE RD., ATLANTA, GA. 30309

You Can't Top A CLASSIFIED AD



Continued from page 101

tion for leave to amend in proceeding on AM application. Board Member Nelson not participating. Action Oct. 24.

ACTIONS ON MOTIONS

by Office of Opinions and Review

■ Granted request by WTSP-TV Inc. to extend time to Nov. 20 to file briefs in reply to exceptions to supplemental initial decision in Largo, Fla., TV channel 10 proceeding. Action Oct. 28.

■ Granted motion by Smackover Radio Inc. Smackover, Ark., to extend time to Oct. 30 to file exceptions to initial decision in proceeding on AM application and that of Magnolia Broadcasting Co. (KVMA), Magnolia, Ark. Action Oct. 24.

■ Granted request by Broadcast Bureau to extend time Nov. 4 to file replies to exceptions to initial decision in proceeding on applications for renewal of licenses et al. of Tipton County Broadcasters for WKBL Covington and Shelby County Broadcasters Inc. for WHEY Millington, both Tennessee. Action Oct. 22.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on mutually exclusive applications for channel 5, Boston; scheduled prehearing conference for Nov. 21 and hearing for Dec. 16. Action Oct. 25.

■ Ordered that Examiner Sol Schildhouse, in lieu of Chester F. Naumowicz Jr., will preside at hearing on AM application of Central South Dakota Broadcasting Co. (KEZE), Huron, S. D., in which prehearing conference is scheduled for Nov. 4 and hearing for Dec. 12. Action Oct. 23.

■ Ordered that Examiner Thomas H. Donahue, in lieu of Herbert Sharfman, will preside at hearing on AM applications of Boardman Broadcasting Inc., Boardman, and Daniel Enterprises Inc., Warren, both Ohio, in which prehearing conference is scheduled for Nov. 12 and hearing for Dec. 9. Action Oct. 23.

■ Ordered that Examiner Basil P. Cooper, in lieu of Forest L. McClenning, will preside at hearing on AM applications of Hundred Lakes Broadcasting Corp. (WSIR), Winter Haven, and WJBS Inc., DeLand, both Florida, in which prehearing conference was scheduled for Oct. 25 and hearing for Nov. 18. Action Oct. 23.

■ Continued without date Oct. 24 hearing in proceeding on AM applications of Saul M. Miller, Kutztown, and Bi-States Broadcasters, Annville-Cleona, both Pennsylvania. Action Oct. 23.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Rhinelander Television Cable Corp., Rhinelander, Wis., to extend time from Oct. 28 to Nov. 4 to file reply findings in proceeding on AM application. Action Oct. 28.

■ Pursuant to agreements reached at Oct. 25 prehearing conference in proceeding on AM applications of Hundred Lakes Broadcasting Corp. (WSIR), Winter Haven, and WJBS Inc., DeLand, both Florida, in Docs. 15178-9, continued Nov. 18 evidentiary hearing to date to be announced at conclusion of further hearing conference to be held on Jan. 13, 1964. Action Oct. 25.

By Hearing Examiner Thomas H. Donahue

■ Granted request by Cream City Broadcasting Inc. to extend time from Oct. 28 to Nov. 7 for final exchange of engineering rebuttal, from Nov. 1 to Nov. 12 for notification of witnesses and from Nov. 6 to Nov. 15 for hearing in proceeding on AM application of S & S Broadcasting Co. (WTAQ), La Grange, Ill. Action Oct. 30.

■ Granted request by Cream City Broadcasting Inc. to extend time from Oct. 22 to Oct. 28 for final exchange of engineering rebuttal, from Oct. 25 to Nov. 1 for notification of witnesses and from Oct. 29 to Nov. 6 for hearing in proceeding on AM application of S & S Broadcasting Co. (WTAQ), La Grange, Ill. Action Oct. 24.

By Hearing Examiner Charles J. Frederick

■ Upon joint oral motion of all parties, concurred in by Broadcast Bureau at Oct. 25 prehearing conference in proceeding on applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc. for new TV stations on channel 19 in Cleveland, in Docs. 15163-4, continued Nov. 12 hearing to Feb. 17, 1964. Action Oct. 25.

By Hearing Examiner Millard F. French

■ Granted request by Broadcast Bureau to extend time from Oct. 24 to Nov. 4 to file proposed findings and to Nov. 18 for replies in proceeding on application of Brush Broadcasting Co. for new AM in Wauchula, Fla. Action Oct. 28.

By Hearing Examiner Arthur A. Gladstone

■ Granted request by Northland Radio Corp. (KWEB), Rochester, Minn., to continue Nov. 5 hearing to Nov. 25 in proceeding on AM application. Action Oct. 25.

By Hearing Examiner Walther W. Guenther

■ On own motion, continued without date Nov. 12 further hearing in proceeding on application of Bay Shore Broadcasting Co. for new AM in Hayward, Calif. Action Oct. 25.

■ On own motion, continued without date Dec. 3 further hearing in proceeding on AM applications of Abacoa Radio Corp. (WRIA), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico. Action Oct. 25.

By Hearing Examiner H. Gifford Irion

■ Scheduled hearing conference for Dec. 2 in proceeding on application for special service authorization of Iowa State College of Agriculture and Mechanic Arts to operate WOI Ames, Iowa (licensed on 640 kc, 5 kw-D), additional hours from 6 a.m. to local sunrise CST with 1 kw. Action Oct. 29.

■ Granted request by C. M. Taylor to continue Oct. 31 hearing to Dec. 6 in proceeding on application and that of Holston Broadcasting Corp. for new AM stations in Blountville and Elizabethton, both Tenn., respectively. Action Oct. 28.

■ Granted petition by Great State Broadcasters Inc. to continue Oct. 28 hearing to Nov. 14 in proceeding on application and that of D and E Broadcasting Co., for new AM stations in San Antonio, Tex. Action Oct. 25.

By Hearing Examiner David I. Kraushaar

■ Granted motion by Raul Santiago Roman to continue Oct. 28 hearing to Nov. 13 and to extend time to Nov. 8 for notifying witnesses in proceeding on application for new AM in Vega Baja, P. R. Action Oct. 24.

■ On own motion, corrected in various respects transcripts of prehearing conference and hearing in proceeding on application of Muncie Broadcasting Corp. for new AM in Muncie, Ind. Action Oct. 23.

By Hearing Examiner Jay A. Kyle

■ By memorandum opinion and order in consolidated AM proceeding on applications of Calhio Broadcasters, Salem Broadcasting Co. and Tele-Sonics Inc. for new AM stations in Seven Hills, Salem, and Parma, all Ohio, respectively, granted request by Broadcast Bureau to refer to Review Board for appropriate action motion for leave to amend to reflect merger of interest between Thomas B. Friedman, tr/as Calhio Broadcasters and Tele-Sonics Inc. Action Oct. 29.

■ Granted motion by Jupiter Associates Inc., Matawan, N. J., to extend time from Oct. 29 to Nov. 5 to file proposed findings, and from Nov. 15 to Nov. 22 for replies in proceeding on AM application, et al. Action Oct. 29.

■ Received in evidence exhibit 33 of KYOR Inc. (KYOR), Blythe, Calif., and closed record in proceeding on AM application of Geoffrey A. Lapping, Blythe. Action Oct. 23.

**By Hearing Examiner
Chester F. Naumowicz Jr.**

■ Scheduled hearing conference for Nov. 4 to determine procedural rules to govern remainder of hearing in proceeding on AM application of Denver Area Broadcasters (KDAB), Arvada, Colo. Action Oct. 29.

■ In proceeding on application of Dorlen Broadcasters Inc. for renewal of license of WSMO (FM) Waldorf, Md., and applications for new AM stations of Dorlen at Waldorf and Charles County Broadcasting Inc., La Plata, Md., in Docs. 14748 et al., granted request by Dorlen to extend time from Oct. 28 to Oct. 30 for exchange of written exhibits, and ordered that all other procedural dates provided in order released Sept. 30 shall remain unchanged. Action Oct. 25.

By Hearing Examiner Sol Schildhouse

■ Pursuant to agreements reached at Oct. 23 prehearing conference in proceeding on AM application of Ottawa Broadcasting

Corp. (WJBL), Holland, Mich., scheduled certain procedural dates and continued Nov. 18 hearing to Jan. 7, 1964. Action Oct. 23.

By Hearing Examiner Herbert Sharfman

■ Granted request by Southern Radio and Television Co., Lehigh Acres, Fla., to extend time from Oct. 29 to Oct. 31 to file opposition to Broadcast Bureau's petition to reopen record for further hearing on AM application and that of Robert Hecksher (WMYR), Fort Myers, Fla. Action Oct. 29.

■ Received in evidence exhibit 15 of Prince William Broadcasting Corp. (WPRW), Manassas, Va., and closed record of hearing in proceeding on AM application, et al. Action Oct. 25.

■ Granted request by North Atlanta Broadcasting Co. to extend time from Oct. 28 to Nov. 12 to file initial proposed findings and from Nov. 18 to Dec. 2 for replies in proceeding on application for new AM in North Atlanta, Ga. Action Oct. 24.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Skyline Broadcasters Inc., Klamath Falls, Ore., to continue without date further proceedings on AM application pending lifting of "freeze" imposed on application by Sect. 1.351 of rules. Action Oct. 29.

ETV fund applications

Following applications for matching federal funds for educational television have been filed at Department of Health, Education & Welfare in Washington, subject to approval by Secretary of HEW:

■ Pittsburgh — Metropolitan Pittsburgh Educational Television; for \$111,312 to expand facilities of Channel 13; total project cost \$212,174.

■ Los Angeles—Community Television of Southern California; for \$528,327 to activate channel 28; total project cost \$1,056,656.

■ St. Paul—Twin City Area Educational Television Corp.; for \$126,332 to activate channel 17; total project cost \$168,470.

■ Lexington, Ky.—Kentucky State Board of Education; for \$380,770 to activate channel 46; total project cost \$762,088.

■ Somerset, Ky. — Kentucky State Board of Education; for \$213,032 to activate channel 29; total project cost \$426,065.

■ State College, Pa.—Pennsylvania State University; for \$239,580 to activate channel 69; total project cost \$479,161 amended to: Clearfield, Pa.—for \$200,000 to activate channel 3; total project cost \$639,907.

■ Pursuant to agreement of counsel at Oct. 24 further hearing conference in proceeding on applications of John A. Egle and KLEF Radio Inc. for new AM stations in Golden Meadow, La., in Docs. 14693-4, scheduled further hearing for Dec. 16. Action Oct. 24.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Oct. 29

KTWR (FM) Tacoma, Wash.—Granted increased power on 103.9 mc from 830 w to 2.7 kw and increase in ant. height from 240 feet to 320 feet.

KMWC (FM) Midwest City, Okla.—Granted license covering change in ant. height, ant. trans. and studio location and station location.

WQXI Atlanta—Rescinded Oct. 8 action which granted CP to install alternate main nighttime and aux. daytime trans. at main trans. location, with remote control permitted during non-DA only.

Actions of Oct. 28

WCOP-AM-FM Boston—Granted renewal of licenses for AM, aux. and FM.

K71AF Cedarville, Calif.—Granted license covering changes for UHF TV translator station.

WWDC-FM Washington—Granted CP to change type trans.

■ Granted licenses for following UHF TV translator stations: K73BD, K76BL, Tahoe Translator Co., Bijou, Calif.; K73BB, K77BH, K83AT, San Juan Non-Profit TV Associa-

tion, Farmington-Bloomfield Highway and Huerfano-Bloomfield Highway area, all New Mexico.

■ Following were granted extensions of completion dates as shown: WVCA-FM Gloucester, Mass., to May 1, 1964; WGHB Maplewood, Minn., to Feb. 1, 1964.

Actions of Oct. 25

WIBG Philadelphia—Granted renewal of license for AM and alternate main and aux. trans.

WRUF-FM Gainesville, Fla.—Issued mod. license, pursuant to third report, memorandum opinion and order in Doc. 14185, specifying operation on 103.7 mc; ERP 27 kw; and ant. height 360 feet; conditions.

WTVD (TV) Durham, N. C.—Granted CP to change type trans. and make other equipment changes.

K10BP Clyde Park, Wilsall and upper Shields River, all Montana—Granted CP to change type trans., make changes in ant. system, and include Porcupine Bench and Flat Head Creek, Mont. in principal community for VHF TV translator station.

KNOX-TV Grand Forks, Minn.—Approved engineering technical data submitted, pursuant to commission's May 8 report and order in Doc. 14921, to modify license and specify operation of KNOX-TV (ch. 10) in Thief River Falls instead of Grand Forks.

KOKA Shreveport, La.—Granted extension of authority to operate with sign-off at 9 p.m. for period ending Jan. 22, 1964.

Actions of Oct. 24

WVTR White River Junction, Vt.—Rescinded action of Sept. 27 which granted renewal of license.

W08AL Vandergrift, Pa.—Granted mod. of CP to change trans. location to Kepple Hill, north of Vandergrift, for VHF TV translator station.

Actions of Oct. 23

WFMB (FM) Nashville—Granted CP to install new trans. and new ant.; move ant. trans. location; increase ERP to 100 kw and ant. height to 560 feet; remote control permitted.

*WTJU (FM) Charlottesville, Va.—Granted CP to move ant. trans. and main studio location and remote control point, and make changes in ant. system (decrease height); correct geographic coordinates.

WERB Garden City, Mich.—Granted mod. of CP to make changes in ant. system (delete top-loading), and make changes in ground system; conditions.

Actions of Oct. 22

■ Granted CP's for following new VHF TV translator stations: Washington County Television Dept. on channel 8, Pino Valley and Central, both Utah, to translate programs of KSL-TV (ch. 5) Salt Lake City; Shoshone River Power Inc. on channels 11 and 13, Clarks Fork, Wyo., and Cooke City and Silver Gate, both Montana, KOOK-TV (ch. 2) and KULR-TV (ch. 8), both Billings, Mont., respectively.

Rulemakings

MODIFIED

■ By order, commission modified restrictions in Sect. 2.106 of rules to permit use of 54-60 mc (channel 2) for establishment of educational TV system in American Samoa. This was requested by Department of Interior, which administers all government radio operations in American Samoa, and was concurred in by Office of Emergency Planning. Action Oct. 24.

PETITIONS FOR RULEMAKING FILED

■ WBAF Fairhope, Ala.: Requests amendment of rules to delete class A channel 221A from Fairhope and reassign channel 225C, presently in Mobile, to Fairhope. Received Oct. 7.

■ FM Unlimited Inc., Chicago—Requests amendment of rules to amend FM table of assignment as follows: Lansing, Ill.: delete channel 292A, add 288A; Valparaiso, Ind.: delete 288A, add 296A; Elmwood Park, Ill.: delete 290; Skokie, Ill.: add 294 as class A; Glen Ellyn, Ill.: delete 296A; Des Plaines, Ill.: add 290 as class A; Blue Island, Ill.: add 292A. Received Oct. 14.

■ WAKO Lawrenceville, Ill. — Requests amendment of rules to allocate channel 286 in Lawrenceville and substitute channel 292 for 285 in Fairfield, Ill. Receive Oct. 18.

■ WIFN-FM Franklin, Ind. — Requests amendment of rules to assign channel 252 to Franklin and channel 230 as class A to Plainfield, Ind. Receive Oct. 21.

please care...

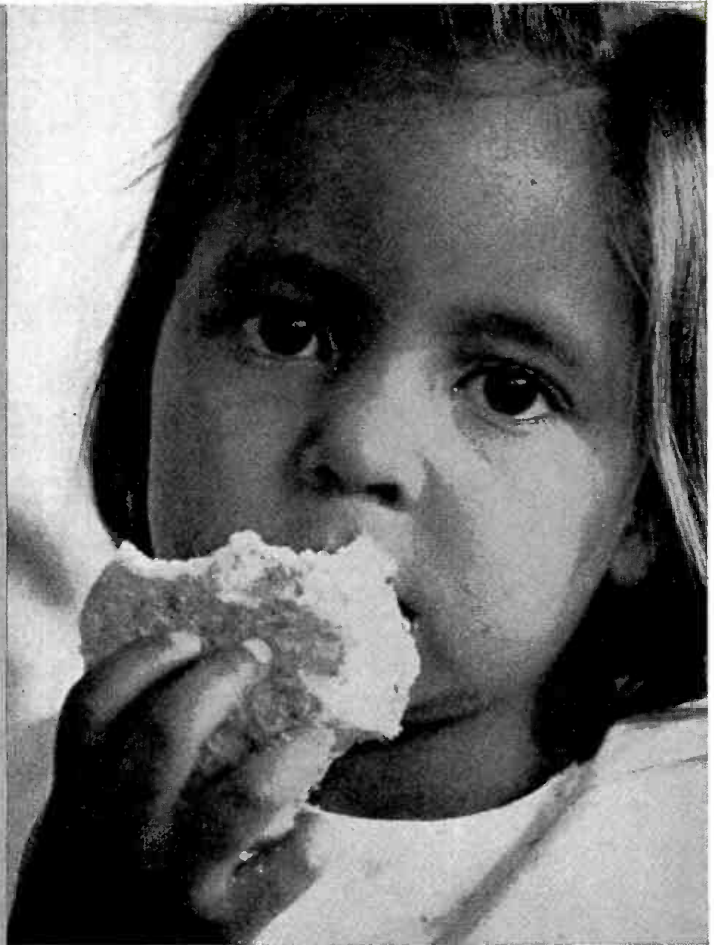
So others may eat

every \$1 delivers a Food
Crusade package to hungry
people across the world

More than half the people on earth do not have enough to eat. Through CARE's Food Crusade, you can help feed millions of the hungry — not for just a meal or two, but long enough to give them health and energy to help themselves.

From U.S. farm abundance, our Government donates Food for Peace. CARE adds other staples, packs various units to match country needs. Every \$1 you give delivers a package designed to be a link in programs to nourish school children and infants, orphans, refugees, disaster victims, destitute families, the jobless and sick.

Every package you provide is a personal gift, presented with your name and address so that the recipients know their friends in America. CARE's American staff members in each area supervise deliveries to those who need help most. \$1, \$10, \$100 . . . give what you can!



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The dollars you send to CARE bring your personal help to the needy in other lands. For Food Crusade gifts, you may choose any of these destinations:
Afghanistan British Honduras Colombia Cyprus
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Crusade packages, so others may eat.

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Address _____

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 I prefer _____

Make checks payable to CARE, Inc.



OUR RESPECTS to Thomas Harrington Dawson

Selling TV is now a year-round job

Tom Dawson and CBS have conducted a "love affair" that has continued, with one brief interruption, for 25 years.

Mr. Dawson, who was appointed vice president-sales for the CBS Television Network last April, joined wcco Minneapolis, then a CBS owned station, in 1938. He has remained in the CBS family continuously except for one year when he served as television director of Edward Petry & Co. during 1950-51.

"It was a wonderful feeling to come back to CBS in 1951," Mr. Dawson recalls. "Though I learned a lot during my stay with the Petry organization, which I had joined because I wanted to get into television, I was very happy to return to CBS.

"It may sound corny but I look upon CBS as one big family. We have wonderful people working here, and for myself, there is no other place I would like to work."

CBS undoubtedly has been a willing partner in the "romance." Mr. Dawson has climbed steadily upward through a variety of jobs in the organization until he was tapped earlier this year for the top sales post at the TV network.

Thomas Harrington Dawson was born in Appleton, Minn., on Feb. 19, 1914, and lived there until he was 15 when the family moved to St. Paul. He completed high school there and enrolled at the University of Minnesota in 1932.

On-And-Off-Affair ■ A clue to Mr. Dawson's ambition and diligence is the pattern of his college education. Family circumstances necessitated that he work during college, and, as he phrases it, his studying was an "on and off affair."

"I don't have a degree because all my studies were not in the required sequences," Mr. Dawson observes, "but I think I amassed more credits than I needed for a degree."

His broadcast-oriented career began in 1937 when he joined the advertising staff of Pillsbury Mills in Minneapolis. This exposure whetted his interest in radio as a medium.

At the suggestion of a friend, Carl Burkland, now an executive for the Television Information Office, he applied for and obtained a salesman's job with wcco. In 1940, he transferred to CBS Radio Spot Sales in Chicago and in 1941 he returned to wcco as sales manager.

Shortly after Pearl Harbor Mr. Dawson enlisted in the U. S. Navy. He served as a flight instructor at various air stations throughout the country and

was released in late 1945 as a lieutenant commander.

He returned to wcco as sales manager, and in 1948 was shifted to the New York office of CBS Radio Spot Sales as an account executive. He was named eastern sales manager in 1949.

In 1950 he left CBS for the Petry job and came back to the fold in 1951 as general sales manager of CBS Television Spot Sales.

He moved into network operations in 1952 when he was appointed sales manager of CBS-TV. In February 1957 Mr. Dawson was elected vice president-network sales. When William H. Hylan resigned from CBS-TV last April to join the J. Walter Thompson Co. as vice president in charge of radio and television, Mr. Dawson was named to succeed him at the TV network.

Successful Salesman ■ Mr. Dawson is a tall, slim man who is endowed with the attributes of the successful sales executive. He exudes friendliness, cheerfulness and enthusiasm and combines these with energy, knowledge and conversational persuasiveness. In his informal, down-to-earth manner he probably will greet this characterization of him with these words: "Gosh, that doesn't sound like me. It must be somebody else."

A close associate says his "big plus" is that he "likes people, all kinds of people." This makes him a "good mixer," who "gets along well with all people he meets, either on a business or a social level," the colleague remarked.

Though he directs a sizeable staff of

salesmen and executives, Mr. Dawson stresses that he's no desk-bound sales chieftain. He's kept busy on a round of calls to the offices of clients and agencies and likes to arrive at his New York office by 8:30 each morning to "run through" the paper work.

From the vantage point of 25 years in broadcasting, Mr. Dawson notes that the industry has grown "more complex" through the years as TV has become available through varied contractual forms. He indicated this places an additional burden on the network's sales and administrative staffs.

In this connection, he is particularly pleased that CBS-TV has more so-called program sponsorships than the other TV networks. He estimates that 80% of CBS-TV's nighttime business is with the program, rather than the participating sponsors, and he hopes that the network can maintain this balance. He points out that program sponsors are "easier to work with" than the "minute men" and the contracts generally are on a long-term basis.

The CBS 'Hotel' ■ The single most noteworthy change that has evolved in TV in recent years, according to Mr. Dawson, is that the selling season is now on a 12-month basis. He likes to make this analogy:

"In television, you're really in the hotel business. Someone's always checking in and someone's checking out. You must always be ready to rent the rooms. That's why you never stop selling. It's a 12-month job."

Mr. Dawson married the former Marjorie (Marge) Kastberg of Scarsdale, N. Y., in 1958. They have two children—Thomas Jr., 4, and Deborah, 20 months. The family home is in Greenwich, Conn.

His trim figure attests to his active interest in sports. He enjoys golfing, bowling and swimming and finds walking an especially relaxing pastime before retiring at night.

He is a member of the Winged Foot Club in Mamaroneck, N. Y., and of the Broadcast Pioneers and the International Radio and Television Society.

Several years ago Mr. Dawson came across a passage, attributed to Etienne de Grellet, that touched him so deeply that he had the words imprinted and placed into a frame.

It hangs on a nearby wall and constitutes his philosophy of life:

"I shall pass through this world but once. Any good therefore that I can do or any kindness that I can show to any human being, let me do it now. Let me not defer or neglect it, for I shall not pass this way again."



Mr. Dawson

The mutable law

SIX months ago, those with hardy memories may recall, the A. C. Nielsen Co., along with other ratings services, was being vilified before a House subcommittee.

Last week the first national Nielsen ratings for the new television season were received with such reverence and fear that they might have been carried down a sacred mount by a man with a long white beard instead of delivered by a postman with a bent back and aching arches.

The Nielsen pocket piece shapes the fates of men and their works. It or something like it will exist as long as networks and their advertisers have no other means of discovering what is happening at the receiving end of their transmissions. The hope must remain, however, that the user of ratings will pause occasionally to question their divinity before he starts lopping off programs and, possibly, heads.

Equal treatment

THE FCC's Broadcast Bureau, which has made most of the bricks the commission has thrown at broadcasters, is bent upon becoming the executioner as well as the prosecutor. It seems to be mad at everybody.

In case after case it has opposed leniency or a second chance for first offenders. It wants nothing short of the supreme penalty—revocation.

A current case involves the license renewal of WGMA, a 1,000 watt daytime station in Hollywood, Fla. owned by Jack Barry and Daniel Enright who were involved in the quiz-rigging scandals of 1959. The Broadcast Bureau insists these men lack the character qualifications to be licensees.

This in the face of the findings by an experienced FCC examiner, Elizabeth Smith, that those activities did not constitute "an absolute disqualification as to basic character attributes" required for renewal. She found the station, since the partners acquired it in 1957, had provided an outstanding public service. Moreover, she pointed out, no law had been violated in the quiz-rigging. The law came afterward.

Aside from Miss Smith's findings, the FCC had established substantial precedent for renewals in similar cases. The networks that carried quiz programs that proved to be rigged were not threatened with the loss of their station licenses. Messrs. Barry and Enright were simply network employees, not policy-making officials. Miss Smith pointed out that the licenses of the 14 TV, AM and FM stations held by Westinghouse Broadcasting Co. were renewed after the conviction of officers of WBC's parent, Westinghouse Electric Corp., on price-fixing charges. Similarly, the FCC has renewed the licenses of multiple owners involved in ex-parte cases on the premise that the infractions applied only to the particular stations directly involved.

With such ample precedent it is difficult to understand why the Broadcast Bureau persists in its effort to do in a little station owned by a couple of young men trying to make good after difficult experiences. The time could far better be spent in clearing up the renewal and transfer backlogs.

An essential campaign

THE government ought to do something about advertising. It ought to produce a directive to all government personnel (with copies to every member of Congress) reciting the role played by advertising in keeping the economy on the move, in building sales, employment, profit and the tax revenues that keep the ship of state afloat.

The outline is already written in the economic growth that has lasted for 33 consecutive months. It is written in our Gross National Product which is at the highest levels in our history. It is written in the development of our

dynamic society under our free enterprise system.

The directive would be an answer to those bureaucrats and others in public life, to the consumers unions and other pressure groups, who contend advertising is an economic waste. It should spell out how advertising makes possible our vast system of mass communications—radio, television, newspapers, magazines—which move products, to be sure, but also move news and comments and features and presidential news conferences and congressional hearings.

There is a volunteer agency instantly available to implement this outline. It is the Advertising Council, supported by advertisers, agencies and media. Its function is to enhance the interests of government through voluntary advertising campaigns—everything from forest fire prevention to freedom from hunger, the Peace Corps and aid to higher education.

The Advertising Council's annual report for 1962-63 details the contributions of industry in the conduct of these government campaigns, funds for which are provided by advertising people, with time and space contributed by media. An estimated \$150 million worth of radio and TV time, for example, was contributed in 1962-63, representing 13 billion "home impressions."

The council has the expertise to produce the directive for the government. A worthwhile by-product would be a council project using the same voluntary media to tell the people how advertising works and why it is essential as the spark plug of our economy.

The taint of money

THE noncommercial, educational television station in San Francisco, KQED, is soliciting contributions with a mailing piece that reads in part:

"Remember . . . the last time you turned off your TV in the middle of an annoying sales pitch, a pitch for something you didn't want or need, interrupting for the umpteenth time a program you *did* want or need, to a point where you felt one more 'commercial' would cause you to put your foot through the face of the TV screen!"

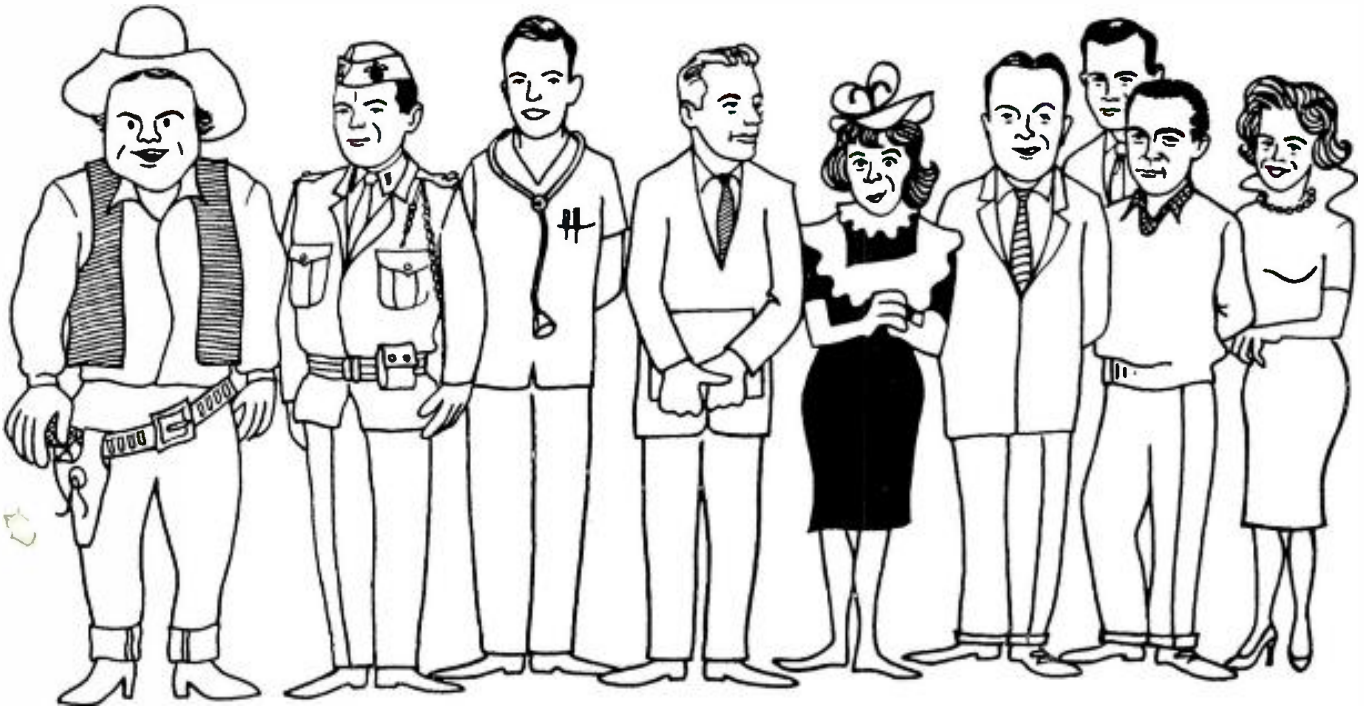
The virtues of viewing (and contributing to) KQED, the piece explains, is that good shows are offered "with never a commercial to interrupt your viewing enjoyment."

We thought these educational stations were supposed to be noncommercial, not anticommmercial. If they really feel this way about stations that take advertising, they should reject those big donations they get from commercial broadcasters.



Drawn for BROADCASTING by Sid Hix
"It's that little old wine-maker . . . He comes here straight from work."

You meet them all aboard the *5:15!



Bonanza's Hoss Cartwright, The Lieutenant, Dr. Kildare, Mr. Novak, Grindl, Bob Hope and many more of the nation's greatest television shows and stars are aboard KSTP's *5:15 every week.

They're joined by the finest radio talent in the Northwest . . . Steve Cannon, Jane Johnston, Brooks Henderson, Elt Ryberg, Marv Henry and other KSTP Radio personalities.

All these — plus the highest-rated news-weather-sports operation in the market — make a sales trip on the *5:15 the best investment in the Twin Cities.

All aboard!

Represented nationally by Edward Petry & Co., Inc.

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of
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REPRESENTATION
that makes
sense!

Our philosophy is to maintain
a limited list of stations.

This enables us to provide these
stations with a thorough, in-
depth sales job, which consist-
ently produces more revenue.

With a limited list, our men
do intensive "creative selling"
for our stations.

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