



BROADCASTING

THE BUSINESSWEEK

VISION AND RADIO

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MAY 6: CIN

FEBRUARY 3, 1964

American Tobacco pulls out of sports ...
other firms watch and wait ...

season: how the programs
led 51

SPECIAL REPORT: What the ... didn't
do at meetings in Florida 36

CBS-TV sets out to scratch up enough money
to make a profit on NFL games 26

COMPLETE INDEX PAGE 7

*"It figures! An award-winning
action series... a great cast...
top advertiser response... no wonder
it's already sold in 63 markets!"*

—says Horace McMahon



Distributed exclusively by

SCREEN GEMS

HOGBACK MEANS MONEY IN YOUR BANK

Personal
in homes of North and South
Carolinians have doubled in the
past decade. This is why WSPA-TV's
new antenna on Hogback Mountain is such
a powerful money-maker for advertisers. Now
3,468 feet above sea level and 2,000 feet above
average terrain, this new antenna doubles the viewing
population served by WSPA-TV. The new WSPA-TV
coverage of Western North Carolina, upper South Caro-
lina, and part of Georgia, now reaches over 2 million of
these people who have doubled their effective buying
income. Ask Hollingbery about the new WSPA-TV Hog-
back Mountain coverage.

WSPA-TV

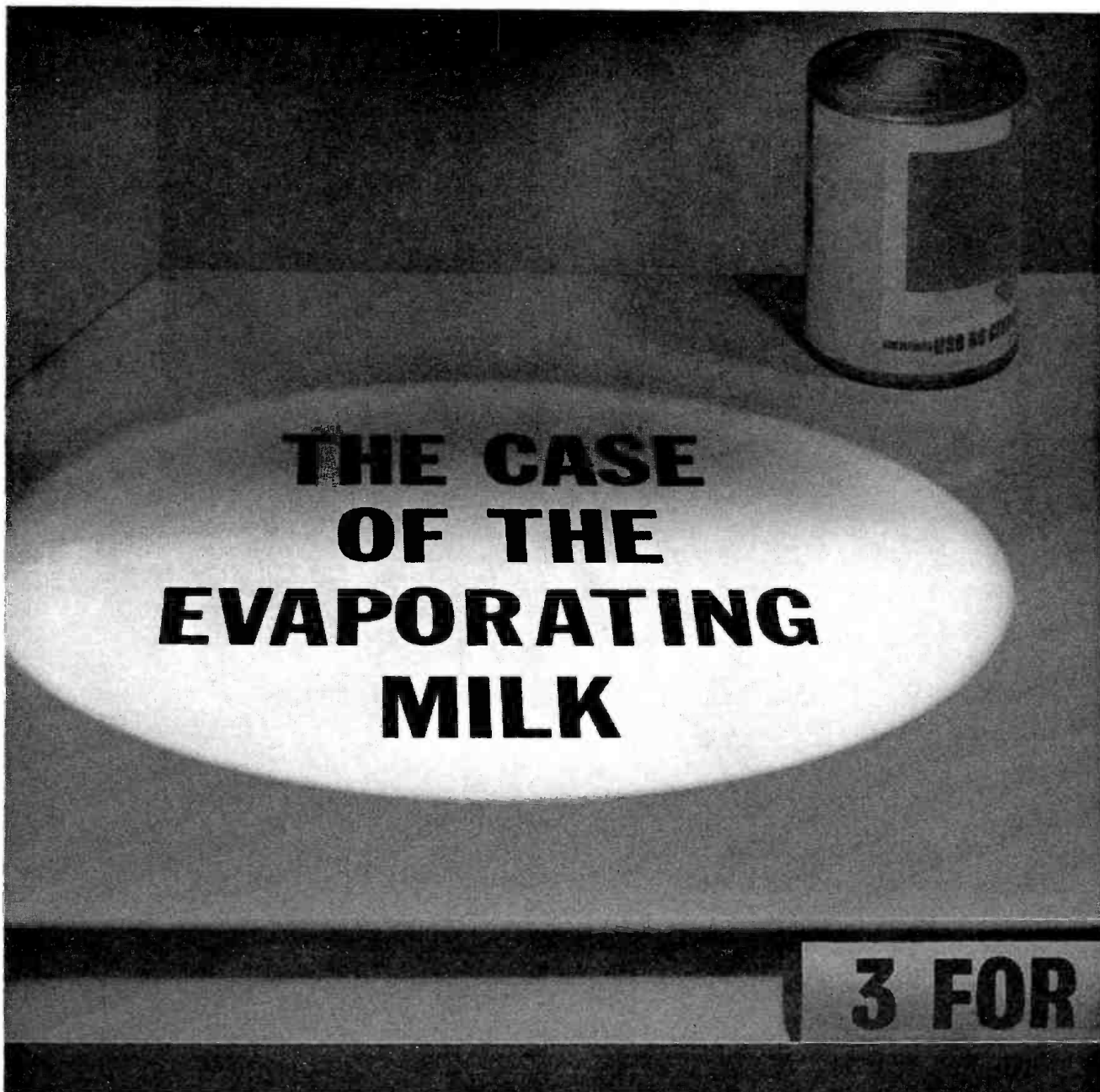
SPARTANBURG, SOUTH CAROLINA

Serving the Spartanburg-Greenville-Asheville market
owned and operated by The Spartan Radiocasting Company

Walter J. Brown, President
George P. Hollingbery
National Representative



the nation's 46th market.



It wasn't really a case. Actually, it was a carload — an **extra** carload.

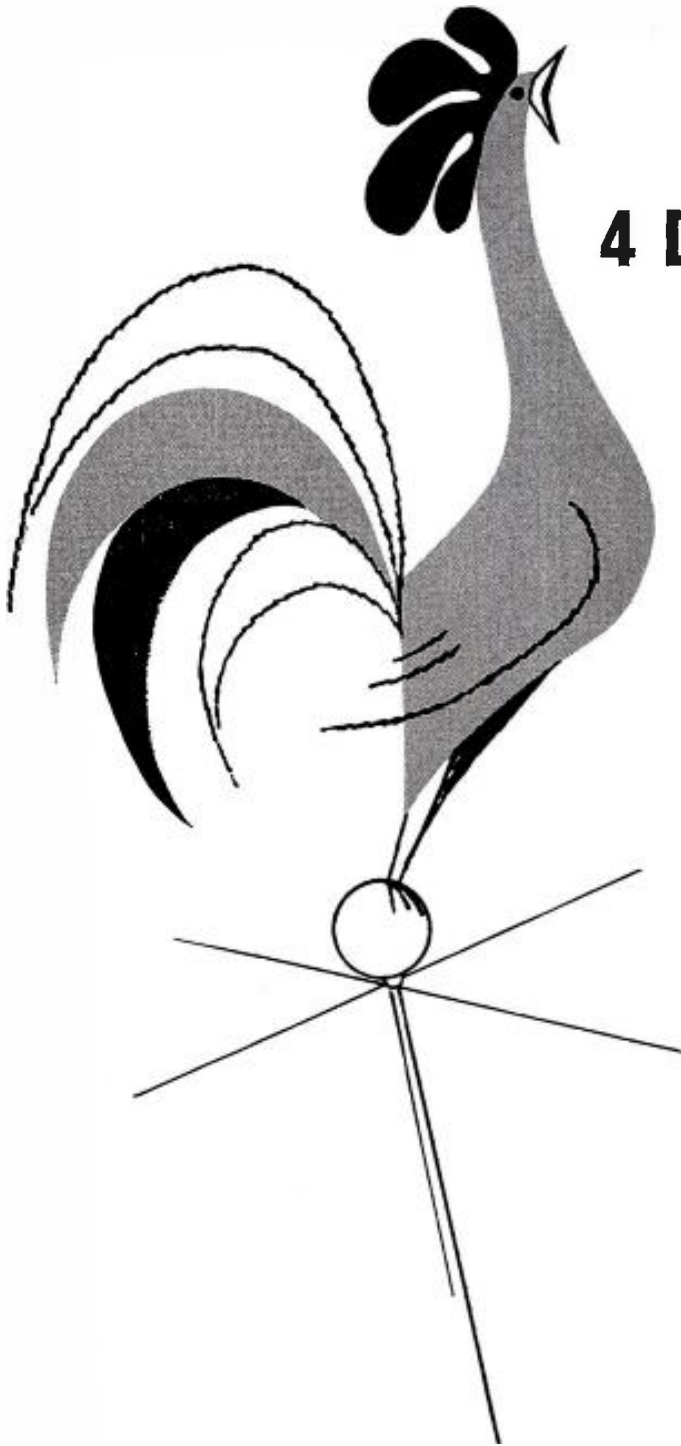
And it wasn't even milk, but a canned milk substitute.

And it didn't evaporate. It was **sold** in the St. Louis market. In a **single week**.

All it took was a tempting offer featured in 167 IGA stores . . . backed up with just 23 hard-selling daytime announcements on Station KTVI.

Is there anything you'd like to "evaporate" (spelled S-E-L-L) in the thriving St. Louis market? Then, use KTVI. Daytime or night time, it's your **best buy** for reaching the **most buyers!**

KTVI ^{HR}**2** ^{St. Louis}
abc



4 DELIVERS MORE... *IN NEWS, TOO!!!*

Three times daily, KRLD-TV goes all out with a half-hour of informational programming... NEWS, WEATHER, SPORTS.

12:00-12:30 P.M.

6:00-6:30 P.M.

10:00-10:30 P.M.

Here's what this programming delivers per average quarter-hour:

*Largest Average Share of Audience

32.9%

*Largest Average Metro Rating

12.8

*Homes Delivered per Average 1/4 hour

92,000

AND . . . an audience composed of 84.3% men and women.

To get your sales message to Texas' largest, most loyal, most adult news audience, see your **ADVERTISING TIME SALES** representative.

*Based on the Nielsen Station Index Report for the 8-week period ending December 18, 1963, which contains definitions of the data and reminders of their use. Copyrighted 1963 by A. C. Nielsen Company and reprinted with permission.

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



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

Where the teens are

Of special interest to tobacco companies caught up in growing controversies about appealing to teen-agers via sponsorship of sports programs (story page 23) will be following compilation from A. C. Nielsen Co. figures: Audience of leading sports programs is 11% teen-agers, 49% men, 26% women and 14% children.

Best-watched college football game attracts about 3 million teen-agers; best-watched pro game about 2.8 million teen-agers and best-watched baseball game about 2.4 million teen-agers. For comparison, Beverly Hillbillies is viewed by 6.5 million teen-agers and Bonanza by 4.1 million.

Uneventful integration

Casting of Negroes in TV commercials is causing fewer problems than were anticipated by some advertisers. Authoritative sources say advertisers have yet to receive any significant adverse reaction from integrated commercials, which are shown in all sections of country. Civil rights groups say they are satisfied with progress in integrating commercials but stress that goal of making practice "common" is still distant. One such group—Congress of Racial Equality—is pleased with its program of appealing directly to sponsors. CORE said at least 25 of 36 advertisers approached have begun integrating commercials.

No, thanks

President Johnson, whose broadcast connections have been widely publicized in Bobby Baker case (story page 72), has declined invitation to address convention of National Association of Broadcasters in Chicago April 5-8. LeRoy Collins, NAB president, got word last week that press of official business would keep President from going to Chicago.

Fates and fortunes

Vince Wasilewski, executive vice president of National Association of Broadcasters, was given \$2,500 annual pay increase by association's board last week, making him highest paid NAB staff member at \$32,000. LeRoy Collins, NAB president, had originally recommended \$1,000 raise, but NAB finance committee, with Mr. Collins's approval, tacked on extra \$1,500. Number two man on NAB staff payroll is Howard Bell, code director, at salary of \$30,000 which was approved last week by boards. Several other NAB staff executives also got pay increases.

Staff pay raises sailed through NAB

CLOSED CIRCUIT[®]

boards last week, but one promotion got snarled in bureaucratic protocol. John Couric, director of public relations of National Association of Broadcasters, was or was not—depending on different authorities—promoted to vice president last week. On Thursday NAB radio board unanimously approved motion by John Box, of WIL St. Louis, chairman of NAB public relations committee, to give Mr. Couric new title. Next day that, along with other radio board actions, was routinely approved by joint NAB board. Then some objected that it wasn't in board's jurisdiction to make appointments that are prerogative of NAB president. At week's end some radio board members insisted that Mr. Couric had been promoted, but LeRoy Collins, NAB president, thought otherwise. Mr. Collins said it was safe to speculate that Mr. Couric would be elevated, but not immediately.

Search for smut

Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee, has begun worrying about "obnoxious and obscene things on television." Lawmaker, who's been considered friendly to broadcasters on other matters, warns that "they'll have to clean house or face trouble on this." Representative Rogers, sponsor of anti-obscenity bills aimed at motion pictures in past, now thinks TV also needs treatment. He wants special subcommittee to be set up in House—and wouldn't mind heading it.

Year's grace

Radio broadcasters will learn this week that they can defer negotiations for new Broadcast Music Inc. licenses for another year if they want to. Robert T. Mason of WMRN Marion, Ohio, chairman of All-Industry Radio Music License Committee, is sending out letters noting that stations' BMI licenses expire March 11 and reporting that BMI wants higher rates because of increased use of BMI music, that his committee has opposed increases and that BMI has offered to extend current contracts one year without change. Committee recommends acceptance but points out that final decision must be made by each station individually. BMI's offer is slated to go out shortly after Mr. Mason's. Committee meanwhile is preparing to go to court for "reasonable" new fees for use of music of American Society of Composers, Authors and Publishers (CLOSED CIRCUIT, Jan. 13).

Plans for an outpost

Taking FCC grant of full licenses for its noncommercial, subscriber-supported FM stations (BROADCASTING, Jan. 27) as signifying official blessing of its controversial programming policies, Pacifica Foundation is considering purchase of AM station on fringe of deep South to broadcast voter registration information for Negroes, news of progress of civil rights and other programming delving into race problems. Support for that kind of program operation would be solicited from both white and Negro citizens. Pacifica stations are: KBAI(FM) New York, KPFK(FM) Los Angeles, KPFA(FM), KPFM(FM) Berkeley, Calif.

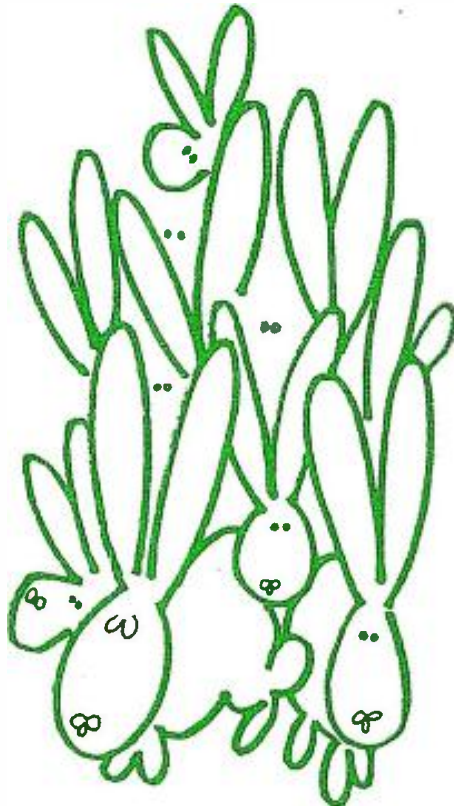
Hanging judges

Watch for FCC order this week meting out two death sentences—and to same licensee. Agency last week ordered revocation of license of WFFA Pensacola, Fla., and denied renewal of WMOZ Mobile, Ala. Both are owned by Edwin Estes. Dozen issues were involved, but principal one was that he falsified and forged program logs.

Commissioners, who must have been in muscle-flexing mood, also instructed staff to prepare order setting renewal application of WDOT Burlington, Vt., for hearing. Reported reason: Application was prepared with such apparent carelessness—containing inaccuracies and failing to supply needed information—that commission feels question exists as to whether licensee is maintaining effective control. Station is owned by Fortune and Anthony Pope, who also own WHOM New York. Commission action isn't last word. Vote on instructions was close, and commission might decide to drop matter after second look.

Next target: media?

One government attorney who's involved in prosecution of Drug Research Corp., Kastor, Hilton, Chesley, Clifford & Atherton and others allegedly connected with commercial claims for Regimen no-diet reducing pills, says protracted investigation of case raised new questions about media responsibility in acceptance of commercial claims. Alleged "fraudulent" commercials appeared on all three TV networks, but no media are named as defendants in indictment. Government attorney asserts one network that doubted veracity of claims in Regimen commercials balked at accepting them, then "took them anyway."



ACQUISITIVES* grow fast in Cleveland

In this one short year Cleveland households grew over 5%—up from 554,000 to 595,000. And in this 6th largest county, buying income rates 5th among the nation's top 20 markets. It just makes good sense to invest your TV budget in this fast growing market.

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

LOS ANGELES KCBS	PHILADELPHIA WIPG	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBL	DETROIT WJBL-TV
NEW YORK WEN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	STORER BROADCASTING COMPANY	

ACQUISITIVES WATCH

WJW-TV

WEEK IN BRIEF

American Tobacco announces it's dropping sports sponsorships, but other cigarette firms mark time awaiting clarification. NAB boards accept code restrictions to prevent appeal to youth. See . . .

WILL TOBACCO FIRMS QUIT? . . . 23

CBS sales force figuring ways and means of recouping and maybe making a buck in NFL deal. Minute spots to cost \$65,000-\$75,000 and stations are told there will be no compensation for games. See . . .

\$28,200,001 WOULD BE GREAT . . . 26

Collins is backed by NAB boards but margin is not overwhelming. By seven votes, boards show confidence in their president. Settlement was discussed before vote took place. See . . .

CLOSE CALL FOR COLLINS . . . 36

Television board of NAB declares against subscription television in any form, broadcast or wired. Urges FCC authority to regulate community antenna companies, especially those originating service. See . . .

FIGHT AGAINST PAY TV . . . 37

Radio board insists that there be an NAB vice president for radio. Also tightens up some code items involving both advertising and programing and approves \$25,000 project for new code members. See . . .

RADIO CODE MEMBER DRIVE . . . 47

Television board tightens criteria for acceptable piggy-back TV commercials. Also approves Bell as code director at \$30,000 salary, but no contract. McCollough appointed TV code board chairman. See . . .

PIGGYBACK RULES ADOPTED . . . 46

FCC is seen moving toward adoption of rules to force networks to share programs with UHF outlets. Henry tosses out possibility that nets be limited in VHF affiliations in top markets. See . . .

UHF AND NETWORK PROGRAMS . . . 50

Commercial-educational group is given nod by FCC hearing examiner for channel 13 in Rochester, N. Y. Feels share-time agreement best for city; recommends denying nine other applications. See . . .

SHARE-TIME FOR ROCHESTER . . . 67

Nielsen survey shows that more than 97 million people at one time were watching Kennedy rites on TV. Reports that 96.1% of TV homes watched for over 30 hours during fateful weekend. See . . .

TV'S BIGGEST AUDIENCE . . . 54

Educators mobilizing to get more UHF channels allocated for educational TV. Celebreze is urged to appoint blue ribbon citizens committee to bring pressure to bear. Deadline is extended. See . . .

EDUCATORS WANT MORE UHF . . . 68

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BROADCASTING

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FAVORITE THROUGHOUT MARYLAND THE MARYLAND SHOW, BALTIMORE MUSEUM OF ART

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

NAB directors set budget, meetings

National Association of Broadcasters board of directors approved budget of \$2.13 million at final session of their annual winter meeting Friday (Jan. 31). An expected record income for fiscal year beginning April 1 would give association surplus of \$214,280.

General fund income was placed at \$1.2 million with \$1 million expenses; radio income \$293,411, expenses \$287,593; radio code income and expenses both \$130,417; TV income \$275,665, expenses \$274,461; TV code income \$442,245, expenses \$440,445.

After lengthy discussion board voted to hold June meeting in Washington as has been customary for past several years. There was considerable sentiment to hold spring meeting at Greenbriar hotel, White Sulphur Springs, W. Va. Radio board plans separate "indoctrination" meeting in conjunction with convention in Chicago April 5-8. TV board discussed possibility of similar session, but not in Chicago, prior to June combined boards meeting. Decision was left open, with NAB President LeRoy Collins and TV Board Chairman Jim Russell, KCTV(TV) Colorado Springs, to decide if meeting is feasible.

Board will hold its 1965 winter meeting in Palm Springs, Calif., next January, with hotel still to be chosen. Annual convention will be held in Washington in 1965 and in Chicago next three years through 1968.

Freedom of Information Center at University of Missouri, Columbia, was allocated \$1,000 by NAB. Board also adopted standards for disk recording and reproduction presented by George

Bartlett, NAB manager of engineering, on behalf of special committee which devised standards. Reports were received from Robert Mason, WMRN Marion, Ohio, chairman of All-Industry Radio Music Licensing Committee; Donald H. McGannon, Westinghouse Broadcasting Co. (Group W) president, chairman of Broadcast Ratings Council Inc. and NAB research committee, and Melvin Goldberg, NAB vice president for research (see page 38).

Resolution was passed inviting retiring chairman of combined radio and TV boards to attend board meetings, for year after he leaves office, as ex officio member.

FCC conditions met on WCBM purchase

Metromedia Inc., securing cooperation of two mutual funds which are stockholders, has met FCC conditions and has consummated \$2 million purchase of WCBM-AM-FM Baltimore, it was learned Friday (Jan. 31).

FCC approval of Metromedia acquisition was blocked by allegations of duopoly in that Keystone Fund and Fidelity Trend, each owning over 1% of Metromedia, also owned over 1% of other broadcast properties.

Late in December, FCC told Metromedia it could consummate Baltimore transaction if two funds would agree not to vote over 1% of their shareholdings and not attempt to influence policies of company during pendency of inquiry into whole question of mutual funds and ownership in more than one radio-TV group (BROADCASTING, Dec. 30, 1963).

Both funds have agreed to comply with latest condition, and Metromedia moved to finalize Baltimore deal.

Senate group promises sports blackout study

Senate Antitrust and Monopoly Subcommittee will look into sports broadcasting blackouts, Senator Philip A. Hart (D-Mich.), chairman, promised Friday (Jan. 31).

Subcommittee heard warning from Representative Frank A. Stubblefield (D-Ky.) that National Football League would continue "to seek to extend the blackout area to advance its home gate receipts. . . ."

Senator Kenneth B. Keating (R-N. Y.), member of panel, said he'd had complaints from constituents and joined Senator Hart in promise subcommittee would review question when Pete Ro-

zelle, NFL commissioner, testifies, probably later in February. Joe Foss, American Football League commissioner, was at hearing when congressman appeared and expressed concern over problem. He is also expected to be questioned on subject.

Representative Stubblefield has been leading campaign of Paducah, Ky., viewers who complain they've been blacked out of NFL games even though closest team is St. Louis Cardinals, 180 miles away.

Lucy leaves CBS-TV because of workload

Lucille Ball, who since 1951 has been a regular on CBS-TV, will quit her current weekly show in June. Star Friday (Jan. 31) cited "rigors" of her series combined with task of directing Desilu Studios, of which she's president.

Miss Ball joined Danny Thomas in vacating CBS-TV Monday night lineup (BROADCASTING, Nov. 4, 1963), but unlike Mr. Thomas she is tied to CBS-TV by exclusive contract.

Miss Ball said she will concern herself with business of program affairs at studio while also concentrating on TV specials and motion pictures. Miss Ball and Bob Hope, as guest, appear on special April 19, 8-9 p.m., on CBS-TV.

Miss Ball's current situation comedy—in top 15 national Nielsens since it went on air in October 1962—is her second series on CBS-TV. Her top-rated *I Love Lucy* half-hour series on network covered 1951-57 period and still is being rerun on CBS-TV.

Sponsors of her Monday night show are General Foods and Lever Brothers. CBS-TV President James T. Aubrey

Show, sponsors to ABC

In one of first major sales for 1964-1965, Chevrolet and Quaker Oats have signed for half-hour comedy, *Bewitched*, on ABC-TV in Thursday, 9-9:30 p.m. period (see page 51). Show is produced by Screen Gems, which announced sales Friday (Jan. 31). *Bewitched*, which stars Elizabeth Montgomery in situation comedy with fantasy theme, reportedly was sought by both ABC-TV and CBS-TV. Quaker Oats' agency: J. Walter Thompson, New York and Chicago. Chevrolet's agency: Campbell-Ewald, Detroit.

Beatles outdraw Presley

"The Beatles," English singing idols who have clicked their way profitably around British Isles for months, will make two live appearances on CBS-TV's Sunday *Ed Sullivan Show* (Feb. 9, 16), and network has been swamped with 50,000 requests for tickets to their performances. CBS can only accommodate 1,456 per show, 728 at dress rehearsal and like number at air time. Ed Sullivan says he's seen nothing like it in history of his program, not even Elvis Presley's three appearances in 1958.

WEEK'S HEADLINERS



Mr. McCollough



Mr. Ellis

Clair R. McCollough, executive director of Steinman Stations, Lancaster, Pa., elected chairman of TV code board of National Association of Broadcasters, succeeding **William D. Pabst**, executive VP of KTVU(TV) Oakland-San Francisco (see page 46). **Elmo Ellis**, station manager of WSB-AM-FM Atlanta, elected chairman of NAB's radio code board, replacing **Cliff Gill**, KEZY Anaheim, Calif. (see page 48).

For other personnel changes of the week see FATES & FORTUNES

Jr., who expressed his regret at Miss Ball's decision, said CBS-TV looked forward to her specials and hoped eventually she would be persuaded to return with a regular series.

Danny Thomas had announced he would retire his weekly film series on CBS-TV in June, and subsequently was signed by NBC-TV to star in five one-hour specials for 1964-65.

FCC, NCTA lawyers work toward agreement

Lawyers for FCC and National Community Television Association reported continued progress Friday in their effort to work out agreement on legislation giving commission regulatory authority over community antenna systems.

Panel of three commissioners and committee of NCTA met Thursday to explore broad areas of possible agreement, then turned technical drafting job over to lawyers (see page 68).

Commission official Friday said two sides had made "real progress;" he talked hopefully of reaching agreement on mutually satisfactory bill.

NCTA spokesman said, "We're getting close together," added that situation "looks encouraging."

Lawyers are expected to meet again early this week, possibly today (Feb. 3), to continue work on bill.

WOKZ meets with Teamsters

Management of wokz Alton, Ill., met informally with Teamsters union local officials before National Labor Relations examiner in St. Louis Friday

Chris J. Witting, VP and general manager of consumer products group of Westinghouse Electric Corp., Pittsburgh, elected VP and executive assistant to president of International Telephone & Telegraph Corp., New York. He joins IT&T after 10 years with Westinghouse, having served as president of broadcast division from 1953 to 1955. Mr. Witting, who began his career as accountant for Price Waterhouse & Co., New York, was managing director of former DuMont Television Network before joining Westinghouse. He supervised building of first DuMont TV station in Pittsburgh in 1948.



Mr. Witting

(Jan. 31) and discussed Teamsters' request to be permitted to organize station's employees (see page 72). No decisions were made, but formal hearing has been scheduled before NLRB examiner Feb. 25, also in St. Louis.

5 Storer TV stations cancel Nielsen service

Five of Storer Stations' television outlets cancelled Nielsen ratings service Friday because "we simply cannot accept the validity of audience measurement figures predicated on the type of diary" Nielsen plans to use. Stations are WJBK-TV Detroit, WAGA-TV Atlanta, WITI-TV Milwaukee, WJW-TV Cleveland and WSPD-TV Toledo, Ohio.

Bill Michaels, vice president in charge of Storer's television division, noting that research has shown viewers remember programs and channels but not call letters, said "yet your diary will leave out both channel numbers and programs and be confined solely to call letters."

Mr. Michaels said decision to discontinue was made with "great reluctance."

IATSE executive board backs Walsh in dispute

Protests of nine Hollywood International Alliance of Theatrical Stage Employees locals against TV tape agreement negotiated by IATSE President Richard Walsh without their concurrence were unanimously denied by union's general executive board, meeting in San Francisco. Business representatives of Hollywood locals pre-

sented their formal protests against failure of Mr. Walsh to consult them before signing agreement to board Thursday (Jan. 30). Following turn-down they are considering two new moves: (A) court injunction to stop producers from putting video tape agreement into effect and (B) asking IATSE membership to overrule board action at next general convention, scheduled for July 20-25 in Louisville, Ky. Locals actively opposing tape pact represent Hollywood cameramen, film editors, scenic artists, makeup artists, publicists, costumers, sound technicians, film technicians and studio electrical technicians.

BAKER CASE UNFOLDS

Solons split on party lines in judging KTBC-TV time sale

Senate Rules Committee, investigating advertising bought on President Johnson's family owned KTBC-TV Austin, Tex., received new information on controversy Friday (Jan. 31) from manufacturer who used TV time as favor to insurance man who had sold then-Senator Johnson \$50,000 life policy (see page 72).

Talking to reporters after closed session (testimony was to be released Saturday), Albert Young said he received telephone call in March 1957 from man who "claimed to be Mr. Jenkins" and confirmed arrangements for sale of TV time. Walter E. Jenkins, then and now President's personal aide, has sworn he had no knowledge of any arrangements for such transaction.

Committee members disagreed sharply along party lines whether Mr. Young's testimony supported Mr. Jenkins or that of Dan B. Reynolds of Silver Spring, Md. Senator Everett B. Jordan, chairman, said session showed there's been "a lot of reckless talk about the President's part in all this."

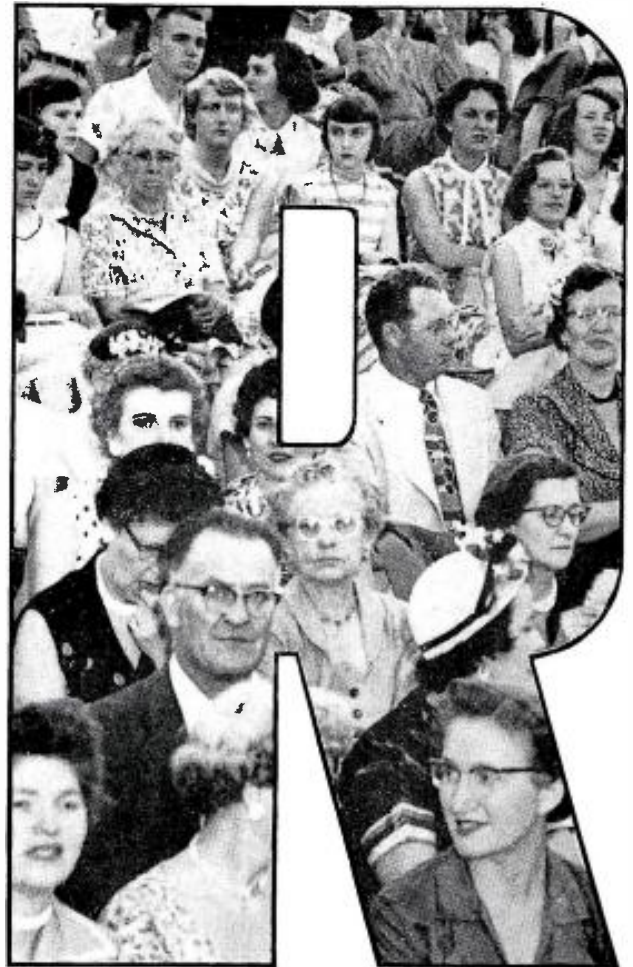
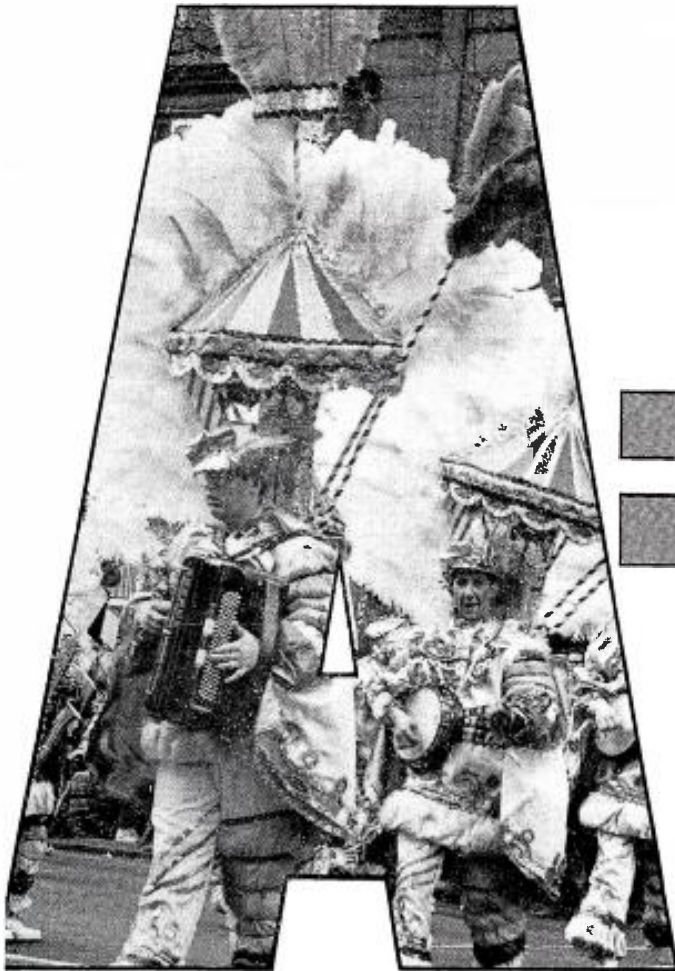
But Senators Carl T. Curtis (R-Neb.) and Hugh Scott (R-Pa.) countered that Young testimony pointed up conflicts between Messrs. Reynolds and Jenkins. Senator Jordan said Friday testimony showed "Mr. Jenkins was in no way involved in the negotiations or arrangements for the radio-TV advertising. . . ."

Republicans criticized evaluation of testimony at present stage of investigation and pushed for opportunity to bring Mr. Jenkins before committee.

RCA enlarging plant

RCA Victor home instruments division plans million-dollar expansion of TV and phonograph cabinet plant at Monticello, Ind.

Company plans to complete expansion by end of summer and hire additional 300 persons, bringing work force at plant to about 1,000.



ACTION EQUALS REACTION

WFIL-TV and another station telecast the colorful Mummers' parade celebration which traditionally welcomes the New Year in Philadelphia.

Both stations aired the event at the same time. An ARB telephone coincidental of over 3,600 calls credited WFIL-TV with 60% more audience than the other station, ratings as high as 26, and audience shares ranging up to 62%. WFIL-TV audiences more

than doubled the competition's in some periods, and in fact were greater than all other viewing combined during the five daytime hours of WFIL-TV coverage.

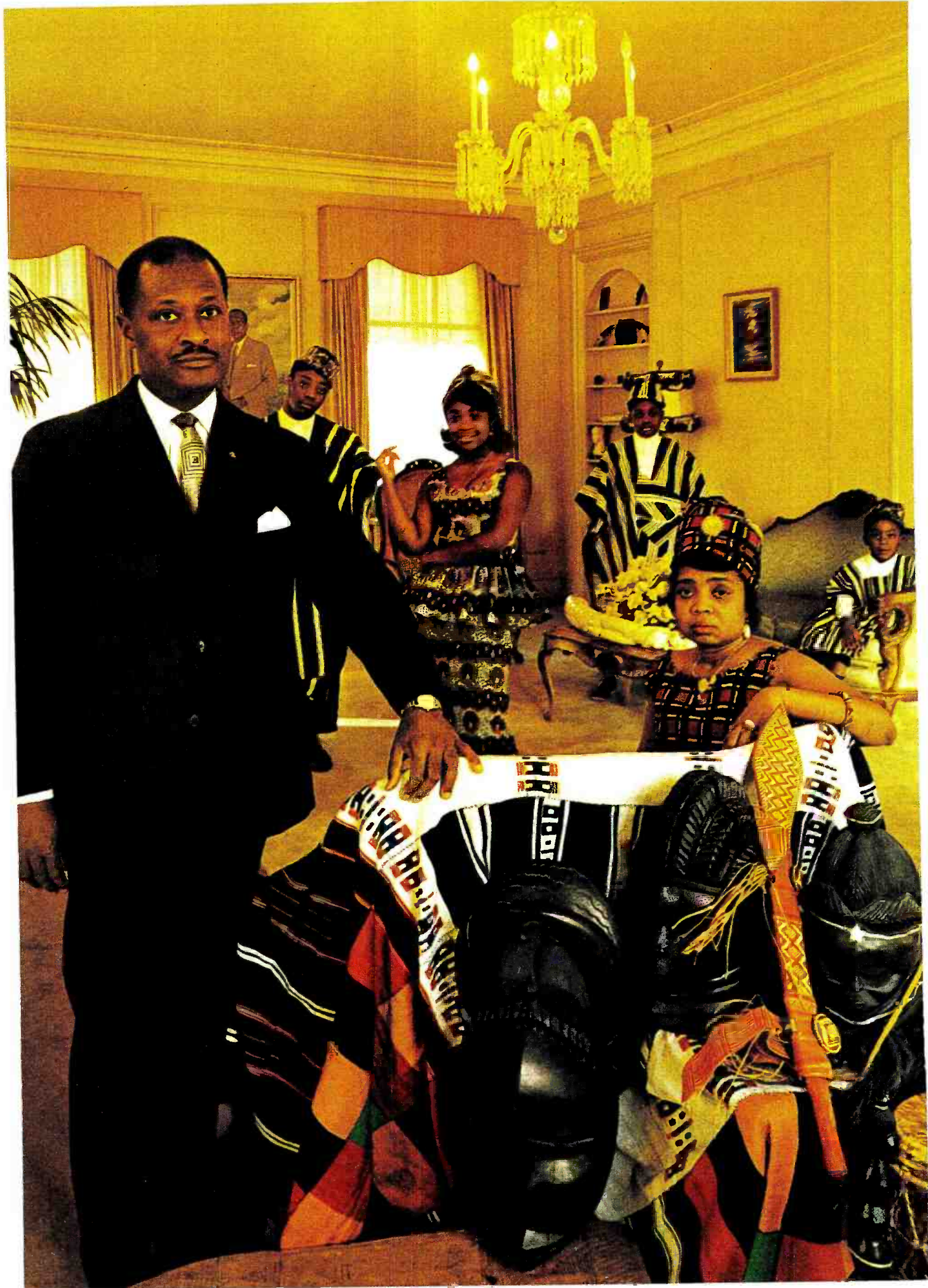
WFIL-TV coverage was complete, imaginative, used creative camera shots, was exclusively in color, and was supported with strong promotion.

Typical of the way WFIL-TV does things in Philadelphia. Typical audience reaction, too.

Ratings are estimates only, subject to defects and limitations of source materials and methods. Source materials have not been approved or disapproved by the station.



Operated by Radio and Television Div. / Triangle Publications, Inc. / 4100 City Line Avenue, Philadelphia, Pa. 19131
WFIL-AM • FM • TV, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N.Y. / **WFBG-AM • FM • TV**, Altoona-Johnstown, Pa.
WNHC-AM • FM • TV, Hartford-New Haven, Conn. / **WLYH-TV**, Lancaster-Lebanon, Pa. / **KFRE-AM • FM • TV**, Fresno, Cal.
 Triangle National Sales Offices: New York / Los Angeles / Baltimore





The Embassy of Liberia

His Excellency, S. Edward Peal,
Ambassador of Liberia to the United States,
his wife and children, at the Embassy . . .
another in the WTOP-TV series
on the Washington diplomatic scene.

WTOP-TV
WASHINGTON, D. C.



Represented by Tvar

POST-NEWSWEEK
STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

Ever take the PULSE of your HOOPER?

WILS did. We found our PULSE to be remarkably like our HOOPER. Both show how well Lansing likes Radio WILS... like this:

PULSE: May 1-21, 1963

6 AM-12 Noon WILS 12 Noon-7 PM

63% 58%

AUDIENCE ESTIMATE

HOOPER: Jan.-Mar. 1963

7 AM-12 Noon WILS 12 Noon-6 PM

62.3% 68.8%

SHARE OF RADIO AUDIENCE

Our PULSE audience composition showed WILS having from two to three times the adult listeners in each measured time period from 6 AM to 7 PM.

What earns this audience for WILS?



We broadcast 24 Hrs.-A-Day.

48
NEWSCASTS

We have news 48 times a day... plus editorials

6
GREAT D.J.'s

We feature our D.J. Personalities. They are liked.



We go where the action is. We did 125 trailer remates last year.

Why Lansing is your market

SALES MANAGEMENT Ranks us:

21st in Retail Sales per Household (3rd in Metro Cities over 200,000)

94th in Population and Households (always in the top 100)

Lansing is the state capital and the home of Oldsmobile and Michigan State University (more than 25,000 students).

For more information contact our rep (Venard, Torbet & McConnell, Inc.) or, write to:

RADIO 1320 ³⁷

WILS
ANSING

5,000 WATTS / 24 HOURS A DAY

DATEBOOK

A calendar of important meetings and events in the field of communications.
■ Indicates first or revised listing.

FEBRUARY

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

Feb. 4—Annual stockholders meeting of **Walt Disney Productions**, to elect board of directors and to take action on other matters. Burbank, Calif.

■Feb. 4-5—Sixth annual **Conference on Advertising/Government Relations**, co-sponsored by Advertising Federation of America and Advertising Association of the West. Highlight will be a breakfast session during which top industry official will present advertising's side to congressmen. Speakers include FCC Chairman E. William Henry; FTC Chairman Paul Rand Dixon; Winston Rankin of the Food and Drug Administration; Senators Philip A. Hart (D-Mich.) and Maurine B. Neuberger (D-Ore.), and Representative Walter E. Rogers (D-Tex.). U. S. Chamber of Commerce will be host Feb. 5-6 at public affairs conference. Statler Hilton hotel, Washington.

Feb. 5—**Television Bureau of Advertising's** presentation—"Your Association: Secret Society or Pipeline to the Public?" breakfast meeting, 8 a.m., Cotillion room, Sheraton-Park hotel, Washington, D. C. Invitations available on request: TvB, One Rockefeller Plaza, New York 20.

Feb. 5—Annual stockholders meeting of **Warner Brothers Pictures**, to elect three directors, to consider and vote on restricted stock option incentive plan and other business. Wilmington, Del.

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

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

■Feb. 6—Luncheon meeting of **Los Angeles Advertising Women**. William B. Ross, partner in Baus and Ross Co., Los Angeles advertising agency, will speak on "Political Potpourri," relating how his firm plans advertising, publicity and public relations campaigns for ballot issues and candidates for office. Chapman Park hotel, Los Angeles.

Feb. 6—Annual meeting of **Wisconsin Broadcasters Association**. Speakers include Sol Taishoff, editor-publisher of **BROADCASTING** magazine, and Al King

of the National Association of Broadcasters. Coach House Inn, Milwaukee.

Feb. 6—**Minnesota AP Broadcasters Association** meeting, Minneapolis.

Feb. 7—**Public Utilities Commission of Pennsylvania** holds public hearing to determine whether it has regulatory jurisdiction over rates and charges made by community antenna systems.

■Feb. 7-8—Sixteenth annual **Radio-TV News Short Course**, co-sponsored by Northwest Broadcast News Association and University of Minnesota School of Journalism. Guest speaker will be Ed Ryan of WTOP-AM-FM-TV Washington, president of Radio-TV News Directors Association. Murphy Hall and Minnesota Press Club, Minneapolis.

■Feb. 8—**Eastern Michigan UPI Broadcasters**, Kellogg Center, East Lansing.

Feb. 9-15—**Advertising Recognition Week**. MacManus, John & Adams, Detroit, has prepared material for distribution to advertisers, agencies and media through Advertising Federation of America in the East and Advertising Association of the West in states west of the Rockies.

Feb. 10—**1964 Mike Awards Banquet** of Broadcasters' Foundation honoring KDKA Pittsburgh, Hotel Pierre, New York.

■Feb. 11—Annual joint luncheon of **Broadcasting Executives Club of New England and Advertising Club of Greater Boston**. Donald H. McGannon, president of Group W (Westinghouse Broadcasting Co.) and chairman of newly organized Broadcast Ratings Council Inc., will speak on "Broadcast Ratings and Research: 1964." 12 noon, Sheraton Plaza hotel, Boston.

Feb. 18—**National General Corporation** stockholders meeting, 10 a.m., Fox-Wilshire Theatre, Beverly Hills, Calif.

Feb. 20-21—Annual conference of the **State Broadcaster Association Presidents**, sponsored by National Association of Broadcasters, Shoreham hotel, Washington.

Feb. 20-22—Annual winter meeting of **Mutual Advertising Agency Network**, Royal Palms Inn, Phoenix, Ariz.

Feb. 21—Ad Forum '64 seminar sponsored by **Houston Advertising Club**. Theme of the advertising event is "The Creative Surge." Speakers include Jack Izard, advertising manager of the Chevrolet Motor division of General Motors Corp.; Arthur H. Motley, president and publisher of *Parade* magazine, and Arthur Tatham, board chairman of Tatham-Laird Inc., Chicago. Shamrock Hilton hotel, Houston.

MAGILLA GORILLA HIGHEST RATED KIDS' SHOW ON NEW YORK TV!



PREMIERE SHOW, WNEW-TV, THURSDAY, JANUARY 16, 7:00-7:30 P.M.

24.5 ARBITRON RATING • 21.8 NIELSEN RATING

SECOND SHOW, WNEW-TV, THURSDAY, JANUARY 23, 7:00-7:30 P.M.

24.3 ARBITRON RATING • 22.9 NIELSEN RATING

TV critic Ben Gross of the New York Daily News said—"... (7 PM) Brought to Channel 5 the new Hanna-Barbera animated cartoon 'Magilla Gorilla.' The producers of 'The Flintstones' have another winner. It'll please

the grownups and delight the youngsters."

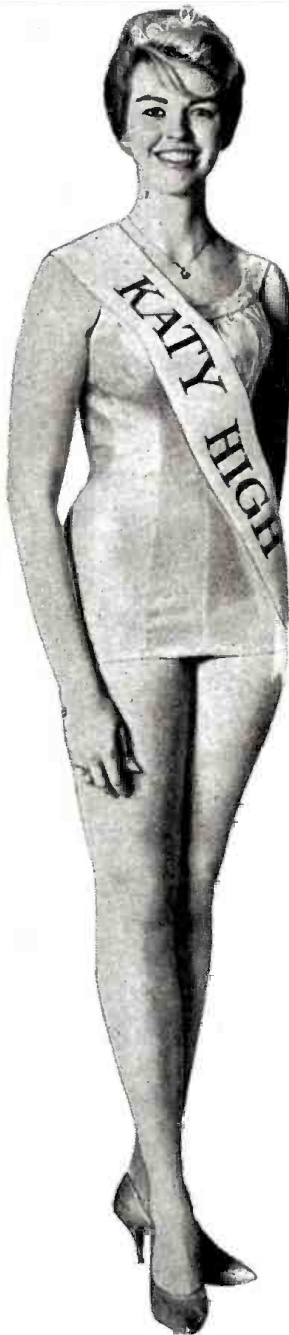
The Magilla Gorilla Show is on the air 52 weeks a year in 150 cities advertising Ideal Toys exclusively! And, we're adding more stations every day!

IT'S A WONDERFUL SHOW—IT'S



IDEAL TOY CORP., 200 FIFTH AVE., NEW YORK, N. Y.

HOW MANY KATYS



CAROL DETTMANN
6' 1" "MISS TALL USA"

OPEN MIKE®

Rival philosopher

EDITOR: I am sure that whoever reported to you about the Georgia Radio-Television Institute [BROADCASTING, Jan. 27] tried to give an accurate account of a rather fast-paced discussion of some pretty complex matters. However, I think that the story as printed may have created a somewhat erroneous impression about my part in the proceedings.

Although I did say that it would be difficult for anyone to disagree with Ted Pierson's ultimate goals of a higher professionalism for broadcasters and better and more meaningful research, I am quite sure that those present must have been a little surprised at your stating that I agreed in general with Ted's philosophy. He and I both made it clear that we have had an amicable running debate on these subjects for nearly eight years, and I think if I were suddenly to agree with him, he'd feel he should reconsider his position. . . .

I must certainly deny, of course, that I implied in any way that my colleagues and I should be thought of as a "devil on Pennsylvania Avenue."

I indicated that if the kind of professionalism Ted was advocating ever developed, this would have a substantial impact on the policies of the FCC and presumably the National Association of Broadcasters. I certainly stated that I didn't expect any of these things to happen in the very near future, but don't believe that even looking long-range I suggested the possibility that the commission or the NAB would "wither away." In fact, I rather suspect that such institutions have very strong survival powers.—*Kenneth A. Cox, member, FCC, Washington.*

(Commissioner Cox and Mr. Pierson, a Washington communications lawyer, appeared in a debate at the Georgia institute.)

Back to Barclay

EDITOR: With regard to Mr. Kenneth Kurtz's letter which appeared in the Jan. 13 issue, BROADCASTING was right. One of the authors I have long collected is John Barclay, author of the *Argenis*. He was primarily a novelist and poet, but I suppose as all men are, he was also a philosopher.

I am, so to speak, working my way up to collecting a true philosopher—George Berkeley. — *Carl Haverlin, Northridge, Calif.*

(Mr. Kurtz questioned a report that the former Broadcast Music Inc. president had a collection of Mr. Barclay's works, and thought it should have been Mr. Berkeley, pronounced "Barclay.")

They try harder

EDITOR: Here in Bowling Green, Ky., we operate an independent TV station. I don't know how many TV stations around the country are operating with-

...EQUAL THE WORLDS TALLEST TOWER?*

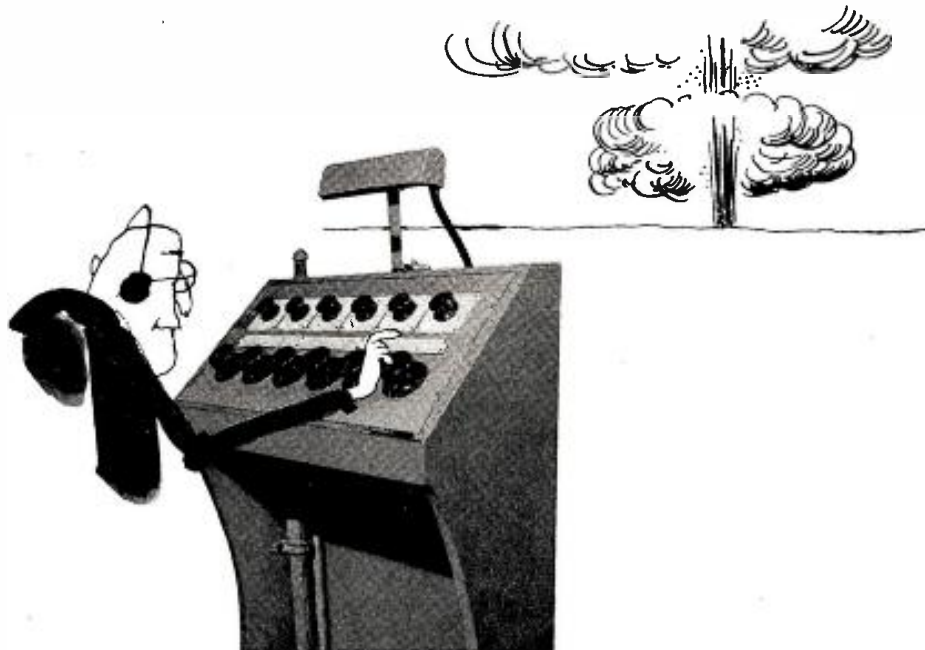



Never before has a tower reached more than 1,751 feet into the skies. Now, in the fertile Red River Valley, station KTHI telecasts from the world's tallest man-made structure—2,063 feet above the ground, with maximum power of 316,000 watts, serving Fargo-Moorhead, and Grand Forks — East Grand Forks, with city grade service. No other station has city grade service into both cities.

*The correct answer: 339 KATY HIGHS (in stocking feet) would match the height of the world's tallest tower. The lovely Miss Tall USA, Carol Dettmann, is also our first "Katy High."



A POLARIS STATION
Channel 11 • Maximum Power
Fargo, N. D.
Represented by
Blair Television Associates.
Regionally, Harry S. Hyett,
Minneapolis, Minn.



**Our daytime line-up is a real blockbuster.
In fact, the most popular daytime program
ever produced, "As the World Turns,"
attracts a larger audience than 36% of
all nighttime programs on the other networks.
We thought you'd get a bang out of this.
CBS Television Network **

Based on Nielsen Television Index estimates subject to qualifications which the CBS Television Network will supply on request. (NTI Average Audience, regular programs, 7am-6pm, Monday-Friday, and 6-11pm, seven nights, October 1963-January 1, 1964)

buy
wsls
&
sell

TV 10 IN ROANOKE, VA.

VIRGINIA'S NO.1 TV MARKET *

K THE KATZ AGENCY, INC.
National Representatives

* Television Magazine



TIME
is not all
we offer...

- personal attention
- effective merchandising
- value-plus rate plans



CHATTANOOGA

CALL ADVERTISING TIME SALES, INC.



NOW!

out any network affiliation. There should be a goodly number. It has occurred to me that most all of these stations must have pretty much the same problems we have. . . .

The fact that we have to program and sell our stations from our own studios with live shows, with syndicated programs and with feature films doesn't necessarily make us better TV operators than stations that are programed by pushing a button and getting a show from New York or from Hollywood. But it does make us work harder to do a competent job. It does make us delve deeper into the likes and dislikes of our own communities than a network station that has between 70-80% of its programing decided for it. . . .

I think that an exchange of ideas between us independents—and possibly even the discussion of some sort of joint campaign to tell the no-network affiliation story to people who control the advertising dollars—must prove beneficial to all of us.

Maybe there are other TV station executives who feel as we do. If there are, we could arrange an informal meeting in Chicago at the NAB convention, maybe on Sunday before things get going.—*Cy Newman, sales manager, WLTV(TV) Bowling Green, Ky.*

(There are 35 independent TV stations in the U. S.)

Different opinion

EDITOR: I'd like to straighten the record relative to the item "Stalled" (CLOSED CIRCUIT, Jan. 27).

There has, in fact, been considerable pressure from the Republican party for the legislation which would permit TV debates between the presidential candidates next fall.

At its most recent meeting the Republican National Committee unanimously passed a resolution to this effect, and Chairman Miller has urged TV debates . . . pointing out that President Johnson was a prime mover in launching the Kennedy-Nixon debates.

It really does not require pressure to get the legislation in question enacted. All the President has to do is raise his little finger.—*W. B. Sprague Jr., director of public relations, Republican National Committee, Washington.*

(The item "Stalled" noted that "no current political pressure from any political quarter" was the reason for lack of rapid action on waiver of Section 315 for equal time exemption.)

Reprint approved

EDITOR: May we have permission to reprint copies of the Monday Memo by Orville Rennie (BROADCASTING, Jan. 6).

We will, of course, show credit to you on these reprints—*Wayne A. Welch, executive vice president, Ball & Davidson Inc., Denver.*

(Permission granted.)

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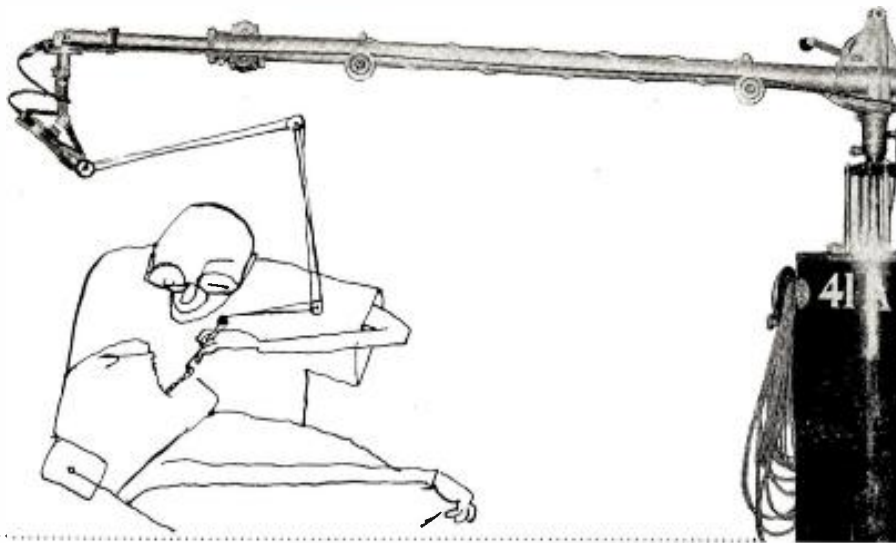
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*Reg. U. S. Patent Office
Copyright 1964: Broadcasting Publications Inc.



At night we're really lowering the boom. Just to fill you in: of the 40 programs reaching 10 million or more homes, we have 21. While the second network has ten and the third network nine, we have more than both combined... and it doesn't hurt a bit.
CBS Television Network ©

Based on Nielsen Television Index estimates subject to qualifications which the CBS Television Network will supply on request. (NTI Average Audience, regular programs, 6-11pm, seven nights, October 1963-January 1, 1964)

MONDAY MEMO

from Bill Taylor, The Morgan Co., Van Nuys, Calif.

Gear the rates to the schedule

Breathes there a station manager today who hasn't said to a retail prospect, "Sure, we can work out a Thursday-Friday schedule, but you'll get better results with a seven-day-a-week schedule"?

During my station days I was as guilty as most in making such statements. Partly because I believed it to be true, partly because one cannot operate a radio station profitably without selling Sunday, Monday and Tuesday time as well as the Wednesday through Friday or Saturday schedules. But four years of guiding sizable retail budgets has made me face up to one unalterable fact: Listenership may be as great on Monday as it is on Thursday, but consumer action is not as probable Monday as later in the week.

Not many broadcasters will admit to this truism. But the retailer, whether he runs a giant chain or a small local furniture store, knows from experience that shopping habits are not likely to change.

Why Fight It? ■ The retailer finds very little value in first-of-the-week time, yet can well use end-of-the-week time. Why not admit that he's right and actively sell him end-of-the-week packages—design some especially for him!

"That's all very well," says the broadcaster, "but a station can't survive on end-of-the-week business . . . we'd go broke if we didn't sell our first-of-the-week time, too!"

There is a way to make it practical for the retailer to concentrate his schedules at the end-of-the-week, and at the same time sell first-of-the-week time: graduated rates; discounting station time not by frequency alone, but also by day of broadcast.

To a retailer, end-of-week time is premium time. He would prefer paying more for it and not having to buy first-of-week time. On the other hand, many national accounts who are after pure circulation might very well be delighted to pay less and concentrate their schedules in the first-of-the-week. Those wishing seven-day-a-week schedules would average out at the median rate.

Premium Rates ■ Under such a system a station whose end rate is currently \$10 might set a rate of \$12.50 for end-of-the-week spots, a discount of 20% for Wednesday spots (\$10), a discount of 40% for Sunday-through-Tuesday spots (\$7.50). Chances are, the average rate-per-spot would remain the same as the current average.

Probably no one problem annoys today's buyer for retail accounts more

than the packages that must be apportioned throughout the week. On many high-rated metropolitan stations it is next to impossible for a retailer to buy end-of-the-week time; whatever package he chooses must be spread equally among all the days of the week, forcing him to buy unwanted first-of-the-week spots or pay a prohibitive nonpackage rate. The system we are discussing here would allow him to buy end-of-week packages and at the same time, through the discount system, would give other advertisers incentive to buy first-of-the-week time.

Five Rights ■ One of our clients, McMahan's Furniture Stores (a West Coast group of 116 furniture stores), quite often uses radio as a primary medium—and does so with conspicuous success. Recently we had a rare opportunity to prove the hard sell of end-of-the-week radio. I term the opportunity "rare" because seldom does one find the happy combination of the right product at the right price, the right copy, the right medium, and the right time—all within the same promotion. But this promotion offered all five.

McMahan's had made a special purchase of odd-size broadloom rugs, for some reason a good product for October in the West. They bought so well that they were able to feature 9 by 12 broadloom rugs for as little as \$22, (the only price fact mentioned in the copy) which, combined with McMahan's "no money down" policy, gave us a strong copy approach. We chose radio because the promotion was a fairly tangible one, McMahan's "Broadloom Rug Riot," and we used the medium in such a way that almost anyone listening to radio at any time during a three-day period had to hear our spot.

Finally, of course, we bought end-of-the-week time. Using one-minute an-

nouncements between 6 a.m. and 7 p.m., we bought a three-day schedule of 36 spots Wednesday, 48 spots Thursday and 36 spots Friday. In most instances we placed this schedule on every station in a market.

Worth An Encore ■ Needless to say, McMahan's "Broadloom Rug Riot" turned out to be one of the most successful promotions in their 44-year history. So successful that we put together the same package three months later (referring to it in our copy as ". . . a repeat of one of our most successful sales"), also with excellent results. Although we also used newspapers in some of the markets we are reasonably certain that radio pulled the majority of the customers; in some instances shoppers were waiting outside the store when the manager opened Thursday morning—six hours before any newspaper ads had reached the street!

The key to the success of McMahan's "Broadloom Rug Riot" was to a great degree proper use of the medium. It is unlikely that these promotions would have been even half as successful had we used Sunday, Monday and Tuesday as our days of broadcast.

The retailer is not inclined to fight shopping patterns. He will not waste money chasing out-of-season shoppers. If April is a bad furniture month you can pretty well bet that no amount of advertising will bring in enough customers to pay for such advertising at an economical ratio of cost to sales. Today's retailer is no more likely to spend his money to pioneer first-of-the-week shopping. The newspapers don't sell him Monday pages, why should broadcasters? Do I hear a small voice from the balcony ask if I'll put my money where my mouth is and pay a premium rate for end-of-the-week time? Just a moment, I'll dust off my dart board.

Bill Taylor is a principal and executive vice president of The Morgan Co., Van Nuys, Calif. (Los Angeles area), advertising agency. Prior to his affiliation with The Morgan Co., four years ago, Mr. Taylor was an account executive and director of radio for McCann-Erickson in San Juan, P. R.; a television commercial production supervisor for Foote, Cone & Belding, Hollywood, and at various times manager of four small and medium market radio stations.

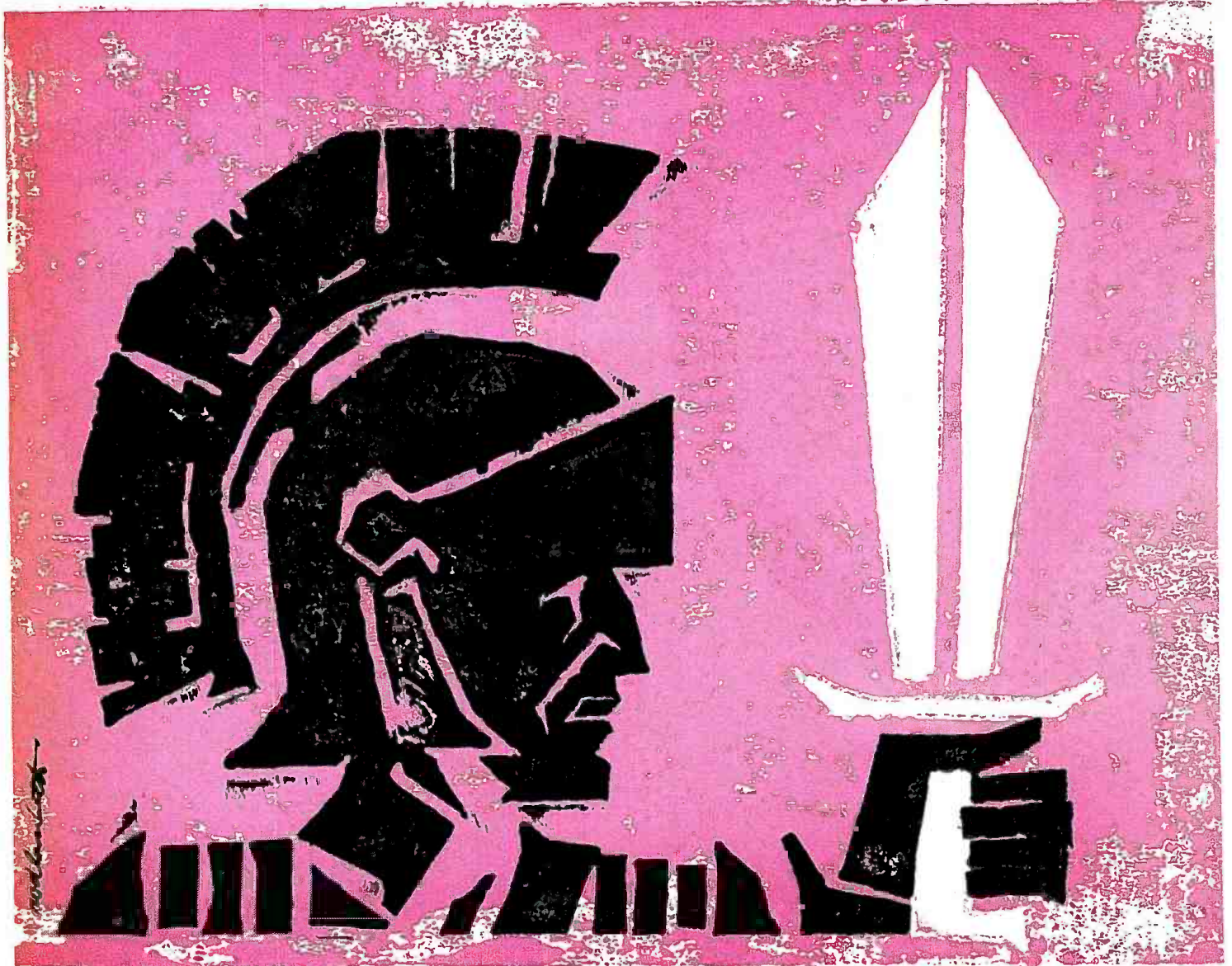




habit



I CAME, I SAW



I CONQUERED

From Egypt, Caesar went to Syria and Pontus, and in quick order, routed Pharnaces II, sending back his now famous message. Balaban Stations haven't taken to wearing the victor's laurel wreath around the brows, but it's a fact Balaban advertisers are conquering their markets. Balaban directs their message like Caesar's, straight to the point . . . the selling point. Balaban programming, stimulating personalities and get-up-and-go appeal gets listeners and keeps listeners - keeps 'em listening and keeps 'em buying! Let the Balaban Stations carry your message, straight to the buyer. Balaban Stations - couriers par excellence.

THE BALABAN STATIONS in tempo with the times • John F. Box, Jr., Managing Director
WIL-ST. LOUIS KBOX-DALLAS
Sold National by Robert F. Eastman & Co., Inc.

WILL TOBACCO FIRMS QUIT SPORTS?

- Other major cigarette producers fail to follow American lead
- 'What's relationship between sports and youth appeal?' one asks
- But endorsements by athletes may be abandoned, check indicates

The first major break in cigarette advertising practices since the government's Jan. 11 report on smoking and health developed last week, but first fears that it would provoke a stampede appeared to have been averted.

The American Tobacco Co., second biggest of tobacco's Big Six companies, revealed plans to abandon sponsorship of television and radio coverage of sports events. Instead of following suit, however, as happened in some pre-report changes and as some observers had thought likely in this case, American's leading competitors signified they would hold a watch-and-wait attitude, at least for the time being.

Queried in the wake of American's decision to forego sports, other major cigarette companies insisted that their planning must take into consideration proposals not yet adopted by the Federal Trade Commission and the course of developments in Congress, as well as changes just adopted in the television code and indications that similar changes might follow soon in the radio code of the National Association of

Broadcasters (see story below).

Puzzling Move ■ American Tobacco's move appeared to baffle some of its competitors.

"I can't understand the motive," one said. "I can't see any relationship between sponsoring sports events on television and radio, and appealing to the youth of America. There are a lot of adults who watch baseball and football games. There are a lot of youngsters watching situation comedies and westerns that are sponsored by cigarette companies."

There were several reports that cigarette companies had instructed their agencies to revise the copy appeal of commercials so that they could not be interpreted as aiming for the youth audience. Advertisers and agencies would not confirm the reports, but many claimed their appeal never has been to the teen-age audience.

"None of the models we use is under 23," one tobacco company executive asserted. "And by the way, who's going to tell us whether teen-agers are influenced more by one type of commercial

than another?"

There were, however, strong indications that sports personalities would be bypassed in the future as performers in TV and radio commercials. Most cigarette companies reached by BROADCASTING claimed they had used sports figures only occasionally or rarely, and, though they would not disclose specific plans, they hinted that leading baseball and football stars would go into eclipse on the commercial scene.

American Stands Alone ■ But there were no signs that tobacco companies would follow American's lead by adopting a policy of not sponsoring sport events. Television networks reported they were making presentations to tobacco companies, as well as other clients, for baseball and football coverage, and said their efforts have not been discouraged. Leading station representatives said that advertising agencies have not notified them to "soft-pedal" any sport telecasts on which they may have time in local markets.

At about the same time that American's decision was revealed, WMCA

At the NAB: moves to curb youth appeal in cigarette ads

Code restrictions on cigarette advertising were among the most discussed problems taken up by the radio and television boards of the National Association of Broadcasters in Sarasota last week.

As had been predicted, the television board adopted unanimously code amendments proposed by the TV code board (BROADCASTING, Jan. 27). Applied to sections IV and IX of the television code they stated:

"Section IV: Care should be exercised so that cigarette smoking will not be depicted in a manner to impress the youth of our country as a desirable habit, worthy of imitation.

"Section IX: The advertising of cigarettes should not be presented in a manner to convey the impression that cigarette smoking promotes health or is important to personal development of the youth of our country."

The board said that it would consider further changes if new federal regulations or actions of the Federal Trade Commission indicate such changes are necessary.

The NAB radio board issued two statements indicating its concern over the cigarette question, but made no amendments to the radio code pending further study. The radio code board has not had a chance to meet since the U. S. surgeon general's report labeling cigarette smoking as a principal cause of lung cancer and other diseases (BROADCASTING, Jan. 13).

The radio board statement followed closely the wording of the TV board amendment. It said that: "It is the feeling of the board that cigarette smoking should not be projected in such a manner as to indicate to the youth of our nation that cigarette smoking contributes to the

health and development of youth or is a habit worthy of imitation. The radio code review board is directed to develop at the earliest practicable time specific code provisions to carry forward this purpose and interest."

Explaining its failure to adopt code amendments at this meeting the radio board pointed out that the present situation is highly fluid with the FTC proposing restrictions and the tobacco industry acting independently. "For these reasons," the statement continued, "we are not prepared at this time to propose formal amendments to the radio code. In the absence of specific code guidelines, we urge not only code subscribers but all licensees to scrutinize carefully all cigarette advertising copy to determine, in the licensees best judgement, whether or not its broadcast on the station is in the public interest."

WILL TOBACCO FIRMS QUIT SPORTS? continued

New York, a leading radio station, announced that it would stop carrying cigarette advertising in a four-hour nighttime block aimed specifically at teen-agers. Other smaller stations across the country announced varying and similar plans (see story, page 25).

American Tobacco's decision to drop its sponsorship of sports contests on radio and TV when its current contracts expire was confirmed last disclosed that American Tobacco would not be co-sponsor of the Los Angeles Wednesday by Robert K. Heimann, vice president and assistant to the president of the company. Earlier it had been Dodgers radio broadcasts this season.

"As a result of the smoking and health controversy," Mr. Heimann said, "we want to avoid any appearance of appealing to young people. We've always considered smoking an adult custom. And we intend to put our money where our mouth is."

American Tobacco would not reveal when its sports program commitments would expire, or the amount of money it has spent in the past on such broadcasts.

No Comment ■ Other tobacco companies declined to criticize or commend American's action. Though they were guarded in their replies as to their course in the sports program area in the future, one official made this observation:

"We can't see how teen-agers can be segregated, insofar as television and radio are concerned. We know that our audiences for sports games are overwhelmingly adult. Compared to the audiences for popular, prime-time shows, the teen-ager audience for sports is relatively limited. We have felt that sports programs give us the prime target we want—the adult male in a climate that we consider highly responsive. As of now, we are considering sports packages, and there are other factors to evaluate, of course. Price is important. And those astronomical rights

fees the networks are paying are going to raise costs to sponsors (see story page 26). When the time is ripe, we will make our decision after weighing all considerations."

Cigarette companies comprise significant radio and television advertisers. In the last year for which complete figures



Robert K. Heimann, vice president and assistant to the president of American Tobacco Co. said, in announcing their plan to cancel all sports programs sponsorships, "we want to avoid any appearance of appealing to young people."

are available, the six major tobacco companies spent approximately \$132 million in television and an estimated \$19 million in radio.

Though a breakdown as to the investments by cigarette manufacturers in sports programs was not available, one authority estimated it to be in the vicinity of \$30 million.

American Tobacco in the past had sponsored the baseball games of the Los Angeles Dodgers, San Francisco Giants, the Houston Colts, the Boston Red Sox, the St. Louis Cardinals, the Detroit Tigers, several golf events and

the Liberty Bowl football game on NBC-TV.

Other Tobacco Sponsors ■ The Brown & Williamson Tobacco Corp. last year sponsored radio-TV coverage of games of the New York Mets, the Cincinnati Reds and Los Angeles Dodgers and various football bowl games.

Liggett & Myers Tobacco Co. was a sponsor on NBC-TV's Pro Bowl Game last month, and, up to a few years ago, was highly active in underwriting major league baseball games in several cities.

R. J. Reynolds Tobacco Co. invested last year in the baseball games of the New York Yankees, Chicago White Sox, Chicago Cubs, Washington Senators, Philadelphia Phillies, Minnesota Twins, Milwaukee Braves and Kansas City Athletics.

Last year Philip Morris was a participating sponsor on CBS-TV's *Baseball Game of the Week* and the National Football League.

The P. Lorillard Co. was a sponsor last season of ABC-TV's American Football League, *Wide World of Sports* and Winter Olympics.

Tough Time ■ It was apparent from background talks with advertising executives at the major tobacco companies that the past few weeks have been trying ones and the next few weeks will be equally nerve-wracking.

"You've got to realize that even we do not know what the ground rules are," one official complained. "What can we expect from the FTC? What can we expect from the NAB? And what's going to happen in Congress next month when we hear there will be a discussion on legislation pertaining to the tobacco industry? We just have to go along very cautiously until we know what we can and what we can't do."

Station reps reached last week expressed the belief that tobacco companies would not follow American Tobacco's move. They agreed that some stations "could be hurt" by a cancellation of local sports sponsorship by cigarette advertisers, but said they do not anticipate such action.

Network officials indicated the action of tobacco companies would have scant effect on their business. They said football is the lucrative sport and voiced the belief that it could attract other advertisers if tobacco companies decided to relinquish their sponsorships.

Information is part of job, says Terry

Common interest in cooperation and federally sponsored research last week characterized the first legislative hearing on cigarettes since the release of an advisory report to the surgeon gen-

TW3 shows its teeth—and bites B&W's hand

NBC-TV's new half-hour series *That Was The Week That Was* has hardened its image as a topical satire with a spoof on cigarette hazards—presented Jan. 24 despite the fact that one of the show's regular sponsors is the Brown and Williamson Tobacco Co.

The network reached an understanding with B&W, Louisville, Ky., whereby the firm's scheduled minute commercial was deleted and

another regular sponsor, Clairol, New York, took the entire two minutes. B&W had tentatively agreed to double up on a later telecast of the live show. The third regular sponsor on the show is Speidel Co., Providence, R. I. Agencies representing the sponsors are: B&W, Post, Morr & Gardner, Chicago; Clairol, McCann-Marschalk, New York; Speidel, Foote, Cone & Belding, New York.

eral that firmly linked smoking to cancer and other illness (BROADCASTING, Jan. 13).

Dr. Luther L. Terry, the surgeon general, told the House Tobacco Subcommittee that informing the American people about health hazards in smoking is part of the Public Health Service's job. Primary efforts will be directed at young people to motivate them to avoid the smoking habit, he said.

"But this is not enough," Dr. Terry continued. And he outlined three areas where research is needed: "the relationship of smoking to certain diseases as well as to overall mortality," why people start smoking and how to make smoking safer.

George V. Allen, president of the Tobacco Institute Inc., urged adoption of HJ Res 885, a measure to authorize \$5 million in federal funds for the construction of a tobacco research laboratory in an area where tobacco is grown and processed.

A Senate subcommittee has scheduled a hearing for Tuesday (Feb. 4) to examine the effects of pesticide residues on tobacco.

Senator Maurine B. Neuberger (D-Ore.), who is leading a campaign against smoking, endorsed the research laboratory proposal by introducing a companion bill, SJ Res 151.

On Monday (Jan. 27), Senator Gaylord Nelson (D-Wis.) proposed a five-cent a package hike in federal cigarette taxes to finance a 10-year, \$10 billion attack on poverty. When governor of Wisconsin, Mr. Nelson won a one-cent increase in cigarette taxes to finance a \$50 million state conservation program.

Some radio stations ban cigarette ads

While the National Association of Broadcasters last week was engaged in judging its role in adjusting to the shock waves emanating from the surgeon general's report on smoking and health (see page 23), individual radio stations across the nation were casting cold eyes on what they consider their responsibilities in cigarette advertising.

Through last week, radio outlets in markets of varying sizes had enacted bans of one sort or another on commercials pushing cigarettes. Some of the stations and their policies:

■ **WMCA New York.** The station's president, R. Peter Straus, announced last week that effective last Friday (Jan. 31) no cigarette advertising would be scheduled during WMCA's *B. Mitchel Reed Show*, a four-hour Monday through Saturday program. Running from 7 to 11 p.m., the show is geared to a teen-age audience—the determining factor, according to Mr. Straus, in the station's decision to scratch the ads.

Agency elder statesman blasts tobacco appeal

Cigarette manufacturers and advertising agencies last week were roundly criticized by John Orr Young, a founder of Young & Rubicam, for the heavy emphasis on appeals to young people in cigarette advertising.

In his monthly newsletter, *Better Advertising*, Mr. Young said the prospect of government intervention in cigarette advertising because of the surgeon general's recent report on the probable harmful effects of cigarette smoking was brought about by the tobacco and advertising industries through their indiscriminate use of advertising.

Mr. Young said that although the Tobacco Institute last year "seemed ready to reform" the content of cigarette commercials, in practice, the \$109 million he said was spent last year on TV cigarette commercials and twice that on other media advertising, seldom emphasized that smoking was an adult custom.

Instead, he said, an agency knows it has to build sales volume for its client and invariably chooses to do so by appealing to the young, even though "50% of their TV audiences are bored stiff or resent the strong



Mr. Young

appeal to youth."

Such campaigns, Mr. Young said, have brought about bigger sales. But they also have created serious health problems and now, the prospect of government intervention. Mr. Young said that a number of cigarette companies and advertising agencies have "had it coming to them" and that advertising reform in the national interest "is past due."

WMCA will continue to accept pipe tobacco and cigar advertising in all time slots, he said. Mr. Straus noted that at least six brands of cigarettes have been advertised on the Reed show in the past, but he declined to comment on how much revenue would be lost by the station.

■ **KWUN Concord, Calif.** This AM in a suburb of Oakland has refused to accept any cigarette advertising, though it claims these accounts have been "one of [its] top three sources of national advertising revenue. . . ." KWUN says its firm stand has prompted a proliferation of congratulatory letters. Said Victor Ives, vice president of the station: "I am hoping that suburban and small market stations will lead the way, taking some decisive action while the networks are still studying the matter."

■ **WMHE(FM) Toledo, Ohio.** Because of the health hazards implicit in smoking and the appeal of advertising to young people, W. A. Hillebrand, owner of the station, said, "WMHE will no longer accept advertising for tobacco or tobacco products of any kind."

■ **WAVA-AM-FM Arlington, Va.** Arthur W. Arundel, owner of the stations, reaffirmed a policy of refusing all cigarette advertising. The stations have also run a series of pseudo-spots for a fictional product called "Big Deal Ciga-

rettes." The parodies of conventional cigarette advertising ridicule the implication that smoking is in some way a glamorous pastime.

Venard compares beer and cigarette ads

Stations should use discretion in their placement of beer commercials or they may find themselves in the position of having placed ammunition in the hands of the opponents of such advertising.

This is the warning contained in a bulletin distributed last week by Lloyd George Venard—president of the New York station representation firm of Venard, Torbet & McConnell—to the stations under contract with his firm.

Mr. Venard drew a parallel between cigarette and beer advertising, noting that critics of the former often centered their opposition on the appeal of the ads to youth. Many stations, he said, allow beer commercials in teen-age time, for instance during rock 'n' roll programs. "Sometime, somewhere," said Mr. Venard, "those opposed to beer advertising will seize upon this as a cause for investigation of broadcast beer commercials. . . ." He suggested that the stations place beer ads away from peak teen-age listening hours.

Wanted: a way to find \$28,200,001

CBS-TV BEATS THE BUSHES TO MAKE A BUCK ON FOOTBALL DEAL

How does one arrange to recoup—and, hopefully, make a profit on—a \$28.2 million investment in a sports package that is by all odds, year for year, the most expensive in television history?

That question engaged the earnest attention of CBS-TV network officials last week as they contemplated their acquisition of rights to regular-season National Football League games for 1964 and 1965 (BROADCASTING, Jan. 27). To break even they need to get back \$14.1 million a year, and the network's sports programmers, salesmen and station relations men were combining forces to equal or better that accomplishment.

The way they worked it out, the network conceivably could gross more than its entire \$28.2 million commitment in one year but more likely, owing to price structure, would gross somewhat less even at complete sellout—probably around \$25 or \$26 million for one year.

Each group was offering some significant departures from last year's practices:

- Salesmen were offering 18 commercial minutes for sale per game at \$65,000 a minute for sponsors advertising one product, and \$75,000 for those offering two or more. On two-year firm contracts these would scale down to \$62,500 and \$70,000 a minute. Ten of the 18 minutes would be for national exposure, eight for regional. Last year there were 16 commercial minutes, the price was estimated at about \$45,000 and an advertiser's rate did not vary according to number of

products offered.

- The programmers planned to offer doubleheaders on about five of the 18 dates, mostly Sunday afternoons, expected to make up the season. (The 18 minutes in the second game of each doubleheader have been offered to last year's national sponsors, Ford and Marlboro, at a lower rate—\$50,000 a minute.) Officials said the NFL schedule, not yet drawn up, would determine exactly how many doubleheaders are feasible, but that this innovation probably would not start until after the end of daylight saving time in late October, to avoid conflict with nighttime programming. They pointed out that the three-hour East-West time differential makes it possible to follow a game played in the East with one played in the West.

- Station relations men had the job of selling another innovation—no compensation to be paid to affiliates for carrying the games. To at least partially offset their loss, stations were offered longer station breaks for local sale—one 70-second break and three 42's in each game, as against one 70 and three 30's last season. In the second game of doubleheaders they will receive compensation for two hours of Class C time, plus a 70-second break between games and three 42's in the second game.

Based on estimates that CBS-TV paid about \$300,000 in station compensation on National Football League games last year, the network's saving on compensation represents no more than a fractional factor in the total \$28.2 million package price.

Some affiliates, however, were concerned about the loss of station payments—which at \$300,000 for a 195-station line-up would average about \$1,500 a station—and at least a few said they planned to protest.

At least a few others were reported to have computed their prospects and concluded that, because of the extra time available for local sale, they stand to make a little more money in 1964 than in 1963.

No Comment ▪ Tom Murphy of Capital Cities Broadcasting, chairman of the board of the CBS-TV Affiliates Association, declined to comment when asked whether the board planned to protest.

He did say that he planned to wire all affiliates last Friday (Jan. 31) denying reports, published last week, that the board had approved the no-compensation plan even before CBS-TV entered its bid for NFL rights.

He said the board had stressed the importance of CBS-TV's getting the NFL rights for the next year, but had not discussed the compensation question with the network. That, he said, is not a matter for the board, but for negotiation between the network and stations individually.

Network sources meanwhile seemed to anticipate no serious clearance problems. They said many stations had contacted them in advance of the NFL bidding to stress the need to get the rights, and that some even offered to underwrite part of the bid price if necessary.

A "Special Situation" ▪ Other sources felt that although many stations would protest vigorously if a no-compensation policy were instituted on other programming, they probably would tend to look on the NFL games as a "special situation" because the rights hinged on closed bidding, not an auction or negotiation.

Another problem concerning affiliates in NFL cities was the practically doubled amount of time they will have to fill with local programming when doubleheaders are scheduled by the network and their markets are blacked out because NFL teams are playing within the 75-mile limit.

Others, however, felt this problem probably could be solved—and profitably—by offering local spots in packages that would include both:

- The NFL games whenever the games are carried locally.

- Movies or other local programming on those dates when the games are

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 commercials, production manager, agency with its account executive and production manager.

Pams of Dallas, 4141 Office Parkway, Dallas 4.
Tonka Toys, Mound, Minn.; one 60, one 58 for radio, jingle. Bob Farrar, production manager. Agency: Kerker, Peterson Inc., Minneapolis. Paul LeMay, account executive and agency producer.

Great American of Dallas (insurance); twelve 60's for radio. Bob Farrar, production manager. Agency: Norsworthy-Mercer Inc., Dallas. Tom Norsworthy, account executive. Jack Harwood, agency producer.
Pepper Sound Studios Inc., 51 South Florence,

Memphis 4.

Blossman Hydratane Co., New Orleans (LP gas); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Robert Kottwitz Advertising, New Orleans. William R. McHugh, account executive.

Laredo Packing Co., Laredo, Tex. (meats); one 60 for radio, jingle. Joe D'Gerolamo, production manager. Placed direct.

Richardson & Holland Inc., Seattle (confectioneries); one 60 for radio, jingle. Ernie Bernhardt, production manager. Agency: David Stern Advertising. David Stern, account executive.

Pomona Central Business, Pomona, Calif.; one 60 for radio, jingle. Ronnie Tutt, production manager. Placed direct.

Washington Wholesale Inc., Seattle (88-cent store); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.

Loveman Department Store, Birmingham, Ala.; one 60 for radio, jingle. Larry Muhoberac, production manager. Placed direct.

Neglect Florence?

As well neglect spring, or Beethoven, or supermarkets. Cynosure of connoisseurs of beauty and tv buying, Florence is one of a kind: the nation's largest single-station market effectively serving an active agricultural-industrial area.



Florence, South Carolina

*Channel 13 • Maximum power • Maximum value
Represented nationally by Young Television Corp.*

*A Jefferson Standard Station affiliated with
WBT and WBTW, Charlotte*



blackened out.

CBS-TV salesmen appeared confident that the games would be fully sponsored and turn a profit, but among their competitors there were widely differing opinions. One non-CBS estimator thought CBS would net less than \$1 million a year and might easily take a loss, while another gave it a good chance to net \$5 or \$6 million.

Authorities said several orders already had been received by late last week but had not been accepted pending word from Ford and Marlboro, who were given first refusals for 1964. Their decisions were tentatively expected by the middle of this week. Last year there were 10 regional sponsors in addition to the two national buyers (BROADCASTING, Aug. 19, 1963).

In addition to the games, CBS-TV plans to present a 15-minute pre-game show each week, plus a post-game roundup ending at the first quarter-hour after the final gun. On the double-header days there will be the usual pre-game feature before the first game, but the pickup will switch to the second game at the conclusion of the first, without an intervening warmup program before the second.

What effect, if any, the CBS no-compensation plan would have on NBC's handling of the American Football League games starting in 1965, or on ABC's handling of the AFL games next fall, remained to be seen. It was reported authoritatively that NBC had been considering offering compensation on the basis of one hour for each game but now plans to review its thinking in light of the CBS move.

ABC-TV has been paying its affiliates on the basis of two hours of Class C time for each AFL game.

For CBS, elimination of compensation represents the final step in a process that was already underway. In 1961 CBS-TV paid stations for two hours per game. In 1962 and again in 1963, this was reduced to one hour per game, not only on the NFL contests but also on those of the National Collegiate Athletic Association. The NCAA games will be on NBC-TV next year.

Business briefly . . .

Humble Oil and Refining Co., through McCann-Erickson, New York, has purchased sponsorship in *Changing Matilda: the New Australia*, a one-hour color special to be broadcast March 31 (10-11 p.m. EST) over NBC-TV.

B. T. Babbitt Inc., New York, through Geyer, Morey, Ballard, that city, has purchased a 39-week schedule on ABC Radio—a plan that calls for six commercials weekly on approximately 350 stations. Babbitt, in its campaign for Bab-O cleanser, Hep oven cleaner and

Cameo copper cleaner, has also purchased a heavy spot radio schedule in 30 markets.

S. C. Johnson & Sons, Racine, Wis., through Benton & Bowles, New York, has purchased sponsorship in 12 nighttime shows on NBC-TV—an order spanning the first six months of this year. The shows are: *The Bill Dana Show*, *Monday Night at the Movies*, *Sing Along with Mitch*, *Mr. Novak*,

The Richard Boone Show, *Espionage*, *Eleventh Hour*, *Temple Houston*, *International Showtime*, *The Lieutenant*, *The Joey Bishop Show* and *Saturday Night at the Movies*.

The Kirsch Co., Sturgis, Mich., through McManus, John & Adams, Detroit, has purchased sponsorship in two daytime programs on NBC-TV, *Loretta Young Theater* and *Concentration*. The eight-week order starts March 8.

How many in advertising's audience?

GERHOLD WANTS THAT MEASURED, NOT MEDIUM'S SIZE

Paul E. J. Gerhold, director of research at J. Walter Thompson Co., last week offered suggestions for evaluation of audience measurement techniques which would place a new emphasis on "audience for advertising rather than audience for the medium" and on calculation of future audiences.

Mr. Gerhold is chairman of the committee on improving the measurement of advertising media of the Advertising Research Foundation.

In addressing the annual ARF meeting in New York last week, he presented six proposals described as "tentative conclusions" of the committee which he heads.

Among them was the suggestion that stress be placed on improved counts of people, rather than of copies or tuned receivers.

Probability measurements of media and advertising exposure were also advised by the committee "to replace numbers on single issue, average issue, or cumulative issue or broadcast performance. Advertising media measurements are important, not as historical records, but only as they provide a use-

ful foundation for estimating future performance." Such probability data, it was noted, would provide ways of calculating total circulation and inter-media duplication, often held impossible or of doubtful value with existing measurement tools.

The Individual — The six-point proposal of the measurement committee also encourages direct measurement of individual's importance in marketing of particular products in addition to usual demographic breaks.

Still another proposal is measurement of the effect of time lapses between advertising exposure and consumer response, and calculation of the frequency of advertising contacts. "In too many ways, time is now a forgotten dimension in advertising evaluation," according to the committee's report.

Mr. Gerhold's statement for the committee noted a continuing lack of means to evaluate advertising through different media in meaningful terms. "We need research at more sophisticated levels of advertising performance, if we are to measure different media on an equal basis," he said.

Mr. Gerhold said the committee would continue to define questions of methodology and the directions which audience measurements ought to take. The committee, he said, will attempt to develop research appropriate to the problems which it defines and will circulate its proposed studies to ARF membership and solicit from members contributions for specific projects.

He reported that a subcommittee is working with a research organization—the American Research Bureau—on "the design and conduct of a study that incorporates a whole series of methodological experiments."

Agency appointments . . .

■ General Brewing Corp., San Francisco, has appointed J. Walter Thompson Co., that city, to handle Labatt beer, which is being introduced in the western U. S.

■ Riker Delaware Corp., Burlington, N. J., appoints Firestone-Rosen Inc.,



JWT's Gerhold
Count noses, not sets



Getting fatter fastest

Hustling up market information for a client, we've uncovered an intriguing fact: Atlanta led all major Southern markets (including Dallas and Houston) in total income gain over the last 18 months.* Wallets are fatter—meaning more sales. Question: how to lure these Atlanta sales toward your client? Answer: advertise where Atlanta's million pay attention and respond. That'll be WSB Radio. Auto, home and portable dials point to the clear channel voice of the South because folks here appreciate 42 years of quality broadcasting. They trust its messages. Incidentally, our fat file on the Atlanta market awaits your inquiry. *SRDS 1/1/62-7/1/63

WSB RADIO/ATLANTA



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

Advertisers need fatter wallets in 1964

The advertiser will pay more to use television—or any other basic advertising medium—in 1964, a year when advertising volume may reach a peak of \$13.5 billion, according to an economic report released last week by the Interpublic Group of Companies Inc.

The report said network TV can be expected to increase rates by 7%, spot TV by 5% and spot radio by 3%. Other basic media rate hikes: magazines, 6%; newspapers, 3%; supplements, 3%; outdoor, 6%, and business papers, 7%.

Each of the media in the agency's report showed a continued percentage increase in cost per thousand over the 1958-63 period. Spot TV showed an increase of 25%, with a corresponding 35% increase in basic rates and an 8% hike in circulation.

Network TV went up 25% in its basic rates (magazines increased by 40%) and increased 21% in circulation, but only gained 3% in cost per thousand. Magazines and

newspapers were up 18% and 11% respectively.

Spot radio raised rates a basic 10%, circulation some 4% and cost per thousand 6%, the report noted.

The new advertising volume is predicated on beliefs that advertising outlays "will keep pace with or slightly exceed 1963 volume," Interpublic's report said.

It explained that the "yearly increase in advertising rates have become almost symbolic of certain constant factors in the forward flow of the country's economy. To the extent that they derive from increased circulation, these rates reflect the nation's growth in population. Above that base, the increased tariff for space and time in advertising media in large part parallels the rise in cost of services as compared with goods."

The Interpublic report for 1963-64 is the sixth in a series of studies—"The Decade of Incentive"—the organization has been issuing for the

past several years.

On a percentage basis, the total advertising gain in 1963 was 4.8% over 1962, the increase in national advertising was about 5% and local advertising approximately 4%.

Television, described as a "pace-setter" medium, showed an average growth of about 12% for network and national spot in 1963, surpassing the 8% gain of a year earlier.

Total advertising volume in 1963 was estimated at around \$13 billion, and in 1962 exceeded the \$12 billion mark for the first time, an upward trend the report said attests to advertising's dynamic vitality as an industry.

The report touched on the effects a significant tax reduction this year could have on personal income and other economic indicators. Real national output since 1960, it was noted, has been increasing at an annual rate of about 3.7% as compared to 3.6% for the 1947-63 period and only 2.7% from 1957-60.

Philadelphia, to handle advertising for its commercial, residential and industrial properties in New Jersey and Pennsylvania. The company plans to make extensive use of radio, TV, newspapers and direct mail in the New York, Northern New Jersey and Delaware Valley markets.

■ Granny Goose Foods, Oakland, Calif., moves its advertising account from Lennen & Newell, San Francisco, to Grey Advertising, Beverly Hills, Calif.

■ M&R Dietetic Labs., Columbus, Ohio, switches \$1 million Pream account from Benton & Bowles, New York, to Tatham-Laird, Chicago.

Admen, businessmen to descend on D.C.

The often sensitive relationship between government, advertising and business will move into the spotlight this week with consecutive meetings focusing on the problem in Washington.

The Advertising Federation of America and the Advertising Association of the West will sponsor the sixth annual conference on advertising-government relations Tuesday and Wednesday (Feb. 4-5) and the U. S. Chamber of Commerce's third annual public affairs conference will run Feb. 5-6, following the AFA-AAW breakfast Wednesday.

The advertising meeting will feature

speeches by Senators Maurine Neuberger (D-Ore.) and Philip A. Hart (D-Mich.); Representative Walter Rogers (D-Tex.); Paul Rand Dixon, chairman of the Federal Trade Commission; FCC Chairman E. William Henry, and Winton B. Rankin, assistant commissioner of the Department of Health, Education and Welfare's Food and Drug Administration.

Senator Barry Goldwater (R-Ariz.) and Governor Nelson A. Rockefeller (R-N. Y.), announced candidates for the Republican presidential nomination, will speak at Chamber of Commerce luncheons Wednesday and Thursday, respectively. Chairman Dixon, Senators Hart and Roman L. Hruska (R-Neb.) and former FTC Commissioner Edward F. Howrey will have a panel discussion on "Federal Regulation of Business—Where Do We Go From Here?" Among the others speaking at the conference will be Frank J. Fogarty, executive vice president of Meredith Broadcasting Co.

Renault plans spring TV

A new "early spring" 16-week advertising campaign was announced last week by Renault Inc., through Fuller & Smith & Ross, New York.

TV spot schedules in mid-February will kick off the campaign while newspapers, national consumer magazines, motor enthusiast and trade publications will carry ads for Renault starting in March.

Carlton starts push with heavy radio use

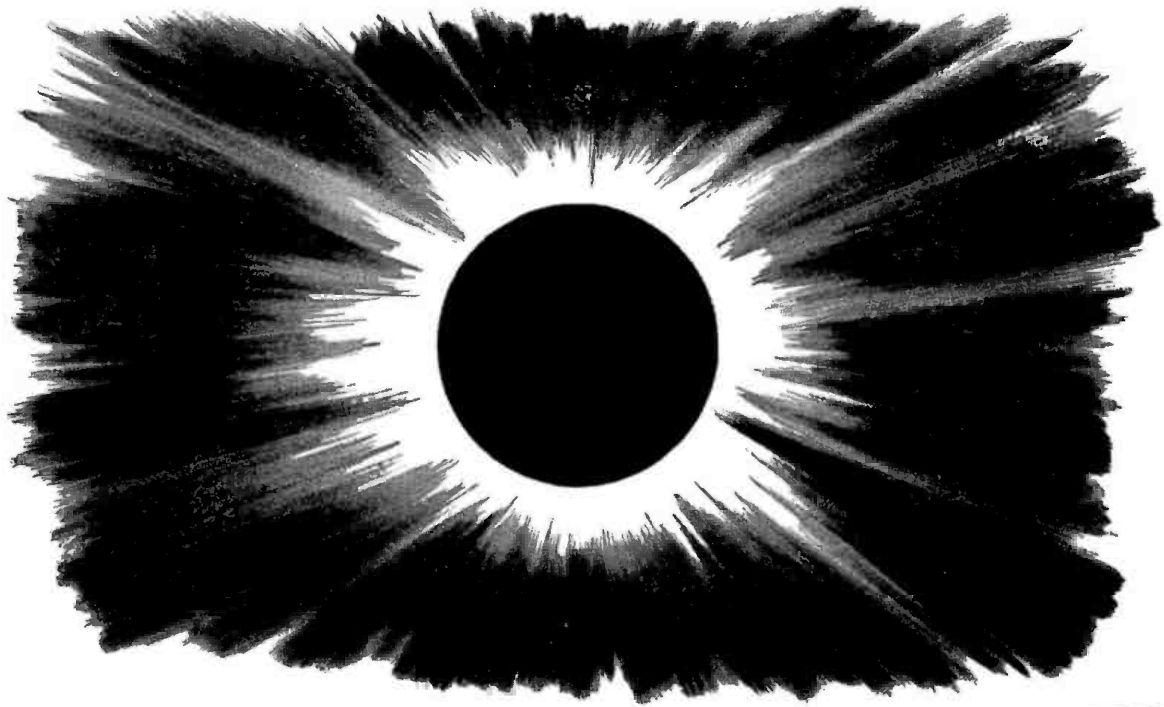
American Tobacco Co. last week began heavy radio schedules for its Carlton cigarette, backing up a distribution plan which would see the new "low tar" product available in about 40% of the country in early February.

The Carlton was introduced three weeks ago (BROADCASTING, Jan. 13), however radio schedules began only last Monday (Jan. 27) in New York, Chicago and Los Angeles, first three marketing points for the cigarette.

Washington, Baltimore, Miami and Tampa, Fla., were added to the market list for Carlton last week and radio campaigns in those cities begin Feb. 17. Distribution begins in approximately 19 more cities today (Feb. 3) where radio will be used starting Feb. 24.

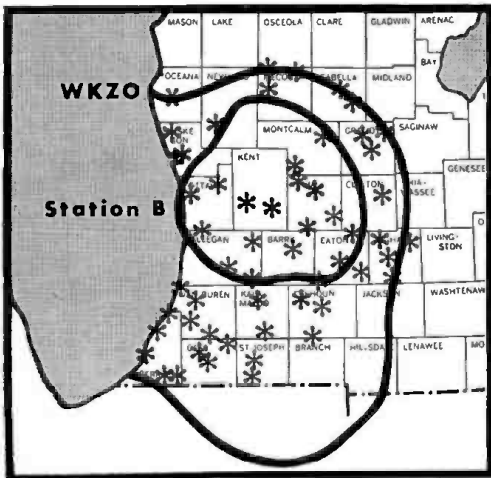
American Tobacco's present radio plans for Carlton consist of initial five-week saturation flights, in many instances apparently at the expense of existing schedules—particularly those of Pall Mall—in addition to extra spots during opening weeks of the campaign in cities where the company has not been so heavy in radio.

Agency for Carlton is Gardner Advertising, New York, but control agency for American Tobacco is understood to be Sullivan, Stauffer, Colwell & Bayles, same city. SSC&B is the agency also for Pall Mall.



YOU MAY NEVER SEE THE SUN COVERED 8 MINUTES* —

Southwestern Michigan A&P and Kroger store cities within stations' primary coverage areas



BUT... WKZO Radio Covers More Supermarkets Than Any Other Western Michigan Station!

Nothing under the sun covers Kalamazoo and Greater Western Michigan like WKZO Radio. Take supermarkets, for instance.

The map at left sheds some light. In our biggest competitor's primary service area (.5MV. contour) there are 18 A&P and 16 Kroger stores.

But in WKZO's primary service area there are 60 A&P stores and 33 Kroger stores—and *this isn't counting stores in our competitor's home county, even though we come in strong there.* And where the outlets are is where the sales are made.

Let your Avery-Knodel man give you the whole sunny story about WKZO Radio!

**The maximum possible duration of a solar eclipse is 7 minutes and 40 seconds.*

The Felzer Stations
RADIO
 WKZO KALAMAZOO-BATTLE CREEK
 WJEF GRAND RAPIDS
 WJFM GRAND RAPIDS-KALAMAZOO
 WWTV-FM CADILLAC
TELEVISION
 WKZO-TV GRAND RAPIDS-KALAMAZOO
 WWTV CADILLAC-TRAVERSE CITY
 WWUP-TV SAULT STE. MARIE
 KOLN-TV LINCOLN, NEBRASKA
 KGIN-TV GRAND ISLAND, NEB.

WKZO

**CBS RADIO FOR KALAMAZOO
 AND GREATER WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives



INSIDE SPORTS ON THE NEW ABC

The story of ABC's exclusive coverage of the IX Winter Olympic Games, the coming Summer Olympic Trials, and network television's most extensive year-round sports coverage—together with a note about "who's watching."

Starting January 29 and continuing for twelve consecutive days, ABC viewers have the next best thing to a front row seat for the Ninth Winter Olympics in Innsbruck, Austria.

From the symbolic lighting of the Olympic flame to the closing ceremonies, every event in winter's greatest sports spectacle is being covered, with the excitement and drama that only television can achieve.

A complete program of each day's highlights is being produced on the spot in Innsbruck—fed electronically to an ABC unit in Frankfurt—sped to New York by jet—and, in many cases, shown that very night on the ABC Television Network.

To accomplish this ABC has fielded one of the greatest teams of technicians in television sports history. In Aus-



trials are a crew of over 100 men, 50 cameras and tons of additional equipment; plus sportscasters Jim McKay, Curt Gowdy and Jim Simpson, and Olympic experts Bob Beattie, Art Devlin, Carol Heiss, Andrea Mead Lawrence and Willy Schaeffler.


Such complex assignments, however, are second nature for ABC Sports. Fifty-two weeks a year, viewers are treated to an ever-changing panorama of creative sports coverage. In football: the complete AFL schedule and championships, College All-Stars, Coaches All-Star Game, North-South Game and, starting this year, the Gator Bowl and the Bluebonnet Bowl. In other sports: Professional Bowlers Tour, Challenge Golf starring Arnold Palmer with Gary Player, The Annual U.S.-Russian Track Meet and, every Saturday, ABC's Wide World of Sports—a

program that roams the globe searching for the unique, the exciting, the crowd-pleasing sports events.

Starting July 3, ABC will cover the U.S. Summer Olympic Trials in 13 programs during weekend afternoon and prime evening time. Twenty-two teams will represent the U.S. in Tokyo next October. American audiences will see the selection of these teams—exclusively on ABC.

Aside to advertisers: As you might expect, lively sports coverage like this attracts equally lively audiences. Full details on how these audiences relate to your particular marketing pattern are available on request.

In sports, as in news and entertainment, the ABC emphasis is on fresh, imaginative programming for all.

ABC Television Network 

'NOT GUILTY' PLEAS IN REGIMEN CASE

Case called new approach on advertising regulations

Kastor, Hilton, Chesley, Clifford & Atherton, said to be the first advertising agency ever indicted on criminal charges of preparation of fraudulent advertising for a client, pleaded "not guilty" last week to those charges in a U. S. district court.

Also pleading not guilty were other defendants in the case, Drug Research Corp., its president, John Andreadis and chief chemist Saul Miklean; New Drug Institute, a drug products testing company and its president Arthur D. Herrick. Arraignment was in the U. S. District Court in New York (Brooklyn) on Jan. 30.

The 58-count federal indictment, handed up two weeks ago (BROADCASTING, Jan. 27) charged Kastor, Hilton and the other defendants with conspiracy in fraudulent advertising of Regimen, a no-diet reducing pill produced by Drug Research Corp. and tested for its efficiency in weight reduction by New Drug Institute. The agency was named in 46 of the 58 counts.

Included in the indictment was the charge that the defendants "disseminated and circulated . . . false and fraudulent clinical test 'results' to vari-

ous media," including television, "to substantiate the pretenses, representations and promises made for the drug, Regimen, and to induce such media to accept said advertisements and commercials although the defendants had sufficient reason to believe that the alleged clinical test 'results' were false and fraudulent. . . ."

All Networks ■ According to the indictment the alleged fraudulent advertising appeared on programs on all three television networks, including *Today* (NBC), *Keep Talking* (CBS) and *American Bandstand* (ABC).

The indictment caused considerable bewilderment among agency people last week who appeared at a loss to understand the government's intent in bringing the case against the advertising agency.

Joseph P. Hoey, the U. S. attorney from whose office the indictment was filed, was quoted as saying the case represents "a new approach by the government on food and health commercials.

"The advertising agencies are going to be held responsible for their ads. They will have to check closer on the claims they make for the products they

are advertising. I expect a marked reaction in the advertising field as a result of the indictment."

Kastor, Hilton charged the government with attempting to impose an insurer's responsibility on an agency for its client's product and business. The indictment itself does not imply that an agency must authenticate a client's research.

Martin Pollard, assistant U. S. attorney, who presented the case, later denied that the indictment stated or implied such a responsibility for the agency.

"When an agency enters into a conspiracy with a client in an attempt to defraud the public, it can expect to be prosecuted by the government," he said. Mr. Pollard said that during the period from about 1957 to 1960, when Kastor, Hilton was agency for Drug Research Corp., "the agency took in over \$1.5 million in fees and commissions on the Regimen account."

Concern Expressed ■ Legal officers of agencies in New York, questioned last week on the implications that the case raises for agencies generally, declined comment on specifics of the indictment but for the most part expressed concern lest the government means to hold agencies responsible for research and copy claims which originate with their clients.

The American Association of Advertising Agencies would not comment on the suit against Kastor, Hilton, which is not an AAAA member.

However, the "creative code" of the 4A's standards of practice commits 4A members not to "knowingly produce advertising which contains," among other things, "false or misleading statements or exaggerations, visual or verbal" or "claims insufficiently supported, or which distort the true meaning of practicable application of statements made by professional or scientific authority."

A trial date was not set at the arraignment last week, but district court judge John R. Bartels, who presided, said he hoped the trial would begin before the end of the trial year in June.

Entering the "not guilty" plea for Kastor, Hilton, the agency's attorney, Joseph E. Brill, said the nature of the case made his client something of a "guinea pig" in that no agency has previously been indicted on such charges.

Mr. Brill suggested that the case had vast implications for the whole agency business and should come to the earliest possible trial.

Judge Bartels said the current indictment case would be called on the agenda of the board of judges of the eastern district of New York for the purpose of appointing a special judge to hear all motions and attempt to limit the issues for trial.



Reilly sworn in as FTC commissioner

John R. Reilly (r) is shown being sworn in last week as a member of the Federal Trade Commission. Administering the oath is Nicholas deB. Katzenbach (l), U. S. deputy attorney general and Mr. Reilly's superior at the Department of Justice before his appointment to the FTC. Paul Rand Dixon, chairman of the commission, is in the center.

Mr. Reilly, 35, succeeds A. Leon Higginbotham Jr., who resigned to become a U. S. district judge. A Democrat who was head of the executive office for U. S. attorneys and assistant to Mr. Katzenbach until his appointment, Mr. Reilly was approved by the Senate for the FTC post Jan. 16 (BROADCASTING, Jan. 20).

A buyer's guide to Raleigh/Durham television

There are a number of important facts you need to remember when you buy North Carolina television.

Remember that WRAL-TV, Raleigh, has achieved an unusual identity with the community and the market. A recent attitudes and opinion study by Central Surveys, Inc., shows that 61% of the people prefer WRAL-TV for news and weather.

Remember that WRAL-TV, Raleigh, has consistently pioneered in programming in this market. No other station in the market carries as much local news. No other station in the market editorializes daily.

Remember that WRAL-TV has the best production facilities in the market. A production center designed for television, a complete studio kitchen, mobile facilities, and a brand-new \$100,000 G-E Vidicon film center.

Remember that WRAL-TV is the only station located in the state's leading food brokerage center. In addition, Raleigh is ranked as the state's second largest shopping center by N. C. officials.

Remember that WRAL-TV's advertiser-oriented program schedule provides plenty of ripe opportunities for low-cost, high-yield program participations. Check the list of current participating programs to the right.

PARTICIPATIONS

now available in these top shows:

PRIME TIME—Thursday Night Movie (9-11 PM)
Seven Arts features, many in COLOR.

DAYTIME—Femme Fare (9-9:45 AM Mon-Fri)
Bette Elliott and daily guests.

LATE NIGHT—Starlight Theater
(11:25 PM Mon-Fri)
Host Bob Caudle with Feature movies.

7:00-7:30 PM
DRAGNET—Monday
LEE MARVIN'S LAWBREAKER—
Tuesday
COUNTRY SHOW—Thursday
BIOGRAPHY—Friday

WRAL-TV, RALEIGH, N.C.

ABC Television—Represented Nationally by H-R

AGENCIES SUPPORT PIGGYBACKS

Kenyon & Eckhardt and McCann-Erickson see advantages

Two major TV-billing advertising agencies—Kenyon & Eckhardt and McCann-Erickson—appeared to take issue last week with attempts to prune piggybacks from TV schedules.

Kenyon & Eckhardt, New York, issued a policy statement upholding the use of piggyback commercials in television, and recommended that the agency's clients adopt the same position in discussing the subject with the National Association of Broadcasters or other industry authorities. (Also see NAB story, page 46).

The agency said it had taken this position after samplings of broadcast time in several markets had pointed up the following: only 5% to 10% of all commercials are multiproduct commercials; the number of multiproduct commercials does not appear to be increasing sharply in the markets in which K&E made comparisons a year ago; there are several other elements which appear to contribute more to the problem of "clutter" than shared minute commercials.

Pointing out that the major problem is clutter, K&E stressed that several elements contribute to clutter—billboards, station promos, credits, ID's, frequency of commercials in certain time periods as well as piggybacks. The agency noted that 30-30 commercials

represent "a single small element contributing to clutter."

The agency claimed that a better definition of the entire problem of clutter is needed. It suggested that a substantial study be made to define the "relative importance or objectionableness of the individual elements which we judge to constitute clutter."

"There is potentially a severe economic injustice involved in the elimination or excessive limitation of the use of 30-30 commercials," K&E asserted. "This injustice is discriminatory, particularly against the relatively small advertiser (or small brand budget)."

McCann-Erickson said it had strongly urged the National Association of Broadcasters not to prohibit piggybacks and released a letter from the agency's Edward Grey, senior vice president, TV programming and media, that he wrote to the NAB code authority on Jan. 17. Mr. Grey wrote:

"We all recognize the advantage accruing to advertisers as well as to stations via the use of one commercial selling two products. This concept has been necessary in many instances to compensate for rapidly accelerating out-of-pocket costs of television advertising, both in the time and commercial production areas.

This shared commercial device has enabled many new brands to capitalize on the tremendous impact capabilities of television—which medium might otherwise not have been afforded.

As we all know, many leading brands, having generated initial sales momentum via television in this manner, are currently using the medium in a most dominant and primary pattern. Further, we firmly believe it is the basic responsibility for every advertising agency to invest its clients' dollars in the most effective and efficient manner possible within the boundaries of taste and ethics."

McCann-Erickson also pleaded the case of the low-budget advertiser. Mr. Grey said the denial of shared commercial devices could "force many low-budget brands and/or introductory "brand efforts" to use other media.

Too little known about teen-age attitudes

Schwerin Research Corp., New York, reported last week that a recent survey has indicated that teen-age girls are highly critical of radio and television advertising. The study showed, however, that the same girls have a strong tendency to turn toward an advertised brand as they grow older.

Schwerin also noted that teen-age

girls are more readily persuaded with advertising that uses youthful language. The report speculated that possibly some girls resent a sales message presented by an adult representing authority.

The research firm accompanied the report by saying there has been an insufficient number of teen-age studies, and it added, "what is unknown about the inheritors of tomorrow, with respect to their responses to advertising, is vast."

Financial advertisers expanding use of TV

Norman E. Cash, president of the Television Bureau of Advertising, last week said that TV advertising by financial organizations is rapidly increasing. Commenting on the market for such advertising, Mr. Cash noted that television households in the U. S. now number 51.3 million—92% of all homes.

Mr. Cash, addressing the New York Financial Advertisers, said 685 financial organizations used television during the second quarter of 1963, as compared with 456 for the like period in 1962. First quarter figures were given as: 667 in 1963 and 569 in 1962.

According to Mr. Cash, some of the major financial groups using television are: Bank of America, Bankers Trust Co., Chase Manhattan Bank, Dreyfus & Co., Philadelphia Savings Fund Society, Bowery Savings and First National City Bank.

Mr. Cash, also reported last week that in 1962—latest full year for which figures are available—American associations invested \$11.9 million in TV, an increase of 37% over the year before. Mr. Cash said the 1963 figure is expected to be even higher.

Rep appointments . . .

- WTVO-TV Rockford, Ill.: Blair TV, New York, as national representative.
- KALE Pasco - Richland - Kennewick, Wash.: Robert L. Williams Co., New York, as national representative.
- WOTT Watertown, N. Y.: Robert L. Williams Co., New York, as national representative.
- WFMI Montgomery, Ala.: Grant Webb & Co., New York, national representative.
- WEEU Reading, Pa.: Avery-Knodel Inc., New York, as national representative.
- WTSB Brattleboro, Vt.: Eckels & Co., Boston, as New England representative.
- WCHE West Chester, Pa.: Robert S. Dome Co., Philadelphia, as regional representative.

Comments on a contract

Advertisers and agencies apparently are pleased by the new television commercial agreements negotiated recently with the Screen Actors Guild, the American Federation of Television & Radio Artists and the Screen Extras Guild. A memorandum to advertisers last week from the Association of National Advertisers-American Association of Advertising Agencies joint committee, which negotiated the contract with the unions, reported that the overall average increase in fees will be about 9% for the three-year contracts, in contrast to the 30% rise in the 1960 negotiations.

The memo also noted that the 1963 negotiations established the precedent for "sounder bargaining procedures in which the advertiser has a strong and effective voice" and laid the groundwork for a long-range, continuing working relationship between industry and labor.

**YOU WANT
ACTION
DRAMA
SUSPENSE
ROMANCE?**

**YOU'VE
GOT
IT!**

Here's the last word in first run features for TV. 72 great motion pictures in all (Al Capone, Angel Baby, Friendly Persuasion, Pay or Die, Dondi, Big Circus, Hell to Eternity, Love In The Afternoon, Armored Command, King Of The Roaring 20's, The Bridge, and many more) — all jam-packed with big name stars (Gary Cooper, David Wayne, Audrey Hepburn, Vincent Edwards, Rod Steiger, Chuck Connors, David Janssen, Sal Mineo, Rita Moreno, Ernest Borgnine, Gina Lollobrigida, Tony Perkins, Maurice Chevalier, Vic Damone, Mickey Rooney and many more)

**We call it CAVALCADE OF THE SIXTIES — GROUPS 1 & 2.
You'll call it the most exciting package in years.**

For more information, rates and promotional material, contact your AATV Sales Representative at any one of these locations.

165 W. 46th Street, N.Y. C. PLaza 7-8530
1232 So. Michigan Ave., Chicago, Illinois WAbash 2-7937
4376 Sunset Drive, Hollywood, California NORmandy 2-9181
2204 Commerce St., Dallas, Texas RIVERSide 7-1658



ALLIED ARTISTS TV



JWT, MPO SIGN ONE-YEAR PACT

And the production peaks and valleys will be equalized

An effort to erase some of the production peaks and valleys in the TV film commercial industry is being undertaken by the J. Walter Thompson Co. and MPO Videotronics Inc., New York, through a one-year contract which will make MPO the major supplier of commercials for Thompson.

Complete details of the pact were not revealed at a news conference held by MPO last week, but these major points were disclosed:

- Thompson, on behalf of some, but not all, of its clients, intends to spend at least \$1 million with MPO during 1964, though the figure is expected to be higher. (In 1963, Thompson spent about \$900,000 with MPO.)

- Those JWT clients who participate in the plan will benefit by a discount in the mark-up, based on the agency's anticipated total volume with MPO. The mark-up for these clients is expected to be 40% in contrast with 50% for the average client.

- No exclusivity is involved. Thompson is not committed to dealing exclusively with MPO and the commercial production company is free to accept assignments from other agencies.

- MPO will cost out all JWT work in advance and submit these costs for comparison with the agency's independent cost-analysis. A firm price for each unit then will be negotiated. MPO will provide JWT with actual production costs after completion, and make a refund, on the basis of a year's experience, when actual costs fall below the estimate.

Arnold Kaiser, MPO vice president for sales and production, noted that a similar arrangement is in the discussion stages with Lennen & Newell.

Though there are no guarantees in the contract, Mr. Kaiser indicated that JWT is expected to spend more than \$1 million with MPO during 1964. The mark-up, he added could fall below 40%, depending on the volume of business placed by JWT with the company.

Mr. Kaiser explained that the mark-up appears to be high in the commercial business because it is beset with many "valley" and "peak" periods, during which producers and facilities are idle for several weeks and are highly active for other weeks. The JWT-MPO project is an attempt to stabilize this condition.

"In its simplest form," he added, "the agreement is based on a principle well-established in the advertising industry—volume discounts. MPO can offer this type of incentive because it will mean greater utilization of our permanent staff."

MPO is one of the leading production companies in TV film commercials. For its fiscal year ended Oct. 31, 1962, MPO gross sales amounted to \$8.2 million. Figures for fiscal 1963 have not been released, but an official indicated they would be slightly in excess of \$10 million. Approximately 75% of its sales volume accrues from the production of TV film commercials and the remainder from the industrial film and sales meeting fields.

Western States Radio now reps 41 stations

Western States Radio Empire, new national station representative organization, has increased its station list to 41 in its first two months of operation, Hugh Feltis, president, announced. Cov-

ering a five-state area (Washington, Oregon, Utah, Idaho and Montana), the new rep firm looks for billings of \$300,000 during 1964, \$400,000 next year and \$600,000 in 1966, its third year of operation, Mr. Feltis said.

In 1962 western advertisers alone "spent some \$17,877,700 for radio spots in this five-state area," Mr. Feltis noted.

Western States Radio Empire's offices are in the Tower building in Seattle. In addition to Mr. Feltis, John Mowbray is director of station relations; John Croghan, marketing director; Sue Johnson, traffic manager. A national sales manager, to be located in New York, will soon be added to work with Savalli/Gates, which represents WSRE stations nationally.

Also in advertising . . .

Retains producer ■ Wholesome Bread Co. through Winius-Brandon Co., Kansas City, Mo., has retained Mel Blanc Associates, Hollywood producer of humorous commercials for radio and TV, to create and produce a radio campaign for the Kansas City bakery. Mel Blanc will produce the commercials, with Richard Clorefene as writer-director.

Capital office ■ A Washington office has been opened by Mediamerica Co., owned by Erny Tannen, who owns WDMV Salisbury and is president of WYRE Annapolis, both Maryland. The office—at 9414 Crosby Road, Silver Spring, Md.—is designed to aid sales for stations with which Mr. Tannen is affiliated, perform consultant services and do market research.

New agency ■ Thor Advertising Inc., Charlotte, N. C., is a new advertising agency which plans to handle all media. President of the new firm is Don Lee, formerly a radio station manager, and vice president is Leta (Lee) Crow, who has had her own agency, Lee Crow Enterprises, for the last four years. Address of Thor is Box 1073.

Consolidation ■ Campbell-Ewald Co.'s Chicago division was consolidated last week at 6 North Michigan Avenue with former offices at 230 North Michigan, which were closed. Campbell-Ewald recently acquired Hill, Rogers, Mason & Scott there.

Tele-Tape expands

Tele-Tape Productions Inc. last week began regional operations in the Southeast, with headquarters at 401 Layne Boulevard, Golden Isles, Hallendale, Fla., near Miami.

The firm, which recently acquired Video Industries Corp., now provides mobile video-tape services in most areas of the country except the West Coast. Paul P. Covyeau heads up the new Florida office.

Radio is chief medium for American Express

The American Express Co., New York, which tested radio in the fall of 1962 with a three-market spot campaign and then made radio its chief medium in 1963, is returning to radio on a substantial basis again.

Prior to the fall of 1962, American Express had used radio on "a limited basis," a company spokesman said. At that time, Ogilvy, Benson & Mather, New York, was appointed the advertising agency for the firm and a decision was made to test radio in three major markets. The results were considered "gratifying," and during 1963 the company extended its line-up to more than 20 stations and utilized network cam-

paigns on CBS Radio during the spring, summer and fall. This campaign left the company "highly pleased," a spokesman said.

American Express's copy accentuates the value of the company's credit cards and traveler's cheque services through true-life stories (people who lost their cheques, people who used credit cards on a dramatic occasion). Chet Gould, former newsman for WCBS-TV and WNYC, both New York, delivers the commercials with an opening tag line: "This is Chet Gould reporting to you for American Express." A human interest story follows. The commercials generally are carried during peak traffic periods.

Some observations by TV and radio critic Jack Gould, on a

“NETWORK’S ACCOMPLISHMENT”

excerpted from the New York Times, Sunday, Jan. 26, 1964

“Between the hours of 10 in the morning and 11 at night [Sunday, January 19] the National Broadcasting Company offered three altogether remarkable specials, two hours of the unforgettable performance of Mozart’s Requiem by the Boston Symphony Orchestra, two hours of opera prepared by the network’s own company and an hour’s tour in prime evening time of the world of art.

“Were a publishing house to issue on one day three major volumes or a single Broadway producer to present as many productions on a given evening, one can fairly imagine the headlines and editorials hailing the cultural renaissance. Yet the NBC network’s accomplishment was not the only video equivalent of such a feat, it was also a mere part of the total TV day on NBC, on the other networks and on New York independent stations.

“The particular significance of last Sunday on NBC, however, was to pinpoint the affirma-

tive in qualitative video. For all the running complaints against the medium—the commercial clutter and Hollywood pap—there are constructive forces doing precisely what is often asked of the medium. Each of the three cited programs constituted a distinctive use of the home screen; each was an example of collective program leadership that does not register in ratings or financial statements, only in cheers...

“...the NBC support of color TV must be judged in its proper perspective. Color TV is first a new tool of communication and only second a new consumer product; it is expanding the usefulness of TV in acquainting the mass audience with untold visual treasures. For any network to delay color’s introduction on the ground that not enough color sets have been purchased . . . is to be culturally laggard and indifferent to the demands of progress.



A close call for Roy Collins

BY 25-18 VOTE BOARD DECIDES NOT TO FIRE THE NAB PRESIDENT

LeRoy Collins kept his presidency of the National Association of Broadcasters last Tuesday (Jan. 28) by a hard-won vote of 25 to 18 of the association's directors.

Five days earlier Mr. Collins had rejected a contract settlement offered by the chairman of the NAB boards. The NAB president chose to fight the matter out face-to-face with the assembled board members last Tuesday.

Before entering the board meeting Mr. Collins told a reporter, according to the Associated Press, that much of the criticism of his administration had been stirred up by *BROADCASTING Magazine* which he said had conducted a "bitter vendetta." Once inside the meeting the governor delivered a strong defense of his policies and practices. Some two hours later, after the board had taken its vote, the NAB president emerged with the observation: "Well, I'm still here."

The directors voted by secret ballot, but afterward it was learned that the 18 voting to fire the NAB president consisted mostly of television broadcasters, radio broadcasters representing large markets or station groups and some representatives of radio and TV networks. The 25 voting with Mr. Collins included members of the radio board representing small or medium markets plus some larger property TV or radio operators who either had a genuine admiration for Mr. Collins's work or were fearful that undesirable publicity would be provoked by a summary dismissal of a man who has spoken publicly in favor of racial tolerance and against the calculated inducement of smoking among the young. As one broadcaster put it: "If we canned him now, we'd be called bigots who are in favor of cancer."

Attempt At Settlement ■ During last week's board meetings, which were held at the Far Horizons hotel in Sarasota, Fla., details of the preliminary negotiations with Mr. Collins became known.

On high authority it was learned that Mr. Collins had been offered, and did not immediately refuse, a contract settlement that would have included the payment of one year's salary of \$75,000, a year's expense allowances of some \$12,500, the gift of the Cadillac now provided for his use but owned by the NAB, an arrangement permitting him to take some advantage of the group insurance coverage he has ac-

quired as president of the NAB and the gift of a \$1,500 portrait of Mr. Collins that was painted at NAB expense.

That offer was first advanced informally some two weeks before last week's board meetings. It had still not been rejected when William B. Quarton, chairman of the NAB combined boards, met privately with Mr. Collins in Miami on Jan. 23 while the NAB president was attending a meeting of the television code board.

It was in that private conference that Mr. Collins announced his rejection of the settlement and his intention to take his case to the joint meeting of the association's radio and television boards.

Self Defense ■ At last Tuesday's board meeting, Mr. Collins asserted that both the NAB and the broadcasting business have grown stronger during his administration as NAB president. He made it clear that he intended to change none of his practices.

In answer to criticism that he has spoken publicly on controversial matters unrelated to broadcasting and on

ticklish issues concerning broadcasting without first clearing his remarks with board members, Mr. Collins said: "I will always think and speak as a free man. I will not be a man infirm of purpose."

He specifically referred to his speech in Columbia, S. C., last November in which he argued for civil rights and which precipitated antagonism from some Southern broadcasters. "I couldn't abdicate my duty to speak," he told the boards, "any more than I could go to sleep if I knew my neighbor's house was on fire."

Obedient To Policy ■ Mr. Collins said he had never knowingly violated policy laid down by the NAB boards. He had been accused of doing so when in November 1962 he suddenly made a public speech in Portland, Ore., deploring cigarette advertising directed toward youth. Last week he justified that speech on the grounds it was a broadcasting problem discussed before a broadcasting group (the NAB fall conference) and was not an attempt to usurp board



At a party for NAB board members—held before the business session in which he held on to his job by a 25-18 vote—LeRoy Collins (l), NAB president, took the junior NAB board member under his wing. Richard Dudley (r), WSAU Wausau, Wis., was elected

to the radio board last fall to fill the unexpired term of the late George Frechette, WFHR Wisconsin Rapids, Wis. The party was at the Sarasota home of Ben Sanders, the owner of KICD Spencer, Iowa, a member of the radio board.

authority because he had recommended action by the code board and the parent board.

As to charges that he harbors political ambitions and has used his NAB position to advance his personal plans, Mr. Collins told the boards that he has no plans to run for political office. But he made no stronger disavowal of any possibility of his return to politics through appointment or election. It has been widely speculated that Mr. Collins might run for the U. S. Senate from Florida or for the Florida governorship in which he served before joining the NAB.

The vote to retain Mr. Collins was taken on a motion made by Harold Essex, of WSJS-AM-TV Winston-Salem, N. C., a radio board member, and seconded by Willard Schroeder, WOOD-AM-TV Grand Rapids, Mich., also a radio member, that would, in effect, have fired Mr. Collins. Mr. Essex moved that the chairmen of the combined boards (Mr. Quarton, of WMT-TV Cedar Rapids, Iowa), the television board (James Russell, KKTU-TV Colorado Springs) and the radio board (Ben Strouse, WWDC Washington) work out a settlement of the NAB president's contract. In the secret voting 18 approved the motion and 25 opposed it. Forty-three of the 44 board members were present.

For The Record ■ After the vote Mr. Quarton, as NAB chairman, issued a statement in which, it was announced, Mr. Collins "concluded." The text:

"The board had before it the question of whether Governor Collins should continue in office in view of some dissatisfaction with some of his speeches on non-broadcast subjects and the projection of issues regarded by some to be more appropriately subjects of board policy determination. No other question was raised about his work as president. There was a general discussion and the governor made it clear that he felt that his speeches had not violated board policy and were not outside of his authority as president of NAB.

"To determine the feeling of the board members a vote was taken which resulted in a 25-18 approval of the governor's position.

"No acrimony or hard feelings developed and it was the general feeling that the present administration should have the full support of the board and vice versa."

The NAB president's contract, which was written a year ago to replace the original contract he signed in January 1961, has 23 months to run.

After last week's 25-18 vote against the dismissal of the governor Mr. Quarton said he considered Mr. Collins's future settled "for the remainder of my tenure as chairman of the NAB." Mr. Quarton's term will end at the close of next June's board meetings.

A FIGHT AGAINST PAY TV

Broadcasters vote to seek protection from any kind of subscription television competition

A firm policy opposing any form of pay television for the home was adopted by the National Association of Broadcasters Television Board of Directors at its meeting last Wednesday in Sarasota, Fla.

The policy is intended to cover not only pay TV where the subscriber pays a fee for selected programs, such as that now being tested on the air in Hartford, Conn., or the more elaborate programming service planned by Subscription Television Inc. for a wired service on the West Coast but also any

financed to on-the-air transmission and not to CATV. These systems are expanding rapidly and many broadcasters now are actively participating in them.

The board defined pay TV as follows:

"Pay television means any wireless, wire or cable facility transmitting or distributing programs into the home on a fee basis which are not in the first instance broadcast for reception by all members of the public without charge."

This definition would bar all services except for theater television, which is



Walbridge



Murphy



McCullough



Martin



Lane



Grove



Shafte

These are the members of the National Association of Broadcasters Future of Television in America committee whose report initiated the TV board's policy statement against all forms of pay TV. Members of the board are: G. Richard Shafte, WIS-TV Columbia, S. C.; William C. Grove,

KFBC-TV Cheyenne, Wyo.; Clair R. McCollough, WGAL-TV Lancaster, Pa.; C. Howard Lane, KOIN-TV Portland, Ore.; John T. Murphy, Crosley Broadcasting Corp., Cincinnati, and Willard E. Walbridge, KTRK-TV Houston, and Dwight W. Martin, WDSU-TV New Orleans, committee chairman.

community antenna system which originates programs for its subscribers.

The action is expected to provoke continued discussion among NAB members and may become a major issue before the annual NAB convention April 5-8 in Chicago.

The board action went even beyond the policy declaration. It supported the FCC's proposed rules to control microwave-fed community antenna systems and suggested legislation to give the FCC jurisdiction over CATV systems. Previously NAB opposition to pay TV in the home had been con-

not broadcast into the home. The policy would prevent CATV stations from picking up prize fights or other special programs not originated by television stations.

Long Argument ■ In the three-hour discussion preceding its action, the board defined the new policy to mean that it is opposed to use of CATV channels for background music services, such as Muzak, as well as any other local, civic, educational or other origins.

The significance of the action is underscored because it is estimated that perhaps 25% of the existing CATV in-

Reception replaces NAB convention banquet

Final plans for the 1964 NAB convention April 5-8 in Chicago were approved at Sarasota. A major social function will be dropped from the format as the board voted to skip the annual banquet on closing night and, in its stead, hold a reception honoring retiring and new members of the NAB board. It will be held immediately after the final joint convention session.

Only six board members voted in favor of continuing to hold a banquet.

Evangelist Billy Graham was added to the list of featured speakers and will address the Wednesday (April 8) luncheon. As in the past, NAB President LeRoy Collins will speak at the Monday luncheon and FCC Chairman E. William Henry on Tuesday. The opening joint session will be highlighted by the presentation of the 1964 distinguished service award to Donald McGannon, president of Westinghouse Broadcasting Co. (Group W) and a speech by the recipient to the broadcasting delegates.

Opens Sunday ■ The convention will open with FM day and a special session for small market TV stations on Sunday (April 15). Combined radio-TV sessions will be held Monday and Wednesday afternoons, with the annual FCC panel coming on the latter day. All seven commissioners have agreed to participate in Chicago and answer questions from broadcasters.

Radio and TV delegates Monday

afternoon will discuss "Freedom and Fairness—The Right to Know." The dominant theme will be freedom in universal access to all sources of information for radio-TV and fairness to broadcasters as well as the public. Panel participants will include a jurist, lawyer and legislator in addition to broadcasters.

The convention committee rejected a proposal to devote a session to international broadcasting. As outlined, it was designed to examine the current status of world broadcasting and consider the possible future direction with the development of worldwide and space communication systems.

Everett Revercomb, NAB secretary-treasurer, told the convention committee the 1964 engineering exhibit will be the largest ever. (Later the board re-elected Mr. Revercomb to his post for the ninth straight year.) As in past years, the engineering conference will run concurrently with the management sessions.

Members of the convention committee are Glenn Marshall, WJXT(TV) Jacksonville, Fla. and Richard Chapin, KFOR Lincoln, Neb. (co-chairmen); Otto Brandt, KING-TV Seattle; Gordon Gray, WKTV(TV) Utica, N. Y.; Julian Haas, KAGH Crossett, Ark.; Willard Schroeder, WOOD Grand Rapids, Mich.; Mike Shapiro, WFAA-TV Dallas; Loyd Sigmon, KMPC Hollywood; Lester Spencer, WKBV Richmond, Ind., and Eugene Thomas, KETV(TV) Omaha.

stallations now originate some programs, and, in some communities where there is no local TV service, they even sell time for weather and other public information services, in addition to collecting monthly rentals.

Equally important is the proposal of legislation to block pay TV by wire. Until now the view has been that broadcasters would be in an awkward position to resist wire service because they would be in the posture of seeking to stifle a potential competitor not using frequency allocations.

Action came after the television board had heard a 15-minute report from Dwight Martin, WDSU-AM-TV New Orleans, chairman of the association's Future of Television in America Committee. This precipitated a nearly three hour debate, which resulted in acceptance of the substance of the seven-man committee report. Two of the seven members, it is understood, dissented in

part—G. Richard Shafto, WIS-TV Columbia, South Carolina, who objected to the definition embracing CATV, and emphasized the importance of originating educational programs, weather reports and other public service programs, and William C. Grove, KFBC-TV Cheyenne, Wyo. who was said to have cautioned against what he considered "certain impracticalities" in the proposed policy.

'Threat' Seen ■ Both the committee and the board actions were premised on the conclusion that the pay-TV services, whatever their nature, are a "threat" to free television.

The NAB formally announced following the session that the Future of Television in America Committee and the NAB staff had been authorized "to use all means to implement" the new policy "as speedily as possible."

The announcement added: "The board also voted support of the FCC's

proposed rules to control microwave fed community antenna television systems, and it authorized the committee to prepare legislation which would confer on the FCC jurisdiction to similarly regulate non-microwave CATV systems and to report on such proposed legislation at the June board meeting or before if deemed necessary."

McGannon reports on ratings status

Progress in the organization and development of the Broadcast Ratings Council is "satisfactory to excellent" and the audit process should be in operation within the first quarter of 1964.

That was the judgment of Donald H. McGannon, president of Westinghouse Broadcasting Co., council chairman, in a report he delivered last Friday (Jan. 31) to the joint board of the National Association of Broadcasters in Sarasota, Fla.

"I hope that the next six weeks will productively resolve the problem of finalizing a proposal and cost of the actual audit process," he said. "It is contemplated that this will be undertaken by the ratings services and then translated, as a cost of doing business, to the price of the end product."

He said he hoped that the results of the national methodology work will be ready even sooner. The local methodology work, will continue progressively throughout the year, he added.

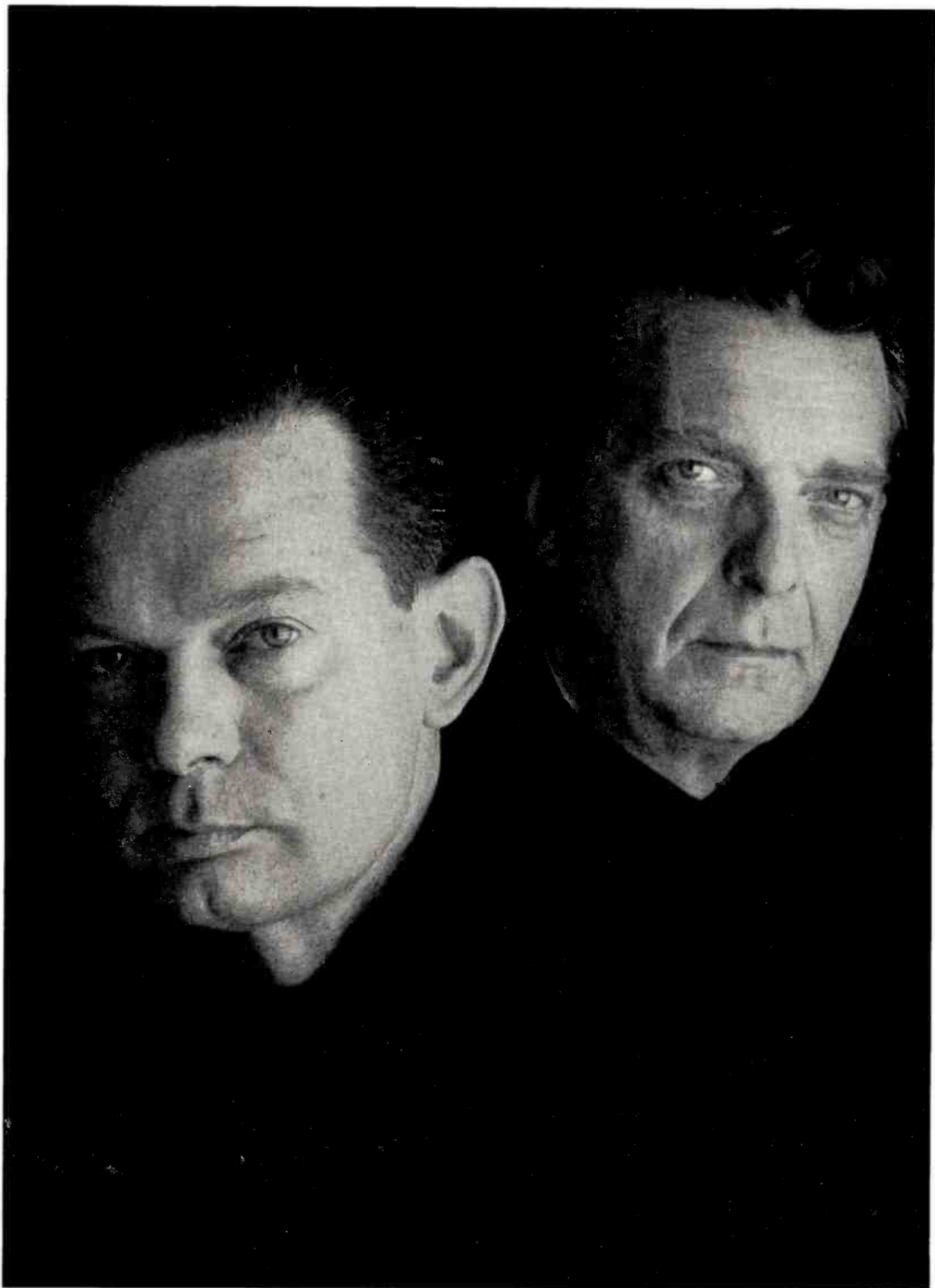
Melvin Goldberg, NAB research director, defined to the board the two methodology studies—CONTAM, for the Committee on National Television Audience Measurement, and COLTAM, for the Committee on Local Television Audience Measurement.

Included in the yearend report were exchanges of correspondence with Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee and with the presidents of the American Association of Advertising Agencies, Association of National Advertisers and others involved in formulating processes for development of the council. ANA has elected to stay outside the formal organization but will participate as an observer.

A Jan. 20 letter to Mr. McGannon from Representative Harris reiterated the legislator's preference that the ratings activities remain in private rather than governmental hands. Mr. Harris added:

"I feel that when our institutions operate satisfactorily through private initiative, there is no need for governmental intercession. . . . While I applaud the strides that have been made so far, I cannot emphasize strongly enough my conviction that hard work lies ahead. . . ."

NEXT TO HUNTLEY BRINKLEY...



When you hear someone on television say, "Well, Gabe—," it could be Mayor Wagner at City Hall; a fire captain at the scene of a tenement blaze; or a man-in-the-street reacting to a new parking regulation. They all know WNBC-TV's Gabe Pressman as one of the most ubiquitous, hard-working newsmen around the New York scene.

Equally well-respected is his partner on the early evening Report, Bill Ryan, who—during New York's four-month newspaper strike—won hordes of new admirers through his work as

IN NEW YORK

anchorman of WNBC-TV's widely applauded, 90-minute "Newspaper Of The Air" each weekday.

Backed up by the first-rate facilities of NBC News, Ryan and Pressman see to it that no important news story in New York, New Jersey or Connecticut ever goes unnoticed. Theirs is one of broadcasting's most challenging assignments. Yet, as two fathers accustomed to keeping up with the antics of a dozen offspring (combined total), Gabe and Bill consider keeping tabs on a mere three States a comparative breeze.



THE PRESSMAN-RYAN REPORT ON WNBC-TV

Vince Leonard
learned succinct

IN PHILADELPHIA

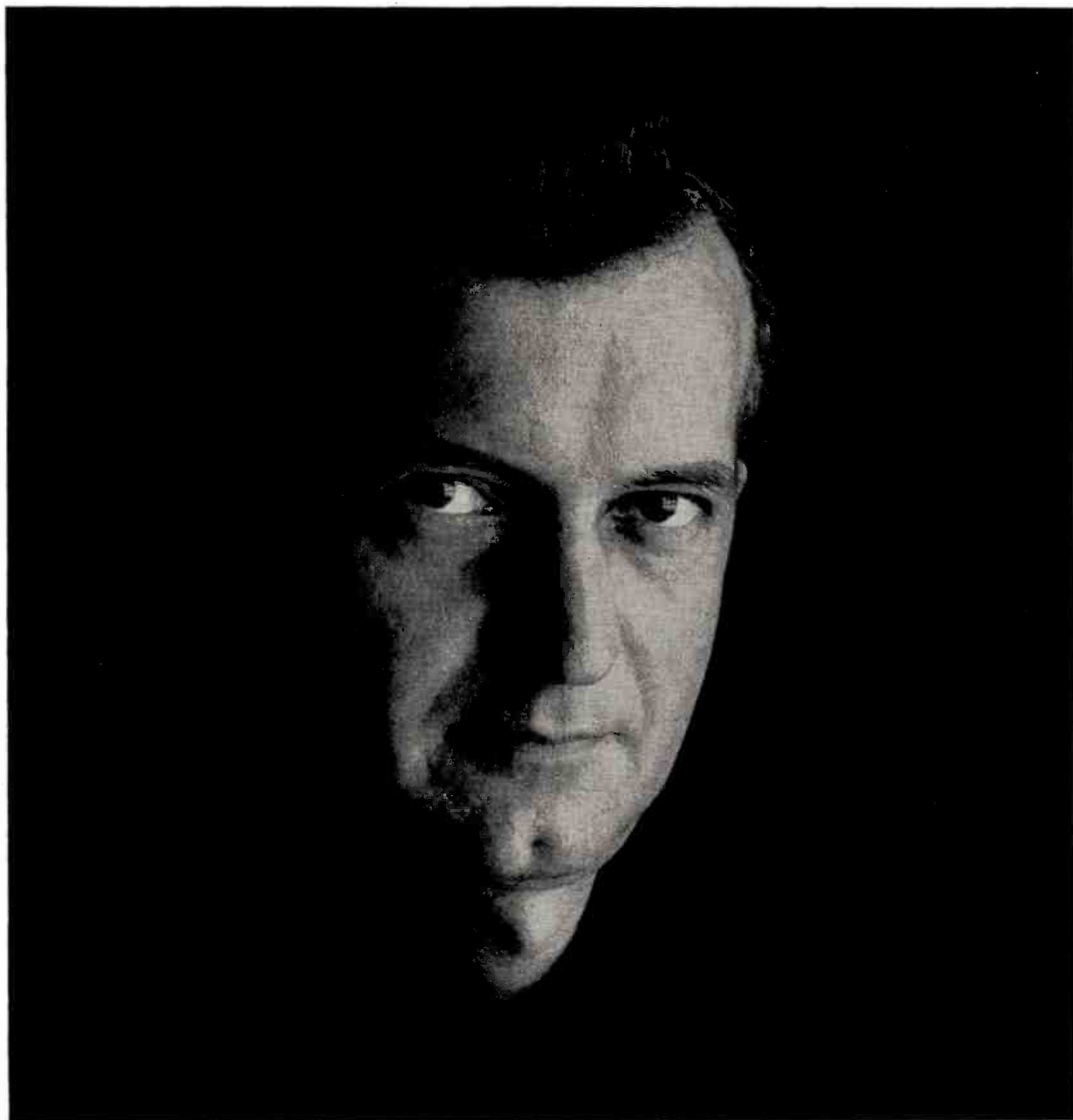
Wally Kinnan; and
Jim Leaming on

broadcasting and straight shooting as a wartime radio operator-gunner. He has never lost either knack, which goes far to explain why he has long been Philadelphia's favorite newscaster. That, and the alert professionalism of WRCV-TV's award-winning news staff.

One of the staff's most shining half-hours is 6:00 to 6:30 each weeknight. It includes Vince Leonard, with the latest and liveliest local bulletins; a fully detailed report by meteorologist

sports—all that Philadelphians need to know about the home front before assuming the global perspectives of Huntley/Brinkley.

Vince comes back each night for the news at eleven; acts as host on the public affairs program "Pinpoint"; narrates many of WRCV-TV's prize-winning documentaries. Vince, Wally and Jim are all pilots, and some weekends they fly together. It's the only time WRCV-TV News doesn't have its feet planted solidly in Philadelphia.



VINCE LEONARD AND THE NEWS ON WRCV-TV

If the Secretary of State's grocery

IN WASHINGTON, D.C.

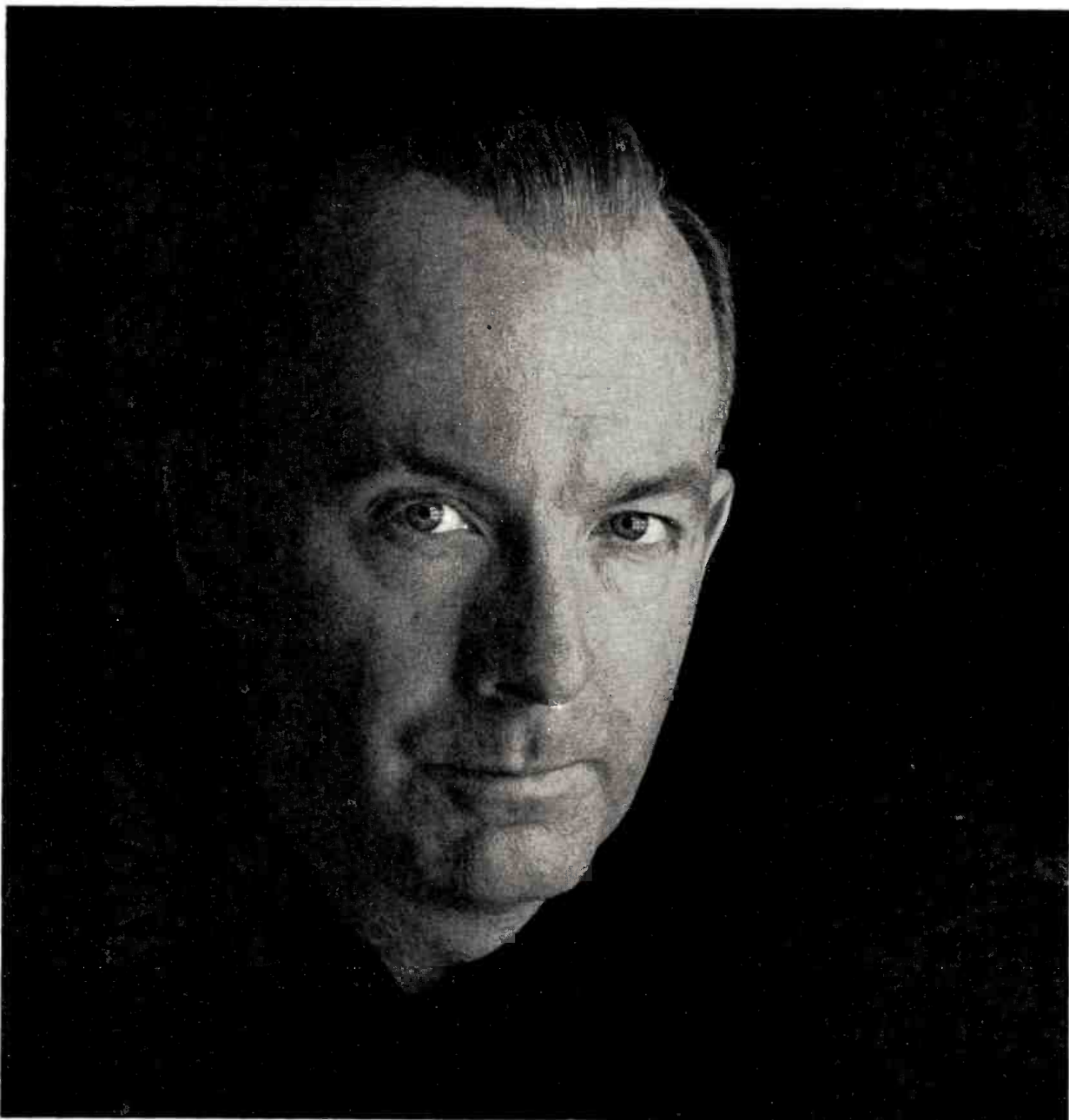
to know about what their neigh-

list were news, WRC-TV's Russ Ward could score a clean beat—because Mrs. Ward and Mrs. Dean Rusk happen to shop at the same super-market. That's how it is in Washington, where often the headline-makers are also the folks next door.

Local news-gathering can be pretty complicated beside the Potomac: the seating plan for a private luncheon may be a bigger story than a head-of-government's arrival, and woe betide the reporter who fails to tell Washingtonians what they want

neighbors are up to, or are not up to.

This is definitely *not* a failing of Russ Ward, or WRC-TV's week-night "News 4 Washington," which devotes a full half-hour to careful capital coverage. Russ brings eleven years as an NBC News Washington specialist to his assignment as "News 4" anchorman. He, as well as the rest of the WRC-TV news staff, knows dog-bites-man can be a big story in Washington, if the right dog's involved. When it happens, they've got it.



RUSS WARD-NEWS 4 WASHINGTON ON WRC-TV

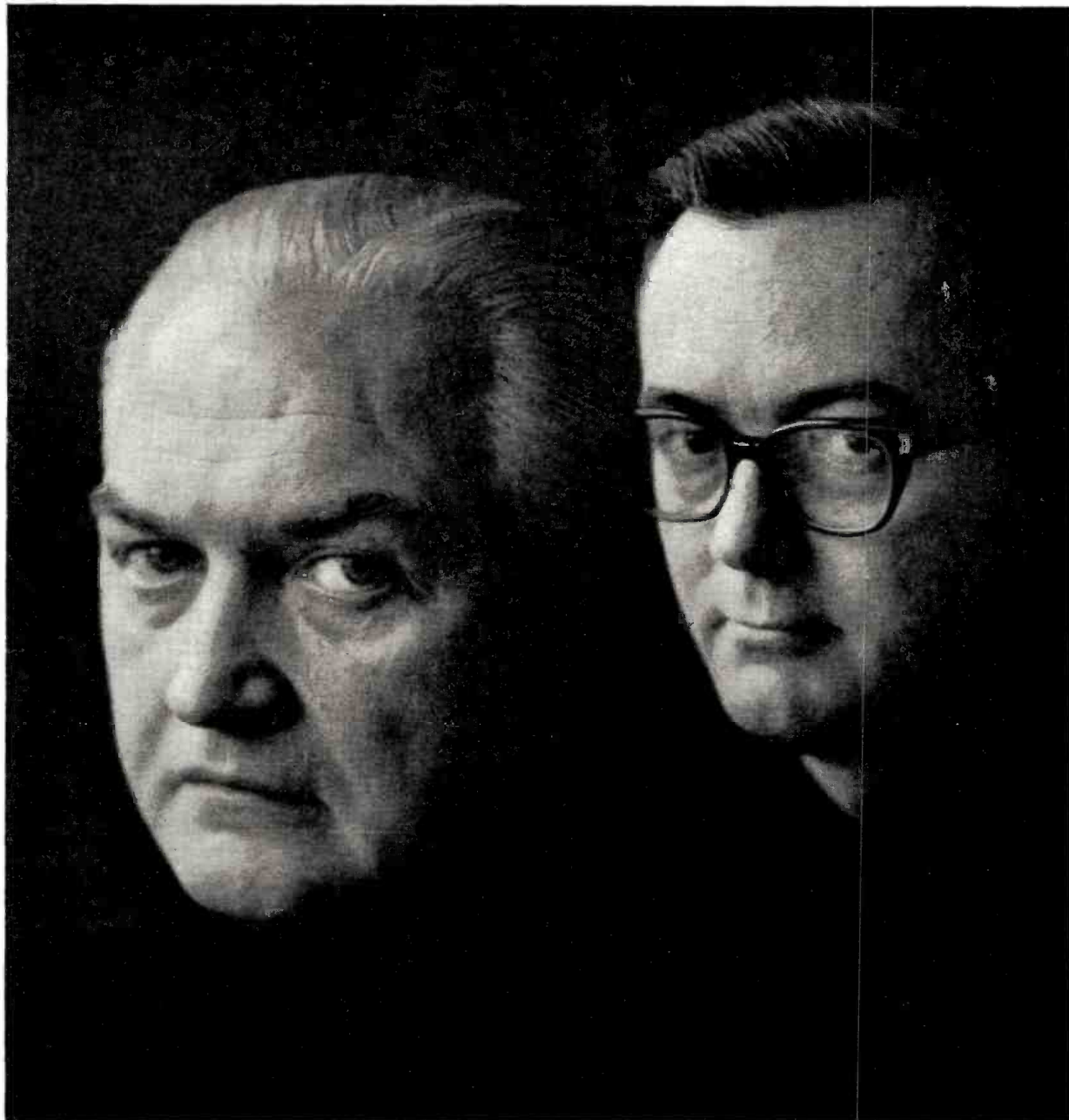
The most important and informative hour for Chicagoans is ushered in by Huntley/Brinkley, followed by "NBC News Chicago Report" with Charles McCuen and Len O'Connor. When they, plus meteorologist Harry Volkman, finish their weeknightly stint, Chicago has got the news for fair.

Anchorman McCuen joined NBC News, Chicago, after two decades of broadcasting in his native Iowa and in Minnesota, where Twin City residents still remember his meticulously researched reports on their civic problems. Since

IN CHICAGO

O'Connor is a lifetime practitioner of the hard-hitting Chicago school, his observations are not fit for ostriches. (They do, however, attract the largest audience of adult humans in their time period.)

Despite marked differences in style, McCuen and O'Connor have much in common. Both are midwestern to the bone. Both stand over six feet tall; saw overseas service in World War II. Between them they have eight children; a collection of broadcasting's most meaningful awards—and Chicago's close attention when they speak.



O'CONNOR-McCUEN NEWS ON WNBQ

As you might expect, global-minded South-

ern California's most honored "local" TV reporter makes the whole world his beat. Jack Latham covers West Berlin as well as West Covina, and his keen foreign and domestic KNBC reports have won him two consecutive "Emmies."

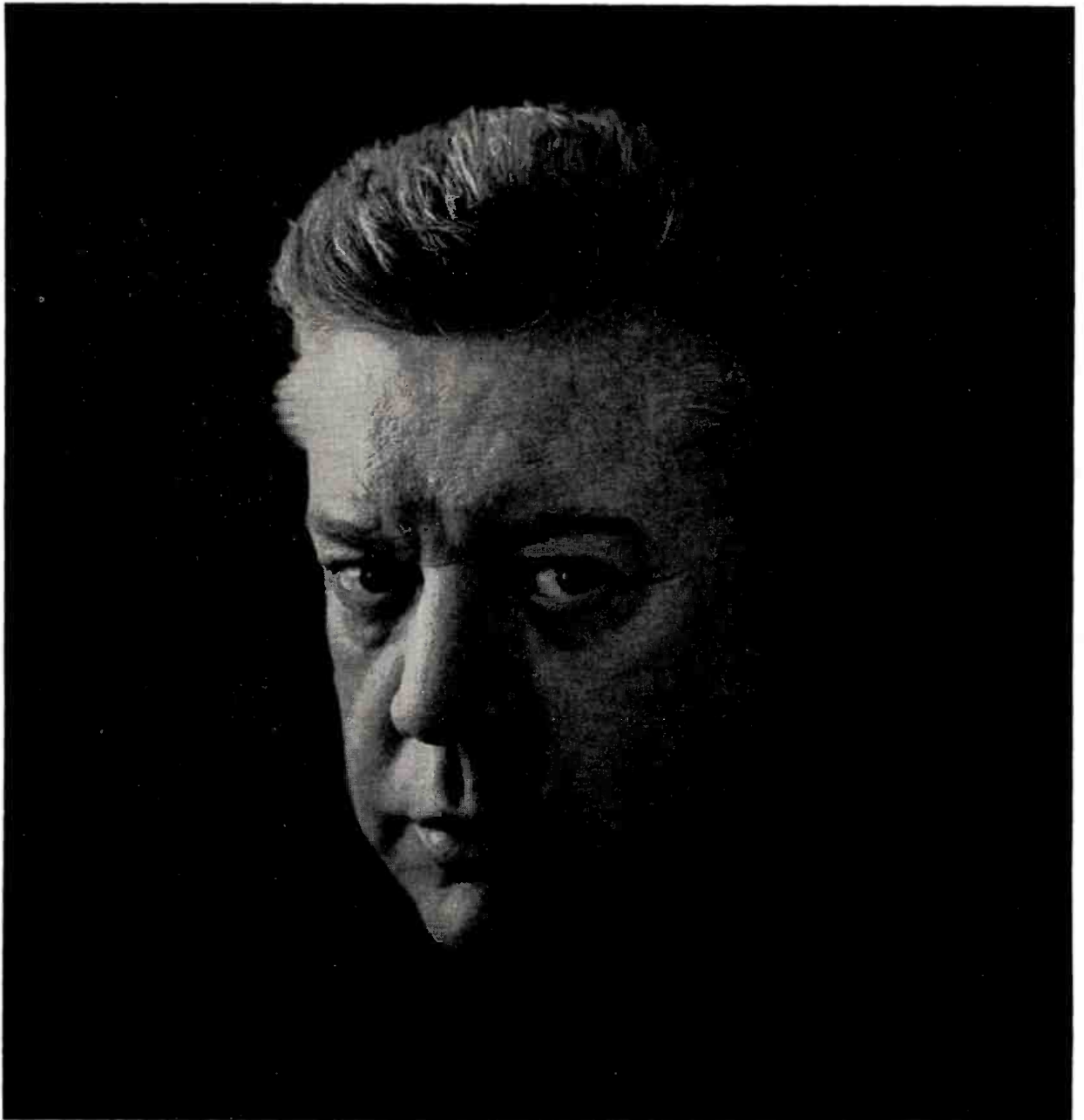
KNBC backs Latham and his "KNBC News—Los Angeles Report" (5:45-6:30 pm, in color) with the area's most experienced news staff: veteran KNBC correspondent Elmer Peterson; newsmen Bill Brown and Bob Wright; sports-

IN LOS ANGELES

caster Chick Hearn, and weatherman Gor-

don Weir. They cover all the news in a fast-moving 45 minutes, just before the "Huntley-Brinkley Report" each week night.

Anchorman Latham also stands by nightly for the 11 pm "KNBC News—Los Angeles Report," 15 minutes of the headlines and stories that highlight tomorrow's news. A golfer and waterskier, Jack Latham says reporting is his first love. That's obvious to the many Southern Californians who look to Latham for the news.



JACK LATHAM NEWS ON KNBC

IN ALL 5 CITIES

The Monday-through-Friday evening news programs that adjoin "The Huntley-Brinkley Report" on the NBC Owned television stations represent the nation's finest examples of local coverage. They are produced under the supervision of NBC News, which has earned broadcasting's largest share of awards for local, national and international reporting.

On these five TV stations, seasoned journalists report the news to their immediate-and-surrounding communities with the same zeal and accuracy with which NBC News' Chet and David cover the national and international scene.

That's why—whether it's a neighborhood bank robbery or a Geneva summit conference—a viewer's best bet for evening news (in New York, Chicago, Philadelphia, Washington or Los Angeles) is the back-to-back, award-winning news coverage on his NBC Owned Station.



WNBC-TV NEW YORK, WRCV-TV PHILADELPHIA,
WRC-TV WASHINGTON, D.C., WNBQ CHICAGO, KNBC LOS ANGELES,

NBC OWNED STATIONS

PIGGYBACK RULES ADOPTED

TV Board approves Bell, sets aside \$100,000 for TV code promotion campaign he advocates

In addition to accepting amendments to the code restricting cigarette advertising (see page 23) the television board of the National Association of Broadcasters, meeting in Sarasota, Fla., last Wednesday, tightened requirements for acceptable multiple-product announcements (BROADCASTING, Jan. 27).

Unanimous confirmation was given to Howard Bell as code director. He had been appointed last fall by NAB President LeRoy Collins and had been serving on an interim basis since. Mr. Bell, who receives \$30,000 annually, was not given a contract nor did he ask for one.

The board approved a \$100,000 code promotion campaign proposed by Mr. Bell to help identify the code and its seal of good practice in the minds of the public. Its goal, he said, is to give the code such public identification "that television station's can't afford to lose it." The code authority will spend \$100,000 of its own budget on the promotion but hopes to get much more than that from subscribing stations and networks.

Clair McCollough, president of the Steinman stations and immediate past chairman of the NAB board, was named chairman of the TV code board. He will succeed William Pabst, executive vice president of KTVU(TV) Oakland, San Francisco. Roger Clipp, vice president of the Triangle stations, and George B. Storer, Sr. board chairman of the Storer Broadcasting Co., were re-appointed to two-year terms to the TV code board, and Robert E. Schmidt, KAYS-TV Hays, Kans., was named to succeed Robert Ferguson, WTRF-TV Wheeling, W. Va.

Unanimous Changes—The TV board was unanimous in approving code amendments on "piggybacks," a subject of controversy for the past several weeks.

The only change made by the TV board to the code's recommendations on piggybacks and multi-product announcements was the effective date—extended from July 1 to Sept 1 to give advertisers more time to adjust their plans. The action was taken in the face of a plea for no action by Miles Laboratories received in Sarasota last week.

The amendment defines a piggyback as a single 60-second announcement which can be split into two or more separate announcements and, under code time standards, must be counted as two spots. The code also will prescribe criteria which spots must meet to be counted as single integrated announcements. In a further change, the code

for the first time prohibits the scheduling of more than three consecutive announcements of any type, including commercials, billboards and public service spots, in prime time.

Miles Labs, in a letter addressed to all TV board members, said piggybacks are essential to permit small budget manufacturers to use TV. "In our pre-testing, we have found this device to be effective in communicating to the viewer and we, therefore, believe it is entirely acceptable to him," Miles said.

The language of the accepted changes on piggybacks and multiproduct an-

The honors list

John Meagher, Clair McCollough and retiring members of the board of the National Association of Broadcasters were honored last Thursday night at a dinner in Sarasota, Fla., in conjunction with the annual winter NAB board meeting.

Mr. Meagher, vice president for radio of the NAB for the past nine years, resigned effective last Saturday (Feb. 1). He was presented with gifts by both the NAB staff and the board members. A former broadcaster, Mr. Meagher plans to return to broadcasting in an active ownership-management capacity after a vacation in the Florida keys. The radio board voted Thursday to continue the NAB post of vice president for radio (see opposite page).

Mr. McCollough was presented a silver tray for his 35 years of service to broadcasting and the NAB. He served two consecutive terms as NAB chairman and just last week was appointed chairman of the TV code board (see story this page).

ouncements is as follows: "XIV Time Standards for Advertising:

"1. Prime time (programs). Definition. A continuous period of not less than three evening hours per broadcast day as designated by the station.

"Commercial material, including total station break time, in prime time shall not exceed 17.2% (10 minutes and 20 seconds) in any 60-minute period.

"Not more than three announcements shall be scheduled consecutively.

"Commercial material in prime time includes billboards, public service announcements and promotional announcements except those for the same

program, as well as commercial copy.

"2. All other time (programs). Commercial materials, including total station break time within any 60-minute period of all other time may not exceed 27.2% (16 minutes and 20 seconds). Individual programs of 5 minutes' duration may include commercial material not in excess of 1 minute and 15 seconds and individual programs of 10 minutes' duration may include commercial material not in excess of 2 minutes and 10 seconds.

"Not more than three announcements shall be scheduled consecutively.

"Commercial material in all other time does not include public service announcements, promotional announcements and opening and closing billboards which give sponsor identification.

"3. Station breaks. Definition: Station breaks are those periods of time between programs, or within a program as designated by the program originator, which are set aside for local station identification and spot announcements.

"In prime time, a station break shall consist of not more than two commercial announcements plus noncommercial copy such as station identification or public service announcements. Total station break time in any 30-minute period may not exceed 1 minute and 10 seconds.

"In all other time, individual station breaks shall consist of not more than two commercial announcements plus the conventional sponsored 10-second ID. Total station break time in any 30-minute period may not exceed 2 minutes and 10 seconds.

"Station break announcements shall not adversely affect a preceding or following program.

"4. Multiple product announcements.

"A multiple product announcement is one in which two or more products or services are presented within the framework of a single announcement.

"(1) Only those multiple product announcements which meet the following criteria shall be counted under the code (Section XIV, 1, 2, 3) as a single announcement, provided that: (a) The products or services are related in character, purpose or use; and (b) the products or services are so treated in audio and video throughout the announcement as to appear to the viewer as a single announcement and (c) the announcement is so constructed that it cannot be divided into two or more separate announcements.

"2. A multiple product announcement not meeting the criteria of 4 (1) above (commonly referred to as piggybacks) shall be counted as two or more announcements under this section of the code.

"3. Multiple product announcements

of retail or service establishments are exempted from the provision of 1 (a) above.

Code Promotion ■ While the board gave unanimous approval to the TV code promotion, at least three of the members questioned the advisability of a separate campaign outside the NAB's public relations office.

Mr. Bell pointed out the public generally knows very little about the code even though it is designed for the public's benefit and protection. "If members of the public understand what the industry is doing in self-regulation, they will be less inclined to look to the FCC for reform," the code director said.

"We have a good story to tell. If we tell this story effectively, we will make self-regulation even more effective. We will build greater respect, pride and influence among our own code subscribers and we will be putting the heat on those who do not support self-regulation to get on the bandwagon," Mr. Bell said.

The purpose of the campaign will not be to secure new subscribers (there now are 408 out of 582 commercial TV stations) but to impress the code and what it stands for upon the public image. The \$100,000 will come from existing code surpluses and is included in the overall \$425,000 TV code budget for the next year.

New Job ■ A new staff position will be created on the code authority to oversee the public relations campaign and will pay \$15,000. Among facets of the campaign will be a professional film for use by code stations and before public groups on self-regulation; animated spots; retention of an advertising agency; placement of advertisements in other media, and distribution of viewer guides.

Mr. Pabst had served only two years on the TV code board and was eligible for a second term but did not seek reappointment.

He was brought to the board by former director Robert D. Swezey, who resigned late last summer, effective with the end of his contract Oct. 15, 1963. The three network representatives on the code board—Alfred Schneider, ABC; Joseph Ream, CBS, and Ernest Lee Jahncke, NBC—also were reappointed.

Holdover board members Douglas Manship, WBRZ-TV Baton Rouge, La., and Lawrence H. Rogers II, Taft stations. Mr. Ferguson has served the maximum two consecutive terms on the code board.

In other matters at Wednesday's meeting, the TV board heard a report from Roy Danish, director of the Television Information Office, and staff report on the FCC's TV renewal form, federal tax matters and regulatory activities.

RADIO CODE MEMBER DRIVE

Board wants to improve its present membership percentage of 36.8% of AM and FM stations

Code matters dominated the Thursday meeting of the radio board of the National Association of Broadcasters in Sarasota, Fla.

The board issued two statements expressing its concern over the cigarette question (see page 23). It directed that the staff position of vice president for radio, which became vacant today (Monday), be retained, reversing a recommendation of NAB President LeRoy Collins.

The parent radio board approved a crash program to enlist new subscribers to the radio code, which now number 1,860, an increase of 10% during 1963 and 36.8% of the total U. S. AM and FM radio stations.

The board budgeted \$25,000 for this campaign which will utilize direct mail

ing for astrology, readings, etc., but not programs devoted to such subjects. The amendment broadens this prohibition to include the programs proper when such subjects are treated as a science or accomplished fact.

It would not prohibit the use of fortune tellers and sorcery as a necessary part of the plot.

Radio VP ■ The board instructed President Collins to fill the position of vice president for radio, which became vacant Saturday (Feb. 1), effective date of the resignation of John Meagher. In a reorganization plan submitted to the board by the governor, the position had been abolished and it was planned to hire a "radio special services assistant." A similar post was created for television. The radio board, however, rejected the



Seven members of NAB radio and TV boards attended their last winter board meeting last week in Sarasota, Fla. All seven have served four consecutive years and are ineligible for re-election. They are (l to r) Eugene Thomas, KETV(TV) Omaha, Neb.; William Quarton, WMT-TV Cedar Rapids, Iowa; Henry Clay, KTHV(TV) Little

Rock, Ark.; John Patt, WJR Detroit; Allan Page, KGWA Enid, Okla.; Richard Chapin, KFOR Lincoln, Neb., and Robert Mason, WMRN Marion, Ohio. All except Mr. Quarton, chairman of the combined boards who will remain in that post until the June board meeting, will go off the board at the NAB convention in April.

solicitations, personal visits and telephone calls. In addition, an award will be given at the 1964 convention to state associations which do the most to support the radio code. The South Dakota Broadcasters Association now has 100% membership in the code, Mr. Bell reported. The association has 29 members.

Two changes were made in the radio code by the parent board, one dealing with time standards and the other programs on fortune telling, sorcery, astrology, etc.

The first change makes the time standard maximum of 18 minutes per hour and a 14-minute average per day apply to single-sponsored programs as well as participating sponsors. Heretofore, programs sponsored by a single advertiser had not been covered by the standards.

The code presently prohibits advertis-

plan and authorized a starting salary of \$20,000 for the new radio vice president. Mr. Meagher was paid \$28,000 annually.

John Couric, NAB director of public relations, made a report last week on the annual radio month promotion in May. He played a new set of musical jingles based on the theme "radio, your constant companion," which were unanimously endorsed by the board. Mr. Couric also will prepare other promotional material, including on-the-air promos, car stickers, speeches and mailing pieces for the use of radio stations during the month.

George Hatch, president of KALL Salt Lake City and the Intermountain Network, reported on the NAB's radio development subcommittee of which he is chairman. The FCC could immediately lift the AM freeze, in force for 20

months, if it would adopt the NAB's proposed engineering standards. "With an expanding economy, with a growing America and with an increasing population, it is our belief that with greater reliance placed in AM allocations upon sound engineering and adequate financial qualifications, the radio industry will reach new heights in prosperity and will continue to provide outstanding broadcasting service," Mr. Hatch said.

The radio board endorsed his report and reappointed the radio development subcommittee to serve until conclusion of the FCC re-evaluation of AM allocations and engineering standards. The board also authorized Governor Collins to appoint a committee to work with the NAB legal counsel in preparing comments on the FCC's proposed AM program reporting forms.

Both radio and TV boards ratified a staff recommendation that non-NAB members be admitted to the 1964 fall conferences.

Resolution Tabled ■ On the grounds that cigarette advertising is an all media problem and not just broadcasting, it was proposed that Mr. Bell attempt to arrange a meeting with other trade association representatives to discuss the overall situation. After first indicating approval of the plan during the morning session, the board tabled the resolution when it was presented that afternoon.

Those opposing the idea felt it would accomplish very little except an initial favorable public reaction and that serious antitrust problems were involved.

President Collins announced the appointment of five code board members, including two new and three reappointments, and the naming of holdover member Elmo Ellis, WSB Atlanta, as chairman. He succeeds Cliff Gill, KEZY Anaheim, Calif., who has served four years on the board and is not eligible for reappointment.

New board members are Clint J.



Donald H. McGannon (r), president of Westinghouse Broadcasting Co., last week was picked as the winner of the National Association of Broadcasters Distinguished Service Award for 1964. He was congratulated by Glenn Marshall of WJXT(TV) Jacksonville, Fla., co-chairman of the NAB convention committee and the subcommittee that chose Mr. McGannon for the 1964 award. The award will be presented during the NAB's annual convention in Chicago April 5-8. Mr. McGannon is chairman of the NAB's research committee and of the new Broadcast Ratings Council.

Fromby, KPAN Hereford, Tex., and Michael J. Cuneen, WDLA Walton, N. Y. They are both from daytime stations, the first such representatives on the board. Reappointed were Richard Fairbanks, WIBC Indianapolis; Richard Mason, WPTF Raleigh, N. C., and Lee Fondren, KLZ Denver. All the new appointments become effective at the close of the NAB convention early next April.

Going off the code board in addition to Mr. Gill is Robert B. Jones Jr., WFBR, Baltimore. Holdover members include Richard Dunning, KHQ Spokane, Wash., and Herbert Krueger, WTAG Worcester, Mass., who will serve until 1965.

NAB plans to hold two management seminars

Two seminars for station sales managers are planned this summer under the sponsorship of the National Association of Broadcasters at Harvard and Stanford universities. They will replace, at least for this year, the popular management seminar held the past four summers at Harvard.

Approval of the plan was given Friday (Jan. 31) by the NAB board in Sarasota, Fla. Both seminars are planned for July and will use the Harvard

"case" method of instruction with actual sales problems to be discussed. Enrollment will be limited to approximately 60 "students" and general managers involved daily in sales will be eligible to attend in addition to sales managers.

Four radio program clinics are scheduled

The radio and television boards of the National Association of Broadcasters last week rejected for the time being a year-old proposal by President LeRoy Collins that the NAB establish a permanent program department. Both boards adopted unanimously the recommendation of a special committee that the department not be formed.

Instead, the radio board approved the committee's plan for the NAB to hold four radio program clinics this year. They will be held in two small markets and two large markets and will use the NAB staff along with an outside program expert. The clinics will be held to "test the feasibility of NAB sponsorship of such clinics and to gather information relative to programming needs and the type of service that could assist in meeting these needs."

The board budgeted \$2,500 for each clinic, with the possibility of such future sessions for TV to depend upon the results of the radio program clinics.

Joseph Baudino, Westinghouse Broadcasting Co., and Allan Page, KGWA Enid, Okla., are co-chairmen of the program committee.

New group formed

Formation of the Institute of Broadcast Engineers has been announced by John H. Battison, president of the new professional engineering group. The first meeting will take place in Chicago during the National Association of Broadcasters convention, April 5-8.

Clutter cutters

All-out campaign is planned by the TV code board to reduce the number of "credits" required at the end of all TV programs as one solution to the alleged "clutter" in TV programming. The code authority has been authorized to urge networks, syndicators, producers and unions to launch a joint campaign to cut the number of credits. The subject of clutter will play a major role in the second meeting of the broadcasters and advertisers on problems of TV advertising, tentatively scheduled for Feb. 12.

Radio's own 'march'

Radio stations will have a trump card in promotion of Radio Month next May (see page 47). Major Sam Lobodel, assistant conductor of the U. S. Army Band and composer, is writing "Broadcasters March" especially for the occasion. The recording will go to all members of the National Association of Broadcasters and the Army Band will use the piece in concerts. In addition, sheet music for marching bands will be made available to stations for distribution to high schools and colleges.

If you'd like fan mail like this...

"I'd like to report that your FM transmission is far superior to previous broadcast. In fact, WGMS-FM is the strongest station on my auto FM radio." Mr. DW, Rockville, Md.

"I have long advocated the use of circular polarization... The improvement is more striking than I had expected. Auto-FM reception at a distance... has a substantial advantage." Mr. RJC, Bethesda, Md.

"Terrific! Reception: very good. Improved." DCF, Timonium, Md.

"I find it excellent and much improved, and reception ever so much better than it used to be before you installed your new antennas." Mrs. WE, Fairfax, Va.

"We were not able to get your station before. We receive your music, etc. perfectly clear." Mr. ALC, Spotsylvania, Va.

"WGMS-FM in Washington, D. C. comes in clearly even in very poor locations. A check with a portable FM receiver indicates that you have a

strong vertical component in your signal and this is apparently the answer. You can't imagine the difference between your signal and virtually all others — regardless of distance or strength, in the car... much better reception... I can only guess that you are intentionally radiating both a horizontal signal — like the one all along — *and* a vertically polarized component as well. Believe me, I couldn't have asked for more." Mr. EDH, Frostburg, Md.

...Add Collins' vertically polarized antenna

The above is only a small part of the mail received by WGMS-FM in Washington, D. C. after they updated with Collins Type 300 vertically polarized antenna.

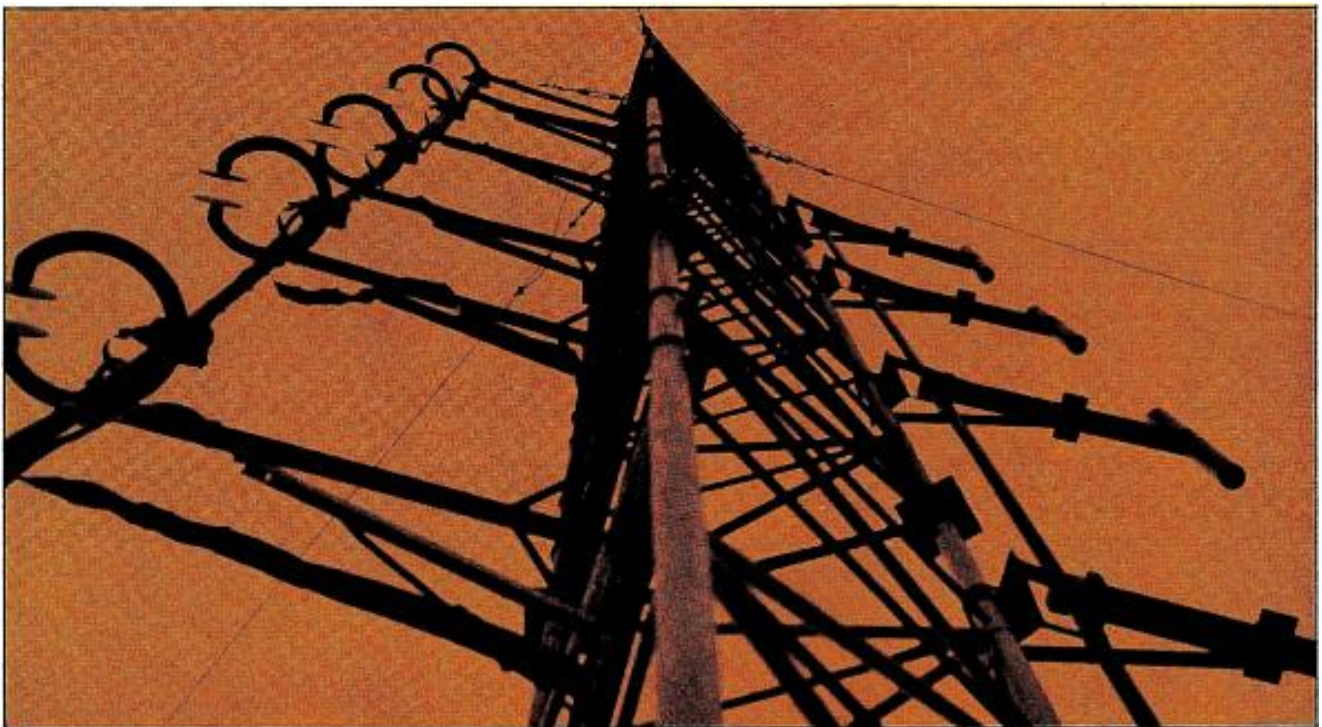
You too can take advantage of this "circular polarization" technique. Here is what the Type 300 can do for you:

Fills in shadow areas • Reduces null effects • Improves fringe area reception • Vastly improves car radio reception • Provides redundancy when used with two power amplifiers • Maintains FM stereo quality • Improves SCA operation.

The Type 300, which costs no more than your present horizontal bays, is

easily installed on your existing tower and is compatible with your transmitter. Delivery within 45 days of receipt of order. Contact your Collins Sales Engineer today.

COLLINS RADIO COMPANY • Dallas • Cedar Rapids • Los Angeles • New York • International, Dallas



Actual installation, WGMS-FM



UHF television and network programs

FCC MAY PROPOSE RULE TO FORCE NETWORKS TO AFFILIATE

The FCC appears headed toward a proposed rulemaking in its effort to provide network programming for UHF stations and thus make them more competitive with VHF outlets in their markets.

Two weeks ago, Commissioners Kenneth A. Cox and Robert E. Lee proposed a rule to require VHF stations in top markets to share network programming with UHF stations in their areas (CLOSED CIRCUIT, Jan. 27).

And last week, Chairman E. William Henry offered an even more drastic remedy, a proposal to equalize the number of VHF affiliates each network could have in 18 of the top 100 markets that have less than three VHF stations.

The market-sharing idea, originally proposed by ABC in a meeting with commission officials in December (BROADCASTING, Dec. 23, 1963), would be a boon to that network in its effort to get on an equal footing with CBS and NBC.

Chairman Henry said he wasn't "wedded" to the idea and wasn't offering it as "a better alternative" than the Cox-Lee idea. "But I am suggesting that we might consider this if the commission solicits comments" from the industry in the matter of programming for UHF stations.

Two Aims ■ The chairman, however, indicated the idea has appeal for him. He noted that it appeared to meet two commission objectives — promoting UHF, by assuring UHF stations, present and prospective in the top markets, of a network affiliation; and fostering competition among the three networks.

In the top 18 markets having less than three VHF channels, ABC has VHF affiliates in five, while NBC has VHF's in 11 and CBS in 14. According to ABC figures, the VHF circulation of three networks in those markets is: ABC, under 2 million homes; CBS, over 5 million; NBC, over 4 million.

Under the plan the chairman proposes discussing, NBC and CBS would be required to give up VHF affiliates to ABC so that each of the three networks would have an equal number. The existing and prospective UHF stations would also be apportioned equally.

Although the plan is certain to be controversial, some commission officials note it at least has the virtue of simplicity. The Cox-Lee proposal, on the other hand, involves a more complicated time sharing arrangement affect-

ing stations in the top 75 markets having two VHF stations and one unaffiliated UHF outlet.

Program-Sharing ■ The plan would prohibit a station from taking more than one-third of its network programming from a single network. This would have the effect of forcing a network to distribute its programming among the three stations. The plan would remain in effect until the UHF won a network affiliation or the all-channel-set saturation of the market reaches 100%, whichever is sooner.

The commission was scheduled to discuss the Cox-Lee proposal at its meeting last week but passed it over in order to give the chairman an opportunity to draft his market-sharing idea. Both plans are expected to be considered this week.

There was no indication what ap-

representatives met with members of the FCC-sponsored Committee for the Full Development of All-Channel Broadcasting on the question of affiliations with UHF stations.

No Encouragement ■ Commission officials came away from both meetings with the feeling the networks would do little, if anything, on their own to help UHF stations.

This issue has taken on added urgency at the commission in the wake of the decision to reject the proposal to drop short-spaced VHF channels into seven markets (BROADCASTING, Nov. 18, 1963).

That decision, based largely on the argument that the drop-ins would hurt UHF development, had the effect of making the seven markets into show-places for UHF television. The markets—Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn.; and Charlotte, N. C.—were described by the FCC as ripe for UHF growth. All have two VHF stations. Only Johnstown and Knoxville have UHF.

Worried About Future ■ As a result, the commission is concerned lest UHF stations fail in those markets. "If that happens," one commissioner said last week, "we might as well give the UHF spectrum space to the military."

The commission has been touting the all-channel receiver act, designed to put all-channel receivers into the hands of the viewing public, as the long-range solution to the problem of helping UHF. If the public has the sets, the stations will follow—that is the argument the commission makes.

Some commissioners, however, are skeptical that the all-channel act is the whole answer, even for the long run. And all agree it is inadequate for the short-run, that circulation of sets won't begin to have an effect on viewing habits for at least five years.

How To Help ABC ■ The problem of helping ABC is also bothering some commissioners. The drop-in proposal had been designed, in part at least, to help ABC by making available additional VHF stations with which it could affiliate. The decision to reject the drop-ins left some commissioners with the feeling some other effort should be made to help the network. Chairman Henry apparently is among those dissatisfied with the existing competitive relationship among the three networks.

ABC now has 127 primary affiliates,



Chairman Henry
Isn't wedded, just engaged

proach the commission will ultimately take. However, with three of four commissioners, including the chairman, interested in proposals for using regulatory power to effect a solution, officials expected a rulemaking in some form to be issued.

The proposals by the three commissioners indicate they have little hope of any voluntary action by the networks to help unaffiliated UHF stations. Commissioners Cox and Lee met with network officials on the problem in December. And early last month network

How next fall's TV network schedule looks now

	7:30-8	8-8:30	8:30-9	9-9:30	9:30-10	10-10:30	10:30-11	
SUNDAY	ABC	Voyage to the Bottom of the Sea		Broadside	Tycoon	12 O'Clock High		
	CBS	My Favorite Martian	Ed Sullivan Show			Alan King or Bewitched	Candid Camera	What's My Line
	NBC	Walt Disney		Procter & Gamble's Paul Lynde or other	Bonanza		The Rogues	
MONDAY	ABC	Outer Limits		Mickey Rooney	McCaffrey		Breaking Point?	
	CBS	To Tell the Truth	I've Got a Secret	Andy Griffith	?	December Groom?	Lawmaker (The House)	
	NBC	90 Bristol Court			Monday Night at the Movies			
TUESDAY	ABC	Combat		McHale's Navy	Wendy and Me	Peyton Place I	The Fugitive	
	CBS	Station Time	Red Skelton		Petticoat Junction	Bailey of Balboa	Mr. Broadway	
	NBC	Mr. Novak		Mr. Solo		Jack Benny	Variety Hour Andy Williams Bell Telephone?	
WEDNESDAY	ABC	Ozzie & Harriet	Patty Duke	Yellowbird		Ben Casey		
	CBS	CBS Reports		Beverly Hillbillies	Dick Van Dyke	Cara Williams?	Danny Kaye	
	NBC	The Virginian			Project 120			
THURSDAY	ABC	Flintstones	Donna Reed	My Three Sons	Bewitched	Peyton Place II	Price Is Right	
	CBS	Password	Perry Mason		The Entertainers		The Nurses	
	NBC	13th Gate		Dr. Kildare		Hazel	Kraft Suspense Theater	
FRIDAY	ABC	Johnny Quest	Farmer's Daughter	Burke's Law		Arrest and Trial		
	CBS	Rawhide		Tarzan?		The Reporter	The Great War	
	NBC	International Showtime		Bob Hope Theater		TW3	Jack Paar or Alfred Hitchcock	
SATURDAY	ABC	Wagon Train			Lawrence Welk		Hollywood at Palace	
	CBS	Jackie Gleason		The Defenders		Gomar Pyle	Gunsmoke	
	NBC	Flipper	Mr. Magoo	Kentucky's Kid	Saturday Night at the Movies			

?—Question mark indicates status not definite.

CBS-TV was putting last-minute touches on its 1964-65 nighttime schedule last week, but as of late Thursday (Jan. 30) the network still had several decisions to make.

The CBS-TV movement capped a week at the network of sudden reversals, twists and new programing approaches. Among them: extension of the veteran *Ed Sullivan Show* to 90 minutes by adding 9-9:30 to the 8-9 period it has always filled on Sunday, and the announcement of a new series — *The Entertainers* — variety show that will feature Carol Burnett three weeks out of each four.

Mr. Sullivan's new format apparently was devised as a CBS-TV thrust

at NBC-TV's popular *Bonanza* against which, in the 9-10 p.m. period, Judy Garland on CBS-TV has scored low, and is going off after March 29 (BROADCASTING, Jan. 27). Latest reports placed *The Entertainers* on Thursday, 9-10 p.m.

CBS-TV is expected to be the first network to lock up its schedule for next fall. But in a surprise move NBC-TV let it be known from what base it was programing its nighttime periods. ABC-TV's programing blueprint seemed much more tentative.

ABC-TV Still Loose ■ Of the three networks, ABC-TV is the least definitely programed for 1964-65, though

each schedule is subject to considerable change in the next few weeks. The chart, for example, does not show *Valentine's Farrow*, *Pioneer Go Home*, *No Time for Sergeants* and *Three Men on an Island* among other half-hour comedies that are distinct possibilities for ABC-TV. Missing from the chart also is the one-hour *Alexander the Great* and *Night Cry*, which are also under consideration at ABC-TV.

NBC-TV reportedly would consider *Alfred Hitchcock* on its schedule, possibly as a replacement for *Jack Paar Show*, but only if Mr. Paar refuses to appear for another season and CBS-TV definitely drops *Hitchcock*.

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compared with 191 for CBS and 193 for NBC. Twenty-six of ABC's affiliates are UHF stations. NBC has 29 UHF affiliates and CBS has 22.

Additional affiliations will be available for ABC when the UHF stations that are expected to follow the distribution of the all-channel set are on the scene. But that network doesn't think it should be obliged to carry the weight of providing network affiliations for the struggling new UHF stations. And some at the commission sympathize with this point of view.

What are the real lyrics of 'Louie'?

An unintelligible rock 'n' roll record which has been among the top tunes of Top 40 stations has produced a rash of reports from Indiana, Georgia and New Jersey on obscene lyrics.

The Justice and Post Office Departments and Broadcast Bureau of the FCC said they are checking into the reports of the record, "Louie, Louie."

Recorded by the Kingsmen on the Wand label, and Paul Revere and the Riders on Columbia, the song is a calypso tune, published by Limax Music, New York and licensed through Broadcast Music Inc., in 1957. The Kingsmen's version is the one reported to have touched off the question of obscenity.

The song was written by Richard Berry and recorded by him in 1957 on Flip records.

The record company said the lyrics, as published, are harmless, and the National Association of Broadcasters said it has found "nothing objectionable in it."

Widespread rumors had it that if the 45 rpm record was played at 33 1/3, the lyrics would be decipherable and obscene. However, the NAB Code Authority said it had listened to the record on all "standard" speeds and the lines "delivered in rock 'n' roll and calypso style would be unintelligible to the average listener."

"NAB has received from the music publishers copies of the lyrics and has found nothing objectionable in them. However, it also has received from another source a purported set of lyrics which are unfit for broadcast.

"The phonetic qualities of this recording are such that a listener possessing the 'phony' lyrics could imagine them to be genuine."

Governor's Concern - Indiana stations were left to their own discretion in a wire from the state broadcasters association president, Reid Chapman, WANE-AM-TV Fort Wayne. Mr. Chapman said the wire had "recommended" suspending play of the record.

The lyric situation had been brought

to his attention by Indiana Governor Matthew Walsh. The governor said a set of obscene lyrics had been sent to him by a high school student from Franklin, Ind., who asked the governor why he was allowing stations in the state to broadcast such things.

In Georgia, reports of obscene lyrics came from Dawson, Hawkinsville and Perry. Jack Williams, executive secretary of the Georgia Association of Broadcasters, said he had notified stations through the wire services of the alleged obscene lyrics to the tune and "urged discretion."

In New Jersey, a set of obscene lyrics was reported at Princeton University.

The lyrics, as published by Limax Music:

Louie Louie, Me gotta go—
Louie Louie, Me gotta go—
A fine little girl, she wait for me—
Me catch the ship across the sea—
I sailed the ship all alone—
I never think I'll make it home.
Louie Louie, Me gotta go—
Louie Louie, Me gotta go—
Three nights and days we sailed the sea—
Me think of girl constantly—
On the ship I dream she there—
I smell the rose in her hair.
Louie Louie, Me gotta go—
Louie Louie, Me gotta go—
Me see Jamaica moon above—
It won't be long me see me love—
Me take her in my arms and then—
I tell her I never leave again.
Louie Louie, Me gotta go—
Louie Louie, Me gotta go—
Louie Louie, Me gotta go—

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Seven Arts to open western shipping office

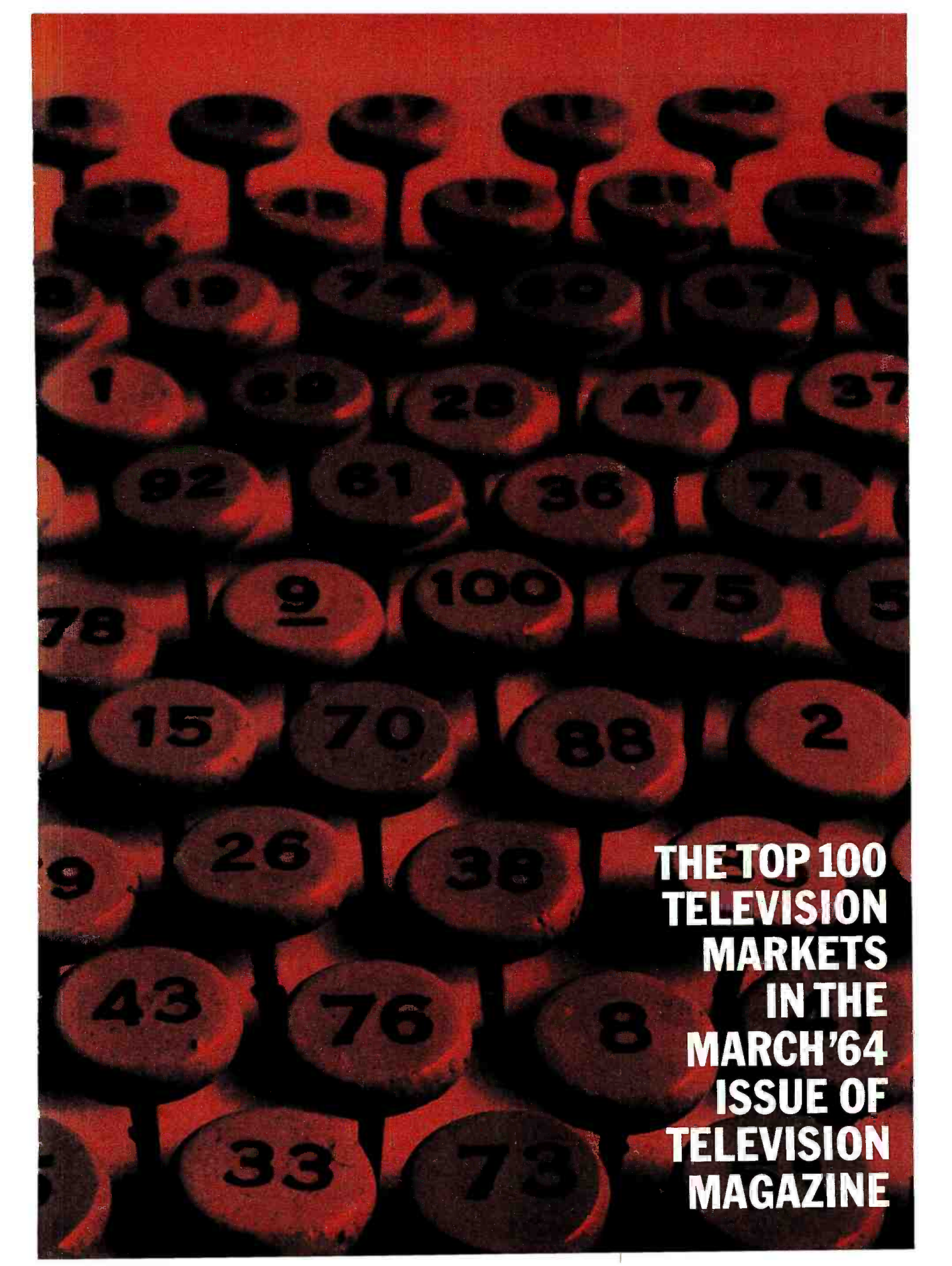
Seven Arts Associated Corp., New York, announced last week the opening of a Hollywood office to handle the shipping of film prints to television stations in 13 western states.

The office, scheduled for opening Feb. 10, will be located in the quarters of Bonded TV Film Service, 8290 Santa Monica Boulevard. Bonded TV has acted as shipper for Seven Arts product from New York.

States to be serviced by Seven Arts' West Coast operation are Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming.

All orders for Seven Arts prints will still be placed at the company's New York headquarters. A director for the Hollywood operation will be named this week.

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TV'S BIGGEST AUDIENCE

Nielsen reports that 96.1% of TV homes watched JFK assassination coverage for 31.63 hours

The almost universal reach of television's unprecedented four-day coverage of events surrounding the assassination of President Kennedy was delineated for the first time last week in a special report by the A. C. Nielsen Co.

It showed that 49,299,300 U. S. homes, or 96.1% of all that have television sets, watched the assassination coverage for an average of 31.63 hours during the four-day period.

The exact reach in number of persons was not shown, but it was calculated that there are 165.9 million persons over two years of age in TV-equipped homes and that the long weekend's viewing averaged 19.72 hours for each of these individuals—even counting those who did not watch at all. This comes to 3,271,547,000 person-hours of viewing.

The closest approach to this range and intensity of viewing in Nielsen records occurred during the almost two weeks of Democratic and Republican presidential nominating convention coverage in the summer of 1960. Nielsen estimated that 92.3% of all TV homes

watched the conventions for an average of 15 hours 37 minutes per home. Behind that came the 1960 election night coverage, when 92% watched for an average of 4 hours 30 minutes per home. The Gordon Cooper orbital flight last May 15-16 attracted 91% for a per-home average of 2 hours 36 minutes. The average TV home normally uses its set a little more than six hours a day.

Most See Mass ■ The largest single audience during the Nov. 22-25 assassination weekend occurred at 1-1:15 p.m. (EST) on Nov. 25, just before the end of the requiem mass, when 97,050,000 persons were estimated to be at their sets in 79.5% of the TV homes. At 3-3:15, during the burial service, 96,820,000 persons in 81% of the TV homes were tuned in. During the 58 hours for which Nielsen furnished quarter-hourly reports, the tune-in at no time fell below 14% of TV homes. This percentage, reported for both 8 a.m. Saturday and 9 a.m. Sunday, represented 7,180,000 homes.

The alacrity with which the public

turned to television was demonstrated on two occasions in particular.

At 1:30 p.m. EST on Friday, Nov. 22, a total of 18,830,000 persons were watching television. Fifteen minutes later—approximately five minutes after the first report that the President had been shot—this number, representing 23.4% of all TV homes, had jumped to 24,020,000 persons and 30.2%.

Within an hour it reached 37,260,000 persons in 45.4% of the homes, and audience continued to build until 6:15-6:30, when it stood at 81,350,000 persons viewing in about 66% of the homes. After a slight decline in the next quarter-hour it began to build again, reaching its peak for the day at 82,490,000 persons in 67% of the homes at 7:15-30.

Accumulated Audience ■ The growth of the accumulated audience was even more dramatic. Within the first quarter-hour after first word of the shooting, 18,110,000 or more than one-third of all TV homes had tuned in. Fifteen minutes later the figures had reached 21,650,000 homes or 42.2%, and by 4:45, two-and-a-half hours later, 38,420,000 or three-fourths of all homes had tuned in. By 11 o'clock that same night, 47,500,000 homes, or 92.6%, had watched some portions of the coverage for an average of 5.71.

Lee Oswald, the President's accused

L.A. federal judges continue camera ban

NOW IT INCLUDES HALLS OUTSIDE OF COURTROOM

A meeting between three federal judges and over 30 representatives of the broadcast and print news media of Los Angeles failed to bring any change in the order of the previous week banning cameras and microphones from the U. S. district courts in the city, plus the rest of the floor on which they are located and part of the floor beneath.

Before the Jan. 27 conciliatory meeting of judges and newsmen started, presiding Judge Peirson M. Hall laid down two ground rules for the session: first, that no pictures be taken and second, that the discussion be off the record, with no reports made of what occurred. With some reluctance, the newsmen agreed to these terms.

The order, issued by Judge Hall and signed by 10 of the U. S. judges assigned to the Los Angeles district (three of the 13 were away), bars radio and TV newsmen with their electronic gear, and still photographers from the entire second floor of the federal building and from hearing rooms and the corridors adjacent to them on the floor below.

Immediately after the order was read

by the deputy court clerk, the TV and still photographers embarked on a campaign of deliberate but orderly defiance of the ruling. That day and the next they thronged the corridors which had been declared as out of bounds to them, photographing witnesses and other individuals involved with trials as they entered or left the federal courtrooms. There were no arrests and no troublesome incidents.

The broadcasters and newspaper publishers of Los Angeles joined forces to protest the new rule as an unwarranted invasion of the rights of the public. In editorials on the air and in print they pointed out that if the judges can bar cameras and microphones from areas outside the courtrooms in the federal building, there is nothing to prevent their extending the off-limits area to the street on which the courthouse is located. Together, the newspapers and the broadcast media asked for a revocation, or at the very least, a mitigation of the new rule.

Robert D. Wood, president of the California Broadcasters Association, declined to make an official comment until he had an opportunity to dis-

cuss the matter with the CBA board. But as vice president of CBS Television and general manager of CBS-owned KNXT(TV) Los Angeles, Mr. Wood on Wednesday (Jan. 22) broadcast an editorial pointing out that "one photographer took his pictures inside the federal courtroom not to defy the ban but because he was unaware of it. Yet, this single instance of inadvertence provoked Tuesday's sweeping order.

"Such action by the federal judges violates a cardinal principle of American ethics," Mr. Wood declared. "Because of the inadvertent action of one photographer, the judges are in effect punishing all photographers. This is guilt by association and—in the view of KNXT—an arbitrary and capricious act on the part of the federal judges."

The L. A. professional chapter of Sigma Delta Chi also protested the ban.

The Monday meeting with the judges was attended by representatives of Associated Press, United Press International, ABC, CBS and NBC, the *Los Angeles Times*, *Los Angeles Daily Journal*, *The Los Angeles Herald-Examiner*, *The Citizen-News* KHJ-AM-TV, KTTV (TV), KNBC(TV), KNX, the Southern California Broadcasters Association, Sigma Delta Chi, the National Radio and Television News Directors Association and the Southern California Radio and Television News Association.

assassin, was shot—on television—about 12:20 p.m. (EST) Sunday, and this also brought an immediate upsurge in audience. In the preceding quarter-hour, it was estimated 47,070,000 persons were watching. Within minutes after the shot, according to Nielsen's estimates, 12.7 million additional viewers reached their sets, bringing the total to 59,790,000 persons at 12:30-45. By 12:45-1 p.m. the audience stood at 64,360,000, and it built steadily until it reached the day's high point of 85,110,000 persons at 1:45-2 p.m.

Nielsen found no big differences in what it called "massive response of the American people" to TV's coverage of the weekend's events. "The pattern of heavy television usage," the report said, "held for every type of home, East and West, rich and poor, large and small; and for individuals of both sexes and almost every age bracket."

Even children two to five years old averaged 8.16 hours each.

Viewing was a little less widespread in the Pacific region (94.3% of the homes) and little more so in the Northeast (96.9%). It was slightly heavier in middle and upper income homes (96.7% and 96.0%) than in lower (95.2%). It also seemed to increase slightly with education and income and among professional and white-collar workers and the retired and unem-

ployed, but did not vary much between the skilled and unskilled workers.

The median time spent viewing television on that weekend, including homes that didn't watch at all, was 31.2 hours per home, but some—2% of all TV homes—averaged 61.1 hours each. Here is Nielsen's breakdown according to total hours viewed:

No. of hours	Percent of TV homes	Average hours per home
55 and over	2	61.1
45 to 54.9	14	48.9
35 to 44.9	23	39.9
25 to 34.9	28	30.1
15 to 24.9	18	20.7
Under 15	11
None	4

WHITE HOUSE TV

Network engineers to study plans for permanent facility

Preparations for the installation of a fixed TV facility in the White House (CLOSED CIRCUIT, Jan. 27) continued this week with the scheduled arrival in Washington of a team of network TV engineering executives to look into the dimensions of the problem.

The technical committee, named to put into effect the proposal submitted to the President and his news secretary,

Pierre Salinger, by network corporation executives two weeks ago, consists of Frank Marx, president, ABC Engineers; Edward L. Saxe, operations vice president, CBS Television Network; William Trevarthen, operations vice president, NBC Television Network. The engineering group was to meet in New York last Friday.

Although the exact layout of the estimated \$1 million installation is still undecided, preliminary sketches show three camera booths in three corners of the Fish Room in the west office wing of the White House, each housing one camera. These cameras will be available for use in other areas of the White House should the need arise. Provision is also made for a "free," uncloseted camera in the Fish Room.

Somewhere in the basement level of the White House a control board will be established from which loops will be run to each of the network's news departments in Washington and also to the terminal of the Chesapeake & Potomac Telephone Co. for transmission nationally via AT&T.

The prospective plans call for permanent power lines into the Fish Room, and also both power and coaxial links at various key points of the White House grounds (the rose garden, the main entrance, and the west entrance).

Included in the plans is provision



Cameras and tape recorders were also kept out of the Hinds county courthouse in Jackson, Miss., last week

during trial of Byron De La Beckwith, accused of murdering Medger Evers, Negro civil rights leader.

FBI's Hoover is against TV cameras in court

J. Edgar Hoover, director of the Federal Bureau of Investigation, doesn't think television belongs in a courtroom.

In the February issue of the *FBI Law Enforcement Bulletin*, Mr. Hoover's lead editorial starts out: "To my mind, commercial jingles, station breaks and panning television cameras are incongruous with the dignity and solemnity of courtroom procedures."

Making a plea for the proposition that freedom of the press is not unlimited and unrestrained, he suggests that news reporting in some instances must be restrained.

Because of TV, Mr. Hoover says, "provocative" problems have arisen, particularly in the realm of judicial processes. "Some televised accounts of courtroom trials and other incidents bearing on individual rights raise the question," Mr. Hoover remarks, "of just where public right stops and public curiosity commences."

Urging advocates of courtroom TV to refer to ethical canons of both journalism and law, Mr. Hoover concludes: "Otherwise, where the administration of justice is concerned it may be necessary to revise the popular Broadway slogan, 'There's no business like show business.'"

for feeding the audio to the Mutual Broadcasting System and to other radio stations not affiliated with any of the networks.

At an estimated cost of \$200,000 a year, the TV facility will be manned six days a week. It is estimated that 12 men will constitute the crew—nine on and three off duty. The ready crew will consist of seven technicians, a director and a production supervisor.

The networks have offered to underwrite both the installation and the operational costs of the facility's operation.

Sixty Feet Away ■ The Fish Room, off the main lobby of the west wing entrance to the White House, is 60 feet away across a corridor from the President's desk. It is used primarily as a reception and conference room. At times it is used when the President makes a statement or meets news correspondents. At such times, field cameras must be brought into the White House and set up. Often there is hardly enough time to warm-up the cameras properly.

The room got its name during the Franklin D. Roosevelt days when the late President had a sailfish mounted over the doorway.

Answering inquiries early last week, Assistant News Secretary Andrew T. Hatcher acknowledged that the proposal had been made and that it was being studied. He added:

"It has been no secret that arrange-

ments for television at the White House have been of a temporary and make-shift manner. In view of that, the networks have made a proposal to modify the Fish Room into a modern TV facility. The networks feel that the White House is the most important single source of news. The networks feel that the facilities have been sub-

standard."

The project was proposed to President Johnson and Mr. Salinger Jan. 20 by James C. Hagerty, ABC; Frank Stanton, CBS and Robert E. Kintner, NBC. It followed an earlier meeting between the President and network officials late in December (BROADCASTING, Dec. 23, 1963).

AFL RIGHTS GO TO NBC-TV

Five-year pact will pay league \$36 million

NBC-TV last week added more glitter to the apparently solid gold commercial value of major sporting events when it signed a five-year, \$36 million contract, biggest in television sports history, to telecast the American Football League games beginning in 1965.

Thus, NBC-TV quickly recovered from its unsuccessful bid for the National Football League games last week (BROADCASTING, Jan. 27), and enhanced its position in sports coverage.

By taking over the AFL games from ABC-TV, whose original five-year contract expires at the end of next season, NBC-TV added a third new attraction to its football collection—the others being the National Collegiate Athletic Association football games and the Orange Bowl football game and surrounding events.

The NBC-TV contract is noncancelable, whereas the ABC-TV pact has been picked up on yearly options, due

on April 1. However, ABC-TV said it was going to keep the AFL in the final contract year.

Expansion Funds Guaranteed ■ Details of the contract with the AFL provide for graduated yearly increases in the amount of money the network will pay, until, by 1969, each team in the eight-club circuit will get about \$1 million. In the event of league expansion, NBC-TV has guaranteed additional revenue for the new clubs, apparently on an equal basis with the original teams.

The NBC-TV contract covers pre-season, regular league and playoff games, but does not include the AFL championship or All-Star games. In the ABC-TV contract all the games were covered under the one pact.

The same proviso written into the NFL-CBS contract appears in the AFL-NBC agreement. The teams have the

Baseball clubs consider TV package plan

What chronic complaints by less-profitable cellar-dwellers couldn't do for major league baseball, football has accomplished. The baseball club owners are now showing definite interest in a TV package plan in which all 20 teams would share the revenue.

The realization that the whole can be worth more than its 20 separate pieces was driven home by the football pacts which have gone for:

■ \$13 million by NBC-TV for two years of National Collegiate Athletic Association games (BROADCASTING, Dec. 23, 1963).

■ \$28.2 million by CBS-TV for two years of National Football League contests (BROADCASTING, Jan. 27).

■ \$36 million by NBC-TV for five years of American Football League games (see above).

At a New York meeting of the baseball teams in mid-January, the principle of all clubs sharing in the receipts was approved, with the plan

set to begin in 1965. However, due to contractual commitments by some of the teams, notably the New York Yankees with CBS-TV and the Los Angeles Dodgers and San Francisco Giants with Subscription Television Inc., 100% participation in the plan is not expected until 1966.

Although several package plans are being studied, the one getting the most attention is the Monday night no-blackout national game, proposed by veteran broadcaster and Detroit Tigers president, John E. Fetzer (BROADCASTING, Oct. 14, 1963). And, it was stressed, under any package plan all teams would continue with their regional radio and TV operations.

Mr. Fetzer said last week that while teams will continue through 1964 with regional schedules and selected Saturday and Sunday games on CBS-TV and NBC-TV, he hopes to showcase the Monday night game on a couple of occasions if possible. He is hopeful his plan eventually

could replace all present games of the week as the most logical compromise to help all involved.

Robert O. Reynolds, president of the Los Angeles Angels and Golden West Broadcasters and a member of the American League committee working on the package plan, said other problems include determining the interest and availability of the three TV networks and the interest of advertisers in sponsoring a game of the week.

Mr. Fetzer claimed "intense interest" on the part of national advertisers, but said there was still a question of whether the TV games would be scheduled on Monday night or on a Saturday or Sunday afternoon.

Assuming the Monday night package became the only nationally telecast game, with no blackouts and a good program presentation, Mr. Fetzer said he thinks the package eventually would be worth around \$10 million annually to the teams.

His original plan called for \$6.5

right to put their home games on theater TV in the blackout area.

In comparison with the NFL games, for which all three networks bid, the AFL-NBC contract was a negotiated affair, entered into after ABC-TV decided that rather than tie itself to a five-year contract it would sooner be free to bid for the NFL games that will again be up for renewal in 1966.

ABC-TV, however, managed to keep its foot in the football sweepstakes by taking the Gator Bowl game away from CBS-TV, effective with the next game Jan. 2, 1965. The three-year contract calls for ABC-TV to pay \$140,000 a year, more than twice the \$65,000 a year now paid by CBS-TV.

AFL Commissioner Joe Foss and AFL President William H. Sullivan, who also heads the Boston Patriots, expressed delight at the terms of the contract with NBC and indicated that it would solidify the AFL's position in competition with the older NFL.

In one respect, the AFL outdid its rival. CBS-TV's two-year contract for \$28.2 million tripled the \$9.3 million the network paid the NFL for the rights to the 1962-63 seasons. But the new AFL contract is more than 3½ times the \$10 million paid by ABC-TV for the five years ending in 1964.

Carl Lindemann Jr., NBC-TV vice president, sports, who signed for the network, declared that the network was delighted to "join the league in the growth of professional football."

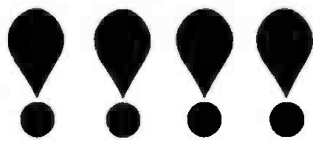
million to the teams for 26 Monday night games. Exclusive of network rights in 1963, the 20 teams received \$13.1 million for radio-TV regional rights (BROADCASTING, March 4, 1963).

Two committees, one for each league, are studying the various package plans and an exploratory session is scheduled in Los Angeles by Feb. 20.

The American League group is made up of Messrs. Fetzer and Reynolds and the National League committee is composed of Walter O'Malley, Dodgers president, and Judge Roy Hofheinz, Houston Colts president. Judge Hofheinz also has station interests in Texas.

The aim of the package plan is to enable all major league teams to more equally share in TV revenue. Network practice has been to sign game of the week contracts with only a few teams from each league, usually those high in the standings. Thus the tail-end clubs have lost much of the added source of income.

new



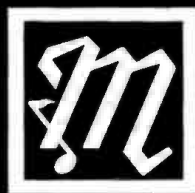
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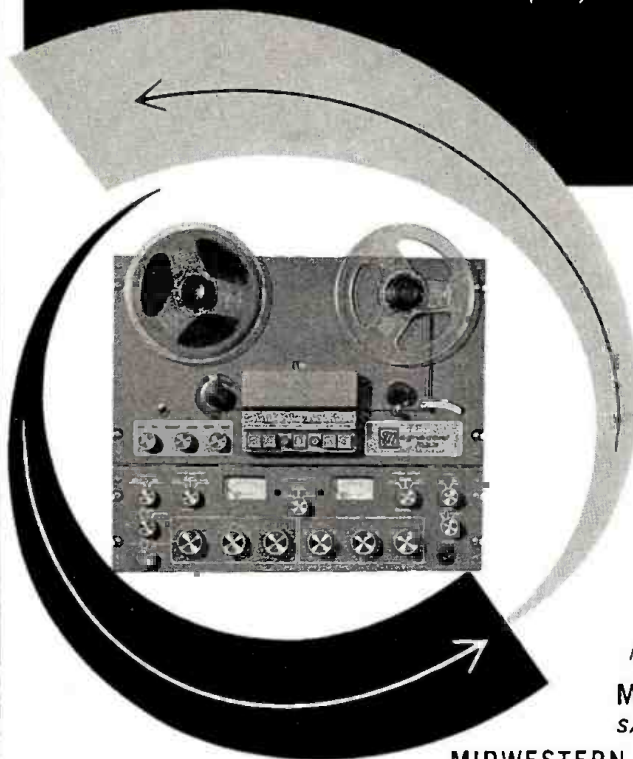
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The most popular daytime program in television.

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9 of the top 10 daytime series.

The biggest average daytime audience — for the sixth consecutive year.

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Based on Nielsen Television Index estimates subject to qualifications which the CBS Television Network will supply on request. (NTI Aver. Audience, 6-11pm, seven nights, and 7am-6pm, Mon-Fri, October 1963-January 1, 1964)

How to succeed in program selling

ONE WAY IS TO GET AN ENDORSEMENT FROM THE FCC

The National Telefilm Associates Inc. of Beverly Hills, Calif., has an unusual sales pitch in its campaign to sell a film series it has produced—a letter of endorsement from the office of FCC Chairman E. William Henry.

The series is *Probe*, which features Dr. Albert Burke, lecturer on world affairs, in a half-hour of commentary on and analysis of issues of current importance. The letter, which is being used by NTA salesmen in their presentations to television station managers, was signed by John F. Cushman, administrative assistant to FCC Chairman Henry.

The letter, addressed to Alan Fischler, director of the Award Programs Division of NTA, describes *Probe* as “thought-provoking,” and commends NTA for producing it. The letter also wishes Mr. Fischler “every success in placing the program on the television stations of the country,” and concludes:

“If we may be of further assistance to you, please feel free to contact us at any time.”

According to the letter, which was dated Oct. 3, it was written in response to letters from Mr. Fischler and “reflects the gist of conversations” he had

with commission staff members on Sept. 13.

Purpose ■ Mr. Cushman said last week the purpose of his letter was to support NTA’s sales argument that broadcasters could count the program as public service rather than entertainment in reporting to the commission on their programing at license-renewal time.

The letter noted that many commercial programs of a public service nature contain educational value and yet may not meet the commission’s rule for classification as education. The rule limits that classification to programs that are produced by or in behalf of bona fide educational institutions or organizations.

“The commission welcomes information from licensees which supports their objective of operating in the ‘public interest, convenience and necessity,’” the letter continued. “Information concerning programs which are educational in nature is frequently submitted by stations . . . at the time of license renewal . . . In the case of the *Probe* series, such action would demonstrate to the commission the licensee’s effort to make this thought-provoking series available to

his listeners,” the letter stated.

Mr. Cushman said the chairman’s office has provided such letters “two or three” times in the past several years. He said one was to help a United Nations information officer place programs dealing with the world organization.

Another involved a commercial program, but Mr. Cushman said he couldn’t recall the details, other than that the situation was similar to that involving *Probe*.

ATTORNEYS ATTACK

Live interviews considered more dangerous than print

The New York County Law Association’s Committee on Civil Rights last week called for new police regulations to curb information released to television and other news media that may jeopardize an accused person’s right to a fair trial.

The committee filed a report that particularly criticized TV coverage of crime news, stating that the arrest and shooting of accused presidential assassin Lee Harvey Oswald in Dallas “is only one in a series of instances” where the accused’s rights were violated.

Although the report stated that all news media potentially might affect the administration of justice, it stressed that the mass visual impact of a suspect’s words and actions at a live interview “leaves an imprint on the mind that can be recalled many months later, while stories printed in cold type have a much greater tendency to fade away.”

To correct the alleged deficiencies in police procedure, the committee recommended:

- Police regulations be adopted to discipline officers who in any way permit a suspect to be interviewed at any time or place while he is in custody if defense counsel is not present. Similar prohibitions would be placed on any public statements made by police officers “referring to any admissions by any accused persons or detailing any facts relating to the commission of a crime” from such “interviews.”

- Such evidence that is revealed or discussed in violation of these prohibitions would not be permitted to be used as evidence in the courtroom.

- The canons of ethics would be amended to make prosecutors liable to misconduct charges should they venture any extrajudicial public expressions of opinion concerning the guilt of the accused, the weight of evidence against him or the likelihood of a conviction.

The committee agreed that the public’s right to know and the freedom of the press also must be taken into consideration. But it cited a New York appellate court decision in basing its



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Get a *great* jingle, that's how. From Studio Ten productions.

Studio Ten is new, and young, and vigorous. Studio Ten has an outstandingly creative talent-team. Studio Ten has really big facilities. Plus the best equipment in the business.

Studio Ten is already gaining an enviable reputation for reliability.

Tear out this page, send it to Studio Ten, and you'll get your very own jingleman by return mail. No obligation, except to listen to him for five minutes.

We'd like your business. How about it?

STUDIO TEN PRODUCTIONS
SUITE 1329, EXCHANGE BANK BLDG., DALLAS

Customized Musical Commercials
Radio and TV ID's
Animation and Stop Motion
Station Creative Services

STUDIO
QUALITY ON PURPOSE

premise that primary importance must be given to dispensing justice—"People are not arrested to provide news stories or telecasts. They are arrested to be brought to justice. Any police conduct that prevents a fair trial could allow the guilty to escape conviction."

The report said that meetings with the National Association of Broadcasters, the networks and individual broadcasters in New York did not provide much hope for self-regulation in the industry. It stated that the customary response by broadcasters is that their "obligation is to inform the public and so long as the information is made available to them by responsible sources, their duty is to present it."

NAB standards governing crime news, the report said, are expressed in "broad, general terms which are impossible of specific application." It said that although the industry has expressed, in principle, the desire not to compromise the rights of a suspect, this desire "cannot overcome the competitive instinct of reporters on the firing line who are out to get the best possible story they can."

CBS Films' 'America' ready for syndication

CBS Films is making available for syndication a new first-run television series, *America*, which will deal with the entertainment values provided by colorful sections of the U. S. The Whitehall Laboratories Division of American Home Products Corp., through Ted Bates, New York, has purchased the series in 11 Western markets, and the California Oil Co., through White, Shuford Advertising, Denver, has signed for the programs in 20 other Western cities. CBS Films says *America* is almost sold out west of the Rocky Mountains.

The series, produced by Jack Douglas, will consist of 39 half-hour specials—available in black and white and color. Programs were filmed in such locations as Cape Cod, Hawaii, Hollywood, the Florida Everglades and Las Vegas.

New firm to produce TV documentaries

Wenbill Productions has been organized to create and produce TV documentaries and feature films by Wendell Corey, actor, past president of the Academy of Motion Picture Arts & Sciences, and Bill Sargent, former vice president of Home Entertainment Co.

Initial project of the new company is a half-hour series, *What Ever Happened to . . . ?* made up of human interest stories and interviews with celebrities of the past. Mr. Corey will act as host of the series, to be produced by Trustin Howard, who created the

series, and directed by Jack Orbison.

Billie Burke and George Grey, one of the original "Keystone Kops," will be featured in the first program of the series. Wenbill is also preparing a documentary series, *The Turning Point*, each program detailing the most important incident in a celebrity's life.

Film sales . . .

Wolper-UA-TV Specials (United Artists): Sold to KTVB(TV) Boise, Idaho; KHOL-TV Kearney-Holdrege, Neb.; KETV(TV) Omaha; WGAN-TV Portland, Me.; WDBJ-TV Roanoke, Va.; KROD-TV El Paso; KVAL-TV Eugene, Ore.; KBES-TV Medford, Ore.; KVOO-TV Tulsa, Okla.; WTCN-TV Minneapolis-St. Paul; WFBM-TV Indianapolis and WJAR-TV Providence, R. I. Now in 97 markets.

Rifleman (Four Star): Sold to WJW-TV Cleveland; WZZM-TV Grand Rapids, Mich.; WLBT(TV) Jackson, Miss.; WTOG-TV Savannah, Ga.; WNYS(TV) Syracuse, N. Y.; KBLU-TV Yuma, Ariz. and KTVT(TV) Fort Worth-Dallas.

Amos 'n' Andy (CBS Films): Sold to WKYT(TV) Lexington, Ky.

December Bride (CBS Films): Sold to KATV(TV) Little Rock, Ark.

Have Gun, Will Travel (CBS Films):

Sold to KPTV(TV) Portland, Ore.; WKTU(TV) Utica, N. Y.; KGBT-TV Harlingen, Tex.; KATC(TV) Lafayette, La., and WKY-TV Oklahoma City.

Navy Log (CBS Films): Sold to KPTV(TV) Portland, Ore.

Wanted Dead or Alive (CBS Films): Sold to KSL-TV Salt Lake City.

World of Giants (CBS Films): Sold to KABC-TV Los Angeles, and WCBI-TV Columbus, Miss.

Mack & Myer For Hire (Trans-Lux): Sold to WNYS(TV) Syracuse, N. Y. and Television Corp. Ltd., Australia.

Felix the Cat (Trans-Lux): Sold to WTVB(TV) Durham-Raleigh, N. C.

Zoorama (Trans-Lux): Sold to KELO-TV Sioux Falls, S. D.

Top Draw Feature Films (Trans-Lux): Sold to KTRG-TV Honolulu and WGTU(TV) Athens, Ga.

Guest Shot (Trans-Lux): Sold to Australian Broadcasting Commission.


Magic Room (Trans-Lux): Sold to WGTU(TV) Athens, Ga.

The American Civil War (Trans-Lux): Sold to WGTU(TV) Athens, Ga.

Bob Hope Features (Allied Artists):

GATES 12 and 16-Inch Turntables

are designed for continuous 24-hour commercial service. No programming load is too great for these rugged professionals.



Here are some good reasons why:

- Built-in strobe disk. ■ Exclusive "hub-drive" effectively isolates motor vibration from turntable surface for lower noise, less rumble. ■ Silent-illuminated mercury switch. ■ Chrysler oilite bearings at all major friction points. Fingertip speed shift has monoball self-aligning bearings—silent, smooth, trouble-free. ■ Three speeds—78, 45, 33 1/3. ■ Chassis floats on foam rubber, isolating floor and desk vibrations. ■ Low speed synchronous motor (600 RPM) reduces motor noise. ■ Heavy aluminum castings used for base plate. Platter is precision machined and balanced. ■ Request ADV-72A for the full Gates turntable story.

SHIPMENT FROM STOCK

CB-77, 12" turntable chassis with motor—\$230

CB-500, 16" turntable chassis with motor—\$250

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Scott, Clark debates off; Section 315 on

The joint television and radio appearances of two friendly political foes, Senators Joseph S. Clark (D-Pa.) and Hugh Scott (R-Pa.), leave the schedules of 15 TV and 38 radio stations this week because Senator Scott is about to declare his candidacy for re-election.

For hundreds of congressmen and more than a score of other senators, the story is the same. The equal time requirements of Section 315, a

source of complication for stations during party primaries and general elections, are again raising their knotty head. Using modern taping and film equipment that the House and Senate provide free to their members, many incumbents report to their constituents for the cost of the tape and the film itself year 'round—time is given by the stations.

Local and state candidates are affected by Section 315, too, but it's

the congressmen and senators who mostly enjoy many hours of free air time to reach their constituents on a regular basis—and many do. So this time each election year, the incumbents who seek re-election voluntarily cut off their programs to avoid Section 315 complications.

For Senators Scott and Clark, the situation is a rerun. Senator Clark ran for re-election in 1962 and bowed off the joint show when he announced his candidacy.

Pictured during a light moment in the last program are the host senators (Senator Clark on the left, Senator Scott on the right) with their guest, Senator Hubert H. Humphrey (D-Minn.). Senator Scott had just presented his co-host a pair of 16-ounce boxing gloves and said, "If he's got to oppose me, I want him to use soft gloves instead of fists."

Senator Clark quipped, "I'm going to leave this show and turn these in for a pair of brass knuckles."

Both senators plan to offer short one-man shows until the campaign.

Sold to KGO-TV San Francisco; WMBD-TV Peoria, Ill.; WITI-TV Milwaukee; WXYZ-TV Detroit and WDAF-TV Kansas

City, Mo. Now in 24 markets.

Bachelor Father (MCA-TV): Sold

to WBTB(TV) Charlotte, N. C.; WOAI-TV San Antonio, Tex.; WJXT(TV) Jacksonville, Fla.; KNTV(TV) San Jose,



Calif., and WTVY(TV) Dothan, Ala.

City Detective (MCA-TV): Sold to KOTA-TV Rapid City, S. D.

The Mike Douglas Show (Group W): Sold to KABC-TV Los Angeles; KTVT(TV) Fort Worth-Dallas, and KPHO-TV Phoenix, Ariz.

The Emmett Kelly Show (Seven Arts): Sold to CJPM-TV Chicoutimi, Que.

Bowery Boys Features (Seven Arts): Sold to CHAB-TV Moose Jaw, Sask., and CKRN-TV Rouyn, Que.

Post-50 Features—dubbed in French (Seven Arts): Sold to CKRS-TV Jonquiere, Que.; CKRN-TV Rouyn, Que., and CJBR-TV Rimouski, Que.

Volumes 4 and 5 (Seven Arts): Sold to CFCF-TV Montreal; CHCH-TV Hamilton, Ont.; CKPR-TV Port Arthur, Ont.; CKSO-TV Sudbury, Ont., and CKNX-TV Wingham, Ont.

The Steve Allen Show (Group W): Sold to KTRG-TV Honolulu.

Wide Country (MCA-TV): Sold to WTHI-TV Terre Haute, Ind.; WSIX-TV Nashville; WSJV(TV) Elkhart-South Bend, Ind., and WUSN-TV Charleston, S. C.

'Hercules' budget set

Embassy Pictures Corp., New York, said last week its one-hour *Hercules* TV series planned for ABC has been budgeted "at more than \$4 million," covering 32 shows to be produced in color. Production of a pilot film will begin in the spring and delivery of the pilot to ABC-TV will be made later this year. *Hercules* will be targeted for the 1965-66 season. Embassy Pictures is active in producing motion pictures.

Mel Blanc makes show for radio syndication

Mel Blanc Associates has announced a series of five-minute radio shows, *Inside Show Business with Mel Blanc*, consisting of anecdotes, vignettes and behind-the-scene looks into the entertainment world.

The initial production schedule calls for 265 shows to be produced this year, of which 65 are already completed. Noel Blanc is producing the series, written by Richard Clorfene. Mel Blanc is acting as executive producer

as well as narrator. The series is being syndicated to radio stations by Fremmerman-Papin of Kansas City, Mo.

McGee fears imbalance of right-wing programs

If a broadcaster carries programs advocating the conservative side of current issues he ought to be forced to carry the other side, Senator Gale McGee (D-Wyo.) said last week.

Expressing concern at the large number of "right wing" programs on radio stations in his state, Senator McGee urged broadcasters to insure fairness by seeking organizations or individuals who will present the liberal side of controversial issues.

And, referring to many extremist programs broadcast by religious leaders who buy time on radio stations, the Wyoming senator urged that broadcasters offer free time to those who desire to answer these attacks but are unable to pay for it. Senator McGee is a member of the Senate Subcommittee on Communications and its watchdog group, the Special Subcommittee on Freedom of Communications.

Speaking to the Washington chapter of the Academy of TV Arts and Sciences last week, Senator McGee said



If you had the Quality touch

You'd find five VideoTape machines mighty handy to have on a tight production schedule. Though it is unlikely the following situations would occur simultaneously, we'd be ready if they did...

- No. 1 VTR — Editing special commercial tape.
- No. 2 VTR — Feeding program into conference room for client.
- No. 3 VTR — Playing back interview on "Julie Benell Show."
- No. 4 VTR — Recording "Hootenanny" program for ABC-TV.
- No. 5 VTR — Taping commercial in one of station's three studios.

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that as a last resort he would call on the FCC to enforce its fairness policy by requiring broadcasters to present both sides.

"It becomes the conscious duty of a licensee," Senator McGee said, "on his own initiative to balance his programming with the other side. This means that it takes more than the mere offering of equal time. What is required is a direct effort to find a taker for the use of that time."

Senator McGee paid tribute to some Wyoming broadcasters who have turned down "right wing" programs even though they were to be paid. Much of this has taken place, he said, since the assassination of President Kennedy and the tragic days that followed. It was last spring that Senator McGee first raised the problem of John Birch Society and other right-wing organizations broadcasting on stations in his state (BROADCASTING, April 29, 1963).

Banner has 'Funny World'

Banner Films will syndicate 130 episodes of *Funny World*, a five-minute comedy series based on newsreel film taken during the past 50 years.

The series was produced by KTV (TV) Los Angeles and has commentary by Jim Hawthorne. It has already been sold in more than 20 markets and will be made available to stations on a library basis for unlimited runs.

Fight specials syndicated

The Big Fights Inc. is syndicating half-hour and hour special programs to individual TV stations of interviews and previous fights of Cassius Clay and Sonny Liston, who will battle for the heavyweight championship Feb. 25 at Miami.

The programs record many of the

verbal challenges hurled by both fighters, some of their outstanding bouts, including some exclusive shots of the first Liston-Patterson fight, and a prediction by the former heavyweight champ Joe Louis.

Fremantle International Inc. is syndicating the films to foreign markets.

OF sets new documentaries

Official Films has announced it is preparing a 90-minute and a one-hour special program to be offered for network sale during 1964. The 90-minute film is tentatively titled *The Last War* and will depict the major military decisions of World War II. The hour documentary on the late President John F. Kennedy is scheduled for telecasting after the November elections.

The programs will be produced for Official by Sherman Grinberg Productions, Hollywood.

EQUIPMENT & ENGINEERING

SHORT-SPACED FM'S GET A BOOST

Proposed rulemaking would answer last summer's questions

Many FM stations that found themselves short-spaced under the new mileage separation rules adopted by the FCC last summer would be permitted to increase their power under new rules proposed by the commission last week.

The FCC, in the same rulemaking,

also proposed a table of FM assignments for Alaska, Hawaii, Puerto Rico, the Virgin Islands, and Guam.

Comments are due March 27.

Both issues were left unresolved in the commission's order establishing a table of 2,380 FM assignments for the

80 commercial FM channels in the 48 conterminous states (BROADCASTING, July 29, 1963).

Another further notice of rulemaking dealing with the 20 noncommercial educational FM channels is in preparation.

A number of FM stations—estimated by commission officials at "several hundred"—were put into the new table of assignments at short-spacing and with less than maximum power.

The proposed rule suggests two alternative methods of permitting them to increase their power. Under one, all existing short-spaced stations would be authorized to go up to the maximum power allowed under the new rules. The increases would be granted on an application-by-application basis, but interference to other stations would not be considered grounds for denial.

Plan Number Two ■ The second plan is a modification of the 1 mv/m protected-contour system, which was in effect until the table was established. Under that plan, new stations were required to protect stations located within their 1 mv/m contour.

The commission proposes adding that system on a "go-no-go" basis with tables rather than curves used to determine allowable heights and powers. In addition, the use of directional antennas would be permitted to reduce radiation toward other short-spaced stations.

Two other provisions are contained in the second plan:

■ When a station seeking a power increase already has facilities greater than those to which it is short-spaced, the former would have to assume that the latter has facilities equal to its own for protection purposes.

■ No Class B station would be pro-



Hornig sworn in as LBJ's science aide

Dr. Donald F. Hornig, Princeton University chemistry professor, is sworn in as science aide to President Johnson. Three days later Dr. Hornig was confirmed by the U. S. Senate as director of the Office of Science & Technology. In both jobs he suc-

ceeds Prof. Jerome B. Wiesner, who is returning to Massachusetts Institute of Technology, Cambridge, Mass. At the ceremony Jan. 24 (l to r): Dr. Wiesner, the President, Dr. Hornig, and Carson Howell, White House administrative officer.

tected to a distance more than 40 miles from its transmitter site, and no Class C station would be protected to a distance of more than 65 miles. Under the rules adopted last summer, Class B stations have a service range of 45 miles and Class C, 65 miles. Class A stations have a 15-mile service range.

The commission emphasized that "the proposals made represent no departure from the basic principles of the present allocations plan, but are designed solely to permit some existing stations to improve their service to the public."

New Table ■ One hundred additional assignments are proposed in the new rulemaking. Alaska would get 15; Hawaii, 14; Puerto Rico, 30; the Virgin Islands, 6; and Guam, 2.

Chairman E. William Henry and Commissioners Rosel H. Hyde, Robert E. Lee and Kenneth Cox voted for the rulemaking proposal. Commissioner Robert T. Bartley dissented to the part dealing with higher power but concurred in the proposal to create the additional table of assignments.

DISMISS KATV(TV) PLEA

But decision raises more questions than it answers

The FCC last week dismissed an application of KATV Inc.—and thereby left the principals of that broadcasting company in considerable suspense.

The action—taken without prejudice and on the commission's own motion—involved an application for permission to move the transmitter of KATV(TV) Little Rock, Ark., 50 miles, from an area near Pine Bluff to one 14 miles northwest of Little Rock.

Pine Bluff civic officials had protested the move. They charged that KATV, in seeking the transfer, had broken a promise to keep its transmitter in Jefferson county, in which Pine Bluff is located.

After a hearing on the transmitter move, Examiner Thomas Donahue not only recommended denial of the application but said the hearing raised doubts as to whether KATV Inc. has the character qualifications to be a licensee (BROADCASTING, June 10, 1963).

New Site ■ During oral argument on the initial decision before the commission en banc in December, KATV Inc. asked for time to amend its application to specify an area near Redfield, which is in Jefferson county. Counsel for the station said the Federal Aviation Agency, which had earlier blocked a move to locate a tower there, had indicated it might change its mind.

Officials of Pine Bluff, who were represented in the oral argument, said they

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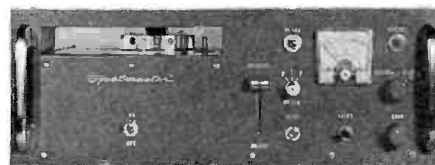
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FCC asks about VHF 'stockpiling'

The FCC is "concerned about recent reports of 'stockpiling'" of VHF-only television receivers before the fast approaching April 30 cutoff date for legal shipment of such sets in interstate commerce. Seeking more information, the commission last week wrote to 19 receiver manufacturers asking if there is "a factual basis" for the stockpiling report such as was revealed in "BROADCASTING magazine" (CLOSED CIRCUIT, Jan. 27).

The commission said that, if true, the stockpiling is "entirely inconsistent with the basic representations made to the commission of an orderly transition by the industry during the period December 1963 through April 1964 to the 1965 all-channel models." The commission reminded manufacturers that after passage of the all-channel receiver law, representatives from the Electronic Industries Association assured the commission that the set makers would "do everything possible to achieve the purpose of the law. . . ." The agency said that it determined April 30, 1964, as the cutoff date to give distributors and dealers "a considerable amount of time to dispose of 1964 sets."

The commission added that at the time it set the April 30 deadline it

expected the manufacturing industry to do everything possible to carry out the new law. "Most important, we stressed our understanding that there would be an orderly change-over," the commission wrote.

The FCC said it feels the industry "will appreciate the commission's concern and the desirability of its evaluating what action might be appropriate to deal with a practice which is obviously inconsistent with the public interest and congressional policy" as well as the industry's best interest. "In this connection, we also call your attention to our support of legislation to give relief from the federal excise tax on all-channel TV sets," the commission said.

The commission's letter was addressed to: Admiral Corp.; Curtis Mathes Manufacturing Co.; Emerson Radio & Phonograph Corp.; General Electric Co.; The Magnavox Co.; Motorola Inc.; Olympic Radio & Television Division, Lear Siegler Inc.; Packard Bell Electronics Corp.; Philco Corp.; RCA; Satchell Carlson Inc.; Sylvania Electric Products Inc.; Symphonic Radio & Electronic Corp.; Trav-ler Industries Inc.; Warwick Electronics Inc.; Wells-Gardner Electronics Corp.; Westinghouse Electric Corp.; Zenith Radio Corp., and Muntz TV Inc.

would not object to the station moving its transmitter to another location in the county. As a result, the commission suspended the oral argument to give KATV time to amend its application to indicate the new location.

But the commission's action last week, in dismissing the application for the transmitter move, caught KATV counsel and principals by surprise. KATV had not yet received the hoped-for FAA clearance. And the brief order made no mention of the bad-faith charges or of the examiner's findings. It merely

said KATV could file again when ready to proceed.

Did the order mean the charges against the applicant were washed out? Would the applicant be starting afresh when it filed a new application?

No Official Line ■ There was no official commission position on these questions. But most officials queried expressed the view that the charges were still outstanding. "The charges in the record and the hearing examiner's findings can't be ignored," said one official.

One way KATV could find out its sta-

tus with the commission is to file for a move to Redfield. If there are no objections—and Pine Bluff officials had indicated they would not object—the commission might grant the move without a hearing, said one staff member. This would wipe out the charges.

On the other hand, he noted, the commission's Broadcast Bureau might raise a question about the examiner's initial decision. And this could lead to a new hearing, he added.

Meanwhile another application in which KATV is interested is being held up pending a disposition of the Pine Bluff matter. This involves a request by KTUL-TV Tulsa, Okla. to change the location of its transmitter. Both KATV and KTUL-TV are controlled by Griffin-Leake Stations, and the commission is delaying a decision on Tulsa until the Pine Bluff case is settled.

Griffin-Leake also owns KWTV(TV) Oklahoma City. James C. Leake controls WSTE(TV) Fajardo, P. R.

House bill would remove excise tax on TV sets

Prospective buyers of television receivers would find all-channel sets cost about the same as VHF models if Congress were to enact a bill offered last week to remove the 10% excise tax from the all-channel variety.

Representative James A. Burke (D-Mass.), a member of the tax-writing House Ways and Means Committee, introduced legislation Wednesday (Jan. 29) that would exempt all-channel sets from the federal excise tax that presently applies to all new TV sets.

Representative Burke said his bill, HR 9792, was a logical step for the Congress to take as a follow-up to a 1962 law that will prohibit the interstate shipment of any new TV receivers not equipped to receive both VHF and UHF signals.

Bills to exempt various products from federal excise taxes have been introduced without success for several years, but last week Representative Wilbur D. Mills (D-Ark.), Ways and Means chairman, announced his committee would conduct hearings on excise levies later this year.

Teleprompter completes sale of three divisions

The Teleprompter Corp., New York, reported last week that it has completed the sale of three operating divisions to Defiance Industries—a transaction that is expected to return more than \$1.5 million to Teleprompter. Irving B. Kahn, president of Teleprompter, said the long-awaited sale will enable the firm to concentrate its corporate attention on community antenna television

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and "other profitable activities."

The sale was agreed on last August and approved by Teleprompter stockholders Nov. 8, 1963 (BROADCASTING, Nov. 18, 1963). Mr. Kahn said the properties sold have "much less earning potential than the activities being retained" by his firm.

The properties sold are the Weathers, Conley Cartridge and Audio-Visual divisions, all located at Cherry Hill, N. J. The activities are engaged in the manufacture of high-fidelity components, magnetic tape cartridges and audio-visual equipment. The Cherry Hill operation will be renamed Telepro Industries.

Technical topics . . .

Altec division ■ Altec Lansing has formed a new audio controls division to design and manufacture precision attenuators, equalizers, filters, networks and switches, as well as custom con-

soles and associated products. A new plant and laboratory has been completed by Altec in Anaheim, Calif., for the development and production of audio controls products.

New transistors ■ RCA has introduced three new silicon power transistors into the market that sell "at a fraction" of the price of other transistors. The transistors are designed for up to 115 watts maximum dissipation and maximum collector currents to 15 amperes.

Division acquired ■ Bauer Electronics Corp., San Carlos, Calif., has acquired Strom Electronics Laboratories remote control division, San Francisco. Fritz Bauer, BEC president, said that the SEL equipment for controlling the transmitter from the studio will be sold under the Bauer name to fill out a line of AM transmitters, automatic logging equipment and other radio station apparatus.

Quick-process film

Eastman Kodak has scheduled a news conference in New York on Friday (Feb. 7) for a presentation of its new easily-portable "Viscomat" device that is designed to serve TV stations, among others, in quickly processing 16-mm motion picture film.

According to knowledgeable sources, the new equipment will permit a negative to be turned out in two minutes and from which the user then can make a positive (for spot, news and sports events). Along with the developing device, Eastman Kodak's package includes a new camera which is mounted on a tripod and has a zoom lens. The film has a magnetic strip for audio.

THE MEDIA

SHARE-TIME FOR ROCHESTER

Initial decision recommends that commercial and educational applicants share channel 13

"Education is the keystone upon which the morals, the wisdom, the health, and the wealth of our nation's culture are dependent" wrote FCC Hearing Examiner Annie Neal Hunting in recommending that the commission grant the share-time application of the Rochester Area Educational Television Association Inc. and Rochester Telecasters Inc. for channel 13 in Rochester, N. Y.

Her approval of RAETA-RTI was based primarily on the grounds that the share-time applicants would bring needed educational service to Rochester as well as the additional network programming of an ABC-TV affiliation.

Examiner Hunting's recommendation would deny nine other applicants—Flower City Television Corp., Genesee Valley Television Inc., Star Television Inc., Community Broadcasting Inc., Heritage Radio and Television Broadcasting Inc., Main Broadcast Co., The Federal Broadcasting System Inc., Citizens Television Corp. and Rochester Broadcasting Corp. The last was denied "by reason of default."

The channel 13 applicants are presently operating WOKR(TV) jointly on an interim basis. The interim operation received commission approval on July 3, 1962.

ETV Need ■ The hearing examiner noted that Rochester doesn't at present have any educational television service,

but that there is no dearth of commercial programming from NBC-TV and CBS-TV VHF affiliates in the city. It was also pointed out that parts of the Rochester area are served by the grade B contour of two Buffalo stations affiliated with CBS-TV and ABC-TV. The service of the commercial outlets, Examiner Hunting said, is for the most part amusement programming "with only a limited amount of educational programming." The examiner concluded that the situation impelled favoring the RAETA-RTI application over the others.

"Moreover, RAETA, by virtue of being a nonprofit educational organization, itself, provides the greatest assurance that substantial programming will be prepared by or in behalf of an educational organization," Examiner Hunting said. She added that the share-time agreement will exclude any of the temptation ("to which all commercial licensees, by their very nature, are subject") to present more entertainment programming and less educational presentations than had been promised in their program proposals.

Besides providing needed educational programming—as well as snubbing temptation—the hearing examiner said that the RAETA-RTI application would also bring a substantial quantity of ABC-TV programming to Rochester. All of the commercial applicants in the pro-

ceeding had proposed an ABC affiliation.

Both RAETA, and RTI were favored for the "area familiarity" of their officers. The directors of the educational group were described as local residents of long standing and four of the five owners of the RTI are natives of Rochester. Both parties were also singled out for the proposed participation of principals in the day-to-day management of the station.

Examiner Hunting found that RAETA has shown substantial broadcast experience in connection with the programs it has produced for showing over existing local stations.

Share-Time Agreement ■ The agreement between RAETA and RTI provides that the educational half will operate the station 48½ hours weekly. The bulk of RAETA's time is allocated during the morning and early evening hours, with all of Sunday afternoons given to educational programming.

RTI has agreed to pay the cost of constructing the transmitter and antenna system and will carry 50% of the cost of maintenance while RAETA is operating the station.

The agreement also provides that if one party wishes to sell its part of the operation to a third group, the other party has an option to purchase the facility.

The educational group will maintain separate staff and studios from those of the commercial operation. And when it is operating the station will have complete control over the technical facilities and staff. RTI's mobile facilities will be available to RAETA.

Educators organize to get more UHF outlets

LATER COMMENT DEADLINE ALLOWS MARGIN FOR ACTION

Educational broadcasters working with school groups and national education associations mobilized in Washington last week to obtain more UHF allocations than the FCC has recommended in a proposed rulemaking.

They won valuable time to build up local support Wednesday (Jan. 29) when the FCC granted a new 60-day extension on filing deadlines for comments that were to have been due today (Feb. 3).

The next day the Joint Council On Educational Broadcasting, representing major education associations and ETV groups, authorized the selection of a committee to take its message to the Department of Health, Education and Welfare, where they plan to urge Secretary Anthony J. Celebrezze to appoint a blue-ribbon commission to study the place of UHF ETV in the nation's over-all education needs and report to the FCC.

Such a citizens' commission, "augmented by small work-study teams of competent fulltime technical personnel," would begin its study immediately and "report, if possible, within the time provided by the FCC" for comments.

Time To Mobilize ■ The extension granted last week permits comments on the rulemaking until April 3 and reply comments until June 3. Petitions would relate to the FCC's own allocations table for about 400 new UHF assignments among a total of approximately 2,000, of which about 700 would be ETV—and on a table offered by the National Association of Educational Broadcasters that would provide about 2,600 assignments, 900 of which would be reserved for ETV (BROADCASTING, Jan. 20, Dec. 23, 1963).

The joint council and the National Education Association, largest and best-financed of the many national education groups, convened an ad hoc con-

ference in the capital Monday and Tuesday (Jan. 27-28) and planted the seeds for a full-scale national effort. Spurred by speeches and the interaction of several panel discussion programs, about 100 participants representing city school boards, established ETV stations, national civic organizations and observers from the FCC and the U. S. Office of Education agreed to pitch their campaign for more ETV allocations on two levels:

■ **Nationally:** to urge the HEW study; to call on chairmen of education and communications congressional subcommittees; to request the FCC for time for the study and to set its proposed rulemaking for public hearings.

■ **Locally:** to ask state and local school authorities, community leaders and other interested groups "to inventory their local needs," present their findings to the FCC and "to arouse concern and understanding . . . of the possible uses of TV in the satisfaction of community and educational needs."

Meanwhile, the Midwest Program on Airborne Instruction Inc., operating a pair of airborne stations over six mid-western states on an experimental basis, is seeking six UHF channels for its program and announced it is preparing a computer study of the FCC and NAEB allocation tables intended to find whether there's room in the broadcast spectrum for more ETV assignments and still provide sufficient commercial allocations. Counsel for NAEB, Krieger & Jorgensen, Washington, is making a city-by-city comparison of the FCC and NAEB tables.

White House Aid? ■ In the midst of these developments last week, the Americans for Democratic Action, a liberal national political action group, sought support from the White House. The ADA made public a letter to Mrs. Esther Peterson, special assistant to the President for consumer affairs, which

asked her to approach the FCC. ". . . We feel that the consumer, whose protection is your special concern, has a great stake in this proposed rule," the ADA said. The group also filed comments attacking the FCC's allocation methodology and its over-all broadcasting policies.

Early in the week Senator Wayne Morse (D-Ore.), chairman of the Senate Education Subcommittee, advised the ad hoc conference of "one sure way to start the fires of debate on allocation back home. . . . Take the offensive to earmark a special tax levied on commercial advertising sales [on TV] for the use of ETV." Such a diversion of revenue "would probably cause many commercial TV groups serious concern," he continued, and some may tell the FCC "that their attitude on UHF channels may have changed."

Senator Morse said he had nothing against commercial broadcasting. Just a few days before that address, the senator said broadcasting news media are "a much more reliable source of honest reporting" than print media.

FCC-NCTA talk about compromise

"I see no insurmountable obstacle" to agreement, said Commissioner Robert T. Bartley. "We are a lot closer to an accommodation than we've been before," said Fred Stevenson, chairman of the National Community Television Association.

These optimistic comments were expressed Thursday following a meeting between representatives of the FCC and NCTA on draft legislation that would give the commission regulatory authority over CATV systems.

The meeting was the first the two sides have held on the proposed legislation since June. And the atmosphere has apparently improved with time. Last summer, both sides were talking tough. Last week they were talking compromise.

Commissioner Bartley reported that the panels from both sides had discussed "areas worth exploring" and that the job of defining the fine points and finding differences that remain had been turned over to FCC and NCTA lawyers. They were to meet Friday (Jan. 31).

Will Meet Again ■ When the lawyers finish their work, Commissioner Bartley said, the NCTA and FCC committees would meet again "to see if we can come to some compromise."

Participants in the meeting were reluctant to discuss the talks in detail. But some reports indicated the NCTA officials were doing "more" compromising than those from the commission.

Commissioner Bartley said the proposed legislation would apply to all



CATV systems—those using off-the-air pick-ups as well as those relying on microwave relays. The commission feels its authority over microwave-served systems was established by the courts in the Carter Mountain decision (BROADCASTING, May 27, 1963).

The commission wants the legislation to be able to protect television stations from the competition of CATV systems bringing in signals from distant cities. The CATV operators would like the federal government to pre-empt the field from state and local jurisdictions that are beginning to impose regulations of their own on cable operators.

But three main issues have separated them in their search for a mutually acceptable bill. One involves the number of stations to be protected.

The commission feels it should be empowered to require CATV's to carry a station's programming and to refrain from duplicating its signals regardless of the number of stations in the area to be protected. The CATV operators have wanted this protection limited to one station. Indications last week were that the NCTA representatives would give in on this one.

Another issue was whether protection should be limited to stations located in the same community as the CATV system, as the NCTA had maintained, or within its Grade A contour. NCTA officials on Thursday reportedly said they would accept regulation beyond city lines on a case-by-case basis.

Nonduplication ■ The third involves the length of time nonduplication should be required. The FCC has proposed rules concerning microwave-fed CATV's that would prohibit them from carrying programs 15 days before and after they are broadcast by stations in their markets. NCTA spokesmen were said to be adamant in insisting that only simultaneous nonduplication be prohibited by rule. They suggested that the prohibition be extended only on a case-by-case basis. They also favored provisions for private agreements between stations and CATV operators.

Besides Commissioner Bartley, the commission was represented by Commissioners Kenneth A. Cox and Frederick W. Ford, and by staffers Henry Geller, deputy general counsel, and Martin Levy, chief of the broadcast facilities division. Chairman E. William Henry was present during part of the meeting.

The NCTA committee members who participated along with Mr. Stevenson were Al Malin, chairman, Rochester, N. H.; Martin Malarkey Jr., Washington; Bruce Merrill, Phoenix, Ariz., and Gene Schneider, Casper, Wyo. Also present were Archer Taylor, NCTA vice chairman, of Missoula, Mont.; Robert D. L'Heureux, general counsel, and E. Stratford Smith, special counsel.

BROADCASTING, February 3, 1964

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Application filed for KRLA transfer

STATION WOULD BE GIVEN TO EDUCATIONAL GROUP

The application to transfer KRLA Pasadena-Los Angeles from the non-renewed licensee, Eleven Ten Broadcasting Corp., to the Broadcast Foundation of California Inc., an organization designed to support an educational television station for the Los Angeles area, was filed last week with the FCC.

The transfer agreement would make a gift of Donald R. Cooke's sole ownership of Eleven Ten Broadcasting provided that Broadcast Foundation assumes a \$360,000 debt owed to Donald's brother, Jack Cooke. The foundation would also have to assume KRLA's \$90,000 lease obligations for the station site and equipment. The lease, which also is held by Jack Cooke, has five-and-a-half years to run (BROADCASTING, Dec. 23, 1963).

A transfer of stock from Donald Cooke, however, presents a problem since the company in which the stock is owned has had its license invalidated by the commission's nonrenewal penalty. The decision was upheld by a unanimous action of the U. S. Court of Appeals, Washington (BROADCASTING, Nov. 18, 1963).

Mr. Cooke's application for transfer

claims that the commission has the authority to reconsider and renew Eleven Ten Broadcasting's license, for the sole purpose of effecting the transfer to Broadcast Foundation. Reconsideration wouldn't undermine the strength of the agency's sanction against the station—or for that matter any future or other past revocation and nonrenewal decisions, Mr. Cooke said.

The application states that Broadcast Foundation, if granted KRLA, will donate 80% of its profits—for a five-year period—from the operation to supporting an ETV station on channel 28 in Los Angeles.

Community Television of Southern California, the applicant for channel 28 at the time the agreement with Broadcast Foundation was drawn up, was granted a construction permit last week. Channel 28, which is the 113th ETV station authorized by the commission, has been granted \$468,790 by the Department of Health, Education and Welfare. The HEW grant is to be matched by local funds. Channel 28 will be the Los Angeles area's first ETV.

On the premise that the earnings of the Broadcast Foundation would be for

cultural and educational purposes Mr. Cooke assured the commission that he would gain no benefits by the transfer.

Culture And Radio ■ The California Regional Broadcasting Corp., which wants to apply for the KRLA frequency, has expressed to the commission some serious doubts about Mr. Cooke's arrangement with Broadcast Foundation.

California Regional said that if the commission reverses itself on the non-renewal decision it could impair the strength of such future sanctions. It would require an about face from the commission, the would-be applicant said. California Regional also suggested that the agreement with Broadcast Foundation may have "income tax implications in the donation of shares [from Mr. Cooke] to a charitable foundation which tends to nullify the commission's decision."

It was pointed out that Article II (b) of the Broadcast Foundation's charter, which authorized the foundation to be a broadcast licensee, has been deleted. California Regional thinks that this could impair the foundation's control over the station, despite the transfer of stock shares. It was noted that Broadcast Foundation would maintain substantially the same staff as did Mr. Cooke.

California Regional told the commission that it would operate the station as a local cultural and informational voice that would have no commercial ambitions, in fact would not complain if the station proved a financial loss.

California Regional said that its directors represent cultural, civic and business leadership. Among the board members are Howard F. Ahmanson, a trustee of the National Cultural Center, Wesley I. Dumm, owner of KXA Seattle, Wash., and David M. Crandell, vice president and chairman of the board of the Pasadena Playhouse.

The commission would have to waive its AM application freeze to accept a California Regional application. The organization suggested the commission view its application as an effort to continue local radio service, rather than as an application for a new station.

Changing hands

ANNOUNCED ■ The following sales of station interests were reported last week subject to FCC approval:

■ WFIG-AM-FM Sumter, S. C.: Sold by Fulton B., Fulton B. Jr. and John S. Creech and S. J. Brody to the Reverend Harvey S. Laughter and Thomas P. Tisdale III for \$125,000. Mr. Laughter is the minister of a Bostick, N. C., church; Mr. Tisdale is a local businessman. WFIG is a fulltime station on

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■ **WsME Sanford, Me.:** Sold by Melvin L. Stone to William R. Sweeney for \$75,000. Mr. Sweeney is the former owner of WLAP Lexington, Ky. Mr. Stone holds interests in WGUY Bangor, WRUM Rumford, WGHM Skowhegan, and WLOB Portland, all Maine. WsME is a 1 kw daytimer on 1220 kc. Broker: Blackburn & Co.

APPROVED ■ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 81).*

■ **KRGV-AM-TV Weslaco, Tex.:** Sold by Kenco Enterprises Inc. to Douglas L. Manship and Charles L. Manship Jr. for \$1,375,000. The Manships own WJBO-AM-FM and WBRZ(TV) Baton Rouge. Kenco is owned by Mr. and Mrs. John A. Kennedy. KRGV operates fulltime on 1290 kc with 5 kw. KRGV-TV (ch. 5), began operation in 1954 and is affiliated with NBC and ABC.

Hill panel comments on FCC drop-in vote

The Senate Commerce Committee hinted last week that it is not satisfied with the FCC's split-vote decision to reject its own proposal to drop short-space VHF channels in seven markets.

The FCC "terminated these proceedings without providing the services it originally thought were necessary," the committee commented (BROADCASTING, Nov. 18, 1963). The services were to have provided at least three TV outlets in certain of the top 75 markets.

The committee asked whether "artificial restraints on effective network competition have been created by the FCC?" and said it would "follow closely the action of the commission to bring about conditions permitting at least three networks or more if possible to compete equally, fully and freely in terms of access to the television homes and markets of the entire country."

In a letter justifying its request for \$360,000 operating funds for 1964, the committee, through Senator Warren G. Magnuson (D-Wash.), chairman, reviewed matters it expects to consider this year. The letter was included in a report by the Senate Rules and Administration Committee approving the request and forwarding it to the Senate for consideration Thursday (Jan. 30).

Senator Magnuson's letter also touched on ratings, network regulation, political broadcasting, international communications and regulation of community antenna television. On these subjects:

Ratings ■ Hearings will be held from

time to time to receive reports from the audience research companies that signed consent orders with the Federal Trade Commission last year (BROADCASTING, Jan. 7, 1963, et seq) and from the FTC itself to learn how the orders are being carried out.

Networks ■ Noting that the FCC's network study staff has completed its study of network regulation (although no report has been issued), the letter said, "Hearings on legislation in this field would be lengthy."

Politics ■ "Needless to say, the suspension [of Section 315] in 1960 was a huge success," the letter said, "but in order to avoid any possibility of abuse," the Communications Subcommittee will keep "close surveillance of the broadcasters' operations during the 1964 campaign." Hearings will be scheduled "when and where necessary."

International ■ The committee plans a "review of present policies as well as a complete evaluation of the allocation of frequencies so as to assure the most efficient use of this scarce but valuable resource."

CATV ■ Hearings will be set if regulatory legislation is introduced.

The committee said it has returned \$86,000 in unused funds from the \$360,000 that had been authorized in 1963.

Public support for WNDT (TV) up 700%

New York's educational television station, WNDT(TV), reported last week that public support during the first six months of the fiscal year ending June 30, 1964, totaled \$277,000—an increase of almost 700% over a like period the year before. Dr. Samuel B. Gould, president of Educational Broadcasting Corp., which owns and operates WNDT, said the station now has more than 16,000 individual contributors in New York, New Jersey and Connecticut. He also said public support eventually is expected to be "great enough to cover a major share of channel 13's expenses."

Dr. Gould, in a broadcast message, announced that WNDT has already received \$1.67 million of the \$2.95 million it will need for a seven-day operating budget this fiscal year. His breakdown of contributions included: charitable foundations, \$653,300 business and industry, \$201,000; WNDT's School Television Service for providing daytime classroom programing, \$335,130; special projects, \$198,200.

Dr. Gould said that in the three-month period from Sept. 30, 1963, to Jan. 9, 1964, WNDT created 460 programs.

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Baker case: a potential election issue

GOP CRITICIZES INSURANCE MAN'S KTBC TIME PURCHASE

Republican party spokesmen stepped up their criticism of President Lyndon B. Johnson last week and said he had left too much unexplained about a Maryland insurance salesman's purchase of advertising time on KTBC-TV Austin, Tex., a station controlled by the Johnson family.

GOP presidential candidates and party chairman, Representative William E. Miller (N.Y.), pledged that the transaction and a Senate investigation of outside business activities of Robert G. (Bobby) Baker, former Secretary to the Majority when Mr. Johnson was Democratic Majority Leader, would be "a very big issue" in this year's national election.

Representative J. Arthur Younger (R-Calif.), senior Republican on the House Communications Subcommittee, said unless President Johnson ordered KTBC-TV to open its books "for the past 10 years," the "suspicion of the people is going to grow."

Representative H. R. Gross (R-Iowa), who has been commenting on the Senate probe since it started four months ago, said in a House speech Monday (Jan. 27) that the President's comments raised more questions than they answer. "If the LBJ Co. [now Texas Broadcasting Corp.] employes were shaking down this insurance man in this questionable way [pressuring him to buy time on KTBC-TV to close the sale of a life insurance policy on Mr. Johnson] without his knowledge, the President should say so and publicly condemn them."

The President said two weeks ago that he bought insurance from Don B. Reynolds of Silver Spring, Md., but said nothing about Mr. Reynolds's sworn testimony that Walter E. Jenkins, Mr. Johnson's personal aide, had urged him to buy time on the Austin station even though he did no business there (BROADCASTING, Jan. 27).

Albert G. Young, a national manufacturer of cookware who, Mr. Reynolds said, agreed to use the TV time, was scheduled to testify before the Senate Rules and Administration Committee on Friday (Jan. 31). Senator Everett B. Jordan, chairman, had reversed his earlier contention that there was no need for Mr. Young to testify because "we're not investigating tinware."

Facing a ban on committee meetings until the Senate concludes debate on a tax bill, Senator Jordan was unable to say Thursday (Jan. 30) whether Mr. Young would testify in a public session requested by Republican members who said this could save time. Mr. Young is reported to have turned over to

Senator John J. Williams (R-Del.), not a committee member but a senator who has been making his own investigation of the Baker case, correspondence relating to his purchase of KTBC-TV time.

Representative Miller charged that the committee must hear directly from Mr. Jenkins, who has given a sworn deposition, to examine "a clear issue of possible perjury" present in the direct conflict in testimony between Messrs.



Representative Younger
Seeks a good auditor

Reynolds and Jenkins. Mr. Jenkins said he has no knowledge of "any arrangements by which Reynolds purchased advertising time on the TV station."

Representative Younger told BROADCASTING that "a good auditor should be able to tell if Young's is an isolated case. . . . We don't know how much was siphoned off to the station down there."

Representative Gross asked "whether any government contracts have gone to this station [and] how much if any government money has been spent through this particular radio and television setup in Texas."

NBC, ABC prepare to weather strike

Supervisory and other nonunion employes were prepared to replace technicians at NBC and ABC last Friday (Jan. 31) if a threatened strike by the National Association of Broadcast Employes and Technicians materialized.

Approximately 2,200 staffers at the networks throughout the country belong to NABET. They are employed

largely as technicians, although the union also represents publicists, make-up artists and clerical employes. The main issue is said to be wages, though job security is a strong factor in the union's demands.

Strike authority was vested early last week in the NABET negotiation committee, which has been meeting with NBC and ABC officials in San Diego since Jan. 13. The three-year pact was scheduled to expire at midnight Jan. 31.

Though a union executive termed the situation "grim," the likelihood was that negotiations would continue past the contract deadline. NABET has a pattern to follow since the International Brotherhood of Electrical Workers recently signed a two-and-half year contract with CBS after more than five months of negotiations.

No announcement was made of the CBS-IBEW agreement, but it was learned last week that a new contract was signed giving 1,100 employes an approximate 5% wage increase. The top minimum scale for most technicians at CBS was increased from \$200 to \$212, with provisions of the pact retroactive to July 31, 1963. It was reported that IBEW was not able to gain provisions guaranteeing job security.

The top minimum for technicians at NBC and ABC is \$202 per week. Though neither managements nor the union would discuss the course of negotiations, the likelihood is that NABET would agree to an increase making its salary range comparable to the one IBEW has at CBS.

Approximately 500 supervisory and nonunion employes at NBC and ABC have received technical training intermittently over the past three years, qualifying them as substitute technicians during a strike.

Are radio stations on teamsters list?

Is Jimmie Hoffa's teamsters union preparing a campaign to organize radio stations? No one at international headquarters in Washington will acknowledge that this is so, but two radio stations are being threatened by the union and a third was organized about 18 months ago.

In Alton, Ill., across the river from St. Louis, wokz has been invited to attend an informal hearing before a National Labor Relations Board field examiner at the request of the Alton council of the teamsters union. The Teamsters have asked that an election be held to determine whether it should represent the 12 employes of the 1 kw daytimer (on 1570 kc).

In Cedar Rapids, it is understood that KHAK, which is in the process of being sold, has been approached by the

Teamsters. Just what the situation is there cannot be determined exactly since the station is now dark, although it's reported it plans to resume this spring, following FCC approval of the transfer. KHAK is a 1 kw daytimer on 1360 kc.

Already represented by the Teamsters is another St. Louis satellite city outlet, WGNU Granite City, Ill. The Teamsters won a representation election there in mid-1962 to represent the entire employe staff of five at the 500-w daytimer (on 920 kc).

The union council which has jurisdiction over the two Illinois stations is headquartered in Alton. The unionizing move, each time, was made at the request of employes of the stations, Lee Aldridge, Teamsters organizer in the area, said last week.

"Whenever any group of employes comes to us and asks us to help them organize," Mr. Aldridge said, "we'll help them." He emphasized that the union has no plans to conduct an organizing campaign, but only acted after it was approached by employes who desired Teamster contracts.

The Teamsters contract, it is learned, covers all employes of a station except management officials and supervisors.

Star shines on

The town of Carthage, Mo., responding to the initiative of Mrs. George Koplín, co-owner with her husband of that city's KDMO, will keep alight a star of peace throughout 1964. The star, which the town has traditionally used every Christmas, is placed atop the Jasper county courthouse in Carthage.

Mrs. Koplín originally suggested keeping the star burning through the year as a symbol of the town's desire to promote peace, and the idea was quickly embraced by community leaders. A proclamation endorsing the ideals symbolized by the star was signed by Governors John M. Dalton (D) of Missouri, Orval Faubus (D) of Arkansas, Henry Bellmon (R) of Oklahoma and John Anderson Jr. (R) of Kansas. The four states nearly touch near Carthage.

This is contrary to the jurisdiction claimed by the more historic broadcast unions: the American Federation of

Television & Radio Artists usually represents announcers and talent; the International Brotherhood of Electrical Workers, technicians; the American Federation of Musicians, musicians, etc.

In the Granite City situation, it's understood, the Teamsters representation of all employes conflicted with an already established IBEW contract with technical employes. For a while, IBEW picketed WGNU, but after the Teamsters union won an NLRB election, this ceased.

The headquarters of the International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers Union (its official name) could shed no light on the organizing reports. A national headquarters spokesman said that such activity was the sole responsibility of the local councils and there is no requirement that they be reported to headquarters.

David Doughty, NAB broadcast management assistant chief, expressed the belief that the Teamsters' activities in the three situations are isolated cases, the work of local councils. He doesn't believe that there is a concerted program by the Teamsters to organize radio stations.

FINANCIAL REPORTS

STOCKHOLDERS APPROVE RCA SPLIT

Authorize issuance of 24.5 million additional shares

RCA shareholders in a special meeting last week overwhelmingly approved a three-for-one stock split and also authorized an increase in the total number of common shares the company may issue.

The stock split itself, proposed two months ago (AT DEADLINE, Dec. 9, 1963), increases authorized common shares to 53,605,272. The stockholders approved issuance of an additional 26,394,728 common shares.

RCA Chairman Brigadier General David Sarnoff, addressing the shareholders, said the corporation has no present plans for issuing the additional shares. He said the split would "serve the constructive purpose of broadening the market for RCA common stock and permitting a wider participation in the ownership of the corporation."

Chairman Sarnoff, who entertained questions from the floor following the approval vote, reported that the company did not plan to change its present policy of not offering stock dividends. The 2% annual stock dividend which had been the company's practice was discontinued last December. He noted the company had raised the quarterly per-share dividend from 25 cents to 45 cents during 1963. Riding on the stock-

holders' approval of the three-for-one split, and now in effect, is a quarterly dividend of 15 cents a share or a \$1.80 annual rate per share on the old shares.

MGM lists salaries of top executives

Robert H. O'Brien, president of MGM, received \$111,600 in 1963 and has accrued \$25,862 payable under the company's retirement plan. This information was made public in the proxy statement issued by MGM calling attention to its annual stockholders meeting Feb. 27 at the Hotel Astor, New York.

Other remuneration paid to top officers: Robert M. Weitman, vice president in charge of production, \$87,100 plus \$21,405; Benjamin Melniker, vice president and general counsel, \$65,000 and \$26,053.

The meeting has been called to elect a board of directors, select independent auditors, amend by-laws to indemnify officers, directors and employes against certain litigation expenses, act upon a proposal by a stockholder to limit charitable contributions by the company, and to transact other business.

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Third TV service planned in Cologne area

NEW REGIONAL SERVICE WILL BE NONCOMMERCIAL

Westdeutscher Rundfunk, Cologne, West Germany, is planning to introduce a Third Program for its TV viewers in North-Rhine Westphalia. It's a heavily populated industrial area and viewers in the area now have a choice between two German TV channels; the WDR VHF channel and the channel of ZDF, a national German UHF network with headquarters in Mainz. A third UHF channel will be added by WDR at an unknown date.

WDR has also started color TV test transmissions. However, there will be no regular colorcasting before 1966. Other regional TV broadcasters are expected to use 1966 as their regular color transmission target date.

Klaus von Bismarck, intendant of WDR, said the Third Program is planned to center around cultural elements and will be a strictly regional affair. Financing of the Third Program will come from WDR cash funds. There are no plans to include commercials in the Third Program (unlike the first and second channels which are partly financed by commercials), and operating expenses will be met by set license fees.

There are giant construction plans discussed in Cologne as WDR's downtown TV and radio center nears com-

pletion, but a completely new and supplementing studio and production lot will be started soon in the vicinity of Cologne, at Bocklemuend.

Additional studio capacity is available to WDR in Munich at the Bavaria Atelier G.m.b.H. in which WDR is a co-owner. According to reports, WDR like other regional West German TV organizations, plans to replace "outside" productions gradually by productions of its own. This means that WDR will be a less important buyer of filmed and taped TV programs.

All regional West German TV broadcasting organizations which are members of the national ARD (Arbeits-Gemeinschaft Deutscher Rundfunk-Anstalten) spent \$11.56 million on the acquisition of program material from independent producers. In addition the independents in Germany were paid \$1.07 million for dubbing the imported films into German.

Another \$10.1 million were paid for the production of recorded TV programs to Bavaria Atelier G.m.b.H. Munich, Studio Hamburg Ateliengesellschaft, Hamburg, and Taunus-Film, Wiesbaden. German ARD members are co-owners in all of the latter three production outfits.

In addition, the commercial affiliates

of the different ARD members paid some \$7.7 million for recorded program material. Out of this total \$2.6 million went to the ARD members' own three studios and the rest to independent producers. DEGETO, the purchase agency, acquired filmed material for ARD's commercial time segments at a total of \$1.9 million.

Financial crisis for West German UHF TV

ZDF, national German UHF TV network with headquarters in Mainz, is reportedly in a financial crisis. It is currently trying to get a bank loan of \$32.5 million which is to be guaranteed by West Germany's Laender (Federal States). However, the Federal State of Bavaria which was to guarantee \$5 million of the total has, up to now, rejected the proposal.

The ZDF loan is reportedly earmarked for the construction of a production center to lower production costs. There was a temporary halting of the purchase of "outside" program material and a streamlining of personnel is under discussion.

ARD, the group of regional West German broadcasting organizations, has already discussed certain "rescue" measures for ZDF and there is talk that ARD and ZDF may join in the production phase and use studios and other facilities jointly.

Another possibility, under discussion, is that ZDF may concentrate upon political and news programs while the rest of programming is handled jointly with ARD.

BBC's expenses exceeding income

BBC's production costs and capital outlay are now exceeding its income, said James Francis, the corporation's controller of finance, in a plea for an increase in the annual taxes paid by users of radio and TV sets.

Mr. Francis pointed out that the White Paper which followed the Pilkington report authorized the BBC to set up a second TV network and a separate network for Wales, to change over to 625 lines, introduce color programs and extend radio broadcasting.

BBC made it clear it would need an increase in the household license fee by April 1965 at the latest to finance these activities.

For years BBC had not only lived within its income but had been able to create cash reserves. On March 31, 1954, these stood at \$8,845,200. Eight years later they were \$7,944,000.

BBC has met all its operating ex-

Publisher plugs for commercial radio in Britain

Mark Chapman-Walker, joint general manager of the News of the World Organization Ltd., a major British newspaper publishing firm, has called for commercial radio in Britain.

Speaking to a meeting of the Incorporated Advertising Managers Association Mr. Chapman-Walker said that Britain was capable of setting up a highly successful network of local commercial radio stations run by private enterprise.

A British radio equipment company had already published a plan for 150 local radio stations throughout the country. If Canada, Australia and the USA are capable of running commercial radio stations what was the quality that Britain lacked to do the same, he asked. It couldn't be the limiting factor of finance because \$140,000 would provide an excellent outfit, he added.

Mr. Chapman-Walker said that commercial radio would boost employment for journalists, technicians, administrators and performers. Local

traders would benefit from the opportunity to compete with national advertisers. Community life would benefit.

Commenting on the suggestion that local commercial radio would ruin many newspapers he said that the existence of broadcast media stimulates newspaper reading. Local commercial radio could help to encourage local newspaper sales by making the public take more interest in their community. He suggested that local newspapers have priority of participation in the allocation of local broadcast licenses.

The average man in the street in Britain had never heard of the idea of local radio, let alone the possibility of it becoming a reality. The government claimed that there was little evidence of a public demand for local radio but how could this be upheld when the public knows so little about the subject? he added. The only way to test demand is to permit experimental transmissions, Mr. Chapman-Walker concluded.

penses, its capital expenditure and income tax out of income without borrowing. This was due to a slow rise in costs, operating efficiency and a 160% rise in income over the eight years as more people bought TV sets. But now income is levelling off, but costs are still rising.

BBC reserves fell in the year ended March 31, 1963, by \$7,560,000. The main reason was the expenditure of \$4,180,000 in preparation for the second network. BBC also spent \$700,000 from its reserves for increased fees to performers following increases made by the commercial network.

Abroad in brief...

More CTV's in Holland ■ More cable TV systems are planned in Holland. First Dutch experiment in the field has been successfully staged by the Dutch postal authorities in Den Haag where 2,300 viewers were offered a CTV service, and 1,500 subscribed. They have a choice between three TV channels (Dutch, Belgian and German) and 12 FM stations from the three countries.

Larger deficit ■ Deficit of RTF, national French broadcasting organization, is expected to be \$29 million on April 1. The deficit means that the introduction of UHF television (with new 625-line standards in Paris region only) may be delayed. The 1963 deficit was at \$24 million and eliminated all financial reserves of RTF.

UHF band cut ■ FTZ, a government agency in West Germany which administers channels and frequencies similarly to the FCC, announced that there will be no UHF television beyond 790 mc. This is in contrast to other European countries where the UHF band extends through 860 mc. Frequencies beyond the 790 ceiling are set aside for operation of relay links.

German set production ■ West Germany imported some 30,000 television sets last year, and German manufacturers exported some 350,000 sets. Of the 1963 TV set production in West Germany and in West Berlin about 1.3 million units were sold to newly registered viewers and 200,000 sets were sold as second sets or as replacements.

BBG public sessions ■ Four of the next five public hearings of the Canadian Board of Broadcast Governors are to be held at Ottawa, Ont., the BBG has announced. These meetings will start on March 10, April 28, June 16 and Nov. 3. A meeting starting Sept. 1 will be held at Halifax, Nova Scotia.

Italian imports ■ Infin Co. of Torino, Italy, has sold 6,000 television sets to a German company. The sets have a

23-inch screen and their German list price of \$200 is about 15 to 20% below the comparable German list prices. A two-year warranty is given for each of the Infin sets. This is more than German manufacturers offer.

Costa Rica has ruled out megawatt radio

Growing opposition by U. S. officials and broadcasters as well as concern by neighboring countries has virtually eliminated the proposed megawatt radio station at San Jose, Costa Rica, it was learned last week.

The Costa Rican government has approved the operation of TIDCR San Jose, on 625 mc, at 10 kw and has arranged to field test operation at 50 kw to determine whether harmful interference will result to U. S. and Salvadoran and Nicaraguan radio stations. A 1,000 kw grant, it seems, is not being considered at all.

The 10 kw grant is for a transmitter at Paraiso, a new site, using a two-tower directional array with a gain of 1.8.

The Costa Rican action came after it asked the International Telecommunications Union in Geneva to aid in studying the problem. John H. Gayer, ITU official, was sent to Costa Rica by the international organization.

TIRCR is licensed to *Diario de Costa Rica*, a San Jose newspaper, but last

year it is understood 40% of the station was purchased for \$60,000 by an American, Wilbur C. Windsor, Jr., who owns KJIM Fort Worth. The remaining 60% interest is held by Daniel Comacho.

Plans for a 50 kw short wave station, on the 31 meter band (9615 kc), were also made by TIDCR but this operation is also still under consideration. The 50 kw transmitter has already been installed, it is understood.

U. S. organizations objecting to the megawatt plans included the Association on Broadcasting Standards, the U. S. State Department and the FCC. ABS said the million-watt operation would cause ruinous interference to 80 stations in the U. S., Canada, Mexico and Cuba on 620 and 630 kc.

Although Costa Rica and other Central American nations are not signatories to the North American Radio Broadcast Agreement, there is an informal understanding among those nations limiting broadcast power to 15 kw.

U.S., Canadian firms merge

Association Films Inc., distributor of business TV film and motion pictures in the U. S., has acquired operating interest in Industrial Film Maintenance of Canada, which buys, distributes and syndicates television film among other services. Company name is Association-Industrial Films and is located at 135 Peter Street, Toronto.



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Mr. Storey



Mr. Sullivan

Dean Storey, account executive at Grant Adv., Chicago, promoted to VP and account supervisor. **Daniel H. Sullivan**, copy supervisor at Grant, becomes VP and creative director. **Gail Light**, who has been radio-TV coordinator in Grant's Chicago office for several years, appointed radio-TV director. **Jerome Baier**, who joined Grant last



Mr. Baier



Mrs. Light

year and formerly was with Montgomery Ward & Co. and N. W. Ayer & Son, has been promoted to copy chief. Mrs. Light earlier had been with McCann-Erickson's radio-TV staff in Chicago.

David D. Wines, VP-account supervisor on General Motors Corp.'s Guardian Maintenance at D. P. Brother & Co., Detroit, elected senior VP.

Harry Mooradian, general sales manager of KONO and KITY-FM, both San Antonio, Tex., elected to board of directors of Mission Broadcasting Co., licensee of stations.

Barker Lockett, formerly with Noble-Drury & Associates, joins S. E. Zubrow Co., Philadelphia advertising agency, in newly created post of vice president-creative services.

William W. Wicks, director of public relations for Griswold-Eshleman Co., Chicago, elected vice president.

Robert K. Swanson, supervisor on General Mills account at Needham, Louis & Brorby, Chicago, elected VP. Mr. Swanson joined NL&B two years ago in its merchandising department, became account executive year later and was promoted to account supervisor last April. Also at NL&B-Chicago: **C. Edward Deer** joins agency as account executive on Campbell Soup Co., and **Lawrence W. Weltin** promoted to assistant account executive on State Farm Insurance Co.'s. Mr. Deer was

Bates elevates 3 VP's

Three vice presidents at Ted Bates & Co., New York, last week were elected senior vice presidents. They are **David J. Scott**, also named associate creative director, **Willard Benner** and **Erwin A. Levine**. Messrs. Benner and Levine were associate creative directors prior to promotion. Mr. Scott was creative supervisor.

with S. C. Johnson & Son, most recently as assistant to president. Mr. Weltin joined NL&B in April 1963 as executive trainee.

J. Walter Thompson Co., New York, announced personnel changes last week involving seven executives. Retiring from JWT's board of directors are **Kennett W. Hinks**, who joined agency in 1921; **Samuel W. Meek**, who joined company in 1925, and **James W. Young**, member of agency since 1912. Elected trustees of JWT's profit sharing trust are **William D. Laurie Jr.**, executive VP and manager of Detroit office, and **O'Neill Ryan**, VP. Two new directors elected to JWT board are **Henry Schachte** and **Donaldson B. Thorburn**.

Bub Dean, art director of Aylin Adv., Dallas, elected assistant vice president-art director.

Emmett C. McGaughey, who resigned his post of executive VP and general manager in charge of western division of Erwin Wasey, Ruthrauff & Ryan at time of that agency's merger into Interpublic group of companies (BROADCASTING, Oct. 14, 1963), joins Hixson & Jorgensen, Los Angeles advertising agency, as principal, with title of senior VP in charge of client services. Before joining EWR&R in 1952, Mr. McGaughey was West Coast manager of Cappel-MacDonald, sales promotion service company, and prior to that for eight years was special FBI agent.

William McGookin, former manager of drug trade relations for Colgate-Palmolive Co., New York, appointed general sales manager for consumer products division of Chemway Corp. (cosmetics and proprietary pharmaceuticals), Wayne, N. J.

William L. Wernicke, VP of Geyer, Morey, Ballard, New York, and one-time supervisor of Bulova Watch Co.'s

nationwide radio promotions, returns to watchmaker as advertising manager, filling post vacated by **Irving D. Holzer**, who recently was promoted to director of advertising and sales promotion. Mr. Wernicke will work on advertising campaigns for company's three brands of watches—Accutron electronic, Caravelle and Bulova—and its consumer electric products. He originally joined Bulova in 1945 as writer-producer of company's radio advertising.



Mr. Comerford

Tom Comerford, TV salesman in Crosley Broadcasting Corp.'s New York sales office for past four years, promoted to manager of eastern TV sales, succeeding **P. Scott McLean**, recently appointed VP and general manager of Crosley's WLWI(TV) Indianapolis. Before joining Crosley, Mr. Comerford served as TV salesman at H-R Representatives and as account executive at Young & Rubicam, New York.

Bill Sawyers, local sales manager of Shasta Telecasting Corp.'s KJEO-TV Fresno, Calif., promoted to general sales manager, replacing **Keith Swinehart**, who joins Shasta-owned Ice Folies as sales and promotion director.

Richard Hehman and **Robert Nevin** of Campbell-Mithun Inc., Minneapolis, elected to agency's board of directors. Mr. Hehman, vice president and group head over all advertising for Theo. Hamm Brewing Co. account, originally joined C-M in 1945. Mr. Nevin, vice president and group head on Northwest Orient Airlines and Land O'Lakes Creameries, joined agency in 1948.

William R. Codus, account executive at WPAT Paterson, N. J., joins WCBS-AM-FM New York in same capacity.

Gordon Edwards, executive VP of Kraft Foods division of National Dairy Products Corp., New York, elected president of division, succeeding **J. Clyde Loftis**, who retires after 38 years service in Kraft Foods operations. At same time Mr. Edwards becomes VP of parent National Dairy Products Corp., of which he has been member of board of directors since April 1962. He joined organization in Washington in 1927.



Mr. Edwards

Michael McCormick appointed general sales manager of KPLR-TV St. Louis, and **James W. Hoeffler** named local

sales manager. Mr. McCormick, who has been associated with channel 11 since July 1962 as sales manager, will be responsible for outlet's overall sales program. Mr. Hoeffler, former advertising-sales promotion director of Strietmann division of United Biscuit Co., Cincinnati, joined KPLR-TV local sales department in March 1963. **Howard Rader**, formerly of KPLR-TV local sales staff, was recently promoted to promotion-merchandising director.

Martin Weinberger, supervisor of advertising research at Benton & Bowles, appointed research director at Oxtoby-Smith Inc., New York marketing and psychological research firm.



Mr. Clark

Marshall Clark, executive on Lever Brothers account at Sullivan, Stauffer, Colwell & Bayles, New York, elected VP. **Paul Benson** and **Ira Gonsier**, associate media directors, also elected vice presidents.

Edward Shea, salesman in Chicago office of Select Station Representatives, appointed radio account executive in Chicago office of Edward Petry & Co., radio-TV sales representative firm.

Charles P. Quigley, responsible for sales promotion of textile fibers division of Dupont at BBDO, New York, joins Ben Sackheim Inc., New York advertising agency, as account executive.

Rudolph P. Maffei, VP and associate media director at Benton & Bowles, New York, joins Gardner Adv., that city, as media director. Before joining B&B, Mr. Maffei was media buyer at Fuller & Smith & Ross.



Mr. Maffei

Campbell-Ewald Co., Detroit, has announced addition of three new men to its expanding marketing and research department. They are **H. D. Everett Jr.**, formerly with Ford Motor Co.; **Robert D. Smith**, formerly with Chrysler and Alfred Politz Research, and **Charles N. Putt**, director of advertising and public relations for Bankers Investment Co.

June Nichol appointed timebuyer in Los Angeles office of Foote, Cone & Belding, New York-based agency.

William F. MacCrystall, former manager of Hollywood office of H-R Representatives and H-R Television, joins sales staff of KBTW(TV) Denver.

Clarence Sewell, general sales manager of KBEA Mission, Kan., and KBEY-FM Kansas City, Mo., joins local sales staff of KMBC-TV Kansas City, Mo. **Bill Goetze**, member of sales staff of KLWN

Lawrence and former news and sports director at KSAL Salina, both Kansas, joins sales staff of KMBC-FM.

George Robinson, formerly of Needham, Louis & Brorby, joins Kudner Agency, New York, as copy supervisor. **Joseph F. Belle**, advertising manager of Phelps Dodge Copper Products Corp., joins Kudner as account executive.

Don Howe, former account executive and assistant sales manager for systems and procedures at H-R Television Inc., New York, appointed manager of national sales for WTEV(TV) New Bedford, Mass. He replaces **Fran Conway**, who resigned to become president of Conway-Williams Food Brokers, Scranton, Pa. Mr. Howe has also served as local sales manager of WBAL-TV Baltimore.



Mr. Howe

Michael A. Wiener, formerly with sales development staff of H-R Representatives, New York, transfers to organization's Philadelphia sales staff.

Larry Reinhart, sales service director at WLWC(TV) Columbus, Ohio, promoted to account executive. **Walter Musser**, set-up supervisor, appointed WLWC traffic manager.

Pat Cooney, formerly general sales manager of KOVR-TV Sacramento, Calif., joins sales department of KCOP(TV) Los Angeles as account executive.

Jon Christopher appointed creative copy director of Cole Fischer Rogow Inc., Beverly Hills, Calif.

Dick Merritt, for past two years with Hixson & Jorgensen, Los Angeles, joins copy staff of MacManus, John & Adams, that city. **Betsy Riley**, radio traffic supervisor at D'Arcy Adv., Chicago, joins MJA's Chicago office as

radio-TV traffic supervisor.

H. B. Groseth, former executive VP and board member of Erwin Wasey, Ruthrauff & Ryan, Chicago, elected senior VP and group supervisor on Maxon Inc.'s newly acquired A. E. Staley Manufacturing Co. account. Mr. Groseth, who has supervised Staley grocery products advertising for past 15 years, will make his headquarters in Maxon's Chicago office, but work closely with Detroit and New York offices of agency.

Myron Weinblatt, manager of participating program sales at NBC-TV, promoted to director of participating sales, replacing **William F. Storke**, who earlier was appointed director of program administration at NBC-TV (BROADCASTING, Jan. 27).

Jack Roth, director of consumer relations and general manager of systematic division of National General Corp., joins Asher-Gould Adv., Los Angeles, as account executive.

James J. Kilian, formerly of WTTG (TV) Washington, joins WJZ-TV Baltimore as account executive.



Mr. Luick

John F. Luick, VP in charge of marketing at Earle Ludgin & Co., Chicago, named to newly created position of manager of merchandise services at Quaker Oats Co., that city. He will counsel Quaker's product groups in planning and coordinating consumer and trade promotion programs. Earlier Mr. Luick was VP of Tatham-Laird, Chicago.

Mark J. Wolters, previously advertising manager for Dairy Queen National Development Co. and copy director of Roman Adv., appointed marketing director for St. Louis office of Winius-

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Brandon Co. He also will be responsible for agency's research department.

Ken Lee, former VP of MacManus, John & Adams, Detroit, joins Campbell-Williams-Stark Inc., Saginaw-based advertising agency, as director of marketing services.

Jerome Levitan appointed director of marketing administration for Revlon Inc., New York. **Joseph G. Leone**, formerly with Booz, Allen & Hamilton, management consultants, joins Revlon as director of purchasing.



Mr. Ward

Ollie Ward, account executive at Blair Radio's St. Louis office for more than six years, appointed manager of station representative's Los Angeles office, succeeding **Heber Smith**, who resigned.

William H. Clay Jr., director of sales planning at Norge Corp., joins The Andrew Jergens Co. (cosmetics and soap products), Cincinnati, as director of product management.

John C. Flynn, TV salesman with Advertising Time Sales, New York, joins sales staff of H-R Television, that city. Joining H-R's Detroit office is **Brud Martindale**, member of sales department of WKMJ-AM-FM Dearborn, Mich.

Robert L. Ball and **William H. Caldwell**, both formerly art directors at Fletcher Richards, Calkins & Holden, New York, and Cargill, Wilson and Acree, Richmond, Va., respectively, join art staff of Henry J. Kaufman & Associates, Washington.

Dick Olsen and **Jack Giebel** appointed assistant media directors at Doherty, Clifford, Steers & Shenfield, New York.

Robert K. Elgort, formerly of Lock-eyes Reklamebureau Inc., Copenhagen, Denmark, and **Charles Bua**, Sudler & Hennessy Inc., join Kenyon & Eckhardt, New York, as copywriter and assistant art director, respectively.



Mr. Price

Sam Price, VP of Wyatt, Allen & Ryan Adv., has formed his own advertising, public relations and merchandising agency, The Sam Price Co., with offices in Suite 231, 2001 McKinney Bldg., Dallas. Telephone: RI 8-6126.

Charles Rogers, manager of accounting department at Cunningham & Walsh, New York, elected assistant treasurer. Mr. Rogers joined C&W in 1962. He formerly was with accounting firm of Arthur Andersen & Co.

White joins CBS News



Mr. White

Theodore H. White, Pulitzer Prize-winning author of *The Making of the President 1960*, appointed special consultant to CBS News election unit, repeating status he held during 1962 elections. Mr. White, former foreign correspondent and magazine editor, has several other nonfiction and fiction books to his credit, as well as editing of papers of late General Joseph W. Stilwell. Career dates back to 1939 when he joined Chinese Ministry of Information upon completion of studies in China on Sheldon Traveling Fellowship.

THE MEDIA

Harry R. Link re-elected president of Virginia-Carolina Broadcasting Corp., licensee of WDBA Danville, Va., at organization's annual stockholders meeting last week. Other officers elected: **Julian R. Stinson**, **Hosea E. Wilson** and **L. H. Kernodle**, VP's; **George S. Hughes**, secretary-treasurer, and **Dick Campbell**, general manager.



Mr. Henderson

C. George Henderson, executive VP and general manager of WSOC-TV Charlotte, N. C., assumes added duties as general manager of WSOC-AM-FM, succeeding **Henry Sullivan**, executive VP, who has resigned. Mr. Henderson, who also is board chairman of Television Bureau of Advertising, New York, has been with WSOC-TV since 1957.

William Moyer, former general manager of KARD-TV Wichita, Kan., elected VP of Weed Television Corp., licensee of station. Mr. Moyer, who developed Kansas State TV Network, will become director of Weed at meeting this month.

Harold H. Segal, who resigned early last month as managing director of Knight Quality Stations of New England and as general manager of WHEB-AM-FM Portsmouth, N. H. (BROADCASTING, Jan. 6), is hospitalized at Newton Wellesley Hospital, Newton, Mass., after suffering heart attack.

Edmund Waller, WTOR Torrington, elected president of Connecticut State Network, and **Richard Reed**, WICH

Norwich, was elected VP of network. Directors elected are **Samuel Elman**, WATR Waterbury; **Julian Schwartz**, WSTC Stamford; **Alton Lenoco**, WNAW Bridgeport; **John Ellinger**, WHAY New Britain; **Alvin Herskovitz**, WNHC New Haven, and **Gerald Morey**, WNLC New London.

Harry Trenner, West Coast division director of RKO General Broadcasting, announced his retirement, effective May 1, after more than 30 years in broadcasting. Mr. Trenner terminated his duties as division manager last Friday and for next three months will undertake special corporate assignment in area of program development and acquisition. RKO General is not naming successor to Mr. Trenner, but will transfer functions of office to individual West Coast stations (KHJ-AM-TV Los Angeles, KFRC San Francisco), whose managers will report directly to New York headquarters.



Mr. Trenner



Mr. Klose

Robert E. Klose, program director of KFRE-AM-FM Fresno, Calif., appointed general manager of WNBW Binghamton, N. Y., effective today (Feb. 3). **Raymond Cheney** continues as WNBW station manager, while

George R. Dunham remains as WNBW-TV general manager. Stations are owned by radio-TV division of Triangle Publications Inc., Philadelphia. **Bruce Harris**, assistant KFRE program director, succeeds Mr. Klose as program director.

Calvin J. Smith, general manager of KFAC-AM-FM Los Angeles, retired last week, bringing to close 40-year career in Southern California radio. During Mr. Smith's lengthy career in broadcasting, he has served as first president of California State Broadcasters Association, director of National Association of Broadcasters for several terms, and president and board chairman of Southern California Broadcasters Association.



Mr. Smith

Michael L. Dow, general manager of WABX(FM) Detroit, appointed general manager of Mid-State FM Network which includes WABX plus WGMZ(FM) Flint, WXTO(FM) Grand Rapids, WQDC(FM) Midland and key station WSWM(FM) East Lansing, all Michigan. At WABX, **Gaylord Sheets**, account executive, becomes station manager, and

Fred Henzi, operations manager, becomes program director. At WGMZ, **Kenneth Edelson**, sales manager, becomes station manager, and **Larry Moyer**, operations manager, becomes program director. **Bob Rentschler**, network coordinator, named network director and WSWM station manager. **Francis Martin**, network general sales manager, promoted to director of sales for Mid-State FM Network.

Arch L. Madsen elected president of Queen City Broadcasting Co., operators of KIRO-AM-FM-TV Seattle, succeeding **Saul Haas**, who becomes board chairman. Mr. Madsen, who also is president of KSL Inc. (KSL-AM-FM-TV Salt Lake City), will divide his time between two cities. Principal stockholder



Mr. Cooney



Mr. Madsen

of both Seattle and Salt Lake City properties is The Church of Jesus Christ of Latter Day Saints (Mormon Church). **Lloyd E. Cooney**, VP-general manager of KSL-TV, resigns that post to become executive VP, general manager and director of Queen City Broadcasting. **Gordon B. Hinckley** elected director of Queen City Broadcasting. He also is board member of KSL Inc.

Wendell Locke, principal in public relations and advertising firm of Wendell Locke & Associates, Jefferson City, Mo., appointed executive secretary of Missouri Broadcasters Association. New address is at 121 E. High St., Jefferson City. Telephone: 635-4526.

PROGRAMING

James Merrick, manager in West Coast program department of NBC-TV, appointed production director of NBC-TV network, reporting to Felix Jackson, NBC production VP, with headquarters at network's Burbank, Calif., facilities.

Bill Gustin appointed producer-director of Ruth Lyons *50-50 Club* show which is colorcast over five Crosley Broadcasting Corp. stations. He succeeds **George E. Resing**, recently named program director of Crosley Broadcasting's WLWD(TV) Dayton, Ohio.

William Perry, formerly sports director of KTVU(TV) Oakland-San Francisco, appointed director of sports programming for Theatre Color-Vision Corp., National General Corp. subsidiary now developing closed-circuit entertainment network of theaters. Mr.

Political coverage move

Robert Goralski, NBC News Washington correspondent, appointed news division's White House correspondent, replacing **Sander Vanocur**, who has held position since 1961. Mr. Vanocur will continue as reporter on *Saturday Night Report* and will cover political news in relation to this year's national conventions and elections. Mr. Goralski joined NBC News Washington staff in 1961, has worked on *Monitor*, *World News Roundup* and other NBC News programs. From 1957 until joining NBC he worked for Voice of America in Washington. In similar move CBS News has replaced its White House correspondent, **George Herman**, with **Dan Rather**, who has been CBS News southern correspondent (BROADCASTING, Jan. 27).

Perry will make his home office in NGC's Warfield building in San Francisco, but will divide his time between there and NGC's headquarters in Beverly Hills, Calif. **Hamilton (Tex) Maule**, senior editor of *Sports Illustrated*, will additionally serve as sports adviser for Theatre Color-Vision on special assignment basis.

Ron Brandon, formerly with WNOE New Orleans, joins WMOC Chattanooga, Tenn., as program director.

Burdick O. Myre, former producer-director of *Don Melvoin Show* on WLWI(TV) Indianapolis, promoted to production manager of station.

Gerry Sherman, for past five years head of his own company which handled all of Paramount's Los Angeles and San Francisco radio-TV placements and promotion, joins Allied Artists Productions, Hollywood, as exploitation manager. He will handle national ties, radio-TV promotion, West Coast

field exploitation and all facets of promotion on company's product. **Ted Bonnet**, former publicity director for Cecil B. DeMille, appointed publicity manager for Allied Artists.

Daryl Duke, Canadian TV producer formerly with Canadian Broadcasting Corp. for past 11 years, signed by Westinghouse Broadcasting Co. as producer of 90-minute *The Steve Allen Show*.

Allan B. Schwartz, assistant administration manager of ABC-TV network programming department, joins Sextant Inc., New York, as production manager.

Warren Jones Jr., production manager of WTVY(TV) Dothan, Ala., promoted to assistant to F. E. Busby, WTVY president and general manager.

Louis (Deke) Heyward has been signed by Jayark Films Corp., New York, as head writer for planned *Uncle Wiggily* series to be filmed on West Coast. **Roger Garis** joins Jayark as story consultant for series.

Dave Idema joins audio-visual production staff of WOOD-AM-FM-TV Grand Rapids, Mich. **Pete Whigham** appointed program director of WOOD-AM-FM.

Dick Ring joins personality staff of WTSN Dover, N. H., as host of *Night Train Show*, replacing **Ed Baker**, who becomes host of his own show.

Frank Malone, formerly of WKLO Louisville, Ky., joins KBOX Dallas as air personality.

Howard Neumiller, pioneer musical performer in Chicago radio and for past 33 years with CBS Radio there, retired Feb. 1 as musician and head of music library at WBBM Chicago.

Robin Walker, formerly of WOHO Toledo, Ohio, appointed host of *Jack the Bellboy* show (7 p.m. to midnight) at WJBK Detroit. **J. J. Shannon** replaces Mr. Walker at WOHO.

Leonard Stern, veteran radio-TV comedy writer and head of Heyday Productions, appointed producer-director

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Babcock replaces Brown as ARF chairman

Six new officers have been elected to Advertising Research Foundation, New York. **Richard J. Babcock**, president and publisher of Farm Journal Inc., Philadelphia, named ARF board chairman, succeeding **Lyndon O. Brown**, senior VP at Dancer-Fitzgerald-Sample, New York. Mr. Babcock has been director of foundation since 1958.

Arthur C. Bryan, president of consumer products division of Union Carbide Corp., New York, elected

vice chairman. Mr. Bryan has been foundation director since 1960. **Peter Langhoff**, VP and director of research at Young & Rubicam, New York, elected ARF treasurer.

Elected ARF directors were **John D. Henry**, market research department of The Proctor & Gamble Co., Cincinnati; **Gordon A. Hughes**, director of marketing research for Scott Paper Co., Philadelphia and **Leonard S. Matthews**, executive VP of Leo Burnett Co., Chicago.

tor of 16th annual Writers Awards dinner of Writers Guild of America, West, March 9, at Beverly Hilton, Beverly Hills, Calif.

John M. Lewandowski, chief accountant at ABC Films, New York, named controller. Mr. Lewandowski joined company in 1957.

Gene Kelly, former play-by-play announcer for several major league baseball teams including Cincinnati Reds in 1962 and 1963, joins staff of *At Your Service* line-up at KMOX St. Louis and will participate in various sports broadcasts.

Jay Lawrence, formerly of WNOR Norfolk, Va., joins KYW Cleveland as all-night (midnight to 6 a.m.) disc jockey, replacing **Tom Griffiths**, who resigned last October.

Woody Waters appointed program director of WETZ New Martinsville, W. Va., in addition to his DJ work on *The Pied Piper Show*.

Hugh Lampman, for nine years host of American Airlines' *Music 'til Dawn* at KRLD Dallas, moves to KVIL-FM, that city, in same time slot.

Clem Labine, former ace relief hurler with Brooklyn Dodgers, joins WJAR-TV Providence, R. I., as sports director and host of his own nightly sports show at 11:20 p.m. starting March 3.

Barbara K. Turney, Chicago fashion model, joins staff of WDIA Memphis as host of *Homemaker Show*, replacing **Martha J. Steinberg**, who moves to WCHB Detroit. Miss Turney also will serve as personal service director.

NEWS

Vyto Kapocius, manager of Madison, Wis., bureau of United Press International, appointed Iowa State manager, with headquarters in Des Moines. **Gene Bernhardt**, member of UPI's Milwaukee bureau, succeeds Mr. Kapocius as Madison bureau manager. In Des Moines **William E. Spicer** will continue

as Iowa news director, and **John W. McCormick** remains as Des Moines bureau manager.

Dan Davis joins WTSN Dover, N. H., as news director, succeeding **Gary Lapiere**, who has been named news director of WKBR Manchester, N. H., and for Good Neighbor Stations.



Mr. Biggs

Washington.

William Jennings, since 1959 reporter at KQV-AM-FM Pittsburgh, promoted to news director, replacing **Alan Boal**, recently named Latin-American correspondent for ABC News.

Charlie Jenkins appointed news director of wsac Fort Knox, Ky. He will also be in charge of station's sports department.

Baden Langton, Canadian television newsman, joins ABC News in Washington. Mr. Langton accompanied Prime Minister Lester Pearson to England last year to cover prime minister's first overseas trip. He has also frequently reported for ABC News from Canada—appearing on *Ron Cochran with the News*.

Duane H. Stacker joins wcvs Springfield, Ill., as news director.

Max Powell, former news director of WRNB New Bern, N. C., joins WNBE-TV, that city, in same capacity.

Peter Clapper, since 1961 Washington correspondent for ABC News, joins Washington news bureau of Group W (Westinghouse Broadcasting Co.) to cover Capitol Hill and take part in coming convention and presidential election coverage.

Murray Stewart, newsman at KELO Sioux Falls, S. D., joins on-air news staff of WLW-TV Miami.

Glenn Clonts joins news department of WOOD-AM-FM-TV Grand Rapids, Mich.

Bob Erickson joins news department of KHOW Denver.

Frank Edwards joins on-air news staff of WXLW Indianapolis.

INTERNATIONAL

Robert E. Allan appointed marketing supervisor of CJAY-TV Winnipeg, Man. **R. L. McGhee** to national sales supervisor, and **Ian Lillie** named local sales supervisor.

Stuart MacDonald elected VP in charge of western television division of Stovin-Byles Ltd., Toronto-based station representation firm.

Six additional members of International Advertising Association have accepted final judging posts for fourth annual International Broadcasting Awards competition: **Emilio Azcarraga**, president of Telesistema Mexicano, S. A.; **Ralf Brent**, president of Worldwide Broadcasting division of Metropolitan Broadcasting Co.; **Norman Cash**, president of Television Bureau of Advertising; **M. B. Cather**, executive vice president of Bristol-Myers; **Harry Wayne McMahan**, TV commercials consultant, and **David Schine**, president of Schine hotels and industries. **Robert L. Dellinger**, executive VP of Grant Adv., is chairman of final judging group, which also includes **Fernando Eleta**, president of Radio Panama; **Patric Frawley**, board chairman of Technicolor; and **Wesley Parker**, board chairman of Dr. Pepper Co.

E. Thomas Reynolds, national sales manager of CFTO-TV Toronto, named television general manager of 20th Century-Fox Corp. Ltd., that city.

FANFARE



Mr. Hoffman

Raymond J. Hoffman, formerly on editorial staff of *Pittsburgh Press*, joins KDKA-TV Pittsburgh as public relations director. He replaces **Peter M. Thornton**, who was appointed last December as KDKA-TV advertising and sales promotion manager (BROADCASTING, Dec. 9, 1963).

Joe Brooks, promotion and public relations director of WIP-AM-FM Philadelphia, appointed assistant public relations director of Metromedia Inc., New York, effective Feb. 17. Mr. Brooks will serve as aide to Phil Cowan, Metropolitan Broadcasting VP and di-

rector of public relations.

Denis Dever, since June 1963 assistant to associate director of promotion at The Katz Agency, New York, joins CBS Television Stations National Sales, that city, as assistant sales promotion manager.

John L. Normoyle, formerly public relations director of Alberto-Culver Co., Melrose Park, Ill., elected executive VP of Compass 4 Public Relations, newly formed division of Gardner, Stein & Frank Adv., Chicago.

Keith H. Moon, for past three years creative director of KXTV (TV) Sacramento, Calif., appointed outlet's promotion director, replacing M. S. (Tony) Bachman, who recently was named advertising and promotion director of WBKB (TV) Chicago. **Franklin Raymond**, KXTV copywriter, succeeds Mr. Moon as creative director.



Mr. Moon

Barry Katz, formerly of WITY Danville, joins staff of WKID Urbana, Ill.

Michael Ruppe Jr., former promotion manager of KETV (TV) Omaha, joins WIBC-AM-FM Indianapolis in same capacity.

Leslie W. Monypenny, formerly news commentator at WGN Chicago, joins

Aaron D. Cushman & Associates, Chicago PR firm, as group supervisor.

Pierre Gonneau, formerly with KHJ Los Angeles and KSON San Diego, Calif., joins WFEC Harrisburg, Pa., as promotion manager.

EQUIPMENT & ENGINEERING

James L. Lahey resigns as president and director of Entron Inc. (electronic equipment manufacturer), Silver Spring, Md., effective Feb. 29, to devote his time to other business commitments.

Henry H. Michaels Jr., former president of PRD Electronics Inc., Brooklyn, N. Y., elected to board of directors of Polytronics Laboratories, communications equipment company, West Caldwell, N. J.

William H. Sapiro, sales promotion manager of Ben Sackheim Inc., New York advertising agency, joins The Magnavox Co., that city, in same capacity. **Dorothy Pace**, art director of Karastan Rug Mills, joins Magnavox in same capacity.

Robert O. Niles appointed chief engineer of WKBW-TV Buffalo, N. Y., replacing **Floyd A. Timberlake**, who resigned to accept position of director of engineering for Crowell-Collier Broadcasting Corp., Los Angeles.

Pete Bertolini, chief cameraman for Vicoa covering John Glenn's earth orbit and other assignments including ma-

terial for first Telstar program, rejoins WBBM-TV Chicago as technician after absence of three years.

David B. Monoson resigns as general sales manager of Standard Radio Corp., New York.

Martin L. Touger, manager of magnetic recording at communications systems division of RCA, Camden, N. J., appointed to newly created post of design engineering manager at division's Tucson, Ariz., facility. Mr. Touger joined RCA in 1947.

DEATHS

Warren B. Fritze Sr., 50, chief engineer of WTCN-AM-TV Minneapolis-St. Paul, died Jan. 25 as result of injuries suffered in automobile accident last Dec. 4. He was 25-year veteran of WTCN operations.

Arthur M. Weinberg, 40, since 1959 VP of G. M. Basford Co., New York advertising agency, died Jan. 25 of leukemia at Beth Israel Hospital in that city. He joined Basford agency in 1952.

Kenneth E. Brighton, 34, managing editor of Newsfilm Inc., New York, and former film editor at NBC, was killed Jan. 23 in automobile accident at North Hills, L. I., N. Y.

Ned Connor, 69, commercial manager of KMLA (FM) Los Angeles, died Jan. 16 at his home in Pasadena, Calif., following attack of pneumonia.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Jan. 23 through Jan. 29 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. *education. al. Ann.—announced.

New TV stations

ACTION BY FCC

*Los Angeles—Community Television of Southern California. Granted CP for new TV on UHF channel 28 (554-560 mc); ERP 269 kw vis., 134.5 kw aur. Ant. height above average terrain 3,000 feet, above ground 263 feet. P. O. address c/o Elden Smith, 2600 Wilshire Boulevard, Suite 513, Los Angeles. Estimated construction cost \$1,552,350; first year operating cost \$614,000. Studio and trans. locations both Los Angeles. Geographic coordinates 34° 13' 27" north latitude, 118° 03' 47" west longitude. Type trans. RCA

TTU-25B, type ant. RCA TFU-24DAS. Legal counsel Covington & Burling, consulting engineer Jansky & Bailey, both Washington. Principals: board of directors. Action Jan. 27.

APPLICATIONS

*Vincennes, Ind.—Vincennes University. UHF channel 52 (698-704 mc); ERP 18.5 kw vis., 1.85 kw aur. Ant. height above average terrain 511 feet, above ground 508 feet. P. O. address c/o Dr. Isaac K. Beckes, 1002 North First Street, Vincennes. Estimated construction cost \$54,280; first year operating cost \$100,000. Studio location Vincennes, trans. location three miles southeast of Vincennes. Geographic coordinates 38° 38' 27" north

latitude, 87° 28' 42" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU 27 DH. Legal counsel Spearman & Roberson, consulting engineer Creutz and Snowberger, both Washington. Principals: board of trustees. Ann. Jan. 24.

Lewistown, Mont.—KXLO Broadcast Inc. VHF channel 13 (210-216 mc); ERP 855 w vis., 440 w aur. Ant. height above average terrain minus 185 feet, above ground 205 feet. P. O. address Box 620, Lewistown. Estimated construction cost \$52,500; first year operating cost \$50,000; revenue \$75,000. Studio and trans. locations both Lewistown. Geographic coordinates 47° 04' 13" north latitude, 109° 24' 26" west longitude. Type trans. Gates BT500CH, type ant. Jampro JATV 25/H. Legal counsel Samuel Miller, Washington; consulting engineer Serge Bergen, Fairfax, Va. Principals: David L.

	EDWIN TORNBERG & COMPANY, INC.
	Negotiators For The Purchase And Sale Of Radio And TV Stations Appraisers • Financial Advisors New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Sather, Lewis G. Boucher and William J. Yaeger (each 33 1/3%). Applicant is licensee of KKLO Lewistown. Ann. Jan. 29.

New AM station

APPLICATION

Franklin, N. H.—Franklin Broadcasting Corp. 1240 kc, 250 w., unl. P. O. address c/o Lewis V. Parrish, 8400 Boulevard East, apartment 1A, North Bergen, N. J. Estimated construction cost \$5,865; first year operating cost \$44,000; revenue \$60,000. Principals: Lewis V. Parrish and Robert D. Craver (each 30 1/2%) and Stephen D. Fitch and Eugene W. Clark (each 19 1/2%). Messrs. Parrish and Craver are employees of WOR-TV New York. Mr. Fitch is actor and Mr. Clark is physician. Ann. Jan. 23.

Existing AM station

APPLICATION

KPXE Starke, Fla.—Mod. of license to change hours of operation from SH to unl. Ann. Jan. 29.

New FM stations

ACTIONS BY FCC

Santa Rosa, Calif.—Thomas L. Brennen. Granted CP for new FM on 100.1 mc, channel 261, 2.58 kw. Ant. height above average terrain minus 259 feet. P. O. address 2555 Bennett Valley Road. Estimated construction cost \$13,100; first year operating cost \$15,000; revenue \$14,000-16,000. Mr. Brennen is 1/2 owner of KVRE Santa Rosa. Action Jan. 23.

Fort Walton Beach, Fla.—Vacationland Broadcasting Co. Granted CP for new FM on 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 170 feet. P. O. address Box 10, Fort Walton Beach. Estimated construction cost \$12,700; first year operating cost \$20,020; revenue \$21,000. Principals: Wilbur R. (96.4%) and Theda K. Powell (3.6%). Vacationland is licensee of WFTW Fort Walton Beach. Action Jan. 24.

Orlando, Fla.—American Homes Stations Inc. Granted CP for new FM on 105.1 mc, channel 286, 90 kw. Ant. height above average terrain 480 feet. P. O. address c/o R. E. Van Dellen, 5202 Palisades Drive, Orlando. Estimated construction cost \$36,867; first year operating cost \$36,000; revenue \$36,000. Principals: Theodore G. Bollman, Ross E. Van Dellen and Hardy Vinson Hayes (each 33 1/3%). Mr. Hayes is station manager of WXIV Windermere, Fla.; Mr. Bollman is employee of plumbing firm; Mr. Van Dellen is employee of powder company. Action Jan. 24.

Alpena, Mich.—Rogers City Broadcasting Co. Granted CP for new FM on 107.7 mc, 49 kw. Ant. height above average terrain 420 feet; remote control permitted. P. O. address Moltke Drive, Rogers City. Estimated construction cost \$30,000; first year operating cost \$23,880; revenue \$25,550. Principals: Harvey and Albert Klann (26.2% together) and others. Grantee is licensee of WHAK Rogers City. Action Jan. 24.

Flint, Mich.—Methodist Radio Parish Inc. Granted CP for new FM on 105.5 mc, channel 288A, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o Ellis L. Fenton, 3217 Lapeer Street, Flint. Estimated construction cost \$23,809; first year operating cost \$14,000; revenue \$18,000. Methodist Radio is licensee of WMRP Flint. Action Jan. 24.

Corvallis, Ore.—Radio Broadcasters Inc. Granted CP for new FM on 101.5 mc, channel 268, 28 kw. Ant. height above average terrain 100 feet. P. O. address 351 Madison Street, Box 689, Corvallis. Estimated construction cost \$19,979; first year operating cost \$8,600; revenue \$9,000. Principals: James L. and Cecil C. Hutchens (each 50%). Action Jan. 24.

Memphis—KWAM Inc. Granted CP for new FM on 101.1 mc, channel 266, 100 kw. Ant. height above average terrain 390 feet. P. O. address 64 Flicker Street, Memphis. Estimated construction cost \$39,112; first year operating cost \$25,300; revenue \$30,000. KWAM Inc. is licensee of KWAM Memphis. Action Jan. 24.

San Antonio, Tex.—Harry Pennington Jr. Granted CP for new FM on 96.1 mc, channel 241, 30 kw. Ant. height above average terrain 135 feet. P. O. address 134 Agarita Street, San Antonio. Estimated construction cost \$27,450; first year operating cost \$3,600; revenue \$17,500. Mr. Pennington, sole owner, does contract photographs and sound recordings. Action Jan. 23.

APPLICATIONS

Springfield, Ill.—Capital Broadcasting Co. 104.5 mc, channel 283, 10.25 kw. Ant. height above average terrain 201 feet. P. O. address R. W. Deffenbaugh, 804 Myers Building, Springfield. Estimated construction cost \$25,771; first year operating cost \$26,000; revenue \$26,000. Principals: Harold J. Hoskins, John W. Johnson, Will F. Wingerter and R. W. Deffenbaugh (each 25%). Mr. Hoskins is employee of Plains Television Corp., Springfield; Messrs. Johnson, Wingerter and Deffenbaugh are local businessmen. Ann. Jan. 29.

Springfield, Ill.—Heritage Broadcasting Co. 109.9 mc, channel 270, 50 kw. Ant. height above average terrain 500 feet. P. O. address c/o William K. Cavanagh, 716 First National Bank Building, Springfield. Estimated construction cost \$53,565; first year operating cost \$45,000; revenue \$60,000. Principals: Wallace Gair, William K. Cavanagh, and Paul L. Gorham (each 33 1/3%). All are local businessmen. Ann. Jan. 24.

South Bend, Ind.—Lester Sumrall Evangelistic Association Inc. 98.3 mc, channel 252A, 3 kw. Ant. height above average terrain 300 feet. P. O. address Box 12, South Bend. Estimated construction cost \$16,000; first year operating cost \$42,000; revenue \$43,000. Principals: board of trustees. Ann. Jan. 27.

Scott City, Kan.—The Broadcasters of Scott City. 94.3 mc, channel 232, 3 kw. Ant. height above average terrain 185 feet. P. O. address G. B. Anderson, c/o KLIIR Denver. Estimated construction cost \$1,150; first year operating cost \$2,000 more than AM operation; revenue \$3,000 more than AM operation. Applicant is licensee of KFLA Scott City. Ann. Jan. 29.

Salisbury, Md.—WBOC Inc. 94.3 mc, channel 232A, 630 w. Ant. height above average terrain 590 feet. P. O. address Charles J. Truitt, WBOC Inc., Radio-TV Park, U. S. Route 13, Salisbury. Estimated construction cost \$24,000; first year operating cost \$15,000; revenue \$4,000. Applicant is licensee of WBOC Salisbury. Ann. Jan. 29.

Oklahoma City—BBC Inc. 104.1 mc, channel 281, 59.4 kw. Ant. height above average terrain 430 feet. P. O. address c/o Loyd Benefield, 2700 Liberty Bank Building, Oklahoma City. Estimated construction cost \$46,389; first year operating cost \$47,300; revenue \$36,000. Principals: Loyd Benefield, Jean I. Everest and Leonard Savage (each 33 1/3%). Principals each have more than 7% interest in KOCO-TV Oklahoma City.

Temple, Tex.—Fidelity Communications Inc. 104.9 mc, channel 285A, 3 kw. Ant. height above average terrain 355 feet. P. O. address Box 963, Temple. Estimated construction cost \$12,645; first year operating cost \$30,300; revenue \$45,000. Principals: Max Leach Jr. (51%), George H. Cook (29%), Jarrard Secrest (10%), Thomas C. Matts and Artie L. Sinclair (both 5%). Messrs. Leach, Cook and Secrest are local businessmen; Mr. Matts is employee of KVIL Dallas-Highland Park, Mr. Sinclair is employee of WFAA Dallas. Ann. Jan. 23.

Charleston, W. Va.—WCHS-AM-TV Corp. 96.1 mc, channel 241, 15.8 kw. Ant. height above average terrain 800 feet. P. O. address 414 French Street, Wilmington, Del. Estimated construction cost \$32,350; first year operating cost \$50,000; revenue \$36,000. Applicant is licensee of WCHS-AM-TV Charleston. Ann. Jan. 24.

Ownership changes

ACTIONS BY FCC

KCOY Santa Maria, Calif.—Granted acquisition of negative control of licensee corporation, Arezco Broadcasters, by James R. Ranger and Ed J. Zuchelli (each 50% after transfer, 42% before) through sale of stock by Burns Rick (16%) to licensee corporation. Consideration \$12,000. Action Jan. 28.

WAXE Vero Beach, Fla.—Granted assignment of licenses from R. M. Chamberlin to Shargo Inc., owned by James J. Sharp and Richard L. Crago (each 50%). Physical assets of WAXE passed from Mr. Chamberlin to Thompson K. Cassel as result of foreclosure suit. Mr. Cassel sold same to Shargo Inc. Consideration \$36,272.15. Mr. Sharp is associate of Atlanta advertising agency and has interest in Jacksonville Beach, Fla. rental property dealership. Action Jan. 24.

KDMI(FM) Des Moines, Iowa—Granted transfer of control of licensee corporation, Richards & Associates Inc., from Donald A. Richards (95.4%) to Maurice L. Test and Albin Richard Bloomberg Jr. (each 47.7%) other ownership remains same. Consideration \$1,500 and assumption of debt. Mr. Test is lawyer; Mr. Bloomberg is program director of KSO Des Moines. Action Jan. 23.

KNDR(FM) Des Moines, Iowa—Granted assignment of license from Charles D. Funaro, trustee in bankruptcy, to Iowa Fine Music Broadcasting Corp., owned by Herbert Burton (70%) and William N. Plymat (30%). Consideration \$250. Mr. Burton owns KFMQ(FM) Lincoln, Neb.; Mr. Plymat is president of insurance company. Action Jan. 24.

WBGW Bowling Green, Ky.—Granted assignment of CP for new trans. and increase in daytime power from Clement Lee Cockler, Elmer Louis Hargan, Eugene Kenneth Hornback and J. Paul Brown d/b as Bowling Green Broadcasting Co. to J. Paul Brown (50% after 25% before) and Robert L. Proctor (50%), d/b as company of same name. No financial consideration involved. Action Jan. 24.

WDBC Escanaba, Mich.—Granted assignment of CP from Delta Broadcasting Co. to WDBC Broadcasting Co., successor of Delta. No financial consideration involved. Action Jan. 28.

WGHN Grand Haven, Mich.—Granted assignment of license from Grand Haven Broadcasting Co., owned by Richard D. (66 2/3%) and Cecil (33 1/3%) Gillespie, to Community Broadcasters Inc., owned by Douglas J. Tjapkes, George H. Kleis and William J. Mokma (each 33 1/3%). Consideration \$120,000. Messrs. Tjapkes and Kleis are employees of WJBL Holland, Mich.; Mr. Mokma is part owner of construction firm. Action Jan. 23.

KWEB Rochester, Minn.—Granted assignment of license from Northland Radio Corp., owned by Kingsley H. Murphy Jr. and Carroll E. Crawford (each 50%) to Northland Broadcasting Corp., owned by same persons in same percentages. No financial consideration involved. Action Jan. 23.

KBOW Butte, Mont.—Granted acquisition of positive control of licensee corporation, KBOW Inc., by Dr. and Mrs. C. F. Neacy and Richard R. Miller (as family group) through purchase of stock by Dr. and Mrs. Neacy (49.2%) from Prudential Diversified Services. Consideration \$15,000. Action Jan. 27.

KICA-TV Clovis, N. M.—Granted assignment of license from John H., Lena V., Carolyn A. and John H. Marshall Jr. (each 25%), d/b as Marshall Enterprises Inc., to Sid W. Richardson Foundation (62.07%), Gene L. Cagle (19.59%) and Perry R. Bass (15.76%), tr/as Texas State Network Inc. Consideration \$350,000. Foundation is licensee of KFJZ-AM-FM Fort Worth, KRIO McAllen and KFDA-TV Amarillo, all Texas. Action Jan. 22.

WRPL Charlotte, N. C.—Granted assignment of CP from Ridsen A. Lyon to Voice of Charlotte Broadcasting Co., owned by Mr. Lyon (60%), C. Curtis Sigmom (20%), Harvey R. Laughter (13.7%) and C. B. Sigmom (6.3%). Assignment is merger of Mr. Lyon with group which had conflicting application for original CP. Action Jan. 23.

WMCH Church Hill, Tenn.—Granted assignment of license from Thales E. Wallace to Lola B. Wallace, executrix of Thales E. Wallace, deceased. No financial consideration involved. Action Jan. 27.

KCAD Abilene, Tex.—Granted transfer of control of licensee corporation, Westgate Broadcasting Co., from Jack Hughes (100%) to H. S. Higginbotham (100%). Consideration is assumption of debt. Mr. Higginbotham was KCAD employee. Action Jan. 28.

KRGV-AM-TV Waco, Tex.—Granted assignment of license from Kenco Enterprises Inc. owned by Bruce L. (53.72%) and John A. (46.28%) Kennedy, to Mobile Video Tapes Inc., owned by Douglas L. and Charles P. Manship (each 50%). Consideration \$1,375,000. Messrs. Manship, brothers, have interests in WJBO-AM-FM and WERZ-TV New Orleans and newspaper in that city. Action Jan. 28.

APPLICATIONS

WHTG Jackson, Ala.—Seeks acquisition of positive control of licensee corporation, Jackson Broadcasting Inc., by Rowdy McGee (68% after transfer, 48% before) through purchase of stock from T. H. Gaillard Jr. (20%). Consideration \$15,000. Ann. Jan. 29.

KJAY Sacramento and KJOY Stockton,

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 29

	Lic.	ON AIR	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS
						for new stations
AM	3,856	81	81	108	108	291
FM	1,117	29	29	119	119	257
TV	522 ¹	60	60	79	79	122

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 29

	VHF	UHF	TOTAL
			TV
Commercial	477	95 ²	572 ¹
Noncommercial	53	29	82

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Dec. 31

	AM	FM	TV
Licensed (all on air)	3,854	1,115	522
CP's on air (new stations)	83	31	60
CP's not on air (new stations)	102	103	79
Total authorized stations	4,039	1,249	661
Applications for new stations (not in hearing)	179	245	60
Applications for new stations (in hearing)	109	11	58
Total applications for new stations	288	256	118
Applications for major changes (not in hearing)	218	77	42
Applications for major changes (in hearing)	45	2	8
Total applications for major changes	263	79	50
Licenses deleted	1	0	0
CP's deleted	0	0	1

¹Does not include seven licensed stations off air.

²Includes three noncommercial stations operating on commercial channels.

both California—Seek transfer of control of licensee corporation, Radio Sacramento Inc., from Joseph E. Gamble, deceased, to United California Bank, executor of estate of Mr. Gamble. No financial consideration involved. Ann. Jan. 28.

WHAN Haines City, Fla.—Seeks assignment of license from Richard L. Cook (50%) and Margaret C. Pitts (50%), d/b as Haines City Broadcasters, to Richard L. Cook (50%) and Peggy R. Cook (50%), d/b as company of same name. Consideration \$10. Ann. Jan. 23.

WRMN Elgin, Ill.—Seeks assignment of license from J. Richard Sutter (25%), Joseph E. McNaughton (40.25%), William D. McNaughton (18.75%) and John T. McNaughton (16%), d/b as Elgin Broadcasting Co., to Elgin Broadcasting Inc., owned by Mr. Sutter (15%), Joseph E. (69%) and John T. McNaughton (16%). Consideration \$39,860 for Mr. Sutter's 10% and exchange of stock for W. D. McNaughton's shares. Ann. Jan. 23.

KVOB Bastrop, La.—Seeks assignment of license from Bastrop Broadcasting Company Inc., George H. Goodwin, president, to F. Bart Rainey Jr., Odessa R. Rainey, A. C. Ritchie Sr. and Bethel G. Ritchie (all 25%), d/b as Rainey-Ritchie-Radio. Consideration \$30,000. Odessa R. Rainey and F. B. Rainey Jr. are sales manager and general manager, respectively, of KRIH Rayville, La. A. C. Ritchie Sr. is local businessman. B. G. Ritchie is employee of Bastrop Broadcasting Co. Inc. Ann. Jan. 24.

WLOB-AM-FM Portland, Me.—Seeks transfer of control of licensee corporation, Casco Broadcasters Corp., from Sherwood J. Tarlow (75% before) to Melvin L. Stone (100% after, 25% before). Consideration \$28,000. Mr. Stone is executive vice president and general manager of WLOB. Ann. Jan. 24.

WJAB Westbrook, Me.—Seeks transfer of control of licensee corporation, Westbrook Broadcasting Inc., from Jacob Agger (51%), Leon M. Leavitt (19%), Halvdan Aase, John E. Willard Jr., and Philip Willard (each 10%) to Greater Portland Radio Inc., owned by Harlan G. Murrelle, Howard L. Green, John T. Stethers, Myron W. LaBarr, Albert E. Theetge, and Donald M. Simmons (each 16 2/3%). Consideration \$125,000. Mr. Green is officer of South Jersey Radio Inc., Pleasantville, N. J. Ann. Jan. 27.

WEW St. Louis—Seeks transfer of control of licensee corporation, Radio WEW Inc., from Franklin Broadcasting Co. (100%), to Charles P. Stanley (51%) and others. Consideration \$468,400. Mr. Stanley is minority stockholder in Franklin Broadcasting Co., which has interest in WWOM New Orleans, WLOD Pompano Beach, Fla., and KOMA Tulsa, Okla. Ann. Jan. 24.

WFMY-TV Greensboro, N. C.—Seeks transfer of control of licensee corporation, Greensboro News Co., from Beverly C. Moore, administrator, C. T. A., of the estate of Edwin B. Jeffress, deceased, (57%), to C. O. Jeffress, Mrs. Rebecca J. Barney, Edwin B. Jeffress Jr., Mrs. Mary Louise Jeffress McLean and Mrs. Sarah J. Jolly (each 11.4%); other ownership remains same. No consideration involved. Ann. Jan. 17.

WADE Wadesboro, N. C.—Seeks assignment of license from Robert Phillip Lyon and Ridsen A. Lyon (each 50%), d/b as R. P. Lyon and Son, to Carolina Advertising Inc., wholly owned by R. A. Lyon. No financial consideration involved. Ann. Jan. 24.

WONE-AM-FM Dayton—Seeks assignment of license from WONE Inc. to Ohio Broadcasting Co., licensee of WHBC-AM-FM Canton, Ohio, and owner of WPDQ Jacksonville, Fla.; both WONE Inc. and Ohio Broadcasting are wholly owned subsidiaries of The Brush-Moore Newspapers Inc., Canton; Brush-Moore is owned by Thomas S. Brush, New York (23.73%) and others. No financial consideration involved. Eugene Carr is president of Ohio Broadcasting Co. Ann. Jan. 27.

WSHC Collierville, Tenn.—Seeks assignment of CP from George Klein, E. W. Fitzgerald, Parker C. Henderson and Pierce Thomas, d/b as Collierville Broadcasting Co., to G & G Broadcasting Co., owned by William F. Garrett (50%) and John W. Giesecke (50%). No financial consideration involved. W. F. Garrett is president and J. W. Giesecke secretary of KXEN Festus-St. Louis, Mo. Ann. Jan. 28.

KWBC Navasota, Tex.—Seeks transfer of control of licensee corporation, Whitten Broadcasting Co., from J. G. and R. H. Whitten (each 50%) to R. H. Whitten (100%). No financial consideration involved. Ann. Jan. 29.

WGEZ Beloit, Wis.—Seeks assignment of

license from Howard Miller Enterprises and Consultants Inc., wholly owned by Howard Miller, to G and J Broadcasting Inc., owned by Raymond W. Grandle (75%) and Tanis B. Jester (25%). Consideration \$145,000. Raymond W. Grandle is regional sales representative of WFRV-TV Green Bay, Wis. Tanis B. Jester is Milwaukee housewife. Ann. Jan. 28.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Sol Schildhouse issued initial decision looking toward granting application of WGUN Inc. for mod. of license of WGUN Decatur, Ga., to change designation of station and studio location to Atlanta. Action Jan. 28.

■ Hearing Examiner Annie Neal Huntling issued initial decision looking toward granting applications of Rochester Area Educational Television Association Inc. and Rochester Telecasters Inc. for shared-time operation on channel 13 in Rochester, N. Y. Competing applications of Flower City Television Corp., Genesee Valley Television Inc., Star Television Inc., Community Broadcasting Inc., Heritage Radio and Television Broadcasting Inc., Main Broadcasting Inc., The Federal Broadcasting System Inc., Citizens Television Corp. and Rochester Broadcasting Corp. would be denied (last-named for default). (On July 3, 1962, commission authorized interim service on channel by competing applicants jointly operating WOKR-TV) until choice is made for regular service and regular service begins.) Similar operations are WYNS-TV Syracuse, N. Y., and WZZM-TV Grand Rapids, Mich. Action Jan. 28.

OTHER ACTIONS

■ By order, commission dismissed application of KATV Inc. for mod. of CP to change trans. location of KATV-TV (ch. 7) Little Rock, Ark., from about 14 miles northwest of Pine Bluff to about 50 miles northwest of that city and 12 miles west of Little Rock, and increase ant. height to 1,862 feet; terminated proceeding. Dismissal is without prejudice to applicant's filing new application when ready to proceed. Action Jan. 29.

■ By memorandum opinion and order, commission granted applications by Pacifica Foundation for (1) license renewals of KPFA (FM) and *KPFK (FM) Berkeley, Calif., and WBAI (FM) New York and (2) initial license for *KPFK (FM) Los Angeles and (3) transfer of control of Pacifica from executive membership to board of directors. Commissioner Lee issued concurring statement. Action Jan. 22.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted joint petition by The Superior Broadcasting Corp. and Cleveland Telecasting Corp. to extend time to Feb. 3 to respond to United Artists Broadcasting Inc., motions to enlarge issues with respect to Superior and Cleveland applications in Cleveland TV channel 65 proceeding. Action Jan. 29.

■ Scheduled oral argument for Feb. 25 in proceeding on AM application of Blue Ridge Mountain Broadcasting Co. Inc., Ellijay, Ga. Action Jan. 29.

■ Granted petition by Northern Indiana Broadcasters Inc. to extend time to Jan. 31 to file oppositions to Broadcast Bureau's motion to reopen record in proceeding on Northern's application for new AM in Mishawaka, Ind. Action Jan. 27.

■ By memorandum opinion and order in proceeding on application of Lake-Valley Broadcasters Inc. for new AM in Crystal Lake, Ill., granted appeal by Broadcast Bureau and reversed examiner's Nov. 27, 1963 ruling which granted Lake-Valley's petition for leave to amend application to make engineering changes. Member Nelson abstained from voting. Action Jan. 24.

■ Granted motion by United Artists Broadcasting Inc., to extend time to Feb. 3 to respond to Cleveland Telecasting Corp. motion to delete, modify and enlarge issues in the Cleveland TV channel 65 proceeding. Action Jan. 24.

■ In consolidated proceeding on AM applications of Southern Radio & Television Co., Lehigh Acres, and Robert Hecksher (WMYR) Fort Myers, both Florida, granted Southern's petition to extend time to Feb. 3 to file oppositions to Broadcast Bureau's motion to reopen record and for enlargement of issues. Action Jan. 24.

■ Granted petition by Esquire Inc. to extend time to Jan. 31 to file exceptions to initial decision in proceeding on AM application of North Atlanta Broadcasting Co., North Atlanta, Ga. Action Jan. 23.

■ Scheduled oral argument for Feb. 25 in proceeding on AM applications of The Greenwich Broadcasting Corp., Greenwich, WPD Inc., Danbury, Milford Broadcasting Co., Milford, and The Berkshire Broadcasting Corp., Stratford, all Connecticut. Action Jan. 23.

■ Members Nelson, Pincock and Stone adopted decision granting, in part, application of People's Broadcasting Co., to increase daytime power of WPBC, 980 kc, D, from 1 kw to 5 kw, and move trans. and studio location from Minneapolis to Richfield, Minn., conditioned that presurround operation is precluded pending final decision, but denied portion of application seeking authority to operate nighttime, with 5 kw, DA-1, July 2, 1963, initial decision looked toward granting application in full. Action Jan. 22.

■ By memorandum opinion and order in proceeding on applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc. for new TV's on channel 19 in Cleveland, (1) denied Community's late filed petition to enlarge issues; (2) dismissed Community's motion to strike Cleveland's reply to Broadcast Bureau's comments on petition to enlarge issues; and (3) on own motion, enlarged issues to determine (a) location of proposed Grade A and Grade B contours of applicants in proceeding; (b) on comparative basis, areas and populations of respective Grade A and Grade B contours which may reasonably be expected to receive actual service from applicants' proposed operations; and (c) in event proof under issues (a) and (b) shall establish that either applicant will bring actual service to areas and populations not served by competitor, to determine number of services, if any, presently available to such areas and populations. Action Jan. 22.

■ Granted petition by Broadcast Bureau to extend time to Jan. 29 to respond to Peach Bowl Broadcasters Inc. (KUBA) Yuba City, Calif., petition for reconsideration in proceeding on AM application of International Radio Inc. (KGST) Fresno, Calif. Action Jan. 22.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Granted joint petition by assignor and assignee to extent of dismissing, but with prejudice, application for assignment of license of WHAY New Britain, Conn., from The Central Connecticut Broadcasting Co. to Connecticut-New York Broadcasters Inc.; cancelled hearing and terminated proceeding. Action Jan. 24.

■ Ordered that Examiner Basil P. Cooper, in lieu of Isadore A. Honig, will serve as presiding officer in proceeding on applications of Ultravision Broadcasting Co. and WEBR Inc. for new TV stations on channel 29 in Buffalo, in which prehearing conference is scheduled for Feb. 4, and continued March 16 hearing to March 31. Action Jan. 22.

■ Designated Examiner Isadore A. Honig to preside at hearing in proceeding on applications of Community Broadcasting Service Inc. and Mortimer and Vivian Eliza Hendrickson for new FM stations in Vineland, N. J.; scheduled prehearing conference for Feb. 20 and hearing for March 18. Action Jan. 21.

By Hearing Examiner Basil P. Cooper

■ Granted motion by The Noble Broadcasting Corp. to continue Jan. 30 prehearing conference to Feb. 13 in proceeding on application for renewal of license of WILD Boston. Action Jan. 28.

■ In proceeding on applications of Ultravision Broadcasting Co. and WEBR Inc. for new TV's on channel 29 in Buffalo, scheduled certain procedural dates and prehearing conference for Feb. 5. Action Jan. 24.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled second further prehearing conference for Jan. 27 in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev., to reconsider rescheduling of procedural dates, and continued Jan. 27 date for notifications and rebuttal exchange and Feb. 4 hearing to dates to be determined at further prehearing conference, or thereafter, and relieved parties from any obligation to

comply with two last-mentioned procedural dates. Action Jan. 23.

By Hearing Examiner H. Gifford Irion

■ Cancelled dates previously established for exchange of exhibits by applicant and respondent and for further prehearing conference in proceeding on application of Iowa State University of Science and Technology for SSA to operate WOI Ames, Iowa (640 kc, 5 kw, D), additional hours from 6 a.m. to local sunrise CST with 1 kw; ordered further prehearing conference to be held five days after release of commission's order consolidating WOI's application for mod. of license for hearing in proceeding, and, unless otherwise ordered, applicant and respondent to exchange written exhibits within fifteen days after release of order of consolidation. Action Jan. 27.

By Hearing Examiner David I. Kraushaar

■ On own motion, in proceeding on application of Raul Santiago Roman for new AM in Vega Baja, P. R., ordered record to remain in open status pending resolution of petition by broadcast bureau for enlargement of issues and further order; and ordered proposed findings to be filed by April 3 and reply briefs by April 17. Action Jan. 24.

■ On own motion, reopened record in proceeding on AM application of Raul Santiago Roman, Vega Baja, P. R., and

ETV fund grant

Following grant for matching federal funds for educational television has been announced by Department of Health, Education and Welfare:

■ Los Angeles — Community Television of Southern California; for \$468,790 to help establish channel 28 Los Angeles; total project cost \$1,041,756.

scheduled hearing conference for Jan. 24. Action Jan. 21.

By Hearing Examiner Forest L. McClenning

■ Granted motion by Abacoa Radio Corp. (WMIA), Arecibo, P. R., to correct transcript in proceeding on AM application and that of Ponce Broadcasting Corp., Cayey, P. R., and corrected transcript as proposed and made certain other corrections. Action Jan. 27.

By Hearing Examiner Sol Schildhouse

■ Rescheduled Jan. 31 hearing for Feb. 23 in proceeding on applications of WEAT-TV Inc. and Scripps-Howard Broadcasting Co. to change trans. locations of WEAT-TV (ch. 12) and WPTV (ch. 5), respectively, both West Palm Beach, Fla. Action Jan. 27.

■ Granted request by Ottawa Broadcasting Corp. (WJBL), Holland, Mich., to continue certain procedural dates and commencement of hearing from Feb. 25 to April 14 in proceeding on AM application. Action Jan. 27.

■ In proceeding on applications of United Artists Broadcasting Inc., Cleveland Telecasting Corp. and The Superior Broadcasting Corp., for new TV's on channel 65, Cleveland, granted request by Broadcast Bureau to extend time to Feb. 3 to file response to Jan. 13 petition by Cleveland Telecasting for leave to amend application. Action Jan. 21.

By Hearing Examiner Herbert Sharfman

■ Issued memorandum of ruling made at Jan. 9 hearing granting petition by Beamon Advertising Inc. for leave to amend application for new AM in Daingerfield, Tex., to show 85-foot change in location of ant. towers and availability of additional funds to finance acquisition of ant. site. Action Jan. 23.

■ Granted request by Broadcast Bureau to schedule further hearing for Feb. 3, limited to specified matters, in proceeding

on AM applications of Coastal Broadcasters Inc. Herndon, Va., et al. Action Jan. 22.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Moberly Broadcasting Co. (KNCM), Moberly, Mo., for leave to amend AM application to reflect change in call letters to KWIX. Action Jan. 22.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Jan. 28

KIFM(FM) Bakersfield, Calif.—Granted license for FM and specify type trans.

KSCJ Sioux City, Iowa—Granted CP to install aux. ant. system at main ant.-trans. location to be used with auxiliary trans. in case of emergency only; condition.

WIHS-TV Boston—Granted mod. of CP to change ERP to 245 kw vis., and 123 kw aur. (both DA); trans. location and type ant., make changes in ant. system, and increase ant. height to 740 feet.

■ The following stations were granted extensions of completion dates as shown: WIHS-TV Boston, to July 28; KAMD Camden, Ark., to June 1.

Actions of Jan. 27

Greylock Broadcasting Co., WBEC Inc., both Pittsfield, Mass.—Designated for consolidated hearing applications for new FM stations on 105.5 mc—Greylock, with 3 kw, ant. height minus 202 feet; WBEC, with 631 w, ant. height 586 feet. Action Jan. 27.

KGUD-FM Santa Barbara, Calif.—Granted SCA on subcarrier frequency of 67 kc; condition.

WVNG Sag Harbor, N. Y.—Granted license for AM and specify type trans.

WDCX(FM) Buffalo, N. Y.—Granted CP to install new auxiliary trans.

WSMJ(FM) Greenfield, Ind.—Granted CP to add vertical polarized ant.

American Homes Stations Inc., Orlando, Fla.—Rescinded action of Jan. 24 which granted CP for new class C FM. (Competing application was timely filed.)

■ The following stations were granted extensions of completion dates as shown: KPFA(FM) (alternate main trans.) Berkeley, Calif., to Aug. 7; WLOB (auxiliary trans.), Portland, Me., to March 1.

Actions of Jan. 24

KDOL Mojave, Calif.—Granted renewal of license of AM.

■ Granted renewal of licenses of following TV translator stations: K78BC, Blue Mountain Television Assn., Elgin, LaGrande, Union and Baker, Ore.; K17AQ, K79AK, Citizen's T. V. Inc. Milton-Freewater, Ore.; K70BM, K74BE, K79AI, Columbia Gorge TV Inc. Hood River, Ore.; K72AG, K77AC, John Day Valley Television Inc. John Day, Ore.; K70AW, K76AE, K80AK, Grande Ronde Television Assn. Inc. La Grande, Ore.; K71AS, K74AG, Radio Center Newport and Otter Rock, Ore.; K71AJ, K75AK, K81AD, North Sherman Television Co.-op Wasco, Ore.; K74BU, North Tillamook T. V. Translator Inc. Rockaway and vicinity, Ore.; K76AL, Powers T. V. Translator, Inc. Powers, Ore.; K71AP, K75AJ, K78AQ, Seaside Video Club, Seaside, Ore.; K71AL, K79AE, K76AM, Tillamook TV Translator, Inc. Tillamook, Ore.; K71AO, K77AW, K81AF, Wallowa Valley TV Assn. Inc. Wallowa Valley, Ore.; K03BZ, Rogue River Translator Assn., Rogue River, Ore.; K02DB, Scottsburg Community Television Assn., Scottsburg, Ore.; K07DS, Tokete Falls Improvement Club, Tokete Falls, Ore.; K03BQ, Ukiah TV Assn., Ukiah, Ore.; K05BT, Picture Gorge T. V., Kimberly, Ore.; K04CE, Valley Falls T. V. Inc. Valley Falls, Ore.; K71AZ, K74AL, Community Television Assn. Inc. Gold Beach, Ore.; K70AN, K72AC, K74AE, K76AC, Idaho Power Co., Oxbow Power Plant Camp, Oregon-Idaho, and Brownlee Power Plant Camp, Ore.; K73AR, K77AK, K80EA, Mid-Columbia Community TV Corp., The Dalles, Ore., and Goldendale, Wash.; K70AI, K76AA, Ochoco Telecasters Inc., Prineville, and Redmond, Ore.

WFLM(FM) Fort Lauderdale, Fla.—Granted CP to install new ant. and trans., increase ERP to 82 kw, and make changes in ant. system (increase height).

■ Granted renewal of licenses for following: WAXE Vero Beach, WHIY Orlando, WLAK Lakeland, WSOL Tampa, WTNT Tallahassee, WYND Sarasota, WYOU Tampa, WINZ Miami, WQXQ Ormond Beach, WSAF Sarasota, WNFM(FM) Naples, WMOP Ocala, WQXT Palm Beach, WTRR Sanford, WHERW Riviera Beach, WTCX(FM) St. Petersburg, WDAE, WDAE-FM Tampa, WORT New

Continued on page 91

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

Substantial expanding 3 station radio group middle Atlantic states seeks exceptional one man sales—station manager for \$200M gross outlet in top medium market. We want a young aggressive go-getter, accustomed street selling, not desk sitter. May now be manager or sales manager of smaller station and ready to move ahead. Must have a hard sell, strong local sales background and top sales record. Age 28 to 40 with minimum several years of time sales experience. Excellent spot with solid future. \$9 to \$10M with strong incentive. Resume, photo, earnings history to Box A-74, BROADCASTING.

Sales manager to work with Negro programmed station, not a chain operation. Station rated No. 2 general, No. 1 Negro by wide margin. Doubled 62 gross in '63. Experience in Negro programmed operation not essential. Station located in Georgia metropolitan market. Excellent starting salary plus commissions. Our salesmen know of this ad. Reason for ad is that we plan to expand to other markets in future. Box A-124, BROADCASTING.

Ohio daytimer needs station manager who knows all phases of small radio station. First phone ticket desirable but not essential. Box A-220, BROADCASTING.

General manager for AM station in pleasant 35,000 Midwestern community. Submit detailed experience, education and personal information. An excellent opportunity. Box B-46, BROADCASTING.

Station manager for new small market facility. Send tape, full information, recent photo and salary requirements first letter. Box B-62, BROADCASTING.

Attention assistant manager in medium station or small market manager who is ready to step up. Need station manager and an assistant manager. KVOU, Uvalde, Tex. First license helpful but not absolutely necessary.

Executive salesman, management experience radio-TV. Fulltime travel, territory residence required. Immediate openings; New England, N. Y., Pa., Southeast. Send resume, pix, personal interview arranged. Salary, commission earnings unlimited. Bess Gilmore, Community Club Awards, Inc., Westport, Conn.

Sales

Had enough "pie in the sky" promises, management competition? You can live well, make money, as one of two salesmen at WAZY, Lafayette, Indiana. Good guarantee, good commissions, good solid 60,000 market, good station, large active list, professional owner-management. Immediate.

Are you a professional salesman who can produce in excess of \$4000 per month? In exchange Carolina 5 kw daytimer will pay qualified person up to \$1200 per month. Box B-55, BROADCASTING.

Salesman who can do some announcing. Good opportunity for announcer wishing to break into sales. Network affiliate in single station market in Illinois. Box B-741, BROADCASTING.

Experienced, aggressive salesman, 24 hour independent good popular music format. Splendid living, superb market. Permanent position. Salary plus commission. Excellent opportunity. WJNO, West Palm Beach, Florida.

RADIO—Help Wanted

Sales—(Cont'd)

Opening for salesman or salesman-announcer. Will train if qualified. Jim Rivers, WMJM, Cordele, Ga.

Broadcasting Reps. Calling on agencies. Sell animated and live action filmed TV commercials, radio spots—institutional films. Network calibre—commission exceptional. Contact W. C. Palmer, 1949 Yank Court, Golden (Denver) Colorado.

Announcers

One man for basketball, football play-by-play, news, production, light board shift. Box P-300, BROADCASTING.

Better jobs passing you by? Formula program man, top 15 market will critique half hour air checks, wrongs and rights, \$10.00. Confidential, tapes returned. Box A-116, BROADCASTING.

East coast, near Baltimore, experienced announcer with first phone. Full resume and tape. Box A-121, BROADCASTING.

Beginning dj with 1st phone, Midwest. Fast paced top 40 format. No maintenance. Box A-171, BROADCASTING.

Immediate opening for experienced morning man. Good pay and opportunity in Pennsylvania station of long standing. Send tape, references, experience and salary expected in first correspondence. Box A-179, BROADCASTING.

We are looking for competent newsman. We are a medium size market with top ratings. The man we want must be able to handle mobile news work as well as writing and airing news. Excellent opportunity for a bright, well versed newsman. Starting salary \$6,000. Box A-211, BROADCASTING.

Are you a young radio announcer with a mature voice, some commercial experience, and a desire to join a good medium market station? Then lets get together. We're loaded with employee benefits, the markets a good one, and the staff is broadcasting minded. Send tape, resume and salary range to Box A-213, BROADCASTING.

An exceptional opportunity for an exceptional dj. Top 50,000 watt station in large Midwest market. Furnish aircheck with application. Box B-22, BROADCASTING.

Morning man with bright sound and news background. Immediate opening with Midwest regional. Box B-27, BROADCASTING.

Personality dj for night trick. No. 1 station, medium market. New York State. Box B-54, BROADCASTING.

Virginia daytime independent has immediate opening for airman now. Only experienced people with ability need apply. Send tape, resume to Box B-82, BROADCASTING.

DJ for middle of road independent. Send tape KABI, P. O. Box 455, Abilene, Kansas.

Wanted: Bright morning man, experienced in production. No comedians. Mail tape, resume and expected salary to KJEM, Oklahoma City, Oklahoma.

Announcer with first phone, no maintenance. WAMD, Aberdeen, Md.

RADIO—Help Wanted

Announcers—(Cont'd)

News announcer for Negro oriented station. Must have interest and ability to collect and rewrite news. Some dj experience. Opportunity for dedicated man. Send tape and resume. Zenas Sears, WAOK radio station, 110 Edgewood Avenue, Atlanta, Ga.

WEAW-AM-FM, Evanston, Illinois (Chicago suburb), now accepting applications for combo-announcers with 1st class ticket. Send resume and tape.

Midwest opening for experienced versatile, radio & TV announcer for general staff duties with basic knowledge of good music. Send complete resume, tape, photo, WGEM, Quincy, Ill. or phone Manager or Program Director. 222-6840.

Announcer. Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

Combo man to act as chief engineer. Primary concern engineering. Announcing ability appreciated. Immediate opening. WITY, Box 142, Danville, Ill.

Announcer-program director for "rock" format. Prefer young man, seeking permanent job and advancement with chain. Must be able to prepare and type logs. Contact Hudson Millar, WKUL, Cullman, Ala.

Immediate opening—capable of running tight board with popular format and happy sound. Send resume, tape, photo and references to Frank Wilson, WMBG, P.O.B. 5229, Richmond, Va.

Negro disc jockey to do r & r show. Must be experienced and no screamer. Willing to work late night shift if necessary. First ticket preferred but not essential. Must be able to read well. You will be working for one of Georgia's leading Negro oriented stations. Salary commensurate with experience. Send tape and resume to WOKS radio, P. O. Box 1998, Columbus, Georgia.

Announcer wanted for general staff duties. Please furnish complete details and references first letter, also photo to Ed Damron, manager, WSSC, Sumter, S. C.

Announcer, first phone, mature voice, experience with good music programing, contact Oscar Baker, WPTW, Piqua, Ohio, 1-513-733-3513.

Announcer with first class license excellent opportunity for man light on experience—ABC network. Write: Joe Leonard, WWIZ, 6th & Broadway, Lorain, Ohio.

Technical

Wanted . . . a rare combination. A fully qualified chief engineer capable of complete maintenance of daytime directional. Must also have pleasing air voice, as you will be working a board shift. An excellent opportunity with a good salary for the right man. Please send complete resume, with 7½ ips tape, picture, work history, educational background, references. Box A-208, BROADCASTING.

Experienced engineer—first class ticket, AM & FM Southern New England station—operates remote control—no announcing. Write Box A-223, BROADCASTING.

First class man for temporary job at small AM in southern N. J. Box B-38, BROADCASTING.

RADIO—Help Wanted**Technical—(Cont'd)**

Immediate position open for Chief engineer radio stations WQMR/WGAY-FM, Washington, D. C. 1st class ticket mandatory. Only aggressive, qualified engineer capable of assuming responsibility need apply. References and background will be thoroughly checked. Address application to Ted Dorf, Station Manager, WQMR, Washington 16, D. C.

Production—Programing, Others

Intelligent beginner for diverse duties. Continuity, production, news, board shift, traffic. Midwest, modern format. Box A-172, BROADCASTING.

Newsman—emphasis on air work to join five man staff in Midwest. Send complete resume and picture to Box B-1, BROADCASTING.

Need program manager for fast paced, top rated top 40. Must have outstanding programming, showmanship, production and promotion ability with knowledge of gimmicks and audience getters. Good Southern market with approximately half a million population. Box B-44, BROADCASTING.

Need experienced announcer for good music station. Full details first letter. KCCO radio, Lawton, Oklahoma.

News director for gathering and broadcasting news. Good salary. Write KTOE, Minn., Minn.

Continuity director imaginative and creative person to run continuity department at Wichita number one station. Send resume and sample to Rex Hall, KWBB, P.O.B. 486, Wichita, Kansas.

Immediate opening for man capable of gathering, writing, delivering local news. Must have first ticket. Contact Bill Corrick, General Manager, KWRV, McCook, Nebraska.

Needed immediately for TV traffic. Experienced male or preferably female for good permanent position. Fringe benefits and paid vacation. Station is NBC-ABC VHF affiliate. Contact: Mr. Joe Bonansinga, WGEM-AM-TV, Quincy, Ill. Phone 217-222-6840.

Newscaster. For one of New England's most news-minded radio-TV operations. Salary commensurate with experience and ability. Resume, news writing samples, tape to Durham Caldwell, News Director, WHYN, Springfield, Mass.

News. Expanding local news department, powerful, authoritative delivery, rewrite exp., tape, resume to Dick Levitan, WMEX, Boston 15, Massachusetts.

Negro or white production and program manager with first ticket. Must be able to write and cut production spots, edit tape and do simple maintenance on nondirectional system. Station located in Georgia metropolitan market. Station rated No. 2 general, No. 1 Negro by 8 to 1. Salary commensurate with experience. Write WOKS radio, P. O. Box 1998, Columbus, Georgia.

Young newsman for Midwest aggressive news operation. Local news gathering, writing and reporting for radio & TV. Send tape, resume and photo to Sam Hall, WTRC, Elkhart, Ind.

WVVKO Columbus: Negro appeal station needs news, production man immediately. Send tape, picture and biography, air mail to Eddie Castleberry, Program Director, Station WVVKO, Columbus 21, Ohio.

Production manager—Personality with mellow bass voice for Denver 10,000 watt top forty station. \$750.00 to start. Send tape and resume to Ron Curtis, P.O.B. 1, Arvada, Colorado.

Real opportunities for announcers, salesmen, operation directors . . . with the Stuart radio stations. Send resume and tape right away to: Orv Koch, Box 391, Lincoln, Nebraska.

RADIO—Situations Wanted**Management**

\$15,000 a year buys a real pro. Thirty years experience, all phases. Currently sales manager in top 12 market with top-rated station. Impressive background & ability. Aggressive. Write Box A-193, BROADCASTING.

Experienced radio station manager wishes to operate a station in Southern California. Over 20 years experience, strong on all phases. For information write Box A-198, BROADCASTING.

General manager. Successful career in engineering, programing and sales. General manager ten years present location. Experienced planning, construction and administration. Desire opportunity in larger market or association with station group. Box A-203, BROADCASTING.

Management plus ownership participation desired by responsible, successful California broadcaster. Box A-273, BROADCASTING.

Attention new grants—general manager with proven record wants permanency—well qualified—best references . . . Box A-281, BROADCASTING.

Sales manager, not a salesman, but an organizer offering fresh logical and successful approach to sales and collections. Do not believe in trade-deals or use of trade jargon, think realistically in terms of collections rather than in billings. Start at \$750.00 working toward \$1,000. Prefer Southwest. Available March. Box B-21, BROADCASTING.

Young aggressive executive left comfortable corporation to assume managerial duties at run-down, unprofitable daytimer. Changed operation is now efficient, smooth, profitable in highly competitive medium-major market situation. Ready for bigger opportunity in executive capacity. Personal background includes sales, promotion, programing. Family man, college grad., active in community. Personal interview will confirm qualifications. Box B-30, BROADCASTING.

Manager for sale: highly skilled in audience accumulation, sales servicing, volume building, staff training. Have never worked for a station that hasn't shown substantial growth. No soft cushion job will be considered. I've a long history of rebuilding the sick ones. For my story send yours to Box B-63, BROADCASTING.

Selling manager, small and large station experience, available immediately. Masters degree. Family man. Creative selling, economy minded. Box B-70, BROADCASTING.

Broadcasting executive—14 years experience in media, marketing, sales service & finance with major radio & TV stations, ad agency, and station rep. Presently employed but seeks job with more challenge. 36, B.S. graduate school, married, will relocate. Box B-75, BROADCASTING.

Southeast or West Coast. Management or sales management. Strong sales. Strong administrative. Strong programing. Impeccable references. Available immediately. W. A. Hoftyser, Apt. 2, 23 Latham Village Lane, Latham, N. Y. 785-6031.

Sales

Available immediately: Husband as manager-sales manager, wife for copy, sales, women features. 21 years combined experience. Box B-71, BROADCASTING.

Announcers

5 years experience. DJ announcer, mature voice, family man, desire East Coast. Box A-192, BROADCASTING.

Experienced, mature man desires permanent position in Florida. 10 years experience—all phases. News and sports a specialty. Box A-195, BROADCASTING.

RADIO—Situations Wanted**Announcers—(Cont'd)**

Negro 1st phone. Swinging dj—all shows. Good selling voice. Married, will relocate. Will help station. Box A-217, BROADCASTING.

Experienced dj/announcer—bright sound. Top 40—middle of road. Tight board. Fast production-news. Married—want permanent position. Will relocate. Tape and resume on request. Box A-218, BROADCASTING.

Sports announcer, single, 2 years at AFRS-N. Y. Experienced in play-by-play, interviews, news. College graduate. Prefer East. Top references from N. Y. area. Box A-219, BROADCASTING.

Ex-McLendon dj now available. No. 1 evening traffic man in market of 2½ million. Six years experience. Excellent references. Will relocate to major market top 40 as staff announcer, or to medium market as program director. Box A-232, BROADCASTING.

16 years experience. Announcing, selling, first class license. Steady, reliable, references. Box A-247, BROADCASTING.

Announcer—Washington, D. C. area—1st phone—experienced—family man. Box B-4, BROADCASTING.

Deejay, news, copywriting, some sales, production. Eight years experience. Family man, draft free. Prefer West or Southwest. Tight board, but no screamer. Box B-6, BROADCASTING.

First phone announcer-dj. Experienced all phases. Prefer Illinois, Indiana. Box B-7, BROADCASTING.

Announcer, six months experience, desires staff position with sound station. 25 years, married. Box B-10, BROADCASTING.

Bright personality, 3 years experience. Air salesman, family, will settle, dependable, newsman. Box B-18, BROADCASTING.

Listen to my tape then judge for yourself. Experience and ability—all phases. Prefer sports, would like to work into TV later. Permanent position only. Box B-19, BROADCASTING.

Beginning announcer, speech trained desires first position. Some college, third phone. Box B-23, BROADCASTING.

Top 40 music director, adept at picking hits. Looking for step-up in radio. Married, 23. Box B-29, BROADCASTING.

Young reliable announcer available, dj, news, control board. All offers considered. Box B-32, BROADCASTING.

Ohio stations: I have 6½ years experience and top references. Box B-33, BROADCASTING.

Midwest or East, would you have a nite or all-nite top 40 slot for young, experienced, non-scream, strong news dj/announcer who loves tight board and knows pop music? Box B-37, BROADCASTING.

Announcer, 29, married, to work for adult, good music station. Sober, can give excellent character and credit references. 13 years experience. Will consider any offer in the Southeast, but prefer Georgia. Tape and picture furnished. Presently employed. Box B-39, BROADCASTING.

Meeny Miny Mo, great sounding show. Idea girl extroidnaire, beyond compare. Box B-40, BROADCASTING.

Colored dj. Graduate training in all phases of radio. Available. Box B-45, BROADCASTING.

First phone anncr. young, energetic announcer, two years experience in broadcasting, including copy, traffic and pd, seeks combo slot in Georgia or Fla. Strong on production, know format radio. Also first phone, no maintenance. Available February 8. Tapes and resume on request. Box B-50, BROADCASTING.

RADIO—Situations Wanted

Announcers—(Cont'd)

Announcer, 1 year experience reading news, 3 years experience preparing stock market broadcast. Seeks opportunity in this vein also play-by-play sports. Age 38. Tape and resume. Box B-52, BROADCASTING.

Mature announcer. Desires stable adult programming. Presently in major competitive market. Box B-56, BROADCASTING.

Announcer—reliable, permanent, 13 years experience—no screamer. Southeast. 1st phone soon. Box B-59, BROADCASTING.

Young announcer seeking position with one year AM-FM experience. Will send tape immediately upon request. Want Southeast U.S. if possible. Box B-61, BROADCASTING.

Gal dj, announcer, hard worker, news, weather, women's programs, N.Y.C. area. Box B-66, BROADCASTING.

Summer baseball—Mature, authoritative style. Good background. Live and recreation. Box B-69, BROADCASTING.

DJ/announcer, bright personality, authoritative news, dependable, personable, not a prima-donna. Box B-76, BROADCASTING.

Bright personality, tight board, personable, dependable, not a floater or prima donna. Box B-77, BROADCASTING.

Announcer/dj. Bright personality, experience type board. Authoritative newscaster. Family man. Want to settle, not a floater or prima donna. Box B-78, BROADCASTING.

Bright, happy sounding disc-jockey announcer, authoritative newscaster. Experienced, responsible young man. Desires to settle. Box B-79, BROADCASTING.

Announcer, dj 1st phone, presently working, college grad., age 31. Mature voice, warm personable delivery, authoritative news. Diverse music background. Four years experience A.F.R.S. Prefer middle-of-road station and/or TV in or near metropolitan area. Some experience, copy and production. Available immediately. Tape, photo, resume on request. Box B-80, BROADCASTING.

Announcer of nine years experience ready to join your staff. Can deliver strong news, exciting play-by-play, capable dj, with light sales background. Will consider all offers. Robert Paul, 6200 E. South St., Lakewood, Calif. or call 213-867-7785.

Announcing/engineering opportunity wanted, college graduate (English), first phone, references. Will Smith, 1003 Bluegrass, Louisville. Phone 502-363-5048.

Attention East coast area. Have announcing experience and first phone. Mature and good voice. Florida or Carolina's preferred. Leo Berry, phone 583-3151, Box 203, Bonham, Tex.

Dependable college graduate, 28, with R/TV news-difector, sports, staff experience, for three years and presently employed large corporation advertising-public relations. Prefer broadcasting. Desire position offering play-by-play opportunity, career possibility. \$150 range. Available February. Contact: Don Scott, 211 Rushmore Lane, Route 4, Los Gatos, Calif.

Not just an echo collector, but a real announcer. Recently left Midwest radio station after two years of all around broadcast experience. Moved up to Northwestern TV market. Found automation causes procrastination. Result: worthless feeling. Will some stable Southeastern radio and television operation put me on a steady air shift! Write Alex Kuhm, 510 S. Montana St., Apt. 10, Butte, Mont.

RADIO—Situations Wanted

Technical

Chief engineer. Experienced in station design-construction-operation. Directional antenna systems—power to 50 kw. Single—Now in Washington—Will relocate. Box A-194, BROADCASTING.

Now ready to move up to \$550 per month. Am now working as chief engineer of a small AM-FM station. Have first phone, hard working and competent, with good references. For details write Box A-205, BROADCASTING.

First phone engineer, 13 years experience AM-FM directional. Chief 3 years. Construction, maintenance, production. Box A-209, BROADCASTING.

First phone maintenance, construction, engineer with announcing experience desires job with future. Box B-3, BROADCASTING.

Engineer—radio—Washington, D.C. area—1st phone—experienced—family man. Box B-5, BROADCASTING.

1st phone, marine experience radio. Desire perm. position transmitter or studio operations. Western states or will consider any location. Box B-20, BROADCASTING.

First phone, experience AM-FM. Available immediately. Graduate of Grantham School, Washington. Seeking work in New York City, Cleveland, Ohio or Washington, D. C. Box B-24, BROADCASTING.

Engineer. Have ticket. Seeks experience. Willing to relocate. Had announcing training. Will answer all replies. Box B-48, BROADCASTING.

13 yrs. first phone—studio eng., 3 combo—remotes, 3 years chief. Last 5 years 2 way—radio. Box B-73, BROADCASTING.

First phone engineer available, radio or TV. One year technical school, two years radio control room operator, five years "mixed electronics"—contact Gary McClendon, 210 Rose Road, Albertville, Ala. 878-1221.

Experienced chief engineer-announcer wants job immediately. Good references. \$90 week. Phone 302 Olympha 2-9308, mornings only. 9:30-11.

Experienced chief engineer available immediately. Ronald Pesho, 1930 E. 33 Place, Tulsa, Oklahoma. Riverside 2-7490.

Production, Programing & Others

Sharpen your continuity with new, improved writer. For free samples write Box A-257, BROADCASTING.

News director—Thorough experience all news areas. Writer, reporter. Major market radio/TV background. No personal problems. Box B-2, BROADCASTING.

5 years radio, "all phases" med. market, East coast. Starting \$105. Box B-8, BROADCASTING.

News director: Two years of highly varied experience from racial to vice-president, presenting direct, accurate news. Best offer—references. Box B-9, BROADCASTING.

Newsman—middle of the road music announcer—engineer, seeking news of music-news position. Recently completed 2 years in the newsroom of a 50 kw—r&r major in one of top 15 markets (part of one of the top national chains). Experienced in all phases of newsroom operation and beat work. Currently filling better music jock slot at net affiliate in same market. Tape, picture, & complete resume available. Send complete details first letter, including salary range. Box B-16, BROADCASTING.

RADIO—Situations Wanted

**Production—Programing, Others
Continued**

Production engineer-manager in major market (top 10) performs magic with sound. Combines creativity with thorough knowledge of production. Well versed in every phase of radio including programing. Box B-34, BROADCASTING.

Outstanding play by play, program director, air personality, first phone, looking for stable sports-minded operation. Seven years experience, family man, prefer Southwest. Box B-57, BROADCASTING.

Program director for Midwest major market. Fully experience, top rated morning man, production that sells, good co-ordinator. Will send tape, BW & interview a must. Box B-67, BROADCASTING.

Newscaster-announcer/interviewer. Seeking permanent position with future in professional operation. 2 years varied broadcasting experience, B.A. degree in radio speech. Contact George Kertmenian, 108 E. Coulter Avenue, Collingswood, N. J. Evenings 609-UL 8-1609.

TELEVISION—Help Wanted

Management

TV commercial manager wanted. Pay commensurate with ability. Write Box B-26, Broadcasting, enclosing resume and starting pay expected. Box B-28, BROADCASTING.

Sales

Progressive Florida VHF needs an outstanding time salesman. Apply to Jim Tighe, WJHP-TV, Box 2349, Panama City, Florida.

Announcers

TV announcer—on camera—commercial and weather show. Switching experience helpful. Great opportunity in the fastest growing area. Beautiful intermountain, West. Box B-31, BROADCASTING.

Technical

Florida Gulf Coast AM-FM-TV needs maintenance man. Must be experienced. Please submit letter. Box A-143, BROADCASTING.

Immediate employment. Two first class-first phone engineers: no switchers, good qualified technicians and trouble shooters. Salary good—fringe benefits, no drifters or drinkers. Lots of hard work needed now! Write: Manager, WCCA-TV, Columbia, South Carolina. If I like what you have to offer, you can start as soon as you can get here. Box B-25, BROADCASTING.

Wanted: 1st phone engineer. Experienced in transmitter, VTR & studio maintenance. Address replies: Chief Engineer, WTVM-TV, Columbus, Ga.

Production—Programing, Others

University in Northwest with accredited journalism and broadcasting degree programs is seeking an instructor or assistant professor to teach broadcast news and photography courses starting Fall, 1964. A minimum of a master's degree and satisfactory professional experience required. Send resume to Box A-224, BROADCASTING.

TV newsman. Qualified to dig for, develop, write, news and documentaries and on-air presentation. TV-radio experience desirable but not essential. Age 28-40. Medium-sized progressive Midwest city. Salary open. Box B-26, BROADCASTING.

TELEVISION—Help Wanted

Production—Programing, Others Continued

Needed immediately for TV traffic. Experienced male or preferably female, for good permanent position. Fringe benefits and paid vacation. Stations is NBC-ABC VHF affiliate. Contact Mr. Joe Bonansinga, WGEM-AM-TV, Quincy, Ill. Phone 217-222-6840.

Experienced fulltime male copywriter by March 1 for the second market in Illinois. Send resume, sample copy and salary requirements to program director, WQAD-TV, Moline, Illinois.

TELEVISION—Situations Wanted

Management

Responsible individual seeks position on the executive staff of progressive media or public relations organization, where sound training and broad practical experience in time sales, media co-ordination and public relations techniques will be thoroughly challenged for mutual and corporate growth. Box A-267, BROADCASTING.

Sales

Eleven years radio sales, management wants opportunity in TV college graduate, family man. Locate anywhere. Box B-72, BROADCASTING.

TV announcer . . . Help! Box A-233, BROADCASTING.

TV announcer, thoroughly experienced seeks move. Box B-15, BROADCASTING.

Technical

Engineer or stage-man. Have ticket. Seeks experience. Willing to relocate. Had television training. Will answer all replies. Box B-58, BROADCASTING.

Production minded 1st phone audio engineer caught in personnel cutback. Now in Michigan. Box B-80, BROADCASTING.

Experienced transmitter-maintenance man. Supervisory experience. Excellent references. Available now. Box B-64, BROADCASTING.

Break needed, experienced first phone engineer, married, seeks permanent position in N. Y. State or vicinity. Desires to cease traveling. Box B-81, BROADCASTING.

Production Programing & Others

Operations manager of top thirty markets eastern station desires similar position with station in mid-west or west. Full time administrator thoroughly versed in all areas of programing, sales and production. Box A-141, BROADCASTING.

Director-producer, 5 years experience, commercial & ETV. Box A-150, BROADCASTING.

News director—TV/AM. Reporter, writer, newscaster, department supervision. High caliber person and performance. Minimum \$800. Box A-268, BROADCASTING.

To TV managers: Seasoned public affairs producer-writer looking for creative elbow room to build award-winning community affairs programing. 7 years major CBS-TV affiliate. 2 years university faculty. Public affairs awards: Sylvania, American Bar Assn., Freedoms Foundation. Box B-65, BROADCASTING.

Veteran newsmen—33—news director for 7 man, fast paced operation. Twelve years gathering-editing news-air work TV and radio. In depth reporting. Desires position as news director or newsmen in first rate news station-TV or radio. Box B-35, BROADCASTING.

TELEVISION—Situations Wanted

Production Programing & Others Continued

First phone control room and production experience desires non-maintenance position. Box B-42, BROADCASTING.

My Uncle's not a producer. I don't know anyone who has connections. But I'm still looking for someone who has a position in the TV industry for a creative, cultured young lady, 24, BA English, writing ability, typing, fast longhand, abundant sense of humor. Box B-11, BROADCASTING.

WANTED TO BUY

Equipment

Good used equipment to automate daytimer. Reply with details to Box A-128, BROADCASTING.

Wanted: FM exciter 10-50 watts adaptable to stereo. WMRI-FM, No. 47396—Marion, Indiana, Blair Weicht.

Wanted: 100 and 1000 watt FM transmitter for educational purposes. Ronald Veigl, Physics Dept., St. Bernard, Ala.

Wanted: Sound on film 16mm camera. Auricon preferred, will consider any type. Must have 400 ft. capacity or larger. Lense and tripod not necessary but will consider. News department, KQTV, Fort Dodge, Iowa.

College radio station needs console, tape decks, 10 w transmitter. Would like gift, we'll pay shipping. Manager, WDOM, Providence 18, Rhode Island.

Andrew V FM antenna for high end band. Need 4, 6, or 8 bay. WTRN, Tyrone, Pa.

Will buy or trade used tape and disc recording equipment — Ampex, Concentone, Magnecord, Presto, etc. Audio equipment for sale. Boynton tudio, 10 B Pennsylvania, Tuckahoe, N. Y.

FOR SALE

Equipment

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.

Three (3) Blaw-Knox 200 ft. self-supporting towers galv. in excellent condition. P. O. B. 575, Vidalia, Georgia.

UHF 1 kw continental transmitter, modified for color, presently tuned for Channel 18. Offering does not include the filter-plexer. Transmitter in excellent condition—\$9,500.00. Contact J. W. Robertson, Chief Engineer, WLEX-TV, Lexington, Kentucky.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1½" rigid. 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Telephone 2-3527.

One complete Schafer 1200 series automation system. Consists of control panel with remote start and stop, make-up unit with remote control (play back optional), three Ampex playback units and two 100 record Seeburg units. Operation is by silent sense or cue dots. The equipment is four years old and is in excellent working order. KDTH, Dubuque, Iowa.

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, Electro-Temp, Co., Box 6111, San Diego 6, Calif.

10 kw FM Western Electric 506-B2. Best offer. Transmitter, 1100 8th Ave., West, Birmingham, Alabama.

A wide variety of demonstration lenses—C-mount, S-mount, and zoom. Specify size, speed, and mount (and make if preferred). Box A-181, BROADCASTING.

FOR SALE—Equipment—(Cont'd)

For sale 5 kw RCA transmitter type No. RCA 5 DX. \$1,500.00 FOB San Juan. Completely operational. Contact Carpenter, radio station WUNO, Box Q, Hatorey, Puerto Rico.

Ampex 350-U, 7½-15. \$900.00, Ampex 350-C, 7½-15 \$950.00. Good condition. Write Chief Engineer, Back To The Bible Studios, Lincoln, Neb.

250 ft. self-supporting galvanized tower. Excellent condition. Make offer. Eastside Broadcasting, 114 Cakeside, Seattle, Washington.

Tape recorders—Ampex model 601, new. Choice of speeds, half or full track—\$450.00. Stereo model—\$575.00. Contact Mr. D. J. Cook at Shrader Sound, Inc., 2803 M St. N.W., Washington, D. C. Phone 202-965-1300.

Rek-O-Kut M-5 thate with 16 inch T.T., RCA Cutter head, console and 3 leadscrews—\$250 plus shipping. Also, 2 M-5 overhead mechanisms only—best offer. Austin Custom Records, P.O.B. 166, Austin, Texas.

Multiplex receivers, \$5 each. Rel & Stromberg, crystal controlled oscillator, SCA adapter 67 kc, 10 watt amplifier, fine for multiplex without stereo. Complete with tubes, and in working condition when shipped, but no warranty. Order 1 to 100 units. Add \$1 per set for crating. Cash, F.O.B. San Antonio. Chief Engineer, KEEZ-FM, Tower Life Building, San Antonio.

Westinghouse 3 kw FM transmitter, 400 feet 1½" transmission line, frequency & modulation monitor. Box B-36, BROADCASTING.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley 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.

One Ampex 354 stereo console . . . \$1000.00. Harry Eidleman, KCFM, St. Louis, Mo.

Magnecord PT6-A with rack-mount amplifier, full track, good condition. \$225.00. Box B-43, BROADCASTING.

TV mobile unit, 1947, RCA, runs good, some rust. Inexpensive. Contact J. E. Rusk, KSD-TV, St. Louis, Mo.

Magnecord 816X background music playback with pre-amp \$350, orig. cost \$800 (1962) used 6 mo. 4-14" reels KCLA, P.O.B. 752, Pine Bluff, Ark.

BUSINESS OPPORTUNITY

"Ladies days" make cash in advance for your station and build audiences! Send \$5.00 for details to: Les Williams, WYTI, Rocky Mount, Virginia. 24151

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.

"Broadcast Comedy" a free booklet available to disc jockeys doing light comedy. Write, including call letters—Show-Biz Comedy Service (Dept. BC) 65 Parkway Court, Brooklyn, N. Y. 11235

Valuable new book for progressive radio program directors. Over 125 outstanding contests, comedy, promos, games and ideas. Complete copy and instructions. Rush \$5.95 for "Professional Programing Volume I." Satisfaction guaranteed! Professional Programing Publications, 1720 Southwest 93rd Place, Miami, Florida. 33165.

MISCELLANEOUS—(Cont'd)

168 hours—A complete summary of the week in review, accenting the major stories of the past 168 hours. A perfect 15 minute program, spaced with actualities, and the sounds of the news—Air Mail Special Delivery for weekend broadcasting. Top audience response—added depth and prestige—amazingly low cost. Write Box N-125, BROADCASTING.

Customized news-weather-sports intros/extras for your special clients. \$10 with your copy. Satisfaction or recut. Six Twenty Nine Productions, Pensacola, Florida.

Anyone having any information concerning Eugene Napier—29, 5'9", Social Security No. 276-32-7933 please immediately contact. Box B-53, 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. 4-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, 2803 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School continues top placement record. Proven 1st phone and "modern" sound. Illustrated brochure, 259 Geary St.

Save time! Save money! Come to beautiful, warm and sunny Florida and get your FCC first class license in just five (5) weeks! Full resident tuition only \$295.00. License or complete refund. Free placement. Radio Engineering Institute of Florida, Inc., 135 N. Pineapple Ave., Sarasota, Florida.

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.

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 March 11, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

INSTRUCTIONS—(Cont'd)

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin March 16, May 18 and July 20. Lab training and advanced electronics available after first phone course, to those who wish to continue. For free brochure, write: Dept. 4-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

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.

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.

America's pioneer. 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

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.

Help Wanted—Sales

Radio Program Sales Opportunity

If you are single, aggressive, with a sales personality, and have your own car, here is the opportunity to earn outstanding income. Salary, plus commission, plus travel expenses. Hard work, Big opportunity. Give complete resume in first letter—and include current photo.

Box B-47, BROADCASTING

Production—Programing, Others

WANTED! NEWS DIRECTOR

50 kw, No. 1 Pulse and Hooper rated WNOE, needs dedicated, working news-director, capable to supervise department of hard hitting, aggressive newsmen. Send tape, resume and salary requirements to Cleve J. Brien, 529 Bienville St., New Orleans, La.

NEED HELP? LOOKING FOR A JOB? SOMETHING TO BUY OR SELL?

For Best Results
You Can't Top A
CLASSIFIED AD
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

RADIO—Help Wanted

Production—Programing, Others Continued

MAJOR RADIO STATION

... has two great opportunities for the right men.

First looking for top air newsmen who is a reporter, writer and tape editor. Must have good voice and delivery—and be ready for "a shot at the top." Five figure Salary to start.

Second opening for news editor and writer. Off-the-air man to cover hard news stories and write air material.

Qualified applicants ready for advancement send resume and tape in confidence to:

Box A-214, BROADCASTING

PRODUCTION MANAGER

Supervise program department, program development. High quality non-commercial, religious-educational, AM-FM 5 KW independent daytimer. Lutheran Church owned. Cultural, good music, public service, civic interest and news format. (P.M. not responsible for religious features). Salary open, immediate. Men with capacity required. Reply by letter fully with audition tape to Emerson Russell, General Manager, KFUE Radio, 801 DeMun, St. Louis, Missouri 63105.

ANNOUNCER-PRODUCER

Handle complete program projects on assignment. Fulltime. Ample initiative and creativity leeway. Reports to Production Manager. Must have clean, top voice. Salary open. Reply by letter fully with audition tape to Emerson Russell, General Manager, KFUE Radio, 801 DeMun, St. Louis, Missouri 63105.

FOREIGN ASSIGNMENTS

International consulting firm desires acquaintance with broadcasting specialists qualified in any or all aspects of Radio and TV—commercial or educational, management, programing or technical—and interested in short or long-term assignments abroad. Write describing qualifications including languages to:

Box B-41, BROADCASTING

Situations Wanted

Production—Programing, Others

PROGRAM MANAGER

As Program Manager of a major market 50 KW I'm accustomed to demanding & getting best work from personnel. If you need similar program management, your market size is less important than your desire to have quality, diversified programing.

Box B-51, BROADCASTING

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. 84th year. For catalog write: Director of Admissions.

**RADIO
TV
SPEECH
THEATRE**

EMERSON COLLEGE
303 Berkeley St., Boston 16

WANTED TO BUY—Stations

WANTED

small market
AM or FM

replies confidential
Box B-17, BROADCASTING

WANT TO BUY AM STATION market from 150,000 to 2 million. Will pay cash. Multiple market operators having disposed of one property now seek others. P.O. Box 1291, Colorado Springs, Colorado.

Group just sold one of its properties for cash. . . . WILL BUY FOR CASH AM Station within 200 miles of Cleveland, Ohio. Forward all details.

Box B-12, BROADCASTING

WANTED

Station within 300 miles of New York. To \$500,000. Profit-maker. Any interesting situation considered.

Box B-68, BROADCASTING

A.M. STATION

We are interested in adding another property east of the Mississippi. The market situation must be healthy. All replies given considered evaluation and kept most confidential.

Box B-49 BROADCASTING

FOR SALE—Stations

Midwest
Daytimer
Excellent
Facilities
And Record

Details to qualified principals.
Box B-13, BROADCASTING

UNUSUAL OPPORTUNITY

5KW/1KW AT JACKSON, MISSISSIPPI—METROPOLITAN POPULATION 225,000. IDEAL MARKET FOR COUNTRY & WESTERN OR TOP 40 OPERATION. EQUIPMENT, BUILDINGS EXCELLENT CONDITION. PRICED FOR QUICK CASH SALE.

JOHN MCLENDON—Box 197
JACKSON, MISS.—601-948-1617

FOR SALE TO SETTLE ESTATE

California 1 KW daytimer in heavily populated Growth area. Average monthly gross over \$8,000. Priced at \$115,000 on excellent terms. Less for Cash.

Box B-14, BROADCASTING

FOR SALE—Stations

FULL TIME HIGH POWER

Florida Station. 1963 gross approx. \$200,000. Principals only; financially qualified to handle \$425,000 deal with 29% down.

Box A-139, BROADCASTING

FOR SALE

Central Minnesota radio station. Good power—good dial position—highly profitable for many years! Manager desires a larger market. Write

Box A-234, BROADCASTING

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

CALIFORNIA. Exclusive. Priced at \$150,000. Terms.
SOUTHWEST. Exclusive. Priced at \$90,000. Terms.
NEW ENGLAND. Exclusive. Priced at \$85,000. Terms.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

Fla.	single	daytime	\$ 30M	terms
Me.	single	power	125M	50M
S.E.	suburban	daytime	65M	37M
Pa.	metro	fulltime	350M	75M
Fla.	metro	fulltime	240M	29%

buying and selling, check with
✓ CHAPMAN COMPANY INC
2045 PEACHTREE RD., ATLANTA, GA. 30309

Continued from page 85

Smyrna Beach, WSPB Sarasota, WTOT Marianna, WMJR (FM) Fort Lauderdale, WFFG Marathon, WNOG Naples, WONS Tallahassee, WROD Daytona Beach, WFLM (FM) Fort Lauderdale, WPEX-FM Pensacola, WNUE Fort Walton Beach, WSKP Miami, all Florida; WPRM-FM San Juan, P. R.; WAZE Clearwater, WGBS-FM Miami, WSUN-TV St. Petersburg, all Florida.

K72AA, K75BD Weed Heights, Nev.—Granted assignment of license and CP and license of UHF TV translator stations to Anaconda Alloys Corp., wholly owned subsidiary of assignor.

Actions of Jan. 23

WLIN(FM) Detroit—Granted license and specify main studio location.

WMID Atlantic City—Granted mod. of CP to change studio location and remote control point.

WINF-FM Manchester, Conn.—Granted extension of completion date to April 20.

Actions of Jan. 22

Moffat County, Savery and Baggs, both Wyoming and Blue River Valley, and Gore Pass, and Maybell and rural area, both Colorado—Granted CP's for new VHF TV translator's on channels 5, 3 and 10, to rebroadcast programs of KFBC-TV (ch. 5) Cheyenne, Wyo., and KBTV(TV) (ch. 9) Denver.

WAQE-AM-FM Towson, Md., and Baltimore, respectively—Granted renewal of licenses.

KS2XGA, KS2XGD Lafayette, Ind.—Granted CP's to change type ant. (main trans. and alternate main trans.) of experimental airborne TV stations.

K09FW Willits, Calif.—Granted extension of completion date to Feb. 18, for VHF TV translator.

*WJSP-TV Columbus, Ga.—Granted extension of completion date to May 1.

KLOO Corvallis, Ore.—Granted renewal of license.

*KPFK(FM) Los Angeles, Calif.—Granted license covering change in ERP.

WBAI(FM) New York, N. Y.—Granted license covering decrease in ERP, increase in ant. height, change in ant.-trans. and studio location, type trans. and type ant., and changes in ant. system.

KPFA(FM) Berkeley, Calif.—Granted license covering change in ERP and ant. system.

Fine

■ Commission notified Continental Broadcasting Inc. that it has incurred apparent liability of \$1,000 for willful or repeated violations of rules by WNJR Newark for failure to file with commission copies of contract relating to sale of broadcast time to time broker. Station has 30 days to contest or pay forfeiture. Action Jan. 22.

Rulemakings

PROPOSED

■ By third notice of further proposed rulemaking, commission proposed revised program service statement for AM and FM broadcast applicants, and scheduled oral proceeding in matter before commission en banc on April 23. Commissioner Hyde issued concurring statement. Action Jan. 22.

PETITIONS FOR RULEMAKING FILED

■ Robert A. Jones, La Grange and Bruce Micek, Park Ridge, both Ill.—Requests amendment of rules to amend table of assignments as follows: Middleton, Wis.; add channel 292A, Wisconsin Rapids, Wis.; delete 293, add 300; Marshfield, Wis.; delete 300, add 293. Received Jan. 14.

■ Leo Korlishin, Edwardsville, Pa.—Requests rulemaking looking toward allocation of Channel 276A to Kingston, Pa. Received Jan. 16.

■ KJCK Junction City, Kan.—Requests rulemaking looking toward following changes: Junction City; add channel 233; Grand Island, Neb.; delete 233, add 268; Superior, Neb.; delete 265A, add 280A. Received Jan. 20.

PETITION FOR RULEMAKING AMENDED

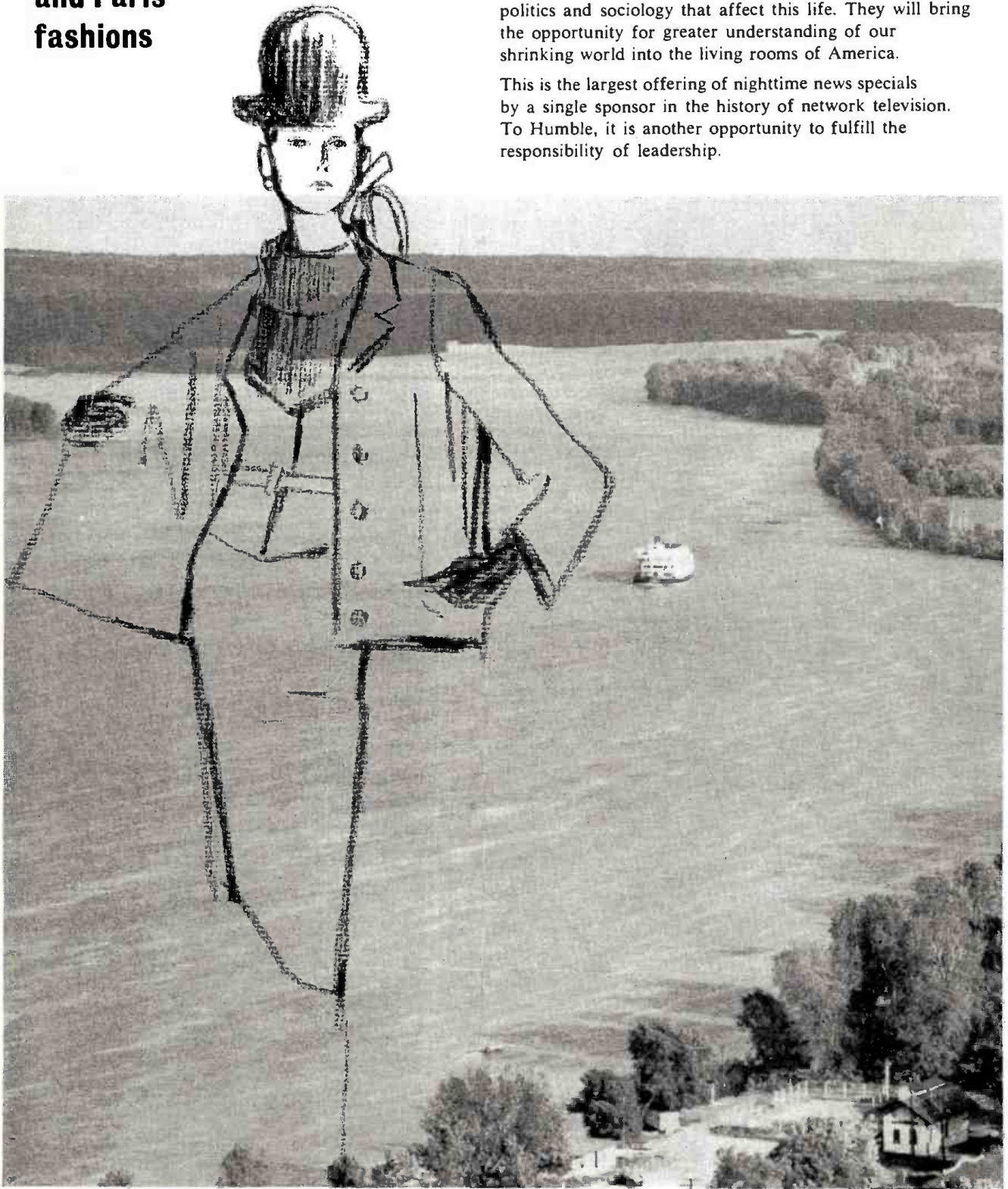
■ WAKO Lawrenceville, Ill.—Requests amendment of rules so as to propose allocation of channel 276 at Lawrenceville. Received Jan. 21.

**This month Humble brings you
the Mississippi River...
and Paris
fashions**

(Next month: Britain's changing role, the California educational system and a special report on life in Australia.)

During the first nine months of 1964, Humble Oil & Refining Company is presenting 26 one-hour documentary programs in cooperation with the NBC Television Network. These reports will examine in detail the many ways of life around the world, and the factors of geography, politics and sociology that affect this life. They will bring the opportunity for greater understanding of our shrinking world into the living rooms of America.

This is the largest offering of nighttime news specials by a single sponsor in the history of network television. To Humble, it is another opportunity to fulfill the responsibility of leadership.



HUMBLE OIL & REFINING COMPANY . . . AMERICA'S LEADING ENERGY COMPANY

If reverse logic can be applied to the maxim that idle hands are the Devil's tools, then Roy H. Park is one of the purest men beneath the firmament.

A relentlessly energetic businessman, his every step from the North Carolina farm of his birth to his present prominence has been marked by a stubborn will to succeed and a sure instinct for dealing with his fellow man.

His voice still has traces of the accent he acquired as a boy, and though he long ago moved to Ithaca, N. Y., he still feels strong ties to his home state. He is characterized as "all mind" by an associate, who adds, "Roy has only been in broadcasting a couple of years, but he's a real pro. He knows as much as men who've been in the business for 20 years. He's very incisive and analytical. In many ways he's the personification of the American businessman."

Down On The Farm ■ After working his way through college by writing for the Associated Press and running the school newspaper, Mr. Park, the ink on his degree in marketing scarcely dry, answered a Raleigh newspaper ad for a public relations man. The prospective employer was identified solely by a box number and the ad specifically asked for applications via the mails only, but Mr. Park, typically, loaded the dice of chance with more than a little personal initiative.

He replied to the ad the morning he saw it, then perched in the Post Office with his eyes attentively fixed on the designated box. When, early that evening, a man walked in and emptied the contents of the box, Mr. Park strolled over, introduced himself, pointed out what he considered the most important letter among those reposing in the hand of the slightly bewildered stranger and asked to be given first consideration.

The boldness of Mr. Park's approach worked, and after a series of interviews he was hired at \$100 a month as director of public relations for the North Carolina Cotton Growers Cooperative Association. At the same time he served as director of public relations and sales promotion for the Farmers Cooperative Exchange. He held these jobs 11 years.

Brave New World ■ In 1939 he bought *Cooperative Digest and Farm Power*, an agricultural trade magazine, and two years later he struck out wholly on his own, transplanting his roots from the southeastern state to Ithaca.

Mr. Park bought a cooperative farm advertising agency in Ithaca—Agricultural Advertising and Research Inc.—and pushed this new enterprise with his customary zeal, relying largely on heavy radio advertising.

Mr. Park gradually eased out of the agency field as he became more and more absorbed by a new business passion—marketing foods. The Cooperative Grange League Federation, which his

If you don't succeed you're just not trying

agency represented, had been toying with the idea of processing its products. Mr. Park was enthusiastic about the prospects, but he recognized that to compete in the marketplace they would need a strong brand name.

Tick-Tock Topic ■ It was decided to ask Duncan Hines for permission to use his name on their labels. No other single name, they agreed, was so identified with good food. But Mr. Hines gave a flat no.

Mr. Park did not succeed in business without really trying. Confronted with Duncan Hines's refusal, Mr. Park again exhibited a flair for just the right touch. Discovering that Mr. Hines was deeply interested in antique clocks and watches, Mr. Park boned up on the subject. At

one of the conferences between the two the conversation, strangely enough, turned to old timepieces.

But as delighted as Mr. Hines was to discover a kindred soul, he still maintained that he had never endorsed a particular brand and he never would. Mr. Park insisted that endorsement was not what was sought. "We want to name something in your honor," he said, "as a sort of tribute." Again it was just the right touch.

A few weeks later Hines-Park Foods Inc. was a corporate fact. He was president of the burgeoning business until he sold it to Procter & Gamble through a merger contract in 1956. He is still a consultant to P&G.

Never Too Late ■ Mr. Park a few years ago started a new career. Determined as a youngster to eventually acquire a newspaper chain, he became attracted to broadcasting through radio's success in developing the Hines-Park line. He and Mr. Hines in 1952 had started a daily five-minute series on Mutual Broadcasting System extolling various eateries around the country.

In 1962 Mr. Park planted his feet firmly in broadcasting with the purchase of WGTC and WNCT-FM-TV Greenville in his native North Carolina.

Mr. Park plans eventually to buy a full quota of VHF television stations and expects to pick up some U's and more radio stations along the way. He believes that broadcasting has its greatest growth yet before it, and although broadcast properties "are high-priced today, I feel that in another five or ten years we will look back longingly at today's prices—that is, if we are trying to acquire properties."

Other Interests ■ Vitaly interested in people and their problems, Mr. Park in recent years has devoted about one-third of his time to civic activities. Besides being president of the Ithaca Chamber of Commerce, he has been active in groups promoting education and fighting juvenile delinquency.

Yet with all this activity Mr. Park still has time for hobbies, and hobbies that require more than casual application. His introduction to the mysteries of unusual timepieces has already been related, but what was an expedient pursuit has turned into an abiding interest. He now has more than 20 rare watches, owns several rare automobiles, among them a 1929 J Duesenberg roadster, is a deep-sea fisherman and raises peacocks and pigeons.

Mr. Park credits the people with whom he has worked for helping him over many rough spots and speeding his success. Mr. Park says of himself: "My best quality, to my mind, is that I am a good loser."

His recent business experiences suggest that it is a quality happily gone to waste.

WEEK'S PROFILE



Roy Hampton Park—broadcaster, promoter, marketer; b. Dobson, N. C., Sept. 15, 1910; North Carolina State College, BS, 1931; president, Roy H. Park Broadcasting Inc. (WGTC, WNCT-FM-TV Greenville, 30% of WECT[TV] Wilmington, all North Carolina); president, Roy H. Park Broadcasting of Tennessee, applicant to buy WDEF-AM-TV Chattanooga, and applicant for new FM in that city; editor and publisher of *Cooperative Digest and Farm Power*, Ithaca, N. Y., trade magazine; president, *Agricultural Advertising and Research Inc.*, Ithaca; president, Roy H. Park Inc., Ithaca publishing and printing firm; president, State & Aurora Inc., Ithaca real estate and investment firm; president, Upstate Small Business Investment Inc., Ithaca; consultant to Procter & Gamble; president, Ithaca Chamber of Commerce; m. Dorothy Goodwin Dent, Oct. 3, 1936; children—Roy Jr., 25, Adelaide Hinton, 21. member—Phi Kappa Phi, Alpha Phi Gamma; VP, Duncan Hines Foundation, Chicago philanthropic society.

EDITORIALS

Where it stops nobody knows

WITNESSES have given their solemn word that when bids for the 1964-65 television rights to National Football League games were opened 10 days ago, the most astonished man in the room was NFL Commissioner Pete Rozelle.

No wonder. The top bid, by CBS-TV, was \$28.2 million—more than three times what the same rights brought in 1962-63. And the ABC and NBC bids were both in the twenties.

Now NBC, already committed for more than \$13 million for college football rights for the next two seasons, has added the American Football League on a five-year contract pegged at \$36 million.

It is hard not to believe that football prices are getting out of bounds. But some network officials were saying the same thing less than a year ago, when prices were merely astronomical, and their own bids now refute that sort of talk as hopelessly out of date.

There is no doubt that football is one of the hottest audience attractions currently offered on television. It is therefore one of the hottest advertiser attractions, too, as witness NBC's success in selling the college games within two days after it got the rights. And network revenue from football does not stop with the games themselves. The prestige of football attracts other advertisers, and the practicalities of the dollar-volume discount invite football sponsors to increase their nonfootball business at lower end prices.

We must assume, then, that the networks knew what they were doing in their bidding. As President Jim Aubrey said of CBS-TV's \$28.2 million contract, the network is "not in business to lose money." We can't resist thinking, however, that perhaps the networks didn't go quite far enough.

The three football contracts add up to more than \$77 million. At going prices, that sum would buy maybe eight or ten pro teams outright, which the network owners could play against one another, quit haggling about rights and get the gate receipts to boot.

We jest—but not much. Next fall will see feature-length movies made primarily for television, not for theaters. So the idea of TV-owned football may not be as ridiculous or remote as it sounds. Meanwhile, the prices of televised football compel one to speculate that the most valuable man on the field in seasons from now on may be the one who stops play for the insertion of the commercials.

A mission in Milwaukee

THE possibility of enlightening discoveries about the commercial effectiveness of television is promised by a research project that is being fashioned by WTMJ-TV Milwaukee and its parent, the Journal Co., which publishes the *Milwaukee Journal* and the *Milwaukee Sentinel*.

A total of \$1 million has been budgeted for a three-year project to be called the Milwaukee Advertising Laboratory. Matched panels of consumers will be created so that their reactions to differing stimuli may be compared. WTMJ-TV will use an electronic switch, activated by an inaudible broadcast signal, to black out some commercials in selected panel homes. With all these controls, the laboratory will be in a position to develop a great store of knowledge.

In the narrowest commercial application, the laboratory ought to be an ideal testing ground for individual campaigns, and if it served no other purpose it would be eminently useful.

We must hope, however, that its work goes into broader

fields in an effort to provide some guidance to the general advancement of television. In conditions of the kind promised by the Milwaukee project it ought to be possible to find out whether contemporary television practices are worth preserving or in need of change.

It ought to be possible to find out whether the placement and number of commercials that are now the standards for the television system are the most effective that can be devised or whether modifications are indicated.

It ought to be possible to discover how many commercials may be broadcast in a sequence before effectiveness declines, or to learn how thick a mixture of commercials, promotional spots, billboards and credit crawls the audience will tolerate.

Above all, it must be hoped that the Milwaukee project will set standards for research that can be adapted to other communities and so provide the stimulus for an expansion of knowledge to replace the suppositions on which all too many fundamental decisions in television are made today. If that comes about, the Journal Co. will be owed a great debt by the whole television business.

Chance for a new beginning?

IT was a Pyrrhic victory for LeRoy Collins in Sarasota, Fla., last week. Although he retained the presidency of the National Association of Broadcasters in resisting an ouster, he failed to achieve a clear-cut vote of confidence. Of the 43 members present, 18, or 41%, did not support his stewardship.

Much depends on what Governor Collins says and does in the weeks ahead.

Practically every board member recognizes the former Florida governor as a man of ability and national stature. The disagreement has been over his disposition in the three years he has served to venture into controversial areas, particularly in his public speeches, not germane to the affairs of broadcasting and without prior board consultation.

Governor Collins now has a clear understanding of the attitudes of his board—and of the association's membership, as reflected in polls conducted by several board members.

His contract as NAB head has two years to go. If he uses his demonstrated talents as he should, his tenure can yet be successful for both his membership and himself.



Drawn for BROADCASTING by Sid Hix
"Now there's a piggyback commercial that I find objectionable!"



The Mark of the Finest in TV Tape Recorders

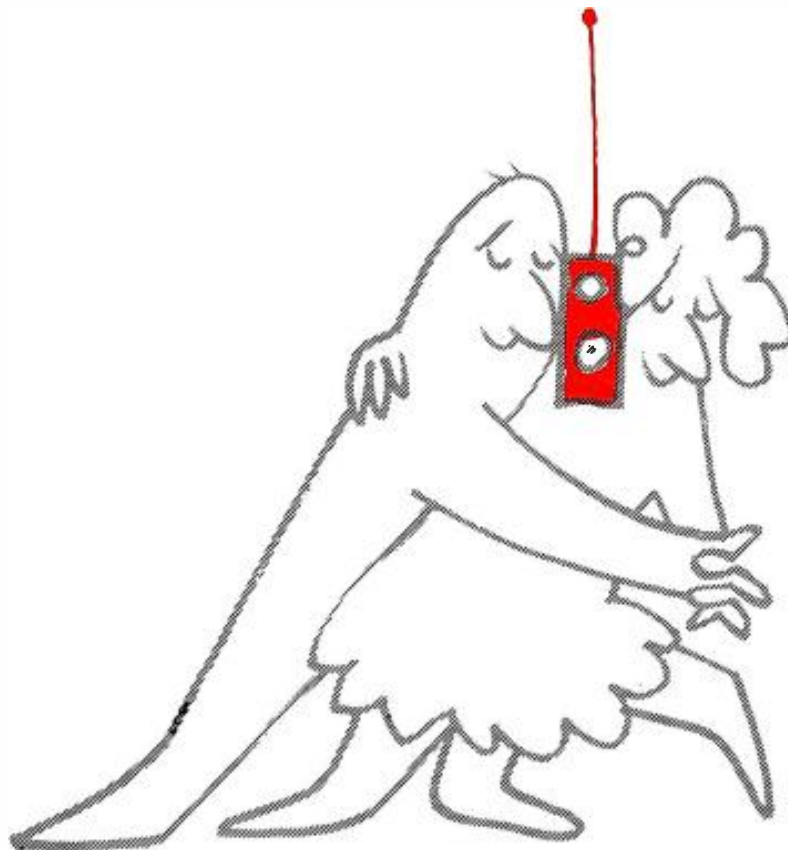


The TR-22, with its excellence of design and brilliance of performance, attracts attention wherever it's in operation. Fully transistorized, it does away with problems of power, heat and space, reduces maintenance. It provides highest standards of quality and reliability. Any studio can benefit from this symbol of the finest in TV Tape.



The Most Trusted Name
in Television





Foreground Radio

WJR radio.

The kind of radio people celebrate over, write fan letters about, take their hats off to.

The kind of radio that helps Ohio farmers know when to sell their hogs; tells Detroit commuters how their stocks are faring; keeps Canadians in touch with U.S. opinion; teaches Indiana-ites how to tell a French horn from a fog horn.

And gently guides all the above into supermarkets, dealer-

ships and department stores throughout America's fifth largest market, 109 surrounding counties and Southern Ontario.

Foreground Radio: created by adults to entertain and inform adults who earn and spend adult salaries.

Foreground Radio: a prerequisite of Foreground Commercials—the kind people really pay attention to.

Henry I. Christal represents us.

WJR
760 KC 50,000 WATTS
DETROIT